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EDISON Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH CO.

VOL. III. ORANGE, N. J., JANUARY, 1906. No. 11.

NATIONAL PHONOGRAPH CO.

ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.

CHICAGO: 304 WABASH AVENUE.

340 KENT STREET, SYDNEY, N. S. W.

CALLE PROLONGACION DEL 5 DE MAYO, NO. 67-77,
MEXICO CITY.

NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL
ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY
should be addressed to the Advertising Department,
Orange, N. J.

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LOOKING BACKWARD AND FORWARD.

At a time like this it is quite proper to cast retrospective and prospective glances at the trade situation as viewed from an Edison standpoint. The year 1905 was one of unexampled prosperity to the entire country and great strides were made in all industrial businesses. In few other industries have greater advances been made than in the manufacture of talking-machines. The growth of the business has been of a phenomenal character and quite beyond the expectations of even the most optimistic men connected with it. Regarded but a few years ago as a fad that would soon run its course, the Phonograph has, by its rapid evolutions, won widespread recognition as an article quite as staple as a piano and as likely to endure. Without desiring to be egotistical or boastful, we believe that the business of the National Phonograph Co. has in the past year grown in a greater ratio than that of any similar concern in the industry. We feel assured that the Edison Phonograph and the sound reproducing principles back of it have to a greater extent than ever been accepted by the world as those furnishing the most natural reproduction of the human voice or of any musical instrument, and therefore the most desirable instrument of its kind on the market. The business of the National Phonograph Co. steadily increased throughout the year. Each successive month brought a larger business than its predecessor, the summer months being no exception to this growth, the last four months bringing a demand for goods beyond our factory capacity.

Looking forward, all conditions seem favorable for a volume of business as much greater than that of 1905 as the latter was greater than the year before. Never before have the relations between the trade and ourselves been more cordial, and never before have Jobbers and Dealers been so enthusiastic over the possibilities of the Edison product. Recent im-

(Continued on page 3.)

THE ADVANCE LIST OF FEBRUARY RECORDS APPEARS ON PAGE 2.

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NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR FEBRUARY, 1906.

RECORDS listed below will be ready for shipment as near **February 1st** as possible, at which time Jobbers' stock orders, if **received prior to January 10th**, will be shipped. February Supplements will be forwarded to Jobbers with their stock orders for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

- 9194 Caprice Militaire (*Rollinson*) Edison Concert Band
9195 Henny Klein (*Jerome and Schwartz*) Ada Jones
Dutch waltz song from "The White Cat," Orch. accom.
9196 I'm a-Dreaming of You (*Mullen*) Coon love song, *Orch. accom.* Collins and Harlan
9197 "Genevieve" Waltz Medley (*Original*) Eugene Rose
Ocarina solo, Orch. accom., introducing "On the Banks of the Rhine with a Stein," "I'll be Waiting in the Gloaming, Sweet Genevieve," and "Wait till the Sun Shines, Nellie."
9198 Will You Love Me in December as You Do in May? (*Ball*) Harry MacDonough
Sentimental song, Orch. accom.
9199 God Be With You till We Meet Again (*Tomer*) Anthony and Harrison
Sacred duet, Orch. accom.
9200 It's a Good World After All (*Bryan and Edwards*) Bob Roberts
Comic song, Orch. accom.
9201 Blue Jackets March (*Bennett*) Edison Military Band
9202 Daddy's Little Girl (*Morse*) *Descriptive song, Orch. accom.* Byron G. Harlan
9203 College Life March (*Frantzen*) *Whistling solo, Orch. accom.* Joe Belmont
9204 Lazy Moon (*Cole and Johnson*) Billy Murray
Coon love song, Orch. accom., chorus by Edison Male Quartette
9205 Ghost of the Mayor Overture (*Grossmann*) Edison Symphony Orchestra
From the opera "Der Geist des Wojewoden"
9206 'Neath the Spreading Chestnut Tree (*Bloom*) Irving Gillette
Descriptive song, Orch. accom.
9207 Believe Me, If All Those Endearing Young Charms (*Moore-Stevenson*) Marie Narelle
Soprano song, Orch. accom.
9208 Pocahontas (*Bryan and Edwards*) *Comic song, Orch. accom.* Edward M. Favor
9209 Titania, Air de Ballet (*Sired*) Edison Concert Band
9210 Is Everybody Happy? (*Hogan-Lemonier*) *Coon song, Orch. accom.* Madge Maitland
9211 Robinson Crusoe's Isle (*Burt*) Arthur Collins
Comic song, from Marie Cahill's "Moonshine," Orch. accom.
9212 My Mother's Old Red Shawl (*Moreland*) MacDonough and Biehling
Descriptive duet, Orch. accom.
9213 The Chaser March (*Ruby*) *Xylophone solo, Orch. accom.* Albert Benzler
9214 Save Your Money, 'Cause de Winter Am Coming On (*Godfrey*) Clarice Vance
Coon song, Orch. accom.
9215 The Original Cohens (*Vaudeville*) Ada Jones and Len Spencer
Hebrew sketch, with orchestral incidental music, and introducing an adaptation of the old-time character song, "Solomon Levy"
9216 Song of the Steeple (*Rosenfeld*) Edison Male Quartette
Male quartette, unaccompanied
9217 Silver Heels (*Moret*) Edison Military Band
The 1905-06 annual instrumental number issued by the popularizers and the composer of "Hiawatha"

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

(Continued from page 1.)

Improvements have made the several types of Edison Phonographs the most perfect sound reproducing devices of the day, and the progress in the art of recording has produced Records of lifelike naturalness and clearness. The number of Jobbers and Dealers now handling Edison goods long ago reached a high watermark, and the weekly increase in the number is greater than ever. Several of the largest firms in the country in their respective lines will become Jobbers as soon as it becomes possible to give them the goods required by the initial order. Freight allowances to Jobbers to all points in the United States is going to have a salutary effect upon the growth of Edison business in the South and far West. The opening up of new branch offices at Sydney, Australia, and Mexico City, and the phenomenal growth of the business in all foreign countries all presage a year of continuous growth and progress.

So here's to the year 1906. May it bring greater prosperity to all engaged in marketing Edison goods and may its close bring us the same good will from the trade as we enjoy today.

DON'T CANCEL.

The holiday season is over, the year closing with a month that, for strenuousness from a manufacturing standpoint, has never seen its equal in the life of the Edison Phonograph. Every member of the Sales Department has spent his waking hours reading letters and telegrams and listening to personal appeals for goods that could scarcely be half appeased, and their sleeping hours have been haunted by visions of irate Jobbers, each of them declaring that he was not getting his share of the machines that were being made at the factory and begging for a "square deal." Such a situation has had no precedent. Its extent was not anticipated and its trying features could not, therefore, have been prevented. And now that we have passed through it, we feel safe in saying that a similar situation will not occur again. Not that we do not expect as great a demand for goods, for we have every reason to look for a much greater demand, but the demand will find us better prepared to take care of it. We hope that the trade will never again be compelled to sell machines of other makes because of an inability to get as many Edison Phonographs as they wanted. It is due the General Manager of Sales to say that no official of the company has worked harder in the past four months to apportion fairly and equitably among the Jobbers the output of machines. It has been his daily task to sit down with a tabulated

sheet showing the orders on file and designate how each day's output should be shipped. The fact that so many Jobbers have felt aggrieved shows that he did his work without favor but with an eye single to the welfare of Edison trade everywhere.

Now that the holiday rush is past it may be that some Jobbers will feel inclined to cancel all or a portion of their unfilled orders. Here is where they will err. The natural inclination is to think that there will be a falling off in the demand, but we have every reason to believe that the sales of Edison goods will show no marked decrease for several months. Every indication points that way, and the wise Jobber and Dealer will carry an adequate stock to meet it. The sale of Edison goods has ceased to be a matter of seasons. It is an all-year-round business with less variation in volume each month than many lines generally regarded as more staple. The sooner this fact is recognized the better it will be for all concerned.

THAT "FREIGHT ALLOWANCE" AGAIN.

A New York City Jobber wrote recently, asking that something further be said in the matter of freight allowance to Jobbers, claiming that many Dealers were still unable to understand the subject. If such Dealers will turn to the Agreements they sign they will find under the heading of "Delivery" on the first page three sentences reading as follows:

F. O. B. Orange, N. J., if ordered from factory.

F. O. B. Chicago, if ordered from Chicago.

F. O. B. city in which Jobber is located, if ordered from Jobber.

These phrases tell the entire story and should require no further explanation. They mean that if a Dealer orders goods direct from us, shipment is made from factory at the expense of the Dealer. The same is true if goods are ordered from the Chicago office. If goods are ordered from the Jobber they are shipped from the Jobber's city and transportation charges must be paid by the Dealer. If for any reason a Jobber has a shipment made direct from the factory to a Dealer, then the Dealer must pay the transportation charges the same as if shipment had been made from the Jobber's city. In other words, shipments made direct from factory cannot be used as a means of evading any part of the transportation charges that a Dealer would pay if shipment was made from the Jobber's city. The original paragraph which caused this misunderstanding had reference only to Jobbers and did not in any way affect the freight charges on shipments from Jobbers to Dealers.

GRAND OPERA RECORDS.

Below is printed a copy of a letter sent to the entire trade in the United States under date of December 15th. The announcement referred to and given on page 7, also contained biographical sketches of the eight artists who made the first ten of these Grand Opera Records. Five of these artists, Messrs. Scotti, Van Rooy, Dippel, Knote and Resky, are now singing leading roles at the Metropolitan Opera House, New York. Messrs. Constantino and Berti are widely known abroad as operatic singers of high rank, but they have not yet been heard in this country. Signora Resky has a beautiful soprano voice, but her engagements to sing in high class concerts will not permit her to sing in Grand Opera at present. The letter given below and the announcement on page 7, give full details about the selections. These ten Records will be found the most natural reproductions of the human voice ever made.

LETTER TO THE TRADE.

We enclose herewith an announcement concerning the issuance of a series of Edison Records of Grand Opera music made by Grand Opera artists. The ten selections shown on this announcement comprise the first supplement of these Records. Other supplements will follow from time to time.

These Records will be shipped to Jobbers with their February Records. Dealers are asked to place early orders for them so that Jobbers may be able to make up their own orders more intelligently. For your convenience in making out your order, we are enclosing a special blank, which should be filled in and sent to your Jobber.

The list price of these Grand Opera Records has been fixed at seventy-five (75) cents each and they must be sold under all the conditions of the present agreement governing the sale of Edison goods. The full list price of seventy-five (75) cents must be maintained. The Dealer's price will be forty-five (45) cents each net.

Special supplements, attractively printed, will be shipped to each Jobber with his order for Grand Opera Records. These supplements will be supplied in about the same quantities as furnished Jobbers each month and they will supply them to Dealers in the same manner. As far as possible, we want every Phonograph owner to be informed concerning these high class Records and the trade is urged to use every effort along these lines.

We anticipate a large business in these Records and trust that every Dealer will carry such a stock as will meet every demand on the part of the public. The trade will take no risk in ordering liberally, for they will always be staple stock, and there will be an increasing demand for them as soon as the public learns of their superior character. Then, too, the greater ratio of profit will make it worth while to carry a stock and push the sale of these Records.

NATIONAL PHONOGRAPH CO.,
C. H. WILSON,
General Manager of Sales.

Owing to the duty, the list price in Canada has been fixed at 85 cents each.

MORE ABOUT INFERIOR PARTS.

In the last issue of the PHONOGRAPH MONTHLY was printed an article headed "Inferior Parts," which cautioned the trade against buying parts for Edison Phonographs not made by us. A Dealer returned a clipping of the article, with this notation: "Would you blame Dealers in getting other makes of parts when Edison parts don't fit. How about feed-nuts?" The following was our reply:

We note your statement on clipping from December PHONOGRAPH MONTHLY with reference to Edison parts. We think that you are quite mistaken in this matter. The only parts that you refer to are our feed-nuts, and we do not, therefore, know what other parts you refer to. The feed-nuts that we are supplying to the trade are made on a machine which turns out thousands of them weekly and they are absolutely the same as we are putting on our regular machines. We have no trouble whatever in making them fit these machines and no reason exists why they should not fit other machines of the same style now in use. If you have in your possession any of our make that do not fit the machines they are made for, we will thank you to return them to us and we will be glad to give you new ones for them without charge. You may send these to us collect, and we will immediately return new ones, prepaid. Is it not possible that some one else has sold you feed-nuts, claiming that they are Edison make when really they are not?
NATIONAL PHONOGRAPH CO.

As yet no reply has been received. The offer made in our reply stands good to the entire trade. If Dealers have any genuine Edison parts that will not fit the machines that they are made for, they may send them back and we will replace them without cost for parts or transportation. If such parts are in existence we want to get them back at any reasonable expense.

TOO COSTLY.

Interested owners of Phonographs still occasionally suggest that it would be an excellent plan to print the complete words of all the songs of which we make Records and include a copy in each Record that we send out. Viewed in the light of a few copies, this suggestion seems quite feasible and attractive. When, however, the total quantity of Records made each year is considered, the idea assumes a very different phase, for even at a cost of a few cents per thousand the total cost in a year would be many thousands of dollars. Since there would be no return whatever for this service, the expenditure would be an entire loss. Then, too, the publishers of the various songs would probably take exception to this use of the words and demand a money return for the privilege. Altogether, the suggestion is out of the question.

LOCAL ADVERTISING BY THE TRADE.

As might be expected, the local advertising done by Edison Jobbers and Dealers in December was of a most enterprising character. We regret that an unusual crowd of matter makes it impossible to publish a list of those who sent us copies of their local advertising. The most notable of this advertising was done by the Knoxville Typewriter and Phonograph Co., Knoxville, Tenn., and Ackerman & Co., Scranton, Pa., both of whom used full pages in their daily papers.

GRAND OPERA RECORDS.

Announcement to the Trade.

We have perfected plans for the issuance of a series of Edison Records of Grand Opera selections, made by the principal stars of the Metropolitan Opera House, New York, and prominent artists appearing in Grand Opera in this country and abroad. The following artists appear in the ten selections given herewith that comprise the first list of the series:

- | | |
|----------------------------------|--|
| Antonio Scotti, Italian baritone | Florencio Constantino, Italian tenor |
| Heinrich Knote, German tenor | Romeo Berti, Italian tenor |
| Andreas Dippel, German tenor | Gustave Berl Resky, Italian baritone |
| Anton Van Rooy, German baritone | Signora Scarphy Resky, Italian soprano |

The services of these great artists of the Grand Opera world, as will be understood, were obtained at an extraordinary expense. The work of recording was done at our own laboratories, where our unrivalled equipment made it possible to secure the most faithfully accurate and natural reproductions.

Other instalments of these Records will be issued from time to time.

As an evidence of the artistic character of these Records, we print below the translation of a letter written by Signor Scotti referring to the records made of his voice.

NATIONAL PHONOGRAPH CO., Orange, N. J.
New York Chicago London Paris Berlin
Brussels Sydney Mexico City

LETTER FROM SIGNOR SCOTTI

MILAN, October 9, 1905.

"I have great pleasure in informing you that the cylinders which I sang for you are excellent from every point of view, and I consider them as an absolutely natural reproduction of my voice. I must, however, tell you that the cylinder on which I sang the air from the 'Sonnambula' pleases me most, and I certainly think it is the best of all I have ever heard.

(Signed) A. SCOTTI."

Grand Opera Records—Supplement A.

FEBRUARY, 1906.

- | | |
|--|---|
| By HEINRICH KNOTE, Tenor.
B. 1—HOCHSTES VERTRAUEN,
("All confidence thou ow'st me.")
"Lohengrin" Wagner
Sung in German. Orchestra accompaniment. | By SCARPHY RESKY, Soprano
B. 6—ARIA, "SUICIDIO,"
"La Gioconda" Ponchielli
("The Suicide Song.")
Sung in Italian. Orchestra accompaniment. |
| By ANDREAS DIPPTEL, Tenor
B. 2—"ACH, SO FROMM,"
"Martha," Flotow
("None so rare.")
Sung in German. Orchestra accompaniment. | By ROMEO BERTI, Tenor
B. 7—ARIOSO, "Pagliacci," Leoncavalla
Sung in Italian. Orchestra accompaniment. |
| By GUSTAVE BERL RESKY, Baritone
B. 3—"DI PROVENZA IL MAR,"
"La Traviata" Verdi
("Hath thy home in fair Provence.")
Sung in Italian. Orchestra accompaniment. | By SIGNOR AND SIGNORA RESKY
B. 8—DUET, "La Favorita" Donizetti
Sung in Italian. Orchestra accompaniment. |
| By FLORENCIO CONSTANTINO, Tenor
B. 4—"LA DONNA E MOBILE,"
"Rigoletto" Verdi
("Fair woman is fickle.")
Sung in Italian. Orchestra accompaniment. | By ANTON VAN ROOY, Baritone
B. 9—"O KEHR ZURUCK,"
"Tannhäuser" Wagner
("O brother, come.")
Sung in German. Orchestra accompaniment. |
| By ANTONIO SCOTTI, Baritone.
B. 5—"VI RAVVISO, O LUOGHI AMENI,"
("Oh, remembrance of scenes long vanished.")
"La Sonnambula" Bellini
Sung in Italian. Orchestra accompaniment. | By ANTON VAN ROOY, Baritone
B. 10—"CHANSON DU TOREADOR,"
("Toreador's Song.")
"Carmen" Bizet
Sung in French. Orchestra accompaniment. |

PHONOGRAPHS FOR MONKEYS.

A dispatch from Paris says that Professor Garner who made special studies of the Simian languages, is now ready for another expedition to the Congo, somewhere near Cape Lopez. He will be equipped with a number of delicate instruments designed to analyze the

the sensations monkeys feel regarding the impressions of color, form and music. He will carry Edison Phonographs especially to register the sounds made by the monkeys while he is hidden among them in his green painted cage. He will sail from Marseilles in a few days.

CONCERNING REPAIR PARTS.

Now that there are two kinds of Gem machines, two kinds of Standards and two kinds of Homes on the market. The trade in ordering repair parts should be careful to state whether they are wanted for the old style or new style machines. Some parts of the new style machines differ from similar parts in the old, and without knowing whether they are wanted for new style or old style, we cannot fill orders with any certainty that we are doing so correctly.

We again desire to call the attention of sub-Dealers to the necessity of ordering repair parts from Jobbers and not direct from us. Even if all conditions are in regular form, practically no time would be gained in ordering repair parts direct from the factory. On the other hand, in most cases, such sub-Dealers are not known to us except through the agreement furnished by their Jobber, and before we can accept any order direct from them we must have a direct agreement signed. Then, if the Dealer is not known to our Credit Department, before shipment of the parts can be made, we send out a pro forma invoice, which must be paid before shipment is made. As a consequence, Dealers put us to considerable extra trouble and cause themselves needless delay when they order parts direct. We will be glad if Jobbers will explain this matter more fully to their Dealers and urge them to make all purchases from them and thereby discourage placing orders direct.

NO EXCHANGE PROPOSITION FOR CUSTOMERS.

Once in a while a Dealer writes in, stating that in his opinion some arrangement should be put into effect by which a Dealer could take back from his customers old Records in exchange for new ones, a similar exchange to be made between Jobbers and Dealers, and between Jobbers and this company. The suggestion is not a new one by any means, and we have on one or two occasions referred to the unreasonableness of such a proposition. When a Phonograph owner buys a Record at a cost of thirty-five cents and plays it several hundred times, if he cares to, he will lose nothing if he throws it away. Even if he plays it fifty times he has had in amusement full value for the money expended. It would be just as reasonable to ask publishers of sheet music to take back old copies in exchange for new ones after the owner had played the music over until he was tired of it. This is the attitude of the National Phonograph Co. concerning this subject, and it is quite improbable that any exchange proposition of this kind will ever be allowed.

DEALERS' RESOLVES FOR 1906.

To carry an adequate stock of Edison Phonographs and the full list of Edison Gold Moulded Records (domestic selections).

To see that every Phonograph owner within your knowledge gets a list of new Records each month and, if possible, some other printed matter concerning Edison Records.

To put down the reason why you lose a sale and take steps to prevent its recurrence.

To advertise in some way and increase such advertising as your business grows; learn to regard advertising as a profitable investment—not an expense.

To maintain prices and other conditions and thereby give Edison goods the same fair treatment that you have given them and they have given you in the past.

To make your stock of goods inviting and your window displays attractive.

To keep in close touch with your Jobber so that you can get goods at short notice should you unexpectedly run out of Phonographs or Records.

To keep your credit at par so that Jobbers will be glad to sell you and will seek your patronage.

A PREMATURE ANNOUNCEMENT.

An announcement has appeared in some of the music trade papers recently to the effect that the National Phonograph Co. was about to put a six-inch Record on the market. This announcement is decidedly premature, for this company has no immediate intention of doing anything of this kind. Should a decision at any time be reached to market a Record of this kind, the trade may rest assured that it will be given ample notice of it in the usual way, and it should pay no attention to unauthorized paragraphs on the subject.

FOLLOW-UP LETTERS.

FROM L. R. PORTER, BROCKTON, MASS.

A short time ago I wrote you a letter, in reply to your correspondence with the National Phonograph Co., in regard to Edison Phonographs and Records. Not having had the pleasure of a reply from you I have thought that perhaps the matter had slipped your mind. If so, kindly let me remind you that winter with its long cold and lonesome evenings is upon us. Now, the best and cheapest way of turning these into hours of happiness is to have an Edison machine in your home.

No other machine or instrument can please your whole family at such a small cost as this great invention of Thomas A. Edison. If you have not yet purchased, kindly inform us of the fact, that we may assist you in what every way possible and open to us to do so. If you have purchased an outfit we would be more than pleased to have your trade in Records and supplies. We carry a very large stock of machines and supplies and also every Edison Record listed in the catalogues. Awaiting your reply and trusting you will not let this matter remain in an undecided way any longer, I remain,

We sell on easy terms and will be pleased to let you have an outfit on terms which I know will please you.

AN ADVERTISING RECORD FOR THE TRADE.

With this copy of the EDISON PHONOGRAPH MONTHLY we are mailing a blank entitling the Dealer receiving it to the use of a special advertising Record which we are loaning the trade for use in connection with store exhibitions. A supply of these Records is being shipped to all Jobbers with their January orders for regular Records and they will supply Dealers upon presentation of the order blanks. This advertising Record is put out with the express understanding that it shall not be sold or given away to the public. The "talk" on the Record is printed in full below. It was made by Len Spencer, whose splendid voice and clear articulation have produced a record of unusual attractiveness.

I am the Edison Phonograph, created by the great Wizard of the new world to delight those who would have melody or be amused. I can sing you tender songs of love. I can give you merry tales and joyous laughter. I can transport you to the realms of music. I can cause you to join in the rhythmic dance. I can lull the babe to sweet repose, or waken in the aged heart soft memories of youthful days.

No matter what may be your mood I am always ready to entertain you. When your day's work is done I can bring the theatre or the opera to your home. I can give you grand opera, comic opera or vaudeville. I can give you sacred or popular music, band, orchestra or instrumental music. I can render solos, duets, trios, quartettes.

I can aid in entertaining your guests. When your wife is worried after the cares of the day and the children are boisterous, I can rest the one and quiet the other. I never get tired and you will never tire of me, for I always have something new to offer. I give pleasure to all, young and old.

I will go wherever you want me—in the parlor, in the sick-room, on the porch, in the camp or to your summer home.

If you sing or talk to me I will retain your songs or words, and repeat them to you at your pleasure. I can enable you to always hear the voices of your loved ones, even though they are far away.

I talk in every language. I can help you to learn other languages.

I am made with the highest degree of mechanical skill. My voice is the clearest, smoothest and most natural of any talking machine.

The name of my famous master is on my body and tells you that I am a genuine Edison Phonograph.

The more you become acquainted with me the better you will like me. Ask the Dealer.

AMONG THE JOBBERS.

The Western Talking Machine Co., Philadelphia, have moved from 25 S. Ninth street to 128 S. Ninth street.

The Phillips & Crew Co., of Atlanta, Ga., who took up Edison goods as Jobbers during December, are one of the leading piano and music houses in the South, and we feel especially pleased at being able to include them in our list of Jobbers. They are aggressive and their efforts will add much to the popularity of Edison Phonographs and Records in that part of the South.

Pardee-Ellenberger Co., of New Haven, have bought the jobbing business of the Caulkins & Post Co., at Middletown, and are now the only Edison Jobbers in Connecticut.

C. A. Ray, Louisville, has moved from 640 Fourth avenue to 650-652 Fourth avenue.

The Reading Phonograph Co., Reading, Pa., are now located at 911 Penn avenue, have moved from 809 Penn avenue.

The Craig-Jay Co., of Indianapolis, have dissolved, the business being continued as the Indiana Phonograph Co., with Charles F. Craig, proprietor. They have moved from the former location, 234 Massachusetts avenue, to 45 Virginia avenue, where they have fully doubled their facilities. The new store is 160 feet deep, with entrances and display windows on two streets. The company are exclusive Edison Jobbers.

For some time past the talking-machine department of the large store of John Wanamaker has been considerably handicapped by the inadequate floor space. They are now making alterations, which, when completed, will give them about twice as much space as they have had before and will enable them to display to much greater advantage a line of Edison goods which they carry. Manager Bockhurst, when seen recently by a representative of the *Music Trades* said: "We carry only the Edison line of goods, and up to this time have suffered materially for want of space. As soon as our alterations are complete we will greatly increase our stock of Records, machines and cabinets and will then have a thoroughly up-to-date line. This department with us is growing rapidly. "Many of our customers find it very convenient to purchase their records and supplies while visiting the store for other purposes, and this helps us materially in our sales. For an indefinite time the talking-machine department will continue to occupy its present quarters, and I cannot say definitely when it will be moved to the new store."—*Music Trades*.

BRANCH OFFICES.

The Mexico branch of the National Phonograph Co. is now in full operation. It is located at Calle Prolongación del 5 de Mayo, No. 67-77, Mexico City. This branch will be under the direction of our Foreign Department with Rafael Cabanas as local manager.

The Australian branch of the National Phonograph Co. is located at 340 Kent street, Sydney. It began business on January 1. Its cable address is "Sonido, Sydney." This office is also under the control of our Foreign department.

Nos. 12227 AND 12273 TO BE CUT OUT.

The trade is hereby advised that we have no moulds or masters of Records Nos. 12227 and 12273 and we will consider these cut out selections when our present stock is exhausted.

COMMENTS ON EDISON GOLD MOULDED RECORDS FOR FEBRUARY, 1906.

This February list of new Records is strictly Edison in character—full of timely songs and music, abounding in variety and recorded in a manner that has made Edison Records the synonym for artistic excellence throughout the entire world. Claims for natural reproduction are made by everybody and, consequently, the public, who will not listen, remain prejudiced. To hear an Edison Phonograph and Edison Gold Moulded Records is to become a convert to their really remarkable qualities.

No. 9194, "Caprice Militaire," by the Edison Concert Band, a composition by T. H. Rollinson, is a favorite with a number of first class band and orchestra organizations and is often heard at the best theatres. It is original in style, brilliant and quite unlike any other composition listed in our catalogue. Its rendition by our Concert Band is a remarkably fine piece of recording.

No. 9195, "Henry Klein," by Miss Ada Jones, is easily the best song specialty introduced into Klaw & Erlanger's annual spectacle, "The White Cat," from the Drury Lane Theatre, London. It is a Dutch waltz song, and Miss Jones gives it in dialect in her usual happy style. It has an orchestra accompaniment. The Dutch wooden shoe dance is one of the realistic and effective parts of the Record. Jerome and Schwartz, who wrote "Mr. Dooley," "Bedelia," "Cordalia Malone" and "My Irish Molly O," all listed in our Record catalogue, are the composers of "Henry Klein," their latest big success.

No. 9196, "I'm Dreaming of You," sung by Collins and Harlan, is a selection quite different from the coon love songs previously made by Collins and Harlan. The song is particularly new, showing the two voices in separate melodies and different words. There is no question about its becoming one of these artists' big successes. Frank Fogerty wrote the words and J. B. Mullen gave it the best melody that he has written in some time.

No. 9197, "Genevieve Waltz Medley," by Eugene Rose, is a Record by the ocarina and the first solo of its kind made for our catalogue. A bit played by the ocarina which was introduced into "The Musical Yankee," our Record No. 9119, led to numerous requests for an entire Record of this unique instrument. This specially arranged waltz solo, with orchestra accompaniment, is the result. The ocarina makes an unusually loud and clear Record, and this selection will undoubtedly be much in demand. It introduces "On the Banks of the Rhine with a Stein," our Record No. 9124, "I'll Be Waiting in the Gloaming, Sweet Genevieve," our Record No. 9108, and "Wait Till the Sun Shines, Nellie," our Record No. 9130.

No. 9198, "Will You Love Me in December as You Do in May?" sung by Harry MacDonough, is a sentimental ballad somewhat above the ordinary, the medley being particularly well written. The words are by J. J. Walker and the music by Ernest R. Ball, composers new to our catalogue. Mr. MacDonough ren-

ders the ballad in a manner fully up to his usual high standard.

No. 9199, "God Be With You Till We Meet Again," is a splendid Record by Anthony and Harrison, of the widely known sacred song, the music of which was written by William G. Tomer and the words by the late Rev. Jeremiah E. Rankin. Made with orchestra accompaniment and splendidly sung by Messrs. Anthony and Harrison. From time to time calls for this selection have been numerous, especially of late, or since the Oyster Bay school children sang it at the departure of the President for his recent tour through the South.

No. 9200, "It's a Good World After All," by Bob Roberts, is a comic song written and composed by Vincent Bryan and Gus Edwards, respectively. The verses are numerous, containing such sentiment as "Married life can't last forever, it's a good world after all." The music is well fitted to the words, which latter Mr. Roberts articulates in his usual distinct manner.

No. 9201, "The Blue Jackets March," played by the Edison Military Band, is a march, composed by C. W. Bennet. It may be likened to one of the most successful Records of band pieces ever listed in our catalogue: "The New Colonial March." Both have the same clarinet features in the trio, or second half, which has been so much admired. The melody in each, of course, differs materially, but the same swing, spirit and dash are in both.

No. 9202, "Daddy's Little Girl," by Byron G. Harlan, is another sentimental song, written by Theodore Morse and Edward Madden, who are responsible for many popular song successes during the last few years. It tells a pathetic little story of human interest set to a melody lingeringly attractive. That Mr. Harlan's work in this Record is in entire sympathy with the intention of the composer goes without saying.

No. 9203, "College Life March," by Joe Belmont, is a most attractive whistling solo. It has been some time since we have listed a solo by Mr. Belmont, whose style and method of whistling is like no other artist in his line. The selection will be found to have lots of snap and go to it. It was written by Henry Frantzen and it is his first appearance in our catalogue with an instrumental number, although we have several successful vocal selections listed, for the music of which he is responsible. Mr. Belmont's solo is made with orchestra accompaniment.

No. 9204, "Lazy Moon," by Billy Murray, is a very unique and melodious coon love song. Written by Cole and Johnson and sung with orchestra accompaniment. It is something new in our Records for Mr. Murray to sing a song of this character, but his excellent rendering of this piece is reason enough for his departure from the kind of songs with which he has been identified. The assistance of the Edison Male Quartette in the chorus is one of the features of the Record.

No. 9205, "Ghost of the Mayor Overture," by the Edison Symphony Orchestra, is a Record, the title of which is the English translation of L. Grossmann's opera "Der Geist

des Wojewoden." It is perhaps best known by its Hungarian title. All the characteristics of Hungarian music are present in the composition. As an orchestra Record, showing the best features of the different instruments, as well as skillful playing and careful recording, it is doubtful if we have ever listed any instrumental number that will be more generally appreciated by admirers of this class of Records.

No. 9206, "Neath the Spreading Chestnut Tree," by Irving Gillette, is a song by Evelyn Bloom and Arthur J. Lamb that gives Mr. Gillette the opportunity of duplicating the success of his singing in our Record "In the Shade of the Old Apple Tree." The two songs are dissimilar both in story and music, but are thought by many to be equally melodious. Sung with orchestra accompaniment.

No. 9207, "Believe Me If All Those Endearing Young Charms," by Miss Marie Narelle, is an excellent Record of the old and ever popular ballad that needs no description here. Its music was written by Sir John Stephenson and its words are by Thomas Moore. Miss Narelle's sweetly sympathetic soprano voice is heard to great advantage in this Record.

No. 9208, "Pocahontas," by Edward M. Favor, is a comic song by Vincent Bryan and Gus Edwards, and is interpreted in Irish dialect by Mr. Favor, who excels in songs of this character. The play upon words is extremely ludicrous, which, of course, Mr. Favor makes the most of. It suggests "Tammany" in a general way, but has no local reference, for which reason it will no doubt have a wider territorial popularity.

No. 9209, "Titania (Air de Ballet)," played by the Edison Concert Band, is a very interesting band selection, and it is rendered by our Concert Band in a style in keeping with its character. It is written in a fascinating waltz tempo, and is replete with changes of melody throughout. The work of the composer, W. G. Sired, is new to our catalogue.

No. 9210, "Is Everybody Happy?" introduces a new artist to our patrons in Miss Madge Maitland. This song was composed by Frank Williams (words) and Ernest Hogan and Tom Lemonier (music). That Miss Maitland will at once prove a success we have no doubt, and the song that she has selected for her initial bow ought to be a second in success to the artist herself. Miss Maitland's coon dialect has never been excelled by an Edison singer, and she injects an individuality into the song that stamps her as a clever artist. Miss Maitland is well known on the vaudeville stage. The chorus of the song is decidedly infectious and insists on not leaving you.

No. 9211, "Robinson Crusoe's Isle," by Arthur Collins, is a song by Benjamin Hapgood Burt, which is one of the best numbers in "Moonshine," a musical play in which Marie Cahill plays the principal part and sings this song. Our Record was made by Arthur Collins, who makes a decided hit of the song. It is a comic song, as will be seen by the chorus as follows:

Robinson Crusoe lived alone,
No bills to pay, or friends to loan;

No wife to say when he comes home,
"Robinson Crusoe, why do you do so?"
He wore the same clothes all the while,
A set of beads and a heavenly smile,
They very seldom changed the style,
On Robinson Crusoe's Isle.

No. 9212, "My Mother's Old Red Shawl," sung by MacDonough and Biehling, is a selection, which is also known as "The Little Old Red Shawl My Mother Wore." It was formerly included in our catalogue and in response to numerous requests is now re-listed, but this time as a male duet by MacDonough and Biehling. The favorite old pathetic ballad is too well known to need description.

No. 9213, "The Chaser March," is another xylophone solo by Albert Benzler. It is thought by many to equal "The Messenger Boy" March, one of the best xylophone Records in our catalogue. It is safe to predict that it will be just as popular and perhaps more so. The one composition suggests the other in swing and catchiness, but they are entirely unlike otherwise. The orchestra accompaniment makes a fine background.

No. 9214, "Save Your Money 'Cause de Winter am Coming On," by Miss Clarice Vance, is a coon song of the real comic variety, and in the hands of Miss Vance is unusually so. The general opinion of all who have heard Miss Vance's latest effort is that it is superior in every point of interest to "Mariar," our Record No. 9051, which we listed last August. The orchestra accompaniment is one of the features of this Record. Raymond Teal and Hal Godfrey are the writers.

No. 9215, "The Original Cohens," by Ada Jones and Len Spencer, is a vaudeville sketch that differs from all other Records of these artists previously listed by us. As the title implies, it is a Hebrew sketch. It introduces an adaptation of the old-time Hebrew character song, "Solomon Levy," sung by both Miss Jones and Mr. Spencer. The scene is laid in a Baxter street New York clothing store, while the action of the sketch portrays the popular impression of daily happenings in that famous locality. Such expressions as "Fadder, push the blue shade over the skylight, here's a gentleman wants a blue suit," are numerous throughout the Record and provoke many a laugh.

No. 9216, "Song of the Steeple," by the Edison Male Quartette, is a composition by Edmund E. Price (words) and Monroe H. Rosenfeld (music) that was specially arranged for our Record as a male quartette and sung unaccompanied. The song is splendid in its new dress and is bound to be appreciated more than ever. It is quite a departure in style of arrangement from the usual quartette.

No. 9217, "Silver Heels," played by the Edison Military Band, is the new 1905-6 annual instrumental number issued by the music publishing firm who made "Hiawatha" famous throughout the world. It is also composed by Nell Moret, who wrote "Hiawatha." That it will be extremely popular and much asked for, goes without saying, even if it had to depend on its catchy musical merit alone, without the added boom that it will get from its very much alive publishers and the reputation of its famous composer.

FOR LOWER FREIGHT RATES.

The National Phonograph Co., through George N. Nisbett, its Western manager, is actively working toward securing a reduction in the freight rates on talking machines.

We have filed a petition and made application to the Western Classification Committee for a reduction in rates on Phonographs and Phonograph Records, from one and a half times first class to first class in less than car lots, and third class in car lots, and have prefaced our contention for this application by stating that the representative business men of the West recognize the utility of our product and that they realize that to successfully introduce same and handle it on a paying basis it is very essential that transportation charges be brought into line, in order to do business at a profit, and that while we are doing a fairly good business in the West we feel justified in saying that it would be increased 300 per cent. by granting the reduction prayed for. As further matters of interest, we have demonstrated to the Classification Committee that the average value of Phonographs shipped last year did not exceed \$12. The average weight per cubic foot is 15¼ pounds, the average value per cubic foot, \$3.57. Another strong point that we have brought forward is the value, loading capacity and commercial necessity, in comparison with articles analogous thereto:

First.—A musical instrument, and as such is entitled to the same rates as musical instruments, boxed, N. O. S. first class, pianos, automatic pianos, boxed, etc.

Second.—They are in use commercially for dictation and educational purposes, and as such are entitled to same rates as other articles used for educational purposes, school books, as an illustration, from which knowledge is imparted.

Third.—The commodities mentioned below are of greater value and of less loading capacity, and in a large measure are no more of a commercial necessity—photographic material, N. O. S. boxed; millinery, N. O. S. boxed; perfumery, boxed; toys, N. O. S. boxed, etc., and we could add innumerable other citations.

In this move we shall undoubtedly have hearty support of the entire trade, as it will be the means of helping Jobbers and Dealers to get their goods at fair transportation rates. The matter will come up for consideration before the classification committee which meets in Los Angeles, Cal., some time in January.

EDISON PLAN A GOOD MODEL.

The reduction in price of certain talking machine records is interesting to us in some features which make us feel flattered. These include the same trade prices as fixed for Edison Records, they abolish the exchange proposition and they cut out the special dozen price, all of which have been peculiar to the National Co.'s plan of doing business.

PUBLISHERS OF MUSIC IN JANUARY LIST.

The publishers of the compositions made for our *January* list of Records, so far as we can obtain them, are given below. Where the numbers are omitted they they are either not published or we are unable to give the names of the publishers:

- 9170 "The Choristers"—Piano copy published by Jos. W. Stern & Co., New York.
 9171 "Somebody's Sweetheart I Want to Be"—Gus Edwards Music Pub. Co., New York.
 9173 "A Lovely Night in June"—Jean Missud, Salem, Mass.
 9174 "I'm Getting Sleepy"—Harry Von Tilzer, New York.
 9175 "If a Girl Like You, Loved a Boy Like Me"—Gus Edwards Music Pub. Co., 1512 B'way, New York.
 9177 "Lights Out March"—Carl Fischer, New York.
 9178 "Miss Mary"—M. Witmark & Sons, New York.
 9179 "The Load that Father Carried"—P. J. Howley, New York.
 9181 "Forget-Me-Nots"—Oliver Ditson Co., Boston, Mass.
 9182 "I'm a Woman of Importance"—Jerome H. Remick & Co., New York.
 9183 "La-Tydney-Tydney-um"—Jerome H. Remick & Co., New York.
 9184 "Paddle Your Own Canoe"—F. B. Haviland, New York.
 9185 "It Blew! Blew! Blew!"—Carl Fischer, New York.
 9186 "Robin Redbreast"—Jos. W. Stern & Co., New York.
 9187 "Good-Bye, 'Dixie' Dear"—Sol Bloom, New York.
 9188 "Yankee Boodle"—Jerome H. Remick & Co., New York.
 9189 "A Gay Gossoon"—Chas. K. Harris, New York.
 9190 "Take Me to Your Heart Again"—M. Witmark & Sons, New York.
 9192 "The Jolly Blacksmiths"—White-Smith Music Pub. Co., New York.

LIKES THE IMPROVEMENTS.

FINDLAY, OHIO, DEC. 4, 1905.

I noticed in the December issue of the PHONOGRAPH MONTHLY that a dealer did not like the idea of the speed regulating screw being placed under the machine. I, on the contrary, think it a very wise idea in putting same where it can not so easily get turned, as it is almost impossible to wipe off the machine with cloth without turning this screw. I have sold the Edison machines, for over ten years and many a time I have had a customer bring his machine back to have the speed regulated, as there are a great many who own machines that cannot tell, anywhere near, by the sound how fast they should run, and thus the reproduction is not as good as it might be. I think this will stop the bad habit which some owners of machines have, and that is in varying the speed of the machine on almost every Record. I have heard a machine played that was not at the proper speed and it was enough to disgust anyone with the very name of a talking machine, and yet, strange to say, the operator did not honestly know but what it was being played at the very best advantage possible. Although he knew it was not very natural, he took it for granted that it was the best a Phonograph would do. The other improvements on Standard, Home and Gem are greatly in their favor, and I am glad, for one, to see them so rapidly advance.

F. J. COLLINGWOOD.

THE PIANO TRADE AND PHONOGRAPHS.

C. H. Wilson, General Manager of Sales of the National Phonograph Co., had the following to say when the subject of the influence of the talking-machine on the sale of pianos was broached to him by a representative of the *Music Age*:

"In the first place, my impression is that you can sell one hundred talking-machines where you sell one piano; because they reach a poorer class of people than the piano does. Talking-machines, in my opinion, are more profitable to the dealer than pianos, for the reason that the money invested in them is turned three or four times to once for that in pianos.

"As for our business being temporary, I have heard that tale for the past ten years, but in spite of it the talking-machine industry is going ahead by leaps and bounds, and we are just as optimistic to-day about it as we were at its inception. I feel, as every talking-machine man must, that the business is simply in its infancy. Instead of being a fad, or a craze, as some wise ones hinted at first, it has got to be one of the staple lines in the musical field.

"From talks which I have had with several concerns, I am convinced that music dealers are making more out of the talking-machine than any other line of goods they handle, and if it were not for this instrument a great many of the small dealers would not be able to make a living. Instead of being a detriment to piano dealers, I consider it a benefit, as it brings customers into their stores who otherwise would not come. One object of every merchant, I take it, is to get people to examine his wares, and in this respect what can outshine the talking-machine as an advertiser? When people come to the store to buy talking-machines or any other article that the dealer carries the salesman has the opportunity to let them know something about the piano line. This is only one of the ways in which the talking-machine can help the piano man.

"To-day the talking-machine is being sold by the foremost piano dealers of the country, which clearly proves my contention that it is one of the legitimate and permanent adjuncts of the music trade.

"I think I cannot advance any sounder argument in behalf of the talking machine's future than to mention just a few of our customers who are prominent piano dealers. On our list we have Lyon & Healy, of Chicago; W. J. Dyer & Bro., of St. Paul, Minn.; Rudolph Wurlitzer Co., of Cincinnati and Chicago; O. K. Houck Piano Co., of Memphis, Tenn., and St. Louis; D. S. Johnston Co., Seattle, Wash.; J. W. Jenkins' Sons Co., Kansas City, Mo.; C. J. Heppe & Son, Philadelphia; E. F. Droop & Sons Co., Washington, D. C., and Ilsen & Co., of Cincinnati; all of whom handle our talking-machines as Jobbers, and there are many others who handle them as retail dealers.

"In conclusion, let me prophesy that within half a decade every piano house of note that also handles small goods will deal extensively in talking-machines."

Plan for a bigger Phonograph and Record Business in 1906.

PRINTED MATTER.

A new edition of the Numerical Record Catalogue will be mailed to the trade in January. It will contain all titles listed to and including February.

Because so many Jobbers insisted upon having a quantity of Record Bulletins sent with goods each month, with which to supply their Dealers, we are now mailing but one copy to Dealers, instead of two as before. Other Jobbers having Dealers who need more than one copy may have a supply shipped with Records. Such orders will be kept on a standing list.

NATIONAL PHONOGRAPH CO.'S EXPORT BUSINESS.

The manner in which the export business of the National Phonograph Co. is increasing is well told in the following interview by Walter Stevens, manager of our Foreign Department, in the *Talking Machine World*:

The unexampled prosperity of the talking machine business is not confined, by any means, to the domestic trade. Export business is keeping step with the phenomenal trade, and Walter Stevens, manager of the export department of the National Phonograph Co., bears out this assertion in the subjoined remarks:

"Has our export business increased? Why, my dear sir, it has gone ahead in the most remarkable manner. Of course, in Japan, with the war troubles, little could be expected, and in China it is also a little slow. Elsewhere, however, the National Phonograph Co. and the Edison goods are regnant. The company's European business is in the hands of our established agencies in London, Paris, Berlin, Belgium, etc. Our particular territory is the Latin-American countries and Australia, and business in those portions of the world is simply surprising. As compared with last year the increase has been fully 100 per cent., and in Australia it goes even beyond that percentage. As a matter of truth, Australia is 'Phonograph mad,' and there is practically no end to the Edison business in that portion of the world. Recently we have established a branch there, and the other morning I received a cable that our man had secured a location and would proceed immediately to put things in shape. Hereafter goods will be sent our agent there as a general distributing point for the entire colony. As yet no goods are sold there on instalment, but it is probable this will come along soon, as competition is very keen.

"In the South and Central American countries the preferable call is for band and orchestra Records. Operatic numbers are also very popular, and where the English-speaking people reside the ordinary popular song, instrumental and talking Records, sell well, and the Edison line has a prestige that stands undimmed before the world. India is another great market for talking machines, but the distinctions of caste or class are so marked that the great call is for the highest grade of goods—

everything gold-plated and the most costly Records. In common with other foreign countries, the demand is for native Records, and we are now in a position to satisfy all comers in this respect.

“European merchants, especially the English and the Germans, are more favorably placed than we, so far as trade with South American countries is concerned, on account of the banks established by these nationalities and the shipping lines, but we are gradually overcoming these drawbacks, and as has been true in the past, American enterprise and ingenuity will overcome this temporary obstacle. A new line of steamships from New York is about to be realized, and then we will be in a position to compete with anybody. Our best trade is on the west coast of South America, but business with Argentina is prospectively of the most glowing character. The Edison goods command a price, and the only objection I could offer is that our Latin-American friends are inclined to insist upon too high figures. That, of course, we cannot help. It is beyond our jurisdiction.”

EDISON PHONOGRAPH A COURT WITNESS.

For the first time in the legal annals of the United States the sound Record of a Phonograph was admitted in evidence in the Superior Court, Boston, on December 13th, in a “noise” damage suit against the Boston Elevated Railroad. It was not, however, without strenuous objection on the part of Gen. C. W. Bartlett, late Democratic candidate for Governor, counsel for the defense, that this novel proceeding was permitted. Judge Wait overruled the objections.

The machine—an Edison, furnished by the Eastern Talking Machine Co., of Boston—was then placed on a table facing the jury, and then a voice was heard from the horn, saying: “Record No. 7.”

This was followed by a light rumbling, as of street traffic, and the voice announced: “The train is now at the Beach street station.”

The rumbling continued, somewhat louder than before, and the voice announced: “A tip-cart is now passing.”

A heavier rumbling, which grew louder, was heard, and the voice announced: “The train has just started.”

This was followed by an increasing noise and the announcement: “The train is approaching.”

The noise rose with the characteristic clatter and bang of a passing train and diminished to that of the usual traffic of the street. The voice was heard for the last time, saying: “The train has passed.”

In offering the Record R. M. Morse, counsel for the petitioners, said: “Anticipating an objection on the part of Brother Bartlett, I will state my object in offering this evidence. The Phonograph is one of the most acute scientific Records, and I offer it on the same ground upon which photographs are put in evidence. Originally the photograph was in the position now occupied by the Phonograph,

and I remember well the strenuous opposition which was raised to the admission of the former at one time. The Phonograph, as we all know, is a scientific instrument, and to my knowledge it has been put in evidence at least once in the English courts, though never before, I think, in the courts of this country. It is difficult to describe a noise, or compare one noise with another. The best that can be done is to offer a Record of it.”

Gen. Bartlett objected to the introduction of the instrument on the ground that the development of the instrument, and the art of managing it, was not sufficiently advanced and exact to warrant its admission to a court of law, and because it did not appear that the instrument presented in court had the same appliances in the shape of the horn, and other appliances for the reproduction of sound, that it had when the Records were taken.

Judge Wait said that the objections made by counsel were practically the same as those that were made against the admission of photographs and radiographs as evidence, to be submitted to a jury, though perhaps greater in degree, but said that in his discretion he would admit the evidence in this case, but would not consider this as a precedent for the submission of such evidence generally.

The case resulted in a verdict of large damages for the plaintiff.

A DEALER'S VIEW ON INSTALMENT SALES.

Having read your article in the December PHONOGRAPH MONTHLY, “Shall Dealers Sell on Instalments?” I would like to give you our experience along that line. We find that by selling Phonographs on the easy-payment plan (as we call it) we can sell about ten times as many as we could if we sold them for cash only.

A great many working men and farmers are buying them in this way, while, if they had to pay the full amount down, they would never own a machine. This class of people are also good Record customers. We have one customer who bought a machine this way and now he says, he buys Records instead of getting drunk.

In regard to our collections, we have it distinctly understood that all weekly payments are to be paid at our store, and up to date we have not had one delinquent. It is a matter of how you teach your customers. If there is nothing said about this matter, they naturally will expect you to go after it, and if you make the first collection in that way you can make up your mind that you will have to continue such a course.

We do not consider that we take as much risk in selling Phonographs by this method as some Dealers do that are in the credit business. If we find that a customer is not going to pay, then, by the terms of our agreement, we will proceed to have the machine returned. Every customer to whom we have sold an Edison outfit would not take twice what he paid for it, if he could not replace it, hence we feel safe in selling Edison Phonographs on this plan.

Our agreement is a form that was adopted by the piano dealers at their last annual meet-

ing, and is considered the only one that will stand the law. (It is given below.)

G. W. HALL & CO.,
BELLEFONTE, PA., DEC. 7, 1905.

BELLEFONTE, Pa.,
THIS IS TO CERTIFY, That I have this day hired from G. W. Hall & Co., Bellefonte, Pa., one Edison Phonograph No., valued at \$....., for the use of which I agree to pay G. W. Hall & Co., \$..... in advance at their office, and in consideration of the renting me said Edison Phonograph, No..... I hereby agree that it shall not be sublet or removed from the premises now occupied by me at except on account of danger from the elements, without the written consent of G. W. Hall & Co., said G. W. Hall & Co. to be at liberty to enter upon my premises and remove said Edison Phonograph at any time, provided moneys paid in advance for time not yet expired, if any, be refunded, and I further agree to pay for any damage to or loss of said Edison Phonograph while leased by me—except ordinary wear. In witness whereof, I have hereunto set my hand and seal this day of

Signed in the presence of
Name (L. S.)
P. O. Address

MR. SCHERMERHORN IN EUROPE.

Mr. J. R. Schermerhorn has been elected Chairman of Directors of the National Phonograph Co., Limited, and will take an active part in the management of the company's affairs. In addition to his position on the board of the National Phonograph Co., Limited, Mr. Schermerhorn has also undertaken, on behalf of the National Phonograph Company of America, the control and management of the different manufacturing plants in Germany,

Belgium and France. Mr. Schermerhorn will thus have an opportunity of organizing both selling and manufacturing departments with, it is safe to predict, most satisfactory results to all those who handle genuine Edison Records.—*Talking Machine News, London.*

PLAYED IT AND CHANGED HIS MIND.

MONROE, N. C., DEC. 8, 1905.

Just received your last shipment of Records and they are all good ones. I went out about seven miles in the country a few weeks ago to give a school a little concert. They wanted to raise funds for their library. I gave them about two hours. They cleared a good little sum, and I sold two Standard machines with thirty-six-inch horns, and a lot of Records, the very next week. I am going out again next Saturday to another school to give them a concert. While I do not charge them anything, it is a big “ad” for me, and more than pays me. There is no Phonograph that can touch the Edison in my opinion. A man was in my store not long since that had made up his mind to buy a disk machine. I told him that he was making a mistake. He said that he knew what he was doing; that the disks were the only machines. He knew a good deal about handling Phonographs, and I let him play mine all he wanted to. He kept coming in and playing my machine. I said nothing to him; only greeted him kindly. The outcome of it all was, I sold him a Standard, 36-inch horn and stand and 200 Records.

T. P. DILLON.

THE BALL-FINTZE CO., NEWARK, O.

The Ball-Fintze Co., Newark, O., Jobbers of Edison Phonographs, recently moved into a fine new building which they have erected for their own purposes. It is a store structure, 100x100, three stories and basement. The en-

the building justice. As the picture shows, they have their own side track. They believe that this is the largest building devoted entirely to this line of goods in the United States. The Ball-Fintze Co. are exclusively wholesale Job-



tire second and third floors are devoted to Phonographs and supplies. The offices are located on the second floor and are very handsomely finished in Flemish oak. The accompanying picture being a side view does not do

bers and not connected in any way with a retail department. They are one of the largest and most aggressive Edison Jobbers in the middle West.

JOBBERERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—Talking Machine Co., 2007 Second ave.
Mobile—W. H. Reynolds, 167 Dauphin street.
Montgomery—R. L. Penick, 119 Dexter ave.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 786-788 Mission street
COLORADO.
Denver—Denver Dry Goods Co., 610 16th street.
 Hext Music Co., 15th and California streets

CONNECTICUT.

New Haven—Pardee-Ellenberger Co., 155 Orange st.
DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 925 Pennsylvania avenue, N. W.
 S. Kann Sons & Co., 8th and Pennsylvania avenues.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 49 Peachtree St.
 *Phillips & Crew Co., 37-39 Peachtree St.
Waycross—George R. Youmans, 373 Peachtree St.

ILLINOIS.

Chicago—Babson Bros., 148 Michigan Ave.
 Lyon & Healy, Wabash Ave. & Adams St.
 James I. Lyons, 102 Van Buren street.
 Talking Machine Co., 107 Madison street.
 The Vim Co., 68 E. Lake street.
 Montgomery Ward & Co., 111 Michigan ave.
 Rudolph Wurlitzer Co., 302 Wabash ave.
Peoria—Peoria Phonograph Co., 416 S. Adams street.
Quincy—Quincy Phonograph Co., 808 Hampshire st.

INDIANA.

Indianapolis—Indiana Phono. Co., 45 Virginia Avenue.
 Kipp Bros. Co., 37 S. Meridian street.
 A. B. Wahl & Co., 119 S. Illinois street.
Lafayette—A. B. Wahl & Co., 304 Main street.

IOWA.

Des Moines—Hopkins Bros. Co., 620 Locust street.
 Vim Co., 704 West Walnut street.
Fort Dodge—Early Music House, 822 Central ave.

KENTUCKY.

Louisville—C. A. Ray, 650-652 Fourth avenue.

LOUISIANA.

New Orleans—William Bailey, 600 Frenchman street.
 National Automatic Fire Alarm Co., 614 Gravier street.

MAINE.

Bangor—S. L. Crosby Co., 186 Exchange street.
Portland—W. H. Ross & Son, 207 Commercial street.

MARYLAND.

Baltimore—E. F. Droop & Sons Co., 109 N. Charles St.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 48 Hanover street.
 Eastern Talking Mach. Co., 177 Tremont st.
 Iver Johnson Sptg. Goods Co., 163 Washington street.
 C. E. Osgood Co., 744 Washington street.
 Read & Read, 630 Washington street.

Fitchburg—Iver Johnson Sptg. Goods Co., 247 Main st.
Lowell—Thomas Wardell, 111 Central street.
New Bedford—Household Furnishing Co., 170 Purchase street.
Springfield—Flint & Brickett Co., 439 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 304 Main st.

MICHIGAN.

Detroit—American Phono. Co., 106 Woodward ave.
 Grinnell Bros. 219 Woodward ave.

MINNESOTA.

Minneapolis—Thomas C. Hough, 714 Hennepin ave.
St. Paul—W. J. Dyer & Bro., 21-23 West 5th street.
 Thomas C. Hough, 392 Wabasha street.
 Minnesota Phonograph Co., 37 E. 7th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
 J. F. Schmelzer & Sons Arms Co., 710 Main street.
St. Louis—Conroy Piano Co., 11th and Olive streets.
 O. K. Houck Piano Co., 1128 Olive street.
 Western Talking Machine Co., 923 Olive st.

MONTANA.

Helena—Frank Buser, Diamond Block, Sixth avenue.

NEBRASKA.

Lincoln—H. E. Sidles Cycle Co., 1317 O street.
Omaha—Nebraska Cycle Co., 15th and Harney streets.
 Omaha Bicycle Co., 16th & Chicago sts.

Continued on page 15.

NEW JERSEY.

Hoboken—Eclipse Phono. Co., 203 Washington st.
 Douglas Phonograph Co., 20 New street.
Newark—A. O. Petit, New and Halsey streets.
 V. H. Rapke, 287 Bank street.
Paterson—James K. O'Dea, 117 Ellison street.
Trenton—Stoll Blank Book and Stationery Co., 30 E. State street.
 John Sykes, 105 N. Broad street.

NEW YORK.

Albany—Finch & Hahn, 92 State street.
Brooklyn—A. D. Matthews' Sons, 394 Fulton street.
 Price Phonograph Co., 1260 Broadway.
Buffalo—P. A. Powers, 613 Main street.
Elmira—Elmira Arms Co., 117 Main street.
Gloversville—American Phono. Co., 99 W. Fulton st.
Kingston—Forsyth & Davis, 307 Wall street.
New York City—Bettini Phono. Co., 156 W. 23d street.
 Blackman Talking Machine Co., 97 Chambers street.
 J. F. Blackman & Son, 2737 3d avenue.
 Sol Bloom, 214 W. 42d St
 I. Davega, Jr., 802 Third avenue.
 S. B. Davega, 32 E. 14th street.
 Douglas Phono. Co., 89 Chambers st.
 H. S. Gordon, 1241 Broadway.
 Harry Jackson, 219 Bowery.
 Jacot Music Box Co., 39 Union Square.
 Victor H. Rapke, 1661 Second avenue.
 Siegel-Cooper Co.
 John Wanamaker.
 Alfred Weiss, 1525 First avenue.

Oswego—Frank E. Bolway, 32 Bridge street.
Poughkeepsie—Price Phonograph Co., 203 Main st.
Rochester—A. J. Deninger, 345 North street.
 Mackie Piano, O. & M. Co., 100 State street.
 Giles B. Miller, 63 State street.
 Talking Machine Co., 97 Main st., E.

Schenectady—Finch & Hahn, 504 State street.
 Jay A. Rickard & Co., 253 State street.
Syracuse—W. D. Andrews, 216 E. Railroad street.
Troy—Finch & Hahn, 3 Third street.
Utica—Clark-Horrocks Co., 54 Genesee street.
 Arthur F. Ferriss, 89 Washington street.
 William Harrison, 41 Columbia street.
 Utica Cycle Co., 31 Columbia street.

OHIO.

Canton—Klein & Heffelman Co., 216 N. Market street.
Cincinnati—Ilsen & Co., 25 W. 6th street.
 Rudolph Wurlitzer Co., 10-12 W. 4th st.
Cleveland—Eclipse Musical Co., 162 Prospect st.
Columbus—Perry B. Whitsit Co., 213 S. High street.
Dayton—Niehaus & Dohse, 35 E. 5th street.
Newark—Ball-Fintze Co.
Toledo—Hayes Music Co., 608 Cherry street.

OREGON.

Portland—Graves & Co., Inc., 328 Washington St.

PENNSYLVANIA.

Allegheny—Henry Braun, 500 Federal street.
Allentown—G. C. Aschbach, 539 Hamilton street.
Easton—William Werner, 401 Northampton street.
Harrisburg—S. K. Hamburger, 12-14 N. Market sq.
New Castle—W. C. DeForest & Son.
Philadelphia—C. J. Heppie & Son, 117 Chestnut street.
 Lit Bros., Market and 8th streets.
 Penn Phonograph Co., 17 S. 9th street.
 John Wanamaker, 13th and Market sts.
 Wells Phonograph Co., 45 N. 9th street.
 Western Talking Mach. Co., 128 S. 9th st.
 H. A. Weymann & Son, 923 Market st.

Pittsburg—Theo. F. Bentel Co., Inc., 632 Liberty street.
 H. Kleber & Bro., 221 Fifth avenue.
 C. C. Mellor Co., 319 Fifth avenue.
 Pittsburg Phono. Co., 937 Liberty street.
 Talking Machine Co., 619 Penn ave.

Reading—Reading Phonograph Co., 911 Penn street.
Scranton—Ackerman & Co., 130 Wyoming avenue.
 Technical Supply Co.

Williamsport—W. A. Myers, 145 W. 3d st.

RHODE ISLAND.

Pawtucket—Pawtucket Furniture Co., 39 N. Main St.
Providence—J. M. Dean Co., 785-795 Westminster street.
 J. A. Foster Co., Weybosset st.
 Household Furniture Co.
 J. Samuels & Bro., 154 Weybosset street.
 A. T. Scattergood & Co., 106 N. Main st.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Co., 421 Gay street.
Memphis—O. K. Houck Piano Co., 103 S. Main street.
 F. M. Atwood, 160 N. Main St.
Nashville—Nashville Talking Mach. Co., 510 Church st
 Magruder & Co., 13 Arcade.

JOBBERERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

TEXAS.

Dallas—Southern Talking Machine Co., 347 Main st.
El Paso—W. G. Walz Co., 101 El Paso street.
Fort Worth—Cummings, Shepherd & Co., 700 Houston st.
Houston—Texas Phono. Co., Capitol and Fannin Sts.
San Antonio—H. C. Rees Optical Co., 242 West Commerce St.

VERMONT.

Burlington—American Phono. Co., 34 Church St.

VIRGINIA.

Richmond—Magruder & Co., 729 E. Main st.

*Added since December 1, 1905.

WASHINGTON.

Seattle—D. S. Johnston Co., 903 Second Ave.
Spokane—Spokane Phono Co., 7 Post St.

WISCONSIN.

Milwaukee—McGreal Bros., 173 3d street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited,
 143 Yonge street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 121 Princess street.

SUSPENDED LIST, JANUARY 1, 1906.

SUPERSEDING ALL PREVIOUS LISTS.

GEORGIA.

Valdosta—H. K. McLendon, 109 West Central Ave.

ILLINOIS.

Champaign—Eggleston Bros.
Ottawa—Edward Hayne.
Wheaton—E. Irving.

INDIANA.

*Logansport—F. M. Neff, 406 Broadway.
South Bend—EUGENE MARSH, 126 Vistula avenue.
 SOUTH BEND BOOK BINDERY, Robert
 Lebolt, Prop., 203 North Michigan street.

IOWA.

Burlington—JOHN P. WEISS, 711 Jefferson street.
Sioux City—HATTENBACH BROS. CO.
 A. V. LARIMORE, 518 Fifth street.

KANSAS.

Clay Centre—E. M. GOWENLOCK.
Lawrence—BELL BROS.
Topeka—R. H. MOREHOUSE, 510 E. 4th street.

MAINE.

Biddeford—W. H. FIELD.
Lewiston—J. W. SKENE.
Monmouth—G. H. STETSON.

MASSACHUSETTS.

Boston—E. C. PECK, 43 Milk st.
 T. SINGER, 60 Leverett street.
Franklin—E. P. Blackman.
Lawrence—LORD & CO., 314 Essex street.
 E. O. MOSHER, 420 Essex street.
Lynn—ELIAS DEYOUNG.
Malden—A. T. FOLYER.
Nantucket—ARTHUR M. TAYLOR.
New Bedford—H. B. DEWOLFF.
Somerville—E. J. WINCHESTER, 32 Summit avenue.
Worcester—JOSEPH TUKMAN, 44 Front street.
Woburn—OSBORN GILLETTE, or THE BOLTON
 JEWELRY CO., L. F. Maloney, Manager.

MICHIGAN.

Detroit—F. J. SCHWANKOVSKY.
Saginaw—GEO. W. EMBENDORFER.
 JAMES V. CALAHAN, 217 Genessee st.
 TIERNEY BROS., 217 Genessee st.

MISSOURI.

Kansas City—THE WITTMANN CO.

NEBRASKA.

Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.

NEW HAMPSHIRE.

Hillsboro Bridge—E. M. BARNES.
Manchester—A. E. DUMAS
Nashua—F. A. MCMMASTER & CO.

NEW JERSEY.

Atlantic City—SAM'L D. WOLF, 32-34 Arkansas ave.
Bayonne—I. WIGDOR, 450 Avenue D.
Jersey City—W. L. HOFFMAN, 151 Montgomery st.
Newark—R. L. CORWIN; also New York City.
Passaic—I. HURWITZ.
Paterson—CHAS. H. KELLY, 25 N. Main street.
Plainfield—S. W. FRUCHT, or R. FRUCHT; also
 New York City.

*Added Since December 1, 1905.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.



Edison Assures Perfect I.C.S. Records

Perfection is exemplified in every part of the I. C. S. Language Courses. The pronunciation of the master records is first made absolutely perfect by the best authorities in the land, and then perfectly reproduced by Mr. Edison's Gold Mould process. No wonder dealers that handle "Double Service" increase their sales 30 per cent. Are YOU selling I. C. S. Language Records? If not, send 50 cents for complete selling outfit.

Call Address "Edison, New York."

*From the Laboratory
of
Thomas A. Edison*

Subject, Languages *Orange, N.J.* March 15, 1905.

International Correspondence Schools,
Scranton, Pa.

Gentlemen:

In your efforts to secure a perfect language record for instruction purposes, I am pleased to state that the master phonograph records, approved by authorities and submitted to me, will be reproduced at the laboratory by my Gold Mould Process, which insures an accurate and unchangable product for any number of duplicates, virtually placing the language in a standard form. Furthermore, these special records will reproduce the human voice in the most perfect and natural manner.

Yours sincerely,

Thomas A. Edison

International Correspondence Schools
Box 920, SCRANTON, PA.

For Foreign Sales, Address Foreign Dep't. National Phonograph Co., New York City
Sales, Address European Headquarters, National Phono. Co., Ltd., London

EDISON Phonograph Monthly

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EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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THE TRADE SITUATION.

Just as much as ever the slogan of the Edison trade continues to be: "Give us goods." The four weeks that have elapsed since the holiday season have brought no change in the situation. The demand for Phonographs seems quite as great as it was on December 1st, and the tremendous weekly output of our factory seems to make but small progress in cutting down the number of unfilled orders constantly on hand. The new year brought no cancellations of any account, the few that did come in having no effect upon the situation. Anyone who doubts the rapidly growing popularity of the Edison Phonograph and Edison Gold Moulded Records should see the correspondence received by our Sales Department from all parts of the country,— all complaining of the difficulty of getting Edison goods fast enough to meet the demands of the public. What seem like ample orders when made out and forwarded prove inadequate when the goods are received. This is quite as true of Records as of machines. On January 1st, by unusual effort, we got the Record situation well in hand and were congratulating ourselves upon the promptness with which we were filling orders, when the Jobbers finished their annual or semi-annual inventories and again began to fill up their shelves and bins. This brought an aggregate of orders in a week that, to use a slang phrase, "put us to the bad" before we were aware of it, and again caused a delay in filling Record orders until we could, pugilistically speaking, "get our wind." At this date we are gaining on orders and hope to make more prompt shipments ere long.

While not yet out of the tall timber we want to say a word or two about the coming months of 1906. Steps are already being taken to prevent a duplication of last fall's trade conditions. It seems certain that with our present output of machines and Records we must in another six weeks or two months be practically

(Continued on page 3.)

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR MARCH, 1906.

RECORDS listed below will be ready for shipment as near **March 1st** as possible, at which time Jobbers' stock orders, if **received prior to February 10th**, will be shipped. March Supplements will be forwarded to Jobbers with their stock orders for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

- | | | |
|------|--|---------------------------|
| 9218 | Gleaming Star (<i>Hager</i>) | Edison Concert Band |
| | <i>A Novelette Intermezzo by the Composer of "Laughing Water."</i> | |
| 9219 | Dreaming Love of You (<i>Harris</i>) | Harry Anthony |
| | <i>Charles K. Harris' new sentimental song, Orch. accom.</i> | |
| 9220 | L-A-Z-Y Spells Lazy (<i>Wallace</i>) | Collins and Harlan |
| | <i>Coon male duet, Orch. accom.</i> | |
| 9221 | Uncle Josh Weathersby in a Department Store | Andrew Keefe |
| | <i>The same old story entertainingly retold.</i> | |
| 9222 | Just a Little Rocking Chair and You (<i>Morse</i>) | Ada Jones |
| | <i>New song by the composer of "Keep a Little Cosey Corner in Your Heart for Me," Orch. accom.</i> | |
| 9223 | Hebrew Vaudeville Specialty (<i>Original</i>) | Julian Rose |
| | <i>Hebrew Monologue, introducing parody on "Then I'd be Satisfied with Life," Orch. accom.</i> | |
| 9224 | Some One Thinks of Some One (<i>Help</i>) | Irving Gillette |
| | <i>Sentimental waltz song by the composer of "Mamma's Boy," Orch. accom.</i> | |
| 9225 | 10th Regiment March (<i>Hall</i>) | Edison Military Band |
| | <i>By the composer of "The New Colonial" March.</i> | |
| 9226 | Answer (<i>Robyn</i>) | Marie Narelle |
| | <i>The old standard ballad sung by Soprano, Orch. accom.</i> | |
| 9227 | My Name is Morgan, but it ain't J. P. (<i>Mohr</i>) | Bob Roberts |
| | <i>Coon song, Orch. accom.</i> | |
| 9228 | I Love to Tell the Story (<i>Fischer</i>) | Anthony and Harrison |
| | <i>Sacred male duet, Orch. accom.</i> | |
| 9229 | Sweet Smiles (<i>Laurendeau</i>) | Albert Benzler |
| | <i>Bells solo, Orch. accom.</i> | |
| 9230 | I Lost My Heart 'way Down in Alabama (<i>Petrie</i>) | Harry MacDonough |
| | <i>Sentimental song, Orch. accom.</i> | |
| 9231 | Forty-five Minutes from Broadway (<i>Cohan</i>) | Billy Murray |
| | <i>Comic song from the musical play "Forty-five Minutes from Broadway," Orch. accom.</i> | |
| 9232 | I Long to See You Once Again (<i>Winternitz</i>) | Harlan and Stanley |
| | <i>Descriptive song, Orch. accom.</i> | |
| 9233 | Razzazza Mazzazza (<i>Pryor</i>) | Edison Concert Band |
| | <i>By the composer of "The Whistler and His Dog."</i> | |
| 9234 | What's the Use of Knocking (when a Man is Down) (<i>Edwards</i>) | Edward Meeker |
| | <i>Coon song, Orch. accom.</i> | |
| 9235 | Once Upon a Time (<i>Edwards</i>) | Byron G. Harlan |
| | <i>Descriptive song, Orch. accom.</i> | |
| 9236 | Mandy and Her Man (<i>Original</i>) | Ada Jones and Len Spencer |
| | <i>Vaudeville sketch with Orchestra incidental music and introducing the coon song "On Yo' Way" (Allen).</i> | |
| 9237 | Waltz of the Roses—Air de Ballet (<i>Ecke</i>) | Edison Symphony Orchestra |
| | <i>Composed especially for our Record, introducing a solo for Oboe.</i> | |
| 9238 | Sister (<i>Vaughan</i>) | Frank C. Stanley |
| | <i>March song introducing descriptive effects, Orch. accom.</i> | |
| 9239 | Pretty Desdamone (<i>Wildman</i>) | Arthur Collins |
| | <i>Coon love song as sung by Williams and Walker, Orch. accom.</i> | |
| 9240 | Only a Message from Home, Sweet Home (<i>Florant</i>) | Edison Male Quartette |
| | <i>Descriptive song, Orch. accom.</i> | |
| 9241 | The Dixie Rube (<i>Allen</i>) | Edison Military Band |
| | <i>With descriptive effects.</i> | |

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

(Continued from Page 1.)

caught up and be in a position to stay so until plans, now under consideration, can become effective. The immense three-story concrete building recently finished will be fully occupied, other buildings will be erected and existing ones enlarged until it is possible to increase the output twenty-five per cent. Instead of cutting down the output during the more quiet summer months the factory will be operated with its full force and the surplus of output over shipments will be held in reserve for the fall. These plans will, we are sure, make it possible to meet every demand of the trade throughout the year. We have figured that our inability to manufacture enough Phonographs to fill orders caused us a loss of many thousands of dollars, with a corresponding enrichment of our competitors, whose machines were bought because ours could not be had, and we are determined that we will not again suffer such a loss.

GRAND OPERA RECORDS A GREAT SUCCESS.

The National Phonograph Co. entered upon the task of securing the services of the necessary artists and making a series of grand opera Records with a feeling of no little uncertainty as to its commercial success. People with the ability to make good Phonograph Records always command good salaries but to pay thousands of dollars for a few Records by grand opera artists of world-wide reputation was a new experience. It was also a new experience to ask seventy-five cents each for Records when our regular product was being sold for thirty-five cents. But the evolution of the Edison Record had brought it to a point where its naturalness would do justice to the voices of great singers and the work was carried out without regard to expense.

When the announcement and samples of the first ten Records were sent out to the trade many estimates were made by the officials of the company as to the total of the advance orders that would be received from the Jobbers. The sample Records had been out but a few days when we began to get congratulatory letters from enthusiastic Jobbers, all commenting in terms of the highest praise upon the remarkable naturalness and artistic character of the Records. They were declared to be far in advance of anything of the kind ever before placed before the public and to mark an epoch in the history of reproduced sound. The Jobbers later backed their enconiums with orders of surprising size, the aggregate of which was nearly double the highest advance estimate of any official of the company.

We naturally feel much elated over the pronounced success of the first series. It is gratifying to have our work and our own judgment as to its merit so emphatically approved by the Jobbers and to a certain extent by Dealers.

These ten grand opera Records are now in the hands of the trade and in a few days will be passed upon by the most critical jury in the world—the American public. We have no misgivings as to the verdict that it will render. We feel too confident concerning their quality to expect anything but enthusiastic approval. We are confident that these new Records will not only please present owners of Edison Phonographs but attract to the Edison standard many whose musical tastes have kept them from buying because our catalogues have not until now contained high class compositions sung by artists of the highest rank. Of the eight artists represented by our first list, Messrs. Scotti, Knot, Van Rooy, Dippel and Resky are now singing leading roles at the Metropolitan Opera House, New York, and to question their ability is to doubt Mr. Conried's reputation as the great operatic director of his time.

One other reason for our confidence in the success of these grand opera Records is the manner that Jobbers have placed advance orders. Experience has shown us that a few Jobbers may err in making up their advance orders, but taken as a whole they make few mistakes. We have found that the selections they order in the largest quantities prove to be the most popular with the public.

Because many Jobbers and Dealers have gained the impression that additional grand opera Records would be issued each month, we want to state that, for a time at least, new ones will not be put out more frequently than once in three months. The next supplement will be dated May 1. An advance list will be sent out after March 15th and samples will follow the latter part of the month, probably with the May samples.

THE ADVERTISING RECORD.

The Advertising Record has been voted a great success by the trade and many letters in its praise have been received. In fact, the Record is so attractive that many Dealers report having been offered fancy prices if they would sell the one they had. Of course, Dealers must not dispose of them to the public. There have been so many requests for the Record outside of the trade that we may make it over, eliminating the last sentence "Ask the Dealer," give it a number and title and put it into the regular catalogue as a talking Record.

PRINTED MATTER.

A new Phonograph Catalogue, Form No. 805, and a new Catalogue of Domestic Records, Form No. 840, are being mailed to the trade with this issue of the PHONOGRAPH MONTHLY. The Phonograph catalogue has been in use some time, but until now has not been mailed to the trade. The Record catalogue contains all Domestic Records to and including February.

The new Numerical Catalogue, Form No. 820, has at last been mailed to Jobbers and Dealers, five copies going to each Jobber and one to each Dealer. Jobbers will be supplied with extra copies for new Dealers or to supply such Dealers as may need extra ones. It must be borne in mind that this catalogue is for trade use only and must not be supplied to the public. Nor should copies be used as order blanks. It is expected to issue a new edition of the Numerical Catalogue every six months.

With the February Record supplement, bulletin, etc., we are mailing copies of the grand opera supplement. This is handsomely printed in two colors, and besides an announcement concerning the Records, it gives a description of each selection.

A quantity of hangers, showing the pictures of the artists who made the Grand Opera Records, and a list of the selections, is being shipped to all Jobbers. Dealers who will carry Grand Opera Records in stock can get one of these hangers from their Jobbers. Dealers who may have decided not to put in Grand Opera Records may find it advisable to change their minds and order some. The printed matter gotten out for these Records should make it easy to sell them.

Dealers who have ordered Grand Opera Records should see that a grand opera supplement is sent to every Phonograph owner. A little effort in this way will result in a nice business in these Records.

We have just gotten out an interesting and attractive hanger illustrating "The Evolution of the Edison Phonograph from a Crude Talking Machine to a Delightful Musical Instrument." It shows pictures of the original Phonograph made in 1877, the Phonograph of 1887 and the present Triumph Phonograph, with a photograph of Mr. Edison in the horn of the latter. It is 17x24 inches in size, is printed in several colors and is mounted with metal strips for hanging. A supply of these hangers are being shipped to all Jobbers for the purpose of supplying their Dealers. It is not being mailed.

The calendar mailed to the trade in January was printed for trade use only and the edition was only sufficient for this purpose. It cannot be supplied to Jobbers or Dealers in quantities on any basis.

REDUCED FREIGHT RATES SECURED.

Thanks to the efforts of George M. Nisbett, manager of our Chicago office, and F. A. Voullaire, Traffic Manager for our company, with headquarters at Orange, the Western Classification Committee, representing the various railroads throughout the United States, on January 19th, reduced the classification on Phonographs and Records from one and a half times first class to first class in less than carload lots and to third class in carload lots; effective March 1, 1906. Although Messrs. Nisbett and Voullaire secured the reduction unaided, it will benefit all talking machine companies. Mr. Nisbett sends the following account of their trip:

The members of the Western Classification Committee assembled at Kansas City on Friday, January 13, and left on a special train at 2 P. M. for Los Angeles, via Missouri Pacific to Pueblo, Colo., Denver & Rio Grande to Colorado Springs, Colorado Midland to Grand Junction, D. & R. G. W. to Salt Lake, and San Pedro, Los Angeles and Salt Lake Route to Los Angeles. The train consisted of three Pullmans, a dining car, observation car and baggage car. The trip was most enjoyable from every point of view, scenic and otherwise. On Sunday we were detained over twelve hours in the mountains near Tucker, Utah, owing to a freight wreck, but the time passed pleasantly, owing to my having with me a Home Phonograph and a collection of thirty-six Records. Every selection played brought innumerable encores, and each Record was voted by acclamation to be the "best ever." We reached Salt Lake at midnight on Sunday and left again on the last stage of our journey at 2.20 A. M. Monday, arriving at Los Angeles on Tuesday, the 16th, at 2 A. M. Those on the train were as follows: H. E. Pierpont, A. G. F. A., C. M. & St. P. Ry.; E. J. Seymour, A. G. F. A., C. & N. W. Ry.; J. S. Gorman, G. F. A., A., T. & S. Fe Ry.; H. E. Still, G. F. A., Gt. Nor. Ry.; J. C. Lincoln, A. G. F. A., Missouri Pac. Ry.; E. E. Wood, G. F. A., Union Pac. Ry.; W. W. Broughton, G. F. A., Nor. Pac. Ry.; Fred Wild, Jr., G. F. A., Denver & Rio Grande; George M. Sargent, A. G. F. A., San Pedro, Los Angeles & Salt Lake Ry.; F. H. Tibbitts, A. G. F. A., Chicago Great Western Ry.; C. E. Wilson, A. G. F. A., Wisconsin Central Ry.; John T. Bowe, Agt. Colo. Southern; W. G. Neimyer, So. Pac.; H. Snyder, C. R. I. & P. Ry.; G. L. Crosby, C. B. & Q. Ry.; R. B. Miller, O. R. & Nav. Co.; J. C. Groseclose, M. K. & T. Ry.; J. Lund, Wabash; F. O. Becker, chairman West. Class. Com.; F. W. Meadows, Sec'y West. Class. Com.; George M. Nisbett, Western Manager, National Phonograph Co.; F. A. Voullaire, Traffic Department, Nat. Phono. Co., Orange, N. J. The presence of the wives of a great many of the delegates added zest and enjoyment to the trip.

Messrs. Nisbett and Voullaire appeared before the committee on Wednesday afternoon and argued for a reduction in the classification on Phonographs and Phonograph Records, from one and a half times first class to first

class in carload lots and third class in carload lots. No decision was reached until Thursday evening when the committee announced that our petition had been granted, the reduction to become effective on March 1, 1906. The novelty of the entire meeting and the thing that made the biggest hit was that the Phonograph itself made part of the plea before the committee. A Home Phonograph was used and two standard blanks which had been dictated to a few minutes before the meeting.

JOBBER ADVANCE ORDERS MUST BE MAILED BY THE TENTH.

The continued practice, month after month, of some Jobbers in not sending their advance orders for new Records until after the 10th of the month, notwithstanding various appeals from the Sales Department, led to the issuance, on December 30th, of the letter given below, signed by Mr. Gilmore, President of this Company. This letter was mailed to every Jobber.

NEW YORK, December 30, 1905.

DEAR SIR:—

Our sales department has several times written all Jobbers relative to stock orders for advance Records being sent us by the 10th of the month following receipt of samples. Some Jobbers, however, have not complied with requests made in this matter, but on the contrary continue sending their orders anywhere from the 11th to the 16th of the month. This has, no doubt, been due to carelessness or an oversight on their part; nevertheless, it interferes very materially with our getting the new Records out in time to ship before the 1st of the month. As orders for the new monthly Records are constantly increasing, the question of manufacturing a sufficient quantity to allow shipments to be made before the 1st of each month has grown to be a very serious one, and the only way we can possibly continue to do so, is by receiving the Jobbers' orders promptly and on time.

We are, therefore, again compelled to advise that unless stock orders for newly listed Records are MAILED US ON OR BEFORE THE 10TH OF EACH MONTH they will not be entered as first orders, and the orders that are MAILED US ON OR BEFORE THE 10TH, will be given preference and shipped first. Orders mailed subsequent to the 10th will be considered as second orders and will be filled in rotation as received, after all of the first orders have been shipped.

As the question of your receiving new Records at the same time other Jobbers do, is a very important one, we trust you will give this matter your personal attention and that your order will be mailed us on time; that is, not later than the 10th of each month.

Yours very truly,

W. E. GILMORE, President.

Advance orders for February Records will be filled in accordance with the statements made in this letter. A number of Jobbers paid no more attention to the letter than in the previous requests, but mailed their orders some days after January 10th. If conditions make it possible to fill their orders and ship with those of other Jobbers it will be done. If not, then they will follow as soon as possible thereafter. For one Jobber in a city to get his new Records some days after his competitor is going to cause unpleasantness, but we think that the tardy Jobber will have only himself to blame.

In endeavoring to get all Jobbers to mail advance orders on or before the 10th of each

month, we have no desire to be arbitrary. On the contrary, we are only seeking to serve the trade in a proper manner. The extent of the demand for the monthly supplements leaves no other course open. The total of the advance orders is more than double what it was a year ago, and is constantly increasing. It has reached a total that cannot be made in time for shipment by the last of the month, unless Jobbers will co-operate by getting orders in on time. Jobbers will serve their own interests by giving us this co-operation.

SALESMEN CHANGES.

A number of changes have taken place in our force of salesmen during the past two months. C. S. Gardner, who travelled in Pennsylvania and Ohio, resigned in December and his territory is now being covered by F. J. Smith, of Newark, N. J. Frank E. Madison, who represented the company in Delaware, District of Columbia, Maryland, Virginia, West Virginia, North Carolina, Tennessee and Kentucky, has been transferred to the New York office and placed in charge of the Agreement Department. A new man will shortly be placed in his territory. H. K. Miller, formerly a retail Edison Dealer at Lacona, N. Y., has been assigned to the Pacific Coast States, under the direction of the Chicago office. H. A. Turner, at one time manager of the Ray Company branches, will cover Texas, Louisiana and Arkansas. J. W. Scott, our New England traveller, has had Connecticut added to his territory.

THE PHONOGRAM.

Dealers desiring to get a supply of Phonograms to mail to their customers must order them of Jobbers four weeks in advance, and we cannot agree to fill Jobber's orders unless placed with us a similar period in advance. Following is a schedule of prices at which Phonograms may be obtained by the trade:

DELIVERED WITH GOODS.

Blank, per 1,000 copies	\$2.50
Smaller quantities pro rata.	
25 cents additional for imprinting with Dealer's name and address, without regard to quantity. No orders filled for less than 500 copies requiring imprint, and all imprinting orders must be for multiples of 500.	
Jobbers will be glad to supply Dealers on the above basis.	

BY MAIL.

Single copies, per year	\$.20
Five copies to one address, per year	.40
Twenty-five copies to one address, per year	1.80
Fifty copies to one address, per year	3.60

Unless they have open accounts on our books, Dealers ordering Phonograms sent by mail are requested to send cash or stamps with their orders. The amounts are too small to handle in any other way.

RECORD MUSIC PUBLISHERS.

Because of a desire on the part of some Dealers to know in advance the names of music publishers whose compositions are represented in our monthly list of new Records, we have decided to return to the plan of printing the names of publishers a month in advance. Consequently the February and March list is given below. It is as complete as we can make it. Where a publisher is not given we either do not know his name or the selection is not published.

FEBRUARY.

- 9194 Caprice Militaire, Oliver Ditson Co., Boston.
 9195 Henny Klein, Jerome H. Remick & Co., New York.
 9196 I'm a-Dreaming of You, P. J. Howley, New York.
 9198 Will You Love Me in December as You Do in May? M. Witmark & Son, New York.
 9200 It's a Good World, After All, M. Witmark & Son, New York.
 9201 The Blue Jackets March, Oliver Ditson, Boston.
 9202 Daddy's Little Girl, F. B. Haviland, New York.
 9203 College Life March, F. B. Haviland Pub. Co., New York.
 9204 Lazy Moon, Jos. Stern & Co., New York.
 9206 'Neath the Spreading Chestnut Tree, Sol Bloom, New York.
 9207 Believe Me if All those Endearing Young Charms, Oliver Ditson Co., Boston.
 9208 Pocahontas, Gus Edwards Music Pub. Co., New York.
 9209 Titania, Harry Coleman, Philadelphia.
 9210 Is Everybody Happy? C. K. Harris, New York.
 9211 Robinson Crusoe's Isle, Jos. W. Stern & Co., New York.
 9212 My Mother's Old Red Shawl, T. B. Harms & Co., New York.
 9213 The Chaser March, Albright Music Co., Chicago.
 9216 The Song of the Steeple, C. H. Ditson & Co., New York.
 9217 Silver Heels, Jerome H. Remick & Co., New York.
MARCH.
 9218 Gleaming Star, Helf & Hager, New York City.
 9219 Dreaming Love of You, Chas. K. Harris, New York City.
 9220 L-A-Z-Y Spells Lazy, F. B. Haviland Pub. Co., New York City.
 9222 Just a Little Rocking Chair and You, F. B. Haviland Co., New York.
 9224 Some One Thinks of Some One, Helf & Hager, New York City.
 9225 10th Regiment March, Harry Coleman, Phila.
 9226 Answer, Balmer-Weber Music House, St. Louis, Mo.
 9227 My Name is Morgan, but it Ain't J. P., P. J. Howley, New York.
 9229 Sweet Smiles, Carl Fischer, New York City.
 9230 I Lost My Heart 'Way Down in Alabama, Jos. W. Stern & Co., New York City.
 9231 Forty-five Minutes from Broadway, F. A. Mills, New York.
 9232 I Long to See You Once Again, Leo Feist, New York.
 9233 Razzazza Mazzazza, Carl Fischer, New York.
 9234 What's the Use of Knocking (When a Man is Down), Vincent Bryan Music Co., New York.
 9235 Once Upon a Time, Vincent Bryan Music Co., New York.
 9238 Sister, Chas. K. Harris, New York City.
 9239 Pretty Desdamone, Attucks Music Co., New York City.
 9240 Only a Message from Home, Sweet Home, M. Witmark & Son, New York.
 9241 The Dixie Rube, Walter Jacobs, Boston, Mass.

NUMBER 12338 CUT OUT.

The trade is hereby advised that we have no more moulds or masters of foreign selection No. 12338, "Verses Margot" (French), by Bartel, and after our present stock of this selection is exhausted it will be considered as a cut-out selection.

A STRIKING OIL PAINTING.

A calendar for 1906 was mailed to the entire trade early in January. Its principal feature was a reproduction by the three-color process of an oil painting of an old couple listening in delighted amazement to an Edison Phonograph for the first time. The original of this picture was painted by Massani, a noted Italian painter. It was imported a year ago by William Johnson, then of Fifth avenue, New York city. Its first public exhibition in this country was at the Chalfonte Hotel, Atlantic City, where Mr. Johnson had an extensive exhibit of paintings, and where it was priced at \$1,050. It was there bought by the National Phonograph Co. It is now being reproduced in a handsome and life-like manner in fourteen colors of lithography, and copies will later be distributed to the trade. This reproduction will be the full size of the original painting, 17 x 25 inches. It will be worth a place in any home. Other uses of the painting will follow. The subject is universally regarded as one of the most striking ever put out in connection with a talking machine.

GIVE THE OLDER TITLES A BETTER SHOW.

Too many Dealers and too many of their salesmen are making the mistake of playing only the latest Records issued when the purchaser of a Phonograph is endeavoring for the first time to make up a selection of suitable Records. To the salesman who has heard all of the older numbers it is quite natural that the new list is the most attractive, and a purchaser who makes up his selection from them gets a lot of well-made and varied selections. On the other hand, the older numbers include hundreds of desirable selections, many of which would be preferred by the purchaser if he knew that they could be had. Many a Dealer carries on his shelves for months excellent Records from every standpoint and Records that would find a ready sale, simply because it does not occur to him to play them for customers. In this way he puts down many Records as being slow sellers when really they are only slow because he does not give them the same chance that he does the later titles. Then, too, many Dealers would be able to dispose of many of their apparently slow selling Records, if they would make more of an effort to put them forward and play the later ones only when asked for. Every Dealer should make an inventory of his stock at intervals to ascertain how many of the apparently slow sellers he has on hand and play these frequently. He will be surprised to find how many of them he can sell.

OFFERED \$14.00 FOR STANDARDS.

As showing the eagerness of the public to get Edison Phonographs during the holiday season, a large Chicago house offered Jobbers \$14.00 for Standard machines.

NOT A VIOLATION OF CONTRACT.

Quite a number of Jobbers and Dealers have written within the past two or three months asking if it was not a violation of contract for firms selling Phonographs on the mail order plan to prepay or allow transportation charges on their sales. In order that this matter may be understood by the entire trade and full opportunity be given all Jobbers and Dealers to sell goods outside of their own cities, we desire to say that it is entirely permissible to prepay or allow transportation charges, provided goods are sold at full list prices. When a Phonograph is bought from a Dealer at a distant point and charges are prepaid or allowed on its delivery, the purchaser does not get it at any less price than he would pay if he bought it from a local Dealer. Therefore, the distant Dealer is gaining no advantage over the local one. In most cases where individuals are induced to buy a Phonograph from a distant point it is either because the local Dealer does not carry a sufficient stock to properly supply the wants of the individual or the Dealer's terms of sale are not satisfactory. Of course, in rare instances, there may also be some personal reasons. The great success of the mail order business in most lines is due to the fact that the firms in the large cities really sell goods cheaper than a local dealer. Such a condition does not obtain with the Edison Phonograph or with Edison Records, since they are sold at precisely the same prices everywhere. Many small Dealers do not sell Phonographs on the instalment plan and are, therefore, placed at a

disadvantage by the city firm which will sell on easy terms. If local Dealers would carry an adequate stock of Phonographs and Records and would sell machines on the instalment plan, they would be able to control all the sales in their territory, provided, of course, that they took reasonable means to make it known that they were in business. The clause in our contract preventing Jobbers from allowing transportation charges on goods applies only to the trade to whom goods are sold at a discount. So far as this Company is concerned, we can see no reason why a Dealer should not deliver goods, ten, fifty or one hundred miles away from his store just as he delivers them a shorter distance, provided he is willing to stand the expense. Such a delivery cannot in any way be construed as cutting prices. Dealers who feel that their territory is being trespassed upon by others have the remedy entirely in their own hands, and will be able to retain all the local business if they take the same steps to secure it that outside firms do.

PARIS RECORDING PLANT DESTROYED BY FIRE.

The Paris recording plant of the National Phonograph Co. was totally destroyed by fire on the night of December 28th. Fortunately, we were able to continue the manufacture of French Records at our Brussels plant, and the fire caused little inconvenience to the trade in France. Steps have been taken to secure a new location and purchase the necessary machinery to continue the manufacture of Records in Paris.

**A MUSLIN POSTER.**

The above cut illustrates a muslin poster in three colors, 24x48 inches in size, of which we have had a quantity made for the use of Dealers to hang up in front of their stores, on the side of their store buildings or on the inside

walls. They are made of extra heavy muslin and the manufacturers guarantee that the colors will stand the elements for a long time. One of them will be mailed to any Dealer in good standing upon request. They will not be supplied in quantities for billboard work.

EDISON GOLD MOULDED RECORDS FOR MARCH, 1906.

The twenty-four Records in the March list may be had anywhere in the United States for \$8.40 and no other similar expenditure in the whole wide world can buy such a variety of amusement and pleasure. Twenty years ago twenty-four Records like these could not be had at any price. How many Phonograph owners to-day appreciate what labor, time and money has been expended to bring Edison Gold Moulded Records to their present degree of perfection.

No. 9218, "Gleaming Star," by the Edison Concert Band, is called a novelette intermezzo by its composer, Frederick W. Hager. Mr. Hager is also the composer of "Laughing Water" (our Record No. 8532) which proved to be a great instrumental success. He expects that his latest composition will be equally as popular and, judging from the Record we have made of it, he and the public will not be disappointed.

No. 9219, "Dreaming Love of You," by Harry Anthony, is Charles K. Harris' newest sentimental ballad. Like most of Mr. Harris' songs, it has jumped quickly into popularity. As a Phonograph Record it will become just as popular, attributable as much to Mr. Anthony's artistic rendering as to the piece itself. Made with orchestra accompaniment.

No. 9220, "L-A-Z-Y spells Lazy," by Collins and Harlan, is a very catchy coon song, written and composed by Miss Cecilia Warfel and Ramsay Wallace. It is cleverly sung by Collins and Harlan with orchestra accompaniment. The chorus is rendered something after the manner of "I'm a-Dreaming of You" (our Record No. 9106) with a sort of double melody effect. Both melodies and words can be distinctly heard. It makes a very fine Record and will prove to be decidedly popular.

No. 9221, "Uncle Josh Weathersby in a Department Store," by Andrew Keefe, is a selection that was cut from our catalogue some time ago after long popularity with the public. In response to numerous requests we have decided to re-list it. The Record is now made by Andrew Keefe, whose clear speaking voice and artistic conception of the famous character of "Uncle Josh" will doubtless revive the interest in the series, the best of which will be re-listed from time to time.

No. 9222, "Just a Little Rocking Chair and You," sung by Ada Jones, is a composition by Fitzgibbon and Drislane (words) and Theodore Morse (music). It is a song that is already on the high road to popularity. It is something on the order of "Keep a Little Cosey Corner in Your Heart for Me" (our Record No. 9060) and by the same writers and also sung by Miss Jones with orchestra accompaniment.

No. 9223, "Hebrew Vaudeville Specialty," by Julian Rose, is another clever vaudeville specialty by Mr. Rose and it gives an original monologue in Hebrew dialect, introducing a parody on "Then I'd be Satisfied with Life," which Mr. Rose sings with orchestra accompaniment.

The Record is a "scream" from beginning to end. Many will decide it to be the artist's most entertaining number.

No. 9224, "Some One Thinks of Some One," by Irving Gillette, is a beautiful ballad in waltz tempo, written by J. Fred Helf, composer of "Mamma's Boy" and other popular songs. Ed. Gardenier is responsible for the well written verses. Irving Gillette sings the song for our Record in his customary artistic manner, and is accompanied by the orchestra. Mr. Gillette will add much to the favor in which he is held as a result of his work on this selection.

No. 9225, "10th Regiment March," by Edison Military Band is a bright, snappy march by R. B. Hall, and rendered in the usual admirable style of our Military Band. Mr. Hall also wrote "The New Colonial" March, (our Record No. 8587). This new composition has all the elements of success of the former selection.

No. 9226, "Answer," by Miss Marie Narelle, this is another old ballad, too well known to need description here. Suffice it to say that Miss Narelle, who sings it with orchestra accompaniment, does it to perfection and we think we have never made a better Record of this talented artist. The music to "Answer" was written by Alfred G. Robyn.

No. 9227, "My Name is Morgan, but It Ain't J. P.," by Bob Roberts, is a coon song by Will A. Mahoney (words) and Halsey K. Mohr (music), which tells of a coon by the name of William Morgan, whose girl's extravagant tastes drove him into bankruptcy and to whom he was constantly compelled to remind that his name was Morgan, but not J. P. This song is accompanied by orchestra which furnishes a fine background for a catchy tuneful and appropriate melody.

No. 9228, "I Love to Tell the Story," by Anthony and Harrison, is another of the series of sacred male duets that are being made by Messrs. Anthony and Harrison, which are among the most successful numbers on our monthly list. "I Love to Tell the Story," composed by W. G. Fischer, is no exception to the rule. Particular attention is called to the marked religious fervor employed by these artists in their exceptionally fine rendition of this selection. The orchestra accompaniment is an effective feature of the Record.

No. 9229, "Sweet Smiles," by Albert Benzler, is a bells solo with orchestra accompaniment. The selection was composed by L. P. Laurendeau and the Record is one of the best of Mr. Benzler's attractive solos. It is exceptionally tuneful and being in scottische tempo, or song and dance movement, has a fine swing to it. The bell tones ring out nice and clear and the orchestra accompaniment is artistically featured.

No. 9230, "I Lost My Heart 'way Down in Alabama," is sung by Harry MacDonough, who makes much of this very pretty sentimental ballad, the words of which were written by Rene Browner and the music by H. W. Petrie, and we think it one of the best Records that Mr. MacDonough has made in some time. Mr. Petrie will be remembered as the com-

poser of "When the Sunset Turns the Ocean's Blue to Gold," (our Record No. 8645). The Record is made with orchestra accompaniment.

No. 9231, "Forty-five Minutes from Broadway," by Billy Murray, is one of the leading successes in George M. Cohan's new musical play, "Forty-five Minutes from Broadway." Mr. Murray's success with songs of this character is proverbial. He was accompanied by the orchestra when making the Record. Mr. Cohan also composed "The Yankee Doodle Boy," (our Record No. 8910), which was also sung by Mr. Murray.

No. 9232, "I Long to See You Once Again," by Harlan and Stanley, is one of the descriptive and sentimental male duets made for our Records by Harlan and Stanley, which always meet with a popular reception, "I Long to See You Once Again" is a descriptive song, telling of the "rustic home down by the valley stream," and "the porch, the old arm chair, the mother sitting there." The pretty story is set to a beautiful melody of a kind that one never tires of. The music and words of this song are by Richard Winternitz and the Record is made with orchestra accompaniment.

No. 9233, "Razzazza Mazzazza," by Edison Concert Band, is a composition by Arthur Pryor, composer of "The Whistler and His Dog" (our Record No. 9107). It was, like the latter, one of the most successful numbers played by Mr. Pryor and his band during their successful season at Asbury Park last summer. Thousands of patrons of that resort will recall the applause that greeted it every time it was played. This composition again demonstrates Mr. Pryor's success in writing strikingly odd band numbers. Those not familiar with the selection must hear it to understand and appreciate it.

No. 9234, "What's the Use of Knocking (when a man is down)?" by Edward Meeker, is a coon song by Gus Edwards and Vincent Bryan, which serves to introduce a new artist in Mr. Meeker. That his first performance will gain for him many admirers seems assured, judging from this fine Record of his clear, strong voice, distinct articulation and natural delivery. The song is sufficiently well described in its title. It is already popular. It is sung with orchestra accompaniment.

No. 9235, "Once Upon a Time," by Byron G. Harlan, was written and composed by Vincent Bryan and Gus Edwards respectively, and is sung by Mr. Harlan, with orchestra accompaniment. Mr. Harlan's identification with songs of this character has been almost forced upon him by the public, which has always been prompt to show its appreciation of his conception of songs telling of the sadder things of life, such as "Please, Mr. Conductor," (our Record No. 7219) and "Always in The Way," (our Record No. 8501).

No. 9236, "Mandy and Her Man," by Ada Jones and Len Spencer, is an exceptionally well put together vaudeville coon sketch and shows Miss Jones and Mr. Spencer at their best. The characteristic dialogue and comic situations have never been excelled, which together with the singing and orchestra embellishments make this Record a great entertainer. The coon song, "On Yo' Way," sung

by Miss Jones, with orchestra accompaniment, is a feature of the Record.

No. 9237, "Waltz of the Roses," by the Edison Symphony Orchestra, was specially composed for our Record by Frederick W. Ecke, and is not yet published. The oboe is featured prominently, playing one of the principal melodies. It is a splendid composition, magnificently performed by our Edison Symphony Orchestra and will be a delight to the many Phonograph friends of this popular organization.

No. 9238, "Sister," by Frank C. Stanley, is a march song inspiration from Australia, from whence came "Daddy Dear," (our Record No. 8923). The story differs from the usual "good-bye" song in the respect that the fair recipient of the soldier's farewell is the sister instead of the sweetheart. The interest, however, survives the departure from the conventional and is added to by the effects introduced by our orchestra of the tramp of soldiers to the tune of "Tramp, Tramp the Boys are Marching," bugle calls and cheers. Mr. Stanley's well trained and robust, yet withal, sympathetic voice, has responded readily to the sentiment of the composition, which was written and composed by Allan M. Rattray and Clarence Vaughan, respectively, both of Sydney, Australia.

No. 9239, "Pretty Desdamone," by Arthur Collins, is a coon love song written and composed by F. Collis Wildman. Williams and Walker have made a great success with this clever song, responding nightly to encore after encore. Arthur Collins sings it with orchestra accompaniment. The Record will make it clear at once why the song has proved such a big entertainer with Williams and Walker, as well as why it is claimed that it will be just as big a Phonograph success.

No. 9240, "Only a Message from Home Sweet Home," by the Edison Male Quartette, is a descriptive ballad with words by Carroll Fleming and music by Edmund N. Florant. The song is fast becoming well known and in this quartette form it takes an added interest by reason of the story which describes a scene where is congregated a ship's crew and the receipt by "Jack," one of the members, of a "Message from Home, Sweet Home." Sung with orchestra accompaniment.

No. 9241, "The Dixie Rube," by the Edison Military Band, is a descriptive selection, the music for which was arranged by Thomas S. Allen. In the form here listed the selection was specially gotten up for our Record. The scene depicts a band room, the band just about to begin rehearsal. Silas Flatscales, a rube composer, enters and the band begins to play one of its newest pieces. Silas interrupts and requests that one of his own compositions be played. The band leader objects, saying that his piece is all mixed up, as "Dixie," "Annie Laurie" and "Yankee Doodle" are written to be played at one and the same time. Silas insists on hearing it, however. Silas' piece makes quite a hit, for you can readily make out the three different tunes, which when played together form a very harmonious whole. Byron G. Harlan plays the part of old Silas Flatscales and Edward Meeker the band leader.

VISITING JOBBERS.

The automobile shows last month brought to New York City a larger number of Jobbers than usual, many of them being interested in the business of selling automobiles. All of them took occasion to visit our New York office and some of them paid a visit to the factory at Orange. Following the custom that has prevailed for the past three years, the Company gave an informal dinner at Martin's, Broadway and 26th street, on the night of January 18th, to such of the visiting Jobbers as could be present. Covers were laid for nineteen. The guests of the Company were the following: W. D. Andrews, Syracuse, N. Y.; S. K. Hamburger, Harrisburg, Pa.; W. C. Finch, of Finch & Hahn, Schenectady, N. Y.; John N. Willys and W. O. Crew, of the Elmira Arms Co.; W. H. Hug, of Klein & Heffelman Co., Canton, O.; N. D. Griffin, of the American Phonograph Co., Gloversville, N. Y.; Messrs. Pardee, Ellenberger and Silliman, of the Pardee-Ellenberger Co., New Haven, Conn.; W. F. Carroll, of the Utica Cycle Co., Utica, N. Y.; P. A. Powers, Buffalo, N. Y., and C. V. Henkel, of the Douglas Phonograph Co., New York City. The Company was represented by C. H. Wilson, General Manager of Sales; F. K. Dolbeer, Manager of Credit Department; C. E. Stevens, Manager of Foreign Department; William Pelzer, of the Legal Department; A. C. Ireton, Assistant Sales Manager, and L. C. McChesney, Manager Advertising Department.

Other Jobbers in the city during automobile week and not able to attend the dinner were: J. W. Jenkins, of the J. W. Jenkins Sons Co., Kansas City, Mo.; Mr. Grinnell, of Grinnell Bros., Detroit, Mich.; H. M. Holleman, of the Texas Phonograph Co., Houston, Texas; Louis Buehn, of the Wells Phonograph Co., Philadelphia, Pa.; B. B. Crew, of the Philips & Crew Co., Atlanta, Ga.; Messrs. Osgood and Carrier, of the C. E. Osgood Co., Boston, Mass.; G. L. Ackerman, of Ackerman & Co., Scranton, Pa.; Messrs. Linscott and Patton, of the Boston Cycle and Sundry Co., Boston, Mass.; William Werner, Easton, Pa., and John Sykes, Trenton, N. J.

PLEASE REPORT, ANYWAY.

Dealers who receive retail inquiries from our Advertising Department are asked to report upon them in each case, even though they do not make a sale. A careful record is kept by us of each inquiry sent out, and in order to make the record complete, it is desirable to have a report from the Dealer, so that we may know that the inquirer is getting such attention as will make it possible to buy Phonographs or Records, should he be disposed to do so. Many Dealers have the impression that it is only necessary to report when a sale is made. We wish, therefore, that Dealers would reply to all inquiries sent them and as soon after their receipt as it is possible to make a definite statement.

ADVERTISE THE CUT-OUTS.

As announced in the December issue of the PHONOGRAPH MONTHLY, seventy-four titles will be eliminated from the Record Catalogue to be issued February 1st. Most of these cut-out numbers are quite as attractive as anything in the catalogue. Very few of them are not selling fully as well as most of the current numbers. They are being eliminated for no other reason than to keep down the total number to be handled by the trade. We are adding practically 300 new titles each year, and Jobbers and Dealers would be glad to have us eliminate an equal number from the catalogue. We found it quite impossible, however, to drop more than the seventy-four printed in the December PHONOGRAPH MONTHLY. The list could not be increased without a real sacrifice, both to the trade and ourselves, so largely do they still sell. Jobbers and Dealers who have a stock of these cut-out selections on hand would do well to print up a list of them and call the attention of their patrons especially to them. Many Phonograph owners would be glad to buy some of them if they knew that the opportunity to buy would soon be passed. A year ago, when we had a similar cut-out list, a Brooklyn Jobber printed a quantity of circulars giving the numbers and titles of those that he had on hand, and he reports that he disposed of a large number of them, some of his customers being glad of the opportunity to buy before the stock was exhausted. Other Dealers report that by printing circulars or advertising they can move their supply of any title of which they have a surplus on hand. We would ourselves be glad to get out a printed list of the cut-out titles for distribution to the trade were it not for the fact that few Dealers have a supply of the entire list and it would cause them trouble to advertise selections they did not have on hand and could not get by ordering. The matter can best be covered by each Dealer printing his own list and including in it only such titles as he has in stock.

ENGLISH EDITION OF PHONOGRAPH MONTHLY.

The National Phonograph Co., Ltd., with headquarters at London, has begun the publication of an English edition of the EDISON PHONOGRAPH MONTHLY. The first number was issued on December 1st. It is in charge of the Advertising Department connected with the London office. Both the first and second numbers are full of matter interesting to the trade in Great Britain. It is more pretentious in appearance than the American issue, having a colored cover and being printed on a better quality of paper. We believe that it will have an effect on Great Britain Factors and Dealers quite as beneficial to the Company as the American edition has had upon the trade here. A house publication furnishes an excellent medium for keeping the trade informed, and it is as much appreciated by the trade itself as it is beneficial to the company issuing it.

A NEW YORK STATE INSTALLMENT FORM.

Below is a form used by a dealer at Saranac Lake, N. Y., for selling goods on installments. It is printed for the information of dealers in New York and other States where similar laws prevail.

JOHN I. NILES Article.....
LEASE. Price

Saranac Lake, N. Y.,.....190.....
THIS is to certify that I have received this day from John I. Niles, one

No. which I am allowed to use with care and keep in good order.
I have agreed to purchase said

and pay therefor the sum of \$..... per week, to be paid at his office, 59 Broadway, and until fully paid, the same to remain the property of John I. Niles.

I further agree not to mortgage, sell or dispose of said in any manner whatever, nor to remove from No. in without the written consent of John I. Niles endorsed thereon.

It is hereby understood and agreed that in case of failure to comply with all or any of the foregoing agreements that the said John I. Niles, his agents or attorneys, may take possession of the same without process of law, and for that purpose or the purpose of searching for the same they, or their legal representatives, may enter any premises occupied by me, and to that end may use such force as may be necessary without any liability to any action for trespass or damage therefor, and that all payments made by me shall be considered as made for the use of the article.

Signed.....
Witness.....

It is further stated and represented by the party of the SECOND part that he is over twenty-one years of age and is competent to make this agreement. In consideration of the execution and delivery of the within agreement, the party of the second part (the purchaser) hereby expressly waives the provisions of Chapter 762, of New York State laws of 1900.

Received from a duplicate of the foregoing agreement at the date thereof.
..... Purchaser.

APPLYING THE GOLDEN RULE.

I have just made a sale that was a real pleasure to me, not from a financial point of view, but from the fact that it is going to be used for the pleasure and amusement of the inmates of the Sandusky County Infirmary.

The Directors have just purchased an Edison Home Phonograph, large horn and a large quantity of Edison Records, they have also left instructions to allow the Superintendent to get Records whenever he wants them, and the bill will be paid out of the County's funds.

This action on the part of the Infirmary Directors has been highly commended by all, as it gives our unfortunate poor the same pleasure that owners of Phonographs now enjoy, and it would be well for other Counties to do as much for their poor. The fact that they gave me a standing order for Records, shows that they want the inmates to hear the up-to-date music, and shows that they are doing "unto others as they would have others do unto them."

I thought your readers might be interested in knowing how much good the Phonograph can be made to do if the Dealer will do his share.
C. F. MILLER,
Fremont, Ohio.

HOW IT CONVINCES.

I never sold the Edison Phonograph until about November 8, 1905. It was a very serious doubt in my mind if I could use the initial order and was about to turn it down. I finally took it, and was the most surprised man in any line of goods. I have not only sold the initial order, but in all so far have sold more than 500 Records and 20 Phonographs, and am not through for the season. I am very much pleased with the Edison. I was a enthusiast until your machine came in my house, and now I am more an Edison enthusiast than I was a before I handled the Edison. I have placed Edison machines in the finest homes in this town. When at first mentioning the matter to them they would say, "I do not want a talking machine." I ask them if they ever heard a good one, and beg the privilege of placing one in their house. At this writing I have not had to take out any machines. All have been more than pleased and in several instances these same parties have helped me to sell their friends.

I have a very fine testimony where I sold an Edison to a man. He told his wife about buying one before he took it home and she declared he could not bring it into the house. So he came down and told me about it, and asked if I would let him off. I told him certainly, but suggested that he ask his wife if she would not let me set it up in the house where she could hear it. She finally consented to let us do so, and we sent a dozen Records of a good selection. They played them over several times, and when he came home for dinner the next day his wife was playing the machine. After dinner he remarked that he had better take the machine back, as he had an errand down town before he went to work. She said "no you don't, that is the finest music I ever heard," since that time she has been our best Record purchaser.
W. F. WARNING,
Blanchester, O.

AMONG THE JOBBERS.

Magruder & Co., of Nashville, Tenn., have removed to 27 The Arcade.

Ackerman & Co., of Scranton, Pa., are now settled in their new quarters at 217 Wyoming avenue.

The O. K. Houck Piano Co., of Memphis, Tenn., have devoted one entire floor of their Nashville branch to the wholesale talking machine business and carry about 20,000 Edison Records.

NOT NEEDED ON THE TRIUMPH.

A statement was made a month or two ago that on all Edison Phonographs now being made there were special marks on the back rods by which a speed of 160 revolutions a minute could be determined. This statement was not intended to apply to the Triumph machine, which has a speed indicator and requires no other device.

THIS WILL INTEREST ALL DEALERS.

Knowing you are always interested in learning of dealers' progressive methods, I enclose herewith copy of a "Phonograph Talk," which I made on a "Home" and reproduce nightly to the people who attend our "free concert" from 8 to 9 P. M.

It has induced many people to buy, who had not before considered the Phonograph as of any special utility.

I also have a conspicuous card up, worded as follows: "Special Record of your own voice made here. Send one back to the Old Folks."

I charge \$1.00 for each one made and have made quite a number since the card was put up, and have added to my machine sales thereby, too.

If this hint is of service to dealers you are at liberty to print it. The entire piece (including introductory, showing who made it, and where and when made), is recorded on one cylinder, and as perfectly audible to an entire audience filling a 25x120-foot room. Every word and tone is distinct and natural. It was made with a recording horn.

SOUTH McALISTER, I. T., Dec. 4, 1905. [Binks, Binks & Co., home-made Record, Dec. 4, 1905, in their store in South McAlister, Indian Territory.]

"LADIES AND GENTLEMEN:—I, the Phonograph, child of the brain of the great wizard, Thomas A. Edison, of Menlo Park, desire to call your attention to one great blessing that I can confer upon you all if you will take me to your homes.

"I can record the beloved voices of your parents, your children, your lover or sweetheart; and when perhaps they are thousands of miles away—or gone forever—I can bring them back to your fireside by reproducing their voices in the same old beloved tones and warm your hearts anew with sweet recollections.

"I can record the hilarity of your 'jolly good fellows' and years after they are gone renew to you the old stories and songs.

"On no other machine can you make a natural Record and reproduction in your own homes, and for this service alone I am worthy the place of honor in your parlors.

"But more, I can teach your children how to sing, and teach any of you the French, German, Spanish and other foreign languages, or teach the foreigner English.

"I can then bring home to you the Opera, Church, Sentimental and Comic or Descriptive Songs, Funny Stories, Vaudeville, Minstrels, all kinds of vocal and instrumental music for entertainment or dancing. And all this at the same price as my would-be competitors the "scratchophones," which send you wild with their screech and cannot make a Record at any price.

"Now, hoping that you will 'Keep a Little Cosey Corner in Your Heart for Me,' I remain
"Yours faithfully and clearly,
"THE EDISON PHONOGRAPH."

The phrase "Keep a Little Cosey Corner in Your Heart for Me" was sung to the proper tune, without making any break in dropping and renewing talk before and after singing it, and it made a great sensation every night. I think Dealers should emphasize the Record making more to their customers, as it is a great advantage over all other makes. On the Edison every word is full toned and enunciation perfectly clear. BINKS, BINKS & Co.

A DEALER'S VIEW OF INSTALLMENT BUSINESS.

Your article in the December monthly on "Shall Dealers Sell on Installments," just strikes me exactly. I have been selling Phonographs for over three years, on the installment plan. My terms are \$1.00 down and

\$1.00 per week on Phonographs, except to customers living out of the city, of whom I require one-half cash down, and the balance, payments. Records, large horns, and all other supplies, are cash.

The prospective customer is required to sign a Rent Bill like the one I enclose, printed below, which is further secured by a promissory note, but I do not always require the note.

I find that not one customer in ten will pay cash for a Phonograph, but many who are able to do so, prefer the installment plan.

As you say, "it is worth while to get a Phonograph in a home for the Record business that will follow." The cash sale of Records goes on while they are making their payments, and when the machine is paid for, they keep right on coming for the new Records, which are getting better every month.

I had the pleasure of visiting the Edison Record plant, in New York, in October, and I am convinced that neither pains nor expense is spared in making Edison Records.

D. A. DEWINELL,
Des Moines, Ia.

KNOW ALL MEN BY THESE PRESENTS, That I, D. A. DWINELL, of the City of Des Moines, County of Polk, State of Iowa, DO HEREBY LET AND LEASE unto [John Smith, 1800 Lyon St., Des Moines, Ia.,] said City, County and State aforesaid, the following described property, to-wit:

[One Edison "Home" Phonograph, No. 359687, @ \$30.00], to be used only in the [Residence] known as number [1800 Lyon Street], Des Moines, for the consideration of the sum of [Thirty (\$30.00)] dollars, to be paid as follows, as rent: [One (\$1.00)] Dollar in hand paid, the receipt whereof is hereby acknowledged, and the further sum of [One (\$1.00)] Dollar to be paid on each and every [Saturday of each week] thereafter until the whole of the first mentioned sum of [Thirty (\$30.00)] Dollars, with legal interest from date, is paid in full. The above payments to be made at the office of D. A. DWINELL, 408 East Fifth street, Des Moines, Iowa, in accordance with the terms of one promissory note of even date and tenor herewith.

Now, be it understood, that if any of the above mentioned payments shall become due, and remain unpaid, or the Lessee shall not take proper care of said property, or shall remove the same from said described premises, without the consent of said D. A. DWINELL, in writing endorsed hereon, then at the option of said D. A. DWINELL, said lease, and note or notes, together with all payments made hereon shall be forfeited, and he shall have the right and this shall be his authority, to enter said premises or wherever else the said property may be found, and take possession of said property, and the Lessee to forfeit all payments made hereon.

Dated this [18th] day of [December] A. D., 190[5].

STATE OF IOWA, SS.
Polk County.
On thisday of.....A. D., 190..., before me..... a Notary Public, in and for said County, personally came..... personally to me known to be the identical person.. whose name..... affixed to the above instrument as grantor., and acknowledged by the execution of the same to be..... voluntary act and deed for the purpose herein expressed.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed my official seal, at Des Moines, Iowa, on the day and date last above written.

Notary Public, Polk County, Iowa.

RENT BILL.
D. A. DWINELL
to

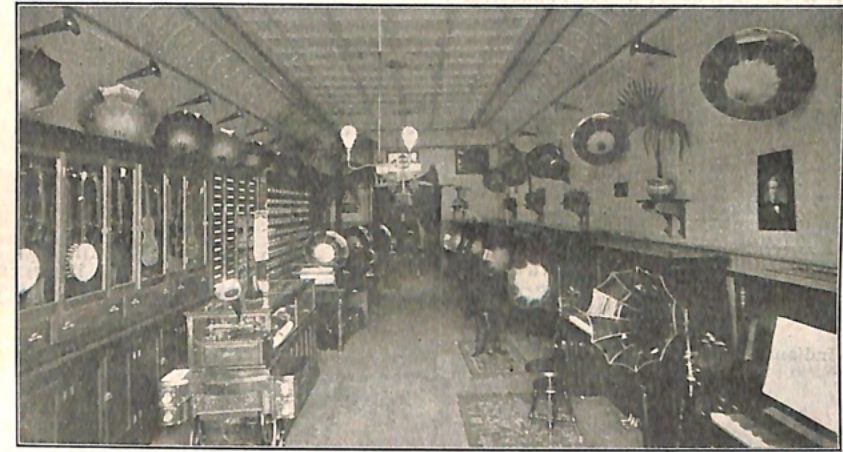
Filed for Record the day of
.....A. D., 190... at o'clock M.,
and recorded in Book on page
of.....County Records.

Recorder.
Deputy.

R. E. GRANT, MIDDLEPORT, OHIO.

Under separate cover I am mailing you photographs of the interior and windows of my new room just completed for a complete line of Phonograph and small goods as well as pianos, organs, etc. I am also pleased to say that the addition has proven to be a very profit-

number each box, the first, 1 to 53, the second, 54 to 85, and so on through, and it takes but a minute to find any number called. In order to keep track of what is sold and unsold, I write the actual eighteen numbers in rotation on a card in each box. When a Record is sold, I make a pencil x opposite the number sold; then when a number is called for all I have to

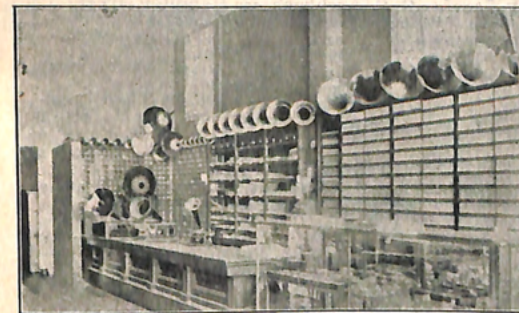


able and drawing card to my business. My arrangements are said, by travelers, to be as perfect and complete as ever seen. Each wall bracket contains a catalogue department for each piano handled. For Records I use a box, 18x9x3, holding 18 Records. I take the numerically arranged catalogue, count off and mark off under the eighteenth Record. I

look at is the card. It takes but a few minutes to make up an order from the cards. In ordering I use the National order blank. When Records are received, and as each Record is filed, the x is rubbed out, and in this way I know just how the stock is on short notice, and the order blank shows the amount
R. E. GRANT.

LOFTUS MUSIC COMPANY, PUEBLO.

We enclose a photograph showing part of the store of the Loftus Music Company, of Pueblo, Colorado, a company recently organized to handle sheet music and music supplies,



also the Edison Phonograph and Phonographic supplies. While a new company our business now exceeds the wildest sort of expectations, growing by leaps and bounds. The Edison Phonograph has taken such a hold on the people in this territory that we cannot at times fill orders for Records fast enough. Fortunately for us we do not have to explain to the public the merits of the Edison Phonographs— that having been already done on land and sea— consequently we have more time to fill orders,

and we need the time, too; and in addition, the Records "speak" for themselves. The photograph we enclose shows but two elevations of our Record rack, (account of the focus of the camera not covering) which holds two thousand Records—the largest in Pueblo or the surrounding country—but we are unable to keep it full.
LOFTUS MUSIC COMPANY.

"HOW I SOLD A RECORD."

One evening a short time ago, a motor-man on one of the electric cars here in this city, came to my store, with his wife, to buy some Records. I played two or three, but none of them seemed to just strike them. I finally, by chance, put on Record No. 8621, "I Ain't Got No Time," by Collins and Harlan. When the Record was nearly through his wife said she must take a car which was going by, as she had to go to a lodge that evening, and her husband could buy whatever he wished. She said, "Good night," opened the door and stepped out. She had no sooner closed the door when the Record called out "She's gone, She's gone, Come back and I'll be your dog; Come back and I'll even be your doormat." There was a great laugh as the store was full at the time. The husband spoke up and said, "I'll take that Record," and he did.

L. R. PORTER,
Brockton, Mass.

JOBBER OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—Talking Machine Co., 2007 Second ave.
 Mobile—W. H. Reynolds, 167 Dauphin street.
 Montgomery—R. L. Penick, 119 Dexter ave.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 786-788 Mission street.
 COLORADO.

Denver—Denver Dry Goods Co., 610 16th street.
 Hext Music Co., 15th and California streets

CONNECTICUT.

New Haven—Pardee-Ellenberger Co., 155 Orange st.

DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 925 Pennsylvania avenue, N. W.
 S. Kann Sons & Co., 8th and Pennsylvania avenues.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 49 Peachtree St.
 Phillips & Crew Co., 37-39 Peachtree St.
 Waycross—George R. Youmans.

ILLINOIS.

Chicago—Babson Bros., 148 Michigan Ave.
 Lyon & Healy, Wabash Ave. & Adams St.
 James I. Lyons, 102 Van Buren street.
 Talking Machine Co., 107 Madison street.
 The Vim Co., 68 E. Lake street.
 Montgomery Ward & Co., 111 Michigan ave.
 Rudolph Wurlitzer Co., 302 Wabash ave.
 Peoria—Peoria Phonograph Co., 416 S. Adams street.
 Quincy—Quincy Phonograph Co., 808 Hampshire st.

INDIANA.

Indianapolis—Indiana Phono. Co., 45 Virginia Avenue.
 Kipp Bros. Co., 37 S. Meridian street.
 A. B. Wahl & Co., 119 S. Illinois street.
 Lafayette—A. B. Wahl & Co., 304 Main street.

IOWA.

Des Moines—Hopkins Bros. Co., 620 Locust street.
 Vim Co., 704 West Walnut street.
 Fort Dodge—Early Music House, 822 Central ave.

KENTUCKY.

Louisville—C. A. Ray, 650-652 Fourth avenue.

LOUISIANA.

New Orleans—William Bailey, 600 Frenchman street.
 National Automatic Fire Alarm Co.,
 614 Gravier street.

MAINE.

Bangor—S. L. Crosby Co., 186 Exchange street.
 Portland—W. H. Ross & Son, 207 Commercial street.

MARYLAND.

Baltimore—E. F. Droop & Sons Co., 109 N. Charles St.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 48 Hanover street.
 Eastern Talking Mach. Co., 177 Tremont st.
 Iver Johnson Sptg. Goods Co., 163 Washington street.
 C. E. Osgood Co., 744 Washington street.
 Read & Read, 630 Washington street.

Fitchburg—Iver Johnson Sptg. Goods Co., 247 Main st.
 Lowell—Thomas Wardell, 111 Central street.

New Bedford—Household Furnishing Co., 170 Purchase street.
 Springfield—Flint & Brackett Co., 439 Main st.
 Worcester—Iver Johnson Sptg. Goods Co., 304 Main st.

MICHIGAN.

Detroit—American Phono. Co., 106 Woodward ave.
 Grinnell Bros., 219 Woodward ave.

MINNESOTA.

Minneapolis—Thomas C. Hough, 714 Hennepin ave.
 Minnesota Phono. Co., 518 Nicollet avenue.
 St. Paul—W. J. Dyer & Bro., 21-23 West 5th street.
 Thomas C. Hough, 392 Wabasha street.
 Minnesota Phonograph Co., 37 E. 7th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
 J. F. Schmelzer & Sons Arms Co., 710 Main street.

St. Louis—Conroy Piano Co., 11th and Olive streets.
 O. K. Houck Piano Co., 1118 Olive street.
 Western Talking Machine Co., 923 Olive st.

MONTANA.

Helena—Frank Buser, Diamond Block, Sixth avenue.

NEBRASKA.

Lincoln—H. E. Sidles Cycle Co., 1317 O street.
 Omaha—Nebraska Cycle Co., 15th and Harney streets.
 Omaha Bicycle Co., 16th & Chicago sts.

NEW JERSEY.

Hoboken—Eclipse Phono. Co., 203 Washington st.
 Newark—Douglas Phonograph Co., 20 New street.
 A. O. Petit, New and Halsey streets.
 V. H. Rapke, 287 Bank street.
 Paterson—James K. O'Dea, 117 Ellison street.
 Trenton—Stoll Blank Book and Stationery Co., 30 E. State street.
 John Sykes, 105 N. Broad street.

NEW YORK.

Albany—Finch & Hahn, 92 State street.
 Brooklyn—A. D. Matthews' Sons, 394 Fulton street.
 Price Phonograph Co., 1260 Broadway.
 Buffalo—P. A. Powers, 613 Main street.
 Elmira—Elmira Arms Co., 117 Main street.
 Gloversville—American Phono. Co., 99 W. Fulton st.
 Kingston—Forsyth & Davis, 307 Wall street.
 New York City—Bettini Phono. Co., 156 W. 23d street.
 Blackman Talking Machine Co., 97 Chambers street.
 J. F. Blackman & Son, 2737 3d avenue.
 Sol Bloom, 214 W. 42d St.
 I. Davega, Jr., 802 Third avenue.
 S. B. Davega, 32 E. 14th street.
 Douglas Phono. Co., 89 Chambers st.
 H. S. Gordon, 1241 Broadway.
 Harry Jackson, 219 Bowery.
 Jacot Music Box Co., 39 Union Square.
 Victor H. Rapke, 1661 Second avenue.
 Siegel-Cooper Co.
 John Wanamaker.
 Alfred Weiss, 1525 First avenue.

Oswego—Frank E. Bolway, 32 Bridge street.
 Poughkeepsie—Price Phonograph Co., 203 Main st.
 Rochester—A. J. Deninger, 345 North street.
 Mackie Piano, O. & M. Co., 100 State street.
 Giles B. Miller, 63 State street.
 Talking Machine Co., 97 Main st., E.
 Schenectady—Finch & Hahn, 504 State street.
 Jay A. Rickard & Co., 253 State street.

Syracuse—W. D. Andrews, 216 E. Railroad street.
 Troy—Finch & Hahn, 3 Third street.
 Utica—Clark-Horrocks Co., 54 Genesee street.
 Arthur F. Ferriss, 89 Washington street.
 William Harrison, 41 Columbia street.
 Utica Cycle Co., 31 Columbia street.

OHIO.

Canton—Klein & Heffelman Co., 216 N. Market street.
 Cincinnati—Ilsen & Co., 25 W. 6th street.
 Rudolph Wurlitzer Co., 10-12 W. 4th st.
 Cleveland—Eclipse Musical Co., 162 Prospect st.
 Columbus—Perry B. Whitsit Co., 213 S. High street.
 Dayton—Niehaus & Dohse, 35 E. 5th street.
 Newark—Ball-Fintze Co.
 Toledo—Hayes Music Co., 608 Cherry street.

OREGON.

Portland—Graves & Co., Inc., 328 Washington St.

PENNSYLVANIA.

Allegheny—Henry Braun, 500 Federal street.
 Allentown—G. C. Aschbach, 539 Hamilton street.
 Easton—William Werner, 401 Northampton street.
 Harrisburg—S. K. Hamburger, 12-14 N. Market sq.
 New Castle—W. C. DeForeest & Son.
 Philadelphia—C. J. Hepp & Son, 1117 Chestnut street.
 Lit Bros., Market and 8th streets.
 Penn Phonograph Co., 17 S. 9th street.
 John Wanamaker, 13th and Market sts.
 Wells Phonograph Co., 45 N. 9th street.
 Western Talking Mach. Co., 128 S. 9th st.
 H. A. Weymann & Son, 923 Market st.
 Pittsburg—Theo. F. Bentel Co., Inc., 632 Liberty street.
 H. Kleber & Bro., 221 Fifth avenue.
 C. C. Mellor Co., 319 Fifth avenue.
 Pittsburg Phono. Co., 937 Liberty street.
 Talking Machine Co., 619 Penn ave.
 Reading—Reading Phonograph Co., 911 Penn street.
 Scranton—Ackerman & Co., 217 Wyoming avenue.
 Technical Supply Co.
 Williamsport—W. A. Myers, 145 W 3d st.

RHODE ISLAND.

Pawtucket—Pawtucket Furniture Co., 39 N. Main St.
 Providence—J. M. Dean Co., 785-795 Westminster street.
 J. A. Foster Co., Weybosset st.
 Household Furniture Co.
 J. Samuels & Bro., 154 Weybosset street.
 A. T. Scattergood & Co., 106 N. Main st.

JOBBER OF EDISON PHONOGRAPHS AND RECORDS—Continued.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Co., 421 Gay street.
 Memphis—F. M. Atwood, 160 N. Main St.
 O. K. Houck Piano Co., 103 S. Main street.
 Nashville—Nashville Talking Mach. Co., 510 Church st.
 Magruder & Co., 27 Arcade.
 O. K. Houck Piano Co.

TEXAS.

Dallas—Southern Talking Machine Co., 347 Main st.
 El Paso—W. G. Walz Co., 101 El Paso street.
 Fort Worth—Cummings, Shepherd & Co., 700 Houston st.
 Houston—Texas Phono. Co., Capitol and Fannin Sts.
 San Antonio—H. C. Rees Optical Co., 242 West Commerce St.

VERMONT.

Burlington—American Phono. Co., 34 Church St.

VIRGINIA.

Richmond—Magruder & Co., 729 E. Main st.

WASHINGTON.

Seattle—D. S. Johnston Co., 903 Second Ave.
 Spokane—Spokane Phono Co., 7 Post St.

WISCONSIN.

Milwaukee—McGreal Bros., 173 3d street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited,
 143 Yonge street.
 Winnipeg—R. S. Williams & Sons Co., Ltd., 121 Princess street.

SUSPENDED LIST, FEBRUARY 1, 1906.

SUPERSEDING ALL PREVIOUS LISTS.

GEORGIA.

Valdosta—H. K. McLendon, 109 West Central Ave.

ILLINOIS.

Champaign—Eggleston Bros.

Ottawa—Edward Hayne.

Wheaton—E. Irving.

INDIANA.

Logansport—F. M. Neff, 406 Broadway.
 South Bend—EUGENE MARSH, 126 Vistula avenue.
 SOUTH BEND BOOK BINDERY, Robert
 Lebolt, Prop., 203 North Michigan street.

IOWA.

Burlington—JOHN P. WEISS, 711 Jefferson street.

Sioux City—HATTENBACH BROS. CO.
 A. V. LARIMORE, 518 Fifth street.

KANSAS.

Clay Centre—E. M. GOWENLOCK.

Lawrence—BELL BROS.

Topeka—R. H. MOREHOUSE, 510 E. 4th street.

MAINE.

Biddeford—W. H. FIELD.

Lewiston—J. W. SKENE.

Monmouth—G. H. STETSON.

*Waterville—FRANK BLANCHARD, 150 Main street.

MASSACHUSETTS.

Boston—E. C. PECK, 43 Milk st.
 T. SINGER, 60 Leverett street.

Franklin—E. P. Blackman.

Lawrence—LORD & CO., 314 Essex street.
 E. O. MOSHER, 420 Essex street.

Lynn—ELIAS DEYOUNG.

Malden—A. T. FULLER.

Nantucket—ARTHUR M. TAYLOR.

New Bedford—H. B. DEWOLF.

Somerville—E. J. WINCHESTER, 32 Summit avenue.

Worcester—JOSEPH TUKMAN, 44 Front street.

Woburn—OSBORN GILLETTE, or THE BOLTON
 JEWELRY CO., L. F. Maloney, Manager.

MICHIGAN.

Detroit—F. J. SCHWANKOVSKY.

Saginaw—GEO. W. EMENDORFER.

JAMES V. CALAHAN, 217 Genessee st.
 TIERNEY BROS., 217 Genessee st.

MISSOURI.

Kansas City—THE WITTMANN CO.

NEBRASKA.

Lincoln—THE WITTMANN CO.

Omaha—THE WITTMANN CO.

*PIANO PLAYER CO.

NEW HAMPSHIRE.

Hillsboro Bridge—E. M. BARNES.

Manchester—A. E. DUMAS

Nashua—F. A. MCMASTER & CO.

NEW JERSEY.

Atlantic City—SAM'L D. WOLF, 32-34 Arkansas ave.

Bayonne—I. WIGDOR, 450 Avenue D.

Jersey City—W. L. HOFFMAN, 151 Montgomery st.

Newark—R. L. CORWIN; also New York City.

Passaic—I. HURWITZ.

Paterson—CHAS. H. KELLY, 25 N. Main street.

Plainfield—S. W. FRUCHT, or R. FRUCHT; also
 New York City.

*Added Since January 1, 1906.

Jobbers and Dealers are asked not to supply any of the above named firms with our

apparatus, either at addresses given or any other address.

HOW TO ENJOY THE PHONOGRAPH.

The following interesting article appeared recently in the Northern Whig, published at Belfast, Ireland:

Firmly has the Edison Phonograph established itself in nearly every household. Still there are many possessors of such an instrument who do not extract from it the full measure of enjoyment which it is capable of imparting. It is a revelation even to the expert in talking machine mysteries to assist at a "Phonograph seance" in T. Edens Osborne's cosy reception-room at Edison House, Belfast. A couple of hours thus spent slip away with marvellous quickness, and you leave regretting that so enjoyable an experience could not be prolonged indefinitely. For you experience the mingled pleasures of a high-class vocal and instrumental concert, a jolly "smoker," a social chat (with absent friends and dear people of note taking part in the conversation), and a plain talk with yourself. What cannot but appeal to you whether you are a "Phonographist" or not is the marvellous perfection to which the Edison machine and Records have been brought. What a contrast in quality, volume, delicacy, and distinctness are the results to those obtained from the early appliances, such as those used in the demonstration given in St. George's Hall nearly twenty years ago. People marvelled then at the primitive machine; they regard the perfected Phonograph now with cool equanimity, although without doubt the developments made in recent years are scarcely less wonderful than the original invention—or rather discovery. The new Edison reproducer, for instance, gives tone effects which were impossible in the old appliance; the improved recorder used with the Edison blank cylinder enables the veriest tyro to make a vocal Record which is not only clear and distinct, but a faithful reproduction of his voice. Perhaps the most wonderful development in connection with the Phonograph is the "Gold Moulded Record," one of the American wizard's cleverest and most remarkable inventions. In connection with these Records the highest musical and "variety" talent have been requisitioned, with the result that Miss Morgan's lovely voice, Gilbert Girard's clever imitations, Len Spencer's stentorian Yankee humor, or Hooley's grand and resonant basso is given out by the Phonograph so naturally and perfectly that you might at times be led to believe that it is the real voice and not a reproduction to which you are listening. The same remark applies to instrumental Records. A Sousa march with its daring and ingenious trickeries of scoring, a dainty gavotte with its delicate nuances of orchestration, or an operatic selection with its beauty of light and shade "comes out" with equal faultlessness, and with just the amount of volume necessary to charm the ear, and to bring out every possible gradation of light and shade without taxing the most delicate nerves. There indeed lies the charm of the instrument for home purposes. It is always powerful enough, never too powerful.

Like an experienced conductor, Mr. Osborne at these seances enhances enjoyment

then a rousing baritone song with orchestral by introducing the element of variety. You could have a conventional concert if you liked, beginning with a pianoforte or violin duet and ending with an instrumental quartette. But it is pleasanter when he commences, say, with a bell solo (one of the daintiest things among the many hundreds of Edison instrumental Records); then follows with Michaelis's fine descriptive piece "The Forge in the Forest," splendidly given by a military band; accompaniment; and then Glover's beautiful old duet "In the Starlight," rendered by voices of fine quality and expusitely blended. Next come a couple of songs from well-known local artists, and the Records (made in that room) are not disgraced even by comparison with the specialties to which you have been listening. Then you are treated to a smokeroom conversation between three or four "fellows whom you know," and whose voices and tricks of speech you recognize even before their names are mentioned. "And now," says Mr. Osborne, "We'll make Records." So the recorder is placed upon the machine and your speech or your song is transferred in indelible characters to the blank cylinder. Gratification, astonishment, or mortification will follow, according to whether you thought you had a harsh or a dulcet voice. "Now, we'll have a discussion," suggests our host, "say, on the Government defeat." So a special tube attachment with four mouthpieces is fixed to the recorder, and a perfectly natural talk in ordinary smokeroom style is recorded, the reproduction of which causes no end of hilarity. Then we have more music—the garden scene from "Faust" finely sung; a pretty gavotte, "Beauty's Cunning," effectively played by the "Symphony Orchestra;" a plantation descriptive sketch by the Edison quintet; a clarinet solo by Tuson; and a violin and flute duet. The seance concludes by the entire company singing "Auld Lang Syne," some of the harmonies of which when reproduced cause a few shudders among the musical members of the company. As an object lesson in the art of making the Phonograph a real boon instead of an infliction the evening has been as edifying as it undoubtedly has been pleasant.

THE PHONOGRAPH AS AN ASSISTANT SALESMAN!

The management of the old-fashioned Grocery and Drug House of Wm. Dobbin & Co., Ltd., North Street, Belfast, have—with laudable enterprise—placed Genuine "Standard" Edison Phonographs on their counters, which call attention, clearly and unmistakably, to their seasonable goods by means of Records that announce the specialties in each of their departments. We may mention that any person can make and reproduce similar Records inside three minutes.

Messrs. Dobbin & Co. are to be congratulated on having "broken the ice" in connection with this innovation as a modern business method, which was suggested to them by T. Edens Osborne, Belfast, who supplied the instruments &c.—Ulster Echo, Belfast, Ireland.

EDISON Phonograph Monthly

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VOL. IV. ORANGE, N. J., MARCH, 1906. No. 1.

NATIONAL PHONOGRAPH CO. ORANGE, N. J.

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EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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WE REPORT "PROGRESS."

"Progress" is the best report we can make in the matter of supplying the trade with Edison Phonographs and Records. Because there has been no diminution in the orders received for both we have not been able to cut down the orders on hand, although every department of our factory has been run to its fullest capacity during the month, as they have been for six months past. The situation compelled us to be quite unpatriotic in not observing the two holidays of the month. We did not think it would be fair to the trade to lose the output of two days, so work went on just as usual. The many Jobbers and Dealers who are complaining that they cannot get Phonographs and Records fast enough to meet the demand of their present and prospective patrons, should know that we are turning out all the machines and Records that we possibly can; more than at any time in the history of the industry. These are being apportioned with absolute fairness to all. Every Jobber is getting an equitable share of the output and this plan must be followed until the demand falls off or increased facilities for manufacturing can be provided. The trade may depend upon it that we are as anxious to give them Phonographs and Records as they are to get them, and we are constantly trying to devise ways of increasing the output. It goes without saying that we are greatly pleased with the popularity of Edison goods and are ever endeavoring to enhance it. Our only regret is that we cannot produce the goods so promptly and fully meet the demand. Not to be able to do it is to play into the hands of other manufacturers, for when a man decides that he wants a talking machine he is apt to buy some kind even if he cannot get the one he wants.

The advance orders for March Records may be cited as a fair instance of the almost phenomenal demand for Edison goods. The sale of Edison Records is always the heaviest for

(Continued on page 3.)

THE ADVANCE LIST OF APRIL RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR APRIL, 1906.

RECORDS listed below will be ready for shipment as near April 1st as possible, at which time Jobbers' stock orders, if received prior to March 10th, will be shipped. April Supplements will be forwarded to Jobbers with their stock orders for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

- | | | |
|------|--|---------------------------|
| 9242 | Eldorey (<i>Ballet Intermezzo</i>) (<i>von der Mehden</i>) | Edison Concert Band |
| 9243 | When the Whip-poor-will Sings, Marguerite (<i>Helf</i>)
<i>Sentimental song, Orch. accom.</i> | Irving Gillette |
| 9244 | Flanagan's Night Off (<i>Original</i>) <i>Comic Irish Sketch</i> | Spencer and Porter |
| 9245 | Cousins (<i>Clarke</i>) <i>Herbert L. Clarke and Leo Zimmerman</i>
<i>Cornet and trombone duet, Orch. accom.</i> | |
| 9246 | Moving Day (<i>Harry Von Tilzer</i>) <i>Coon song, Orch. accom.</i> | Arthur Collins |
| 9247 | Where the Susquehanna Flows (<i>Petrie</i>)
<i>Descriptive song, Orch. accom.</i> | Harry MacDonough |
| 9248 | I Would Like to Marry You (<i>Laske</i>)
<i>Soprano and tenor duet from the "Earl and the Girl," Orch. accom.</i> | Miss Hoy and Mr. Anthony |
| 9249 | Target Practice March (<i>Nelson</i>) | Edison Military Band |
| 9250 | Let Me Write What I Never Dared to Tell (<i>Rosenfeld</i>)
<i>Sentimental song, Orch. accom.</i> | Byron G. Harlan |
| 9251 | Uncle Quit Work Too (<i>Havez</i>)
<i>Lew Dockstader's big companion song to "Everybody Works but Father," Orch. accom.</i> | Bob Roberts |
| 9252 | I am Praying for You (<i>Sankey</i>) <i>Gospel hymn, Orch. accom.</i> | Anthony and Harrison |
| 9253 | Ching Chang—Chinese Galop (<i>Brooks</i>) <i>Xylophone solo, Orch. accom.</i> | Albert Benzler |
| 9254 | Comin' Thro' the Rye <i>Old Scotch song, Orch. accom.</i> | Marie Narelle |
| 9255 | In the Golden Autumn Time, My Sweet Elaine (<i>Henry</i>)
<i>Descriptive song, Orch. accom.</i> | Harlan and Stanley |
| 9256 | You're a Grand Old Rag (<i>Cohan</i>)
<i>Geo. M. Cohan's new song hit in "George Washington, Jr.," Orch. accom.</i> | Billy Murray |
| 9257 | Feather Queen (<i>Mabel McKinley</i>)
<i>Intermezzo march by the composer of "Anona"</i> | Edison Concert Band |
| 9258 | We Parted as the Sun Went Down (<i>Solman</i>)
<i>Descriptive song, Orch. accom.</i> | W. H. Thompson |
| 9259 | My Lovin' Henry (<i>Sherman</i>) <i>Coon song, Orch. accom.</i> | Ada Jones |
| 9260 | When Mose with His Nose Leads the Band (<i>Morse</i>)
<i>Comic march song, Orch. accom.</i> | Collins and Harlan |
| 9261 | Garden of Love (<i>Ascher-Mahl</i>)
<i>Caprice with Oboe feature</i> | Edison Symphony Orchestra |
| 9262 | Songs the Bands Played <i>March song, Orch. accom.</i> | Edward Meeker |
| 9263 | Happy Birds Waltz (<i>Holst</i>) <i>Whistling solo, Orch. accom.</i> | Joe Belmont |
| 9264 | Eilleen Allanna (<i>Thomas</i>) <i>Irish ballad, unaccompanied</i> | Edison Male Quartette |
| 9265 | Is Everybody Happy Medley (<i>Original</i>)
<i>Introducing "Is Everybody Happy," "Will You Love Me in December as You Do in May," "Forty-five Minutes from Broadway" and "Sister"</i> | Edison Military Band |

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

(Continued from page 1).

the December list in each year, and the advance orders for last December far exceeded any other month since the invention of the Phonograph. Yet the advance orders for the present month exceeded December by nearly 100,000 Records. The orders for stock Records show the same percentage of increase and there is no decrease in the orders for machines. The only suggestion worth making to the trade at the present time is to keep ahead with your orders and not wait till your stock gets low. It is not probable that Jobbers will fill Dealers' orders before they need the goods or that we will overstock Jobbers.

PLEASE, DON'T.

We regret that it is necessary to again point out to the trade that sample Records must not be played or exhibited to the public. These advance Records are sent to Jobbers for the purpose of enabling them to make up their orders more intelligently. For the same reason many Jobbers have arranged to let their Dealers hear them also. There is no objection to this and we are glad to have Jobbers do it, for, after all, it is quite as important to the Dealer to get a line on the character of each selection. But here it must stop. The public must be asked to wait till the Records are regularly on the market. Where we find that the samples are being played to the public we shall insist upon the offending Dealer being denied the privilege of getting the samples. This seemingly arbitrary stand is for the benefit of the entire trade. If we did not constantly insist upon compliance with the reasonable conditions that are laid down we soon would be unable to maintain the system that has proved so advantageous to every one handling Edison goods. If you are offending, Mr. Jobber or Mr. Dealer, don't do so any longer. Work with and not against us.

CARRY A STOCK AND ADVERTISE.

Every Dealer who has made a success of selling Edison Phonographs and Records will tell you that it has been due to two things: Advertising and carrying a complete stock of Edison goods. It is difficult to say which is the more important. In fact, each is necessary to the other. It would be a waste of money to advertise and not carry an adequate stock. It would be poor policy to carry the stock and not advertise. Worked together they yield almost wonderful results. To carry every Edison Record in the domestic list costs a Dealer about \$275. The interest on this amount at 5% is \$13.75 a year, which represents the cost of carrying the full line. Without this stock the

Dealer loses many more sales in a year than is represented by the interest on his money, and being able to supply any selection a customer wants brings him back when he wants others. If he cannot find what he wants he will go to another Dealer and probably become a regular customer. Then, too, there is a satisfaction to a Dealer in being able to advertise that he has every Edison Record. The mere announcement stamps him as progressive and alive to his opportunities. Some Dealers will say that their towns are too small for such a stock of Records. Possibly this is so, but many who now think their towns too small would find that they would develop a surprising amount of business if they would put in the full line. The tremendous growth in the sale of Phonographs in all parts of the country makes this subject of carrying every Edison Record more important than ever. Machines are going into every city and town in the land and they are making a wonderful Record business. If such owners cannot get the Records they want in their own towns they are going elsewhere.

Next to the advantages of carrying an adequate stock of Records is letting the public know about it. Advertising does not necessarily mean the expenditure of a large amount of money. Advertising in newspapers is a most effective way of getting new business and it will cause people to buy Phonographs who had not thought of doing so, but many Dealers feel that their capital will not warrant the expense. An excellent means of getting Record business is to ascertain the names of people owning Phonographs or other cylinder talking machines, send them a brief circular, pointing out your facilities for supplying Records, and then put their names on a mailing list so they they will get a Record supplement each month. A circular letter mailed occasionally to prospective purchasers will get new machine business and the sale of a machine means a steady and profitable Record business. Any other form of advertising will prove profitable if done frequently.

AN ERROR.

On page 26 of the Phonograph Catalogue the statement is made that a Model B Reproducer can be exchanged for a Model C by returning the old one and paying \$2.00 difference. This is an error. The difference to be paid is \$3.00.

THE PHONOGRAM.

The Phonogram has reached an edition of 360,000 copies and is regarded by the trade as an excellent medium for selling Records.

THE GRAND OPERA RECORDS.

Announcement will be made in the April issue of the PHONOGRAPH MONTHLY of another list of ten Edison grand opera Records made by the same artists as sang for the first list. It has been decided not to issue these Records more frequently than once every three months. This will make the issuing dates for 1906 as follows: May 1st, August 1st and November 1st. Probably not more than ten will appear at one time. This arrangement will enable the trade to provide ways of carrying a stock without crowding their stores, and it will give ample time for a thorough exploitation of each new list.

Nothing that this company has ever done has been such a pronounced success as the first ten of these grand opera Records sent out the latter part of January. The judgment of the Jobbers and Dealers, based upon hearing the sample Records, has been amply confirmed by the public. The Records have now been before the public a month. The new orders of the trade in that time have been double the advance orders and are still coming in at a rate that is astonishing every official of the company. What the total for the first three months will be no one now attempts to guess. Dealers who placed small orders are coming back for more and Dealers who were so skeptical that they would not order cannot now get them quick enough.

We have received many letters from Jobbers, Dealers and individuals, saying all sorts of complimentary things about the grand opera Records and congratulating us upon putting them out. Steps are being taken toward having grand opera Records made by other noted singers. No expense will be spared to get the best artists in the world to make some of these Records.

STEP IN THE RIGHT DIRECTION.

We are very much pleased with the first issue of the Grand Opera Record series. They fill a long-felt want among Edison patrons, and still further enhances the value of the Edison Phonograph as a home entertainer. The National Phonograph Co. is to be congratulated upon this step in the right direction.—C. J. Heppe & Son, Philadelphia.

BOUGHT THE ENTIRE TEN.

I have purchased the entire set of Grand Opera Records. I think that these Records are the finest I have ever heard, and I sincerely hope that you will continue to issue these Records. I think there are many other people who enjoy these Records as much as I do. Trusting that there will be many more of these records, I am,—I. J. R., New York City.

OUR RECORDING DEPARTMENT.

The Recording Department of the National Phonograph Co. was on February 1st, moved from 65 Fourth Avenue, New York City, to 79 Fifth Avenue, corner 16th Street. The new quarters are about twice as large as the former ones and provide much needed room for the work of this important department. The Recording Department is in charge of Walter H. Miller, whose Phonograph connection dates back to the time when Mr. Edison built his laboratory at Orange. He has since been continuously identified with the Edison Phonograph and Edison Records and has played an important part in their present development. Mr. Miller has an able, careful and painstaking assistant in W. H. A. Cronkhite, who is a trained musician and upon whom devolves the duty of selecting compositions and passing upon their musical rendition on Edison Records.

PUBLISHERS OF MUSIC IN APRIL LIST

The publishers of the compositions made for our April list of Records so far as we can obtain them, are given below. Where the numbers are omitted they are either not published or we are unable to give the names of the publishers:

- 9242 "Eldorey," J. Louis von der Mehden, Jr., San Francisco, Cal.
- 9243 "When the Whip-poor-will Sings, Marguerite," Helf & Hager, New York.
- 9246 "Moving Day," Harry Von Tilzer, New York.
- 9247 "Where the Susquehanna Flows," Jos. W. Stern & Co., New York.
- 9248 "I Would Like to Marry You," Platt Pub. Co., 1269 Broadway, New York.
- 9249 "Target Practice March," Willis Woodward & Co., New York.
- 9250 "Let Me Write What I Never Dared to Tell," Jos. W. Stern & Co., New York.
- 9251 "Uncle Quit Work Too," Helf & Hager, New York.
- 9253 "Ching Chang—Chinese Galop," Carl Fischer, New York.
- 9255 "In the Golden Autumn Time, My Sweet Elaine," Jos. W. Stern & Co., New York.
- 9256 "You're a Grand Old Rag," F. A. Mills, New York.
- 9257 "Feather Queen," Leo Feist, New York.
- 9258 "We Parted as the Sun Went Down," Jos. W. Stern & Co., New York.
- 9259 "My Lovin' Henry," Chas. K. Harris, New York.
- 9260 "When Mose with His Nose Leads the Band," F. B. Haviland Pub. Co.
- 9261 "Garden of Love," Carl Fischer, New York.
- 9263 "Happy Birds Waltz," Oliver Ditson Co., Boston, Mass.
- 9264 "Eilleen Allanna," Wm. A. Pond & Co., New York.

NOT OUR MISS NELSON.

Several correspondents have asked if the Miss Grace Nelson, who was killed in a railroad accident at Charlton, Mass., last September, was Miss Nelson who sang for the Edison Phonograph. We are glad to say that the woman was not our Miss Nelson.

PRINTED MATTER.

A new four page folder, Form No. 825, is being mailed to the trade this month. It succeeds Form No. 675, "Music for Every Home," (which is now obsolete), and is intended for circulation by mail in place of sending a machine catalogue, which on account of its cost cannot be supplied for this purpose. This folder shows half-tones of the Gem, Standard, Home and Triumph machines and presents an argument on the general merits of the Edison product. Orders from Jobbers are now being filled and they will be in a position to supply Dealers after March 15th.

We are shipping to Jobbers with their March Records a quantity of a new colored lithographed hanger, Form No. 759, and named "A Complete Family Circle." The circle consists of father, mother, baby and an Edison Phonograph. The idea is pleasing to the eye. Dealers may get copies from their Jobbers. It is not being mailed to Dealers.

After much delay we have at last gotten out a new catalogue of electrotypes. It is Form No. 832. It shows many new electrotypes, including a number of the Standard and Home machines with flower horns, some of them being lettered "Sold on Easy Payments" for the use of Dealers who sell on instalments. A copy of this catalogue will be mailed to any Dealer upon request.

Dealers who find their Jobbers slow in furnishing catalogues and other printed matter, and who ask us to furnish it direct, should know that in many cases the slowness of Jobbers is due to our inability to supply it to them fast enough or in the quantities they order. The great increase in the Edison business has been followed by an equally great increase in the demand for printed matter, which it has been difficult to meet. We are working hard to get enough printed matter to fill the orders of the Jobbers and until we can do so it will be impossible to consider the orders of sub Dealers, even where they are willing to pay transportation charges.

Part shipments are being made on all Jobbers' orders for the new Record Catalogue, Form No. 840. In this way we expect to keep the entire trade supplied which would not be possible if we filled all orders in full and in the order received. It is more equitable to all to make two or three shipments on an order for catalogues than to send them at one time and make others wait. Part shipments would not be necessary if a sufficient stock of catalogues could be accumulated before advising the trade and this is what we hope to do in the near future. Until then the trade must be patient with the Advertising Department.

AMONG JOBBERS.

Owing to increased business, Alfred Weiss, Edison Jobber, has been compelled to seek larger quarters, and on February 10th, moved to 1622 First Avenue, New York City, where he now occupies an entire three-story building, with a floor space of 6,000 square feet.

William Werner, Edison Jobber at Easton, Pa., has moved to a new location at 432 Northampton Street.

Harry Jackson, Edison Jobber at 219 Bowery, New York City, with various branch stores, sold his business in February to John Rose, who has moved the jobbing business to Astoria, Long Island.

The Talking Machine Co., 619 Penn Avenue, Pittsburg, Pa., have been succeeded by the Powers & Henry Co. This change is principally in the firm name, the personnel remaining the same.

William Werner, Edison Jobber at Easton, Pa., has moved from 401 Northampton Street to 432-434 Northampton Street.

The Eclipse Phonograph Co., Edison Jobbers at Cleveland, O., have removed to 714 Prospect Avenue.

PERSONAL.

W. H. Hug, formerly manager of the Phonograph department of Klein & Heffelman, Canton, O., has joined the force of Edison travelers and will go on the road as soon as he has passed through the training school established at the factory for making salesmen familiar with the mechanical features of Edison Phonographs. He will cover Maryland, Virginia, West Virginia, North Carolina, Tennessee and Kentucky.

George M. Nisbett, Western manager, with headquarters at Chicago, has just returned from an extended trip to the Pacific coast. At the close of the meeting of the Western Classification Committee at Los Angeles he visited the new Edison Jobbers on the coast and stopped at various cities on the way back to Chicago.

G. Croydon Marks, a member of the Board of Directors of the National Phonograph Co., Ltd., London, and patent attorney in Great Britain for Thomas A. Edison, has been elected a member of Parliament to represent the Launceston Division of Cornwall.

F. A. Voullaire, formerly Traffic Manager, has severed his connection with the National Phonograph Co.

Make plans for a big year in Edison Phonographs and Records.

REPEATING ATTACHMENTS.

We doubt if most Dealers appreciate the advantage of having a repeating attachment on their exhibition Phonographs. It is especially advantageous to those Dealers whose business enables them to have but one clerk and who handle other lines of goods. With a repeating attachment a clerk could wait upon other customers while the Phonograph would entertain all within hearing. There is scarcely a Record that will not bear repeating two or more times, and no one will object to hearing it played more than once. In fact, many Records sound better to customers the second time than when heard the first time, and would be bought when a first hearing only would not have made a sale. Then customers for other goods would unconsciously be influenced in favor of the Phonograph by hearing it played while making purchases. There is also a fascination about a repeating attachment in operation that rarely fails to catch the eye and interest the onlooker.

NATIONAL BRANCH COMPANIES.

The Mexican National Phonograph Co. was incorporated in New York State last month. It will do business in Mexico, with headquarters at Calle Prolongacion del Cinco de Mayo, 67-77, Mexico City. Its capital stock is \$25,000 and its incorporators are William E. Gilmore, Alphonse Westee and John F. Randolph, all of Orange, N. J.

The National Phonograph Company of Australia, Ltd., is the style of the corporation which will sell Edison goods at Sydney, N. S. to 1622 First avenue, New York City, where W. This branch is already established at 340 Kent street.

JOBBERS ORGANIZING.

Jobbers in Pennsylvania, Ohio and other nearby States have taken the preliminary steps toward organizing the Central States Talking Machine Jobbers' Association. At a meeting held in Cincinnati Mr. Ilsen, of Cincinnati, was elected President; P. T. Ashton, of Detroit, Vice-President, and P. B. Whitset, of Columbus, Secretary and Treasurer. The next meeting will be held in Pittsburg.

BEGINS A NEW YEAR.

With this issue the EDISON PHONOGRAPH MONTHLY begins its fourth year. With all its shortcomings, we believe that it has been a useful factor in promoting and knitting together the feeling of good will that exists between the Edison trade and the National Phonograph Co.

METROPOLITAN ARTISTS.

At the parlors of the Albion for over two hours yesterday several artists of the New York Metropolitan Opera House entertained a select circle of musical friends with selections from grand opera by great composers. The artists were Heinrich Knotte, the famous baritone, who sang from "Lohengrin"; Andreas Dippel, who gave specimen tenor work from "Martha." "La Traviata," in Italian, was given by Gustave Berl Resky, who afterward was joined in a duet from the same opera by Madame Resky. Antonio Scotti sang superbly a selection from "La Sonnambula," in Italian. He was followed by Florencio Constantino, the greatest living singer, in a number from Verdi's "Rigoletto." The Metropolitan favorite opera "Pagliacca," with Signor Romeo Berti, as interpreter, enchanted the listeners.

The grand opera part of the entertainment was concluded by Herr Von Rooy, rendering in German a song from "Tannhauser" and Bizet's "Toreador," in French.

It was the greatest treat ever enjoyed here and the little audience expressed themselves as "thrilled" through and through with an unexplainable emotion and pleasure.

Instrumental music was also represented at this impromptu concert. The affair will be long remembered by those who were privileged to be present and hear the world's greatest artists.

The entertainment was arranged by Mr. C. B. Haynes, the representative of the National Phonograph Co. He had with him a superb Edison machine and a number of February, 1906, Records.—Augusta, Ga., Tribune.

PHONOGRAPH DREW THE CROWD.

Thomas H. Leonard, of Colton, Cal., one of the oldest Edison Dealers on the Pacific Coast, recently sent in a programme of a Phonograph concert he gave in his town, accompanying it with the following reference to the concert:

"I operated two machines, one Standard with a 24-inch Megahorn and a Home with a 30-inch brass horn. While one machine was playing a Record I would get the other one all ready to drop the reproducer down at the commencement of the next selection to be played. In this way there was not a second but what there was something doing. So close did I have the machines set each time, there was no time lost, and there was only four words of the entire titles of the 24 selections omitted by the reproducer being set over a little too far. The night before my concert there was a new millinery store opened up. They hired a first-class orchestra and only twenty-two persons were present. My crowd was not counted, but at a rough estimate we guessed it at 250 people. The concert was only advertised by a few of the programmes being distributed around over the business part of the town a few hours before the concert began. I have played the same pieces twice since in San Bernardino and drew a big crowd each time."

A LETTER TO BE PROUD OF.

PORTLAND, OREGON.

February 6, 1906.

It gives me pleasure to advise you that, on account of increased business, I have found it necessary to again move to larger quarters and consequently have leased the store room at 128 7th street. I expect to make this the very best Talking Machine business in the city, and nothing will be spared to make it such. The floor will be of hard wood, while the walls and ceiling will be covered with burlap and then painted. This will make a fine sounding room and Records will then reproduce the same as in one's own home.

When I first started in the talking machine business I handled a little of everything, but soon found out that the public would have nothing but quality regardless of the price. In a very short time I discontinued other makes and handled Edison Phonographs and Records. I have found that for smoothness, ease of operation, material, workmanship and material, and last, but not least, a satisfied customer—nothing in my estimation equals an Edison Phonograph. I attribute my success to three points—quality of goods, goods well displayed, and carrying a full stock. To carry the full catalogue of domestic Records is my strong hold, as the \$40.00 or \$50.00 invested in the slow sellers brings me a big per cent. on my money.

Shortly will send you photo of my place and you can see in what a remarkably small space I carry my stock, my cases, however, being able to accommodate 6,400 Records, and right at your finger ends. No climbing, no ladders, every Record within your reach.

Competition here is especially keen, we having to compete with another cylinder machine which cannot get Dealers to handle their goods and have to establish factory agents all over the country, and then the premium disc that has to be given away with a newspaper to dispose of it. Even with all this, Portland people want the Edison. When a new customer comes in and is asked what make of machine he possesses, if it be an Edison, he unhesitatingly says so, but let it be either of the other two and he tells you with such a painful expression on his face that you really feel sorry for him if it did not remind you of Hans Krausmeyer and his dog, Schneider, and how even he "got stuck."

Although never before having done so, I desire to thank you people for the way you have protected your Dealers and Jobbers whenever you contemplate a change of price of any of your material. As far as I know now, I can see no reason why I shall not continue to push Edison Phonographs and Records, for they produce the satisfactory results and that is what we all want in business.

Wishing you continued success in your worthy line and again thanking you for past favors, I remain,

PORTLAND PHONOGRAPH AGENCY,
E. B. HYATT, Prop.

MOST PERFECT.

We are pleased to announce to our friends that the National Phonograph Co. have issued a list of ten (10) Edison Grand Opera Records which we can personally say are the

most perfect Records we have ever had the pleasure of listening to on a talking machine. They are perfect in every way, especially in reproduction and tone, and we consider them the most perfect list ever issued. They are certainly a credit to the great foreign artists who sang them. We herein enclose a list of same and cordially invite you to call and hear them. Do it now. Price only \$0.75.—Circular sent to his retail trade by L. R. Porter, Brockton, Mass.

PHONOGRAPH BROUGHT TEARS.

Knowing that you are interested in odd happenings regarding sale or advertisement of machines or Records, I enclose a clipping from the Painesville Republican, of February 5—describing an odd incident happening in my store.—J. E. Lightner.

The clipping was as follows:

"Thank you, senor."

His voice choked with emotion, Antonio Cardina waited until the last note of the Phonograph died away and silently left the store.

Antonio Cardina was an Italian. He spoke good English although he had only been in the country a short time. J. E. Lightner had just received some new Edison Grand Opera Records and was playing a few for an admiring group when Cardina came in.

Enraptured he stood in the background and said not a word until the impromptu concert was finished.

The last selection was by Signor Constantina, a noted tenor. Cardina listened intently. Soon the Record was finished.

"Please play ze piece again," pleaded Cardina. Tears were in his eyes and his voice wavered like a shutter in the wind.

And no wonder the music of the Italian tenor brought back to him dear days in sunny Italy. Cardina's father had once been a tenor in the Royal theatre and Constantino, this very man whose voice was reproduced in the Phonograph, had succeeded Cardina's father.

"Much obliged, Meester," said Cardina, when the Record finished its second rendition. "You make me very happy."

OHIO INSTALMENT FORM.

\$. 190
For value received, (one Phonograph instrument) promise to pay to the order of Dollars at payable in equal consecutive payments of \$. each, per commencing 190 with interest at per cent. per annum.

Above note is given to secure the payment of a Phonograph instrument against which it is understood this note is a lien until all payments have been made according to the provisions thereof.

It is further agreed that upon failure of the mortgagor . . . to pay, or cause to be paid, any of the deferred payments when due, then all of said payments shall become due and payable at the option of the mortgagee. Said mortgagor agrees to keep and preserve in good order and condition said Phonograph instrument and not remove said instrument from until wholly paid for and in case of failure to do so to perform any other part of this contract, then said mortgagor may take peaceful possession of said Phonograph instrument.

Signed {
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COMMENTS ON EDISON GOLD MOULDED RECORDS FOR APRIL, 1906.

This month's offering of Edison Gold Moulded Records brings W. H. Thompson back into the monthly list after a long absence on the road with the Madame Schumann-Heink Opera Company. If anything his voice has improved since he was last heard by his Phonograph admirers, and his re-appearing selection is a splendidly rendered number. The list also includes many new and popular songs and instrumental selections, all perfectly recorded.

No. 9242, "Eldorey," by the Edison Concert Band, introduces a new composer to our catalogue in J. Loais von der Mehden, Jr., of San Francisco. "Eldorey" is at present very popular in the West and its popularity is rapidly coming eastward. The composition is a ballet intermezzo, a class of music always tuneful and interesting. It is exceedingly attractive and original in style. Various instruments of the orchestra are featured with bits of solo work.

No. 9243, "When the Whip-Poor-Will Sings, Marguerite," by Irving Gillette, is a new ballad by J. Fred Helf and C. M. Denison and sung with splendid expression by Mr. Gillette. Particular attention is called to the flute imitations of the whip-poor-will, which are effectively introduced in the chorus. Mr. Helf, the composer, of this song, also wrote, "I'll be Waiting in the Gloaming, Sweet Genevieve," (our Record No. 9108). The chorus follows:

"When the whip-poor-will sings Marguerite,
And forget-me-nots bloom at your feet,
You may never know, though you yearn,
That to you I'll return,
Love's old story again to repeat:
So be true, little girl, I entreat,
'Till time when again we shall meet,
Let Love's star brightly shine,
I'll return sweetheart mine,
When the whip-poor-will sings, Marguerite."

No. 9244, "Flanagan's Night Off," by Len Spencer and Steve Porter, is an unusually funny Irish talking sketch. Flanagan is an Irish policeman who has a night off. At quarter past one in the morning Flanagan's wife is waiting for him to come home. Presently he is heard bidding the boys good-night on the outside and when he enters his condition shows that he has been industriously improving his time while off duty. Then ensues a funny dialogue between him and Mary Ann. Flanagan goes to sleep. He snores so loudly his wife endeavors to wake him up. He thinks that there is a fire and that he is on duty. In his haste he steps through a window instead of the door and falls to the ground below. His wife hears him exclaiming, "It's broke, it's broke." She asks him if it is his back that's broken and he replies, "No, it's me pipe."

No. 9245, "Cousins," by Herbert L. Clarke and Leo Zimmerman, is another cornet and trombone duet by these well-known artists, who are respectively the solo cornetist and solo trombonist of Sousa's Band. "Cousins" is the new number which they are playing on the present concert tour of this famous organization. All admirers of both instruments will be pleased with this Record, for it is not only

a splendid composition, but is played in a most artistic manner. The Record is made with orchestra accompaniment. The composition has not yet been published.

No. 9246, "Moving Day," by Arthur Collins, is a vocal story in which the trials of moving day are set forth in a humorous manner. The music of this song was written by Harry Von Tilzer and the words by Andrew B. Sterling, both of whom are responsible for "On the Banks of the Rhine with a Stein" (our Record No. 9124); "What You Goin' to do When the Rent Comes Round" (our Record No. 9111), and "Making Eyes" (our Record No. 9076).

No. 9247, "Where the Susquehanna Flows," by Harry MacDonough, is a song that depicts the usual dream of boyhood days at the old home and expresses a desire to be back to "where the Susquehanna flows." Mr. MacDonough brings out the meaning of the selection in his usual clear ringing voice, and he is accompanied by the orchestra. H. W. Petrie wrote the music of this song, and Rene Bronner wrote the words. Mr. Petrie is the composer of "I Lost My Heart Way Down in Alabama" (our Record No. 9230), which appeared in the March supplement.

No. 9248, "I Would Like to Marry You," by Miss Hoy and Mr. Anthony, is a soprano and tenor duet from the musical comedy "The Earl and the Girl." It is sung for our Record by Miss Hoy and Mr. Anthony, who are accompanied by the orchestra. "The Earl and the Girl" enjoyed the largest and most prosperous run of all the musical comedies in New York this season, and the song here listed was one of the biggest features of the performance. In fact, all New York has been humming it from almost the opening night. The selection introduces a new soprano to our list, whose distinct articulation and clear, well-schooled voice will no doubt be appreciably received. The duet was written and composed by Edward Laska.

No. 9249, "Target Practice March," by the Edison Military Band, is another of those bright, snappy marches, full of swing and other features suggested by its title. Composition is written by Muriel Nelson, whose name has not heretofore appeared in our catalogue.

No. 9250, "Let Me Write What I Never Dared to Tell," by Byron G. Harlan, is a musical story of a country lad's love story, the words of the composition having been written by Charles E. Casey and the music by Monroe H. Rosenfeld. It is sung by Mr. Harlan with orchestral accompaniment. The subject is quite new among the sentimental song class and for the short time the song has been out it has attracted more than average attention. The words to the attractive musical refrain follow, but it is in the verse that the departure from the conventional is the more noticeable:

"Let me write what I never dared to tell,
Must my heart for evermore in sadness dwell?
For years I have been true,
I have loved no one but you,
Let me write what I never dared to tell."

No. 9251, "Uncle Quit Work Too," by Bob Roberts, is Lew Dockstader's companion song to "Everybody Works But Father," and being sung by him in the nightly performances of Dockstader's Minstrels. It is a sequel to

"Everybody Works but Father" (our Record No. 9100), which is now being sung throughout the entire country, and is one of the most popular songs of the day. Mr. Roberts' Record of "Everybody Works but Father" was a great seller and it is believed this new selection will be equally popular. The composer of this song is Jean C. Havez. Our Record contains two verses and two choruses, the chorus being as follows:

"Ever since he heard about Father, Uncle's
quit work too,
Goes out ev'ry evening, comes back with a stew,
Never seems to worry, he's happy as a king,
He sits around the house, with about a half of
souse,
And he never does a dog-gone thing."

No. 9252, "I Am Praying for You," by Anthony and Harrison, is a sacred duet with orchestra accompaniment of one of Ira D. Sankey's favorite hymns. In this duet form it makes a beautiful sacred number. The occasional solo part for both the tenor and baritone voices gives an added effect to the duet and renders the whole a particularly fine Record. The words were written by S. O'Maley Cluff.

No. 9253, "Ching Chang," by Albert Benzler, is a zylophone solo of one of the best Chinese galops. It is decidedly characteristic. One of the features of the Record is the orchestra accompaniment, introducing a variation for cornet on the principal theme. E. Brooks is the composer.

No. 9254, "Comin' Thro' the Rye," by Marie Narelle, is a rendition of this old Scotch song that will gladden every Scotchman's heart and be appreciated by all admirers of the song. Miss Narelle's Scotch dialect is perfection itself. Her interpretation of the song could not have been better had she been to the manor born. She sings with an orchestra accompaniment.

No. 9255, "In the Golden Autumn Time, My Sweet Elaine," by Harlan and Stanley, is a sentimental ballad, the music of which was written by S. R. Henry and the words by Richard H. Gerard. Sung with orchestra accompaniment. This song has a very attractive air, and is sung by Messrs. Harlan and Stanley with a splendid blend of voices. A desirable Record for any collection. Mr. Henry, who wrote the music of this song, also composed "When the Harvest Moon is Shining on the River" (our Record No. 8950). Mr. Gerard wrote the words of "You're the Flower of My Heart, Sweet Adeline" (our Record No. 8677).

No. 9256, "You're a Grand Old Rag," by Billy Murray, is a selection from George M. Cohan's new musical play "George Washington, Jr.," and sung by Mr. Murray with orchestra accompaniment. It is to Mr. Cohan's new play what "Yankee Doodle Boy" was to "Little Johnny Jones," which is all that need be said. "Yankee Doodle Boy" (our Record No. 8910), "Give My Regards to Broadway" (our Record No. 9095), and "Forty-five Minutes from Broadway" (our Record No. 9231), were all written and composed by George M. Cohan and all sung for our Records by Billy Murray. "You're a Grand Old Rag" will equal any of the above in popularity.

No. 9257, "Feather Queen," by the Edison Concert Band, is a new composition by Miss Mabel McKinley, niece of the late President McKinley. She is also known as Vivian Grey, under which *non de plume* some of her famous

successes were written. "Feather Queen" is styled by Miss McKinley as an intermezzo march. The composition is becoming very popular, as did "Anona" (our Record No. 8474), and "Karama" (our Record No. 8780), by Miss McKinley.

No. 9258, "We Parted as the Sun Went Down," by W. H. Thompson, written and composed by Arthur J. Lamb and Alfred Solomon, respectively, is a descriptive song that is bound to force its way rapidly to the front. Our Record of this selection, which has an accompaniment by the orchestra, serves to emphasize the return to our catalogue of Mr. Thompson, whose tour with the Madame Schumann-Heink Opera Company, where he sang the leading baritone role, has kept him out of our monthly supplements for some time past.

No. 9259, "My Lovin' Henry," by Ada Jones, is a coon girl's wail about the absence of her Henry. In the first chorus a knock is heard at the door, followed by the bray of a jackass, whereupon the waiting one expresses her disappointment that it is not Henry. In the second verse a knock is followed by the cackle of a chicken, whereupon she declares, "That's my Henry." The imitations are clever. The music of this song is written by Terry Sherman and the words by W. D. Friedlander. The Record is made with orchestra accompaniment.

No. 9260, "When Mose with His Nose Leads the Band," by Collins and Harlan, is a comic march song describing a Hebrew brass band. Collins and Harlan sing it with orchestra accompaniment. It has a laughable story and the music is simply irresistible. Theodore Morse, the composer, has dozens of big successes in our catalogue—too many to enumerate here—but if space permitted not any of them would form a comparison because "When Mose with His Nose Leads the Band" stands alone. The words are by Fitzgibbon and Drislane.

No. 9261, "Garden of Love," by the Edison Symphony Orchestra, is a truly delightful orchestra selection, such as could not be obtained by any other talking machine than an Edison Phonograph. The music is of a caprice character and the composition is popular with first class orchestras throughout the country. The oboe plays as a solo one of the principal strains and the cello counter-melody effect in another part of the selection is equally delightful.

No. 9262, "Songs the Bands Played," by Edward Meeker, whose first Record listed in March was such a success that we have included another in the April supplement. Mr. Meeker's second contribution has been considered by all who have heard it even more attractive than the first. The song is a play on the titles and melodies of various national and popular airs and is a most unusual vocal stunt. Mr. Meeker acquires himself most creditably in making the Record. He is accompanied by the orchestra. The composer of this melange of airs is not known by us.

No. 9263, "Happy Birds Waltz," by Joe Belmont, is another fine whistling solo with orchestra accompaniment. The music is written in waltz tempo, which always makes an effective whistling solo. This selection is particularly tuneful and interesting and will prob-

ably equal if not exceed the popularity of any of Mr. Belmont's solos. The combination of orchestral music and whistling is perfect. E. Holst is the composer.

No. 9264, "Eileen Allanna," by the Edison Male Quartette, is a fine quartette arrangement of this grand old ballad, popular two generations ago and still a great favorite. The late E. S. Marble, comedian, and nephew of the late Joseph Jefferson, wrote the words, and J. R. Thomas wrote the melody. The selection is given unaccompanied.

No. 9265, "Is Everybody Happy Medley," by the Edison Military Band, introduces "Is Everybody Happy" (our Record No. 9210); "Will You Love Me in December as You Do in May" (our Record No. 9198); "Forty-five Minutes from Broadway" (our Record No. 9231), and "Sister" (our Record No. 9238.)

WHAT THE DEALERS SAY.

We are having great success with your machines and Records.—*Crown Talking Machine Co., Merrill, O.*

I have sold over 50 Edison Phonographs in this town of 6,000 people in the last two months, and intend to sell more.—*H. H. Wetzig, Junction City, Kansas.*

I am getting the people "woke up" around here with your Phonograph. The only difficulty I find is, I can't get them, especially the Standard. Expect to do a fair business in this line, when I can get something to sell.—*D. C. Mitten, Tekamah, Neb.*

We don't do a very large business in Phonographs, but what is done is very satisfactory and our customers all think their machine is the best there is and Records far superior to anything else procurable. During the last year they have certainly been fine.—*William Coates & Son, Brockville, Ont.*

We have handled Edison goods for some six years, off and on, but December was a record breaker for us, having sold twenty-three machines (eighteen Homes and five Standards) and some 600 Records. We feel that we have done very well in a small town of less than 2,500 people.—*Hughes & McCaleb, Dillon, Mont.*

This is a town of 4,000. During the past three years we have sold about 125 Edison Phonographs. Pretty good, eh? During this holiday season we turned out nine Home Phonographs, eight Standards, one Gem. One other make. Why so many Edisons? Gave them all same show.—*Steinhauser & Eaton, Watsonville, Cal.*

I am a Dealer in Edison goods and they are going out faster than I can get them. Sold two Homes yesterday. I expect to sell forty or fifty machines this year. You certainly have brought out the greatest invention of this or any other age. Trust you will be able to supply the demand which must be very great.—*George W. Erb, Gothenburg, Neb.*

We are very much pleased with Edison goods and have no use for others. We have had all the different makes of machines and have put them all out but the right one, which we find is Edison. We commenced in a small way some four years ago and now have a large

room with a complete list of Records (Edison only). The business has grown wonderfully for the past year and we expect to double it in one year more.—*G. W. Lord, Lynn, Mass.*

As to business, I haven't been able to get machines or Records fast enough, so far this year. The Advertising Record is fine. Everybody that hears it wants it. So I think the best thing you can do is to put a number and a title on it, and let the people have it on the next month's Record list. One such Record in the hands of every Phonograph owner would do more advertising for the trade than a single one at each Dealer's.—*D. A. Dwinell, Des Moines, Iowa.*

This is my first letter to the company, so I will report great progress. I started for myself about November 1st last, with a small order, and now carry the complete catalogue of Records and machines of each make, never less than twenty on hand. I anticipate opening on the Board Walk for the summer, with an exclusive full line of Edison goods. The Grand Opera Records will be a go. I have already re-ordered. No. B4 is great.—*R. E. Wood, Atlantic City, N. J.*

On October 26th, 1905, while in Chicago, I heard and saw your machine at Lyon & Healy. I hesitated about buying three machines and 150 Records. The next day I went back and bought four machines and nearly 200 Records. I made the first sale November 9th. By January 15th, I had sold \$910.00 worth of Edison machines and supplies, retail price. I have bought about 1,400 Records—have 500 in stock. I carry a \$400 stock of machines and supplies.—*F. Ingraham, Otsego, Mich.*

I fear I made a mistake in putting in anything but your line. Am figuring on getting rid of them. Am carrying about 5,000 of your Records in stock all the time. I feel that by having an exclusive Edison business I will be able to get a larger share of the Edison business than by dividing it up and carrying two makes. I have been open four days and have sold over one hundred dollars' worth of your goods and only \$1.60 of the others, viz. two records. I was over persuaded in putting in the stock, my own idea being to handle your line only.—*C. M. Rork, Oklahoma City, Okla.*

"A True Story of the Phonograph," which appears in the February *Phonogram*, has caused us to sell quite a few of Records Nos. 9147 and 9158. Most all our customers want both, and when a Record customer comes in we always hand them a *Phonogram* and call their attention to the "True Story of the Phonograph." After they read it they always ask to hear the two Records played and that means that before they leave they add these two to their other selections. We always mail each one of our customers a *Phonogram* each month and tell them we have just received the new Edison Records, and they always seem "tickled to death" to know that they are in.—*Hart Bros., Bucyrus, Ohio.*

I like the Edison Phonograph. I like the Edison Record. A man who is in love with his business and is not ashamed of his wares is bound to be successful. That is why I handle your goods.

I also like your method of helping the Dealer

sell goods. The wonderful system which you employ in getting the monthly list of Records and advertising matter into the hands of the trade is as accurate as the time that is flashed over the wires every noonday from the Washington Observatory.

If every Dealer would read the PHONOGRAPH MONTHLY from page 1 to 16, and pattern after your system of business, he would have no need to drag on through the mud of adversity.—*G. H. Daman, Victor, N. Y.*

FINE "FOLLOW-UP" LETTER.

FROM MCGREAL BROS., MILWAUKEE, WIS.

We wish to thank you for your kind favor just received in our mail this morning. We are glad to hear from you and glad to know that you are one of the thousands who want one of the Wonderful Genuine Edison Phonographs. We are sure that you'll never be sorry that you wrote to us for particulars of our GENUINE FREE TRIAL OFFER and our SPECIAL PLANS, telling you how you can have one of these wonderful music makers in your home for you to enjoy—and enjoy oh! so much more than we can tell you in a letter like this.

The Edison Phonograph! What a wonderful instrument it is! What a wonderful entertainer! What delightful music it makes! You just start it going and you listen to it!

It sings—it plays—it laughs—it talks—it cries! It's the greatest invention of the King of Inventors—the Wizard, Thomas A. Edison—famous in every home in the civilized world.

It will sing the songs you love—it will play the world's greatest marches—waltzes—two-steps—operas—quartettes. It will take you to the theatre—play ragtime—minstrels—comic songs, dialogues and recitations—just as clearly and sweetly and lifelike as if a real band, orchestra or singer was on a stage not ten feet away from you.

Our SIX DAYS FREE TRIAL IN YOUR HOME will prove this better than we can tell. You can have an instrument in your home and listen to it for six days at our expense—PERFECTLY FREE TO YOU.

And this wonderful instrument is so very, very simple—a child ten years of age will learn to operate it in 30 minutes. And the cost of one of our outfits is so very little—well you really can't afford to not have one.

We're sending large illustrated circular to you under separate envelope and on another sheet herewith you'll find our special offers on the different outfits.

Now just give us your trial order. That's all. We'll pay the freight to you. You listen to it play for you for SIX DAYS—and then if you don't say that you're glad you ordered it—JUST SHIP IT BACK AT OUR EXPENSE. But then, there is no danger of you not liking it—why, you'll say it's the greatest enjoyment that you ever heard of, just as soon as it plays the first piece for you on one of the Edison Gold Moulded Records.

And remember, you don't need to pay us cash for it unless you want to. We will trust you for our pay. You don't even need to pay interest or even give us any security. We'll take your word—we believe you are honest—that is all we ask.

Isn't it a remarkable opportunity for you? Only a few dollars down as your first payment if you decide to keep instrument, balance only \$2.00 or more monthly, depending on the special outfit you select. Just read our special offer sheet and see how easy the payments are. READ IT CAREFULLY, so that in sending us your trial order, neither of us will make any mistakes or delays.

Just stop and think a moment! Just imagine what one of these Wonderful Genuine Edison Phonographs means to you and your home.

How pleasantly dull, dreary evenings and rainy days will pass away when its sweet strains of music and melody are at your command!

How it will brighten and cheer up your home! How it will play and sing for you all the songs and music that you or anyone else could ask for!

How it will turn your home into a theatre or concert room for you!

How it will furnish dance music for you at a minute's notice!

And in the summer time, when work is done, you can place it out on the porch, and it will play and play—your neighbors can hear it nearly a half-mile away.

Just stop and think of the enjoyment and amusement it will give you.

OF COURSE YOU WANT ONE.

Fill out the order blank carefully and send to us. Don't forget to tell what kind of Records you want. We will pack it up and ship to you ON SIX DAYS' TRIAL—AND PAY FREIGHT BESIDES. We shall be looking for your trial order in a few days, and extend to you our thanks in advance.

Very truly yours,
MCGREAL BROS.

P. S.—After you secure Phonograph we will place your name on our large monthly mailing list, and you will receive once each month, FREE OF CHARGE, our monthly RECORD LIST, containing all the new Records. You can select from these lists as you wish.

REPORT ON AN "INQUIRY."

Enclosed you will please find report on inquiry No. 5632. The inquirer states that about twelve or thirteen years ago, an agent of the National Phonograph Co., or of one of their agencies, sold him his sample machine (which is about the size of the Home), some Records, a horn and stand for \$25.00. This machine has not been taken out of the cabinet and runs about as good as a new machine. It actually does in so far as reproduction goes. There was no use in trying to sell him another. I fixed up his reproducer a little and sold him a new horn and he was well fixed out. This machine ought to be the best advertisement of the durability of Edison goods that could be had.—*Taylor-Gardner Co., Tacoma, Wash.*

SOLD ITSELF.

I wish to tell you how we sold an Edison Phonograph, and perhaps some other music dealer will profit by our experience. Mr. Smith, one of our best farmers, came in with a list of sheet music his daughter had intended him to purchase; among them was "Everybody Works But Father." We asked him if he had heard it. He said "No." The writer said, "Wait a moment and we will sing it for you," and, slipping the Record on the machine, played it for him. At the conclusion Mr. Smith said, "How much is that ternal machine?" We told him \$24.20, with one dozen Records. He said, "Box it up. Beats anything I ever heard."—*C. E. Holmes, Ames, Iowa.*

STOOD THE FIRE TEST.

I have always had the impression that your Records had to be handled with care, but in a fire, which wiped out our business section January 28, I had 1,000 Records which were taken from cases and placed in bags, coal scuttles and about anything that came to hand, and carried out. These had to be moved twice for safety and then loaded into a truck and moved to the village building, where my postoffice and business is now located, and upon examination not more than forty were found broken. I saved all my machines.—*B. T. Burlingham, McGraw, N. Y.*



THOMAS C. HOUGH, EDISON JOBBER AT ST. PAUL, MINN., AND HIS PHONOGRAPH DELIVERY AUTOMOBILE.

SUCCESSFUL ALONG NEW LINES.

The *Western Monthly*, an advertising publication, recently contained an article on the success of certain firms in selling goods on instalment by mail, and it referred as follows to the success of Gustavus Babson, of Chicago, in selling Edison Phonographs on instalment in this manner:

Gustavus Babson is a Chicago man with ideas several years ahead of the ordinary trail-follower.

Mr. Babson realized the desire for "music in the home"—realized that there are many thousands of homes where pianos and organs are luxuries too expensive even on the instalment plan, or where they are of no use on account of the lack of necessary musical ability. He knew what great popularity the Phonograph has had in cities and towns and he decided that the Phonograph must be the one substitute for the expensive and useless piano or organ, and while he realized all these things, he also realized that the farmer and small town resident were the people among whom he would find the far greater portion of his patrons.

While the Phonograph is certainly a most desirable acquisition to any home, yet Mr. Babson realized that it was not enough of a necessity to warrant an investment of from \$10 to \$100 by the average ruralist.

The instalment payment plan came to his mind as the one sure-and-certain method of overcoming this difficulty. If he could get

up copy strong enough to create the desire he felt confident that he could land the order if he could make inducements sufficiently strong in the way of easy monthly payments.

He adopted the plan of selling the Edison Phonograph on monthly payments of from \$2 to \$5 each, according to the price of the instrument.

He went straight to the ruralist with his proposition by the use of large space, sometimes full page, in the leading mail order and agricultural publications.

Of course he is having great success—and he has only just started the business.

ONE OF MANY DEALERS' LETTERS.

I must thank you for your referring to me the inquiry of _____ at Montgomery, Iowa. I just sold him an Edison Home, a quantity of Records and forty-eight-inch horn. I am well assured that through his getting such a fine outfit in his locality others will also want machines when they hear his. I am very careful to put out machines that are properly adjusted and finer than silk, and all tested, both Records and machines, so as to always have a satisfied customer. I always get more that way.

I certainly am carrying the goods here, and you take no chances in referring inquiries to me. I have now a stock of about 13,000 Records and plenty of all types of machines.

SAMUEL SHROFF,
Sioux City, Ia.



PHONOGRAPH STORE OF SCHAFF BROS. CO., HUNTINGTON, IND.

A YOUTHFUL SALESMAN.

We present herewith the picture of the young son of S. H. Leath, an aggressive Edison Dealer at Attica, Ind. Master Leath was three years old when this picture was taken.



His father states that he can operate a Phonograph and can tell customers when a Record is good and when it is not. He quite frequently helps out in the store, especially when ladies call for Records. His age makes him one of the attractions of the place.

INMATES WOULDN'T PART WITH IT.

We are now advertising the fact that we carry every Record in stock in the Edison Catalogue, and find that our sales have increased over 500 per cent. We have fitted the rear end of our double store with the new improved

wire racks and they are filled with over 2,000 Edison Gold Moulded Records. We also have a large counter with one each size Edison Phonograph in line, from the \$10 machine up, so you can hear \$10, \$20, or \$30 music. It is evident that the Phonograph is made for all classes of people, as we had occasion to place one on trial at the Monteville Hospital to see what effect it would have on the inmates. The result was very surprising, as they were the most dissatisfied lot of people imaginable, when we offered to take it away. As a result the superintendent recommended that the machine be bought. We closed the sale at once, and now an Edison Phonograph calms the feelings of a large number of inmates of this hospital. By keeping the Phonograph going all day, and giving free concerts, we sell a large number of machines and Records, and expect to double all sales this year.—*Shipley & Bopst, Frederick, Md.*

A RETAIL SALE OF SIXTEEN DOZEN RECORDS.

STAMFORD, CONN., February 2, 1906.
I think I can report the largest sale of Edison Records to one man, taken at one time, and without playing one of them. That was yesterday, when we sold to one of our well-to-do citizens sixteen dozen new Edison Records and three 72-peg carrying cases. Can anyone better that sale? F. C. PARSONS.

ALWAYS RECOMMEND THE EDISON.

We have increased our stock of Talking Machines, and Records, Horns and Supplies, 'till we now have the largest and most complete line of talking machine goods in New Hampshire. We carry all makes in stock, but always recommend the Edison as best in every way. Edison machines in four styles, each the best value for the money in the world. The Gem, \$10; the Standard, \$20; the Home, \$30; the Triumph, \$50. New styles, great improvements and best results. Loudest, clearest and most natural records in the world are the Edison Gold Moulded Records.—*Extract from advertisement of the J. E. Lothrop Piano Co., Dover, N. H.*

JOBBERERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—Talking Machine Co., 2007 Second ave.
Mobile—W. H. Reynolds, 167 Dauphin street.
Montgomery—R. L. Penick, 119 Dexter ave.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 786-788 Mission street.
COLORADO.

Denver—Denver Dry Goods Co., 619 16th street.
 Hext Music Co., 15th and California streets

CONNECTICUT.

New Haven—Pardee-Ellenberger Co., 155 Orange st.
DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 925 Pennsylvania avenue, N. W.
 S. Kann Sons & Co., 8th and Pennsylvania avenues.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 49 Peachtree St.
 Phillips & Crew Co., 37-39 Peachtree St.
Waycross—George R. Youmans.

ILLINOIS.

Chicago—Babson Bros., 148 Michigan Ave.
 Lyon & Healy, Wabash Ave. & Adams St.
 James I. Lyons, 192 Van Buren street.
 The Vim Co., 68 E. Lake street.
 Montgomery Ward & Co., 111 Michigan ave.
 Rudolph Wurlitzer Co., 302 Wabash ave.
Peoria—Peoria Phonograph Co., 416 S. Adams street.
Quincy—Quincy Phonograph Co., 808 Hampshire st.

INDIANA.

Indianapolis—Indiana Phono. Co., 45 Virginia Avenue.
 Kipp Bros. Co., 37 S. Meridian street.
 A. B. Wahl & Co., 119 S. Illinois street.
Lafayette—A. B. Wahl & Co., 304 Main street.

IOWA.

Des Moines—Hopkins Bros. Co., 620 Locust street.
 Vim Co., 704 West Walnut street.
Fort Dodge—Early Music House, 822 Central ave.

KENTUCKY.

Louisville—C. A. Ray, 650-652 Fourth avenue.

LOUISIANA.

New Orleans—William Bailey, 600 Frenchman street.
 National Automatic Fire Alarm Co.,
 614 Gravier street.

MAINE.

Bangor—S. L. Crosby Co., 186 Exchange street.
Portland—W. H. Ross & Son, 207 Commercial street.

MARYLAND.

Baltimore—E. F. Droop & Sons Co., 109 N. Charles St.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 48 Hanover street.
 Eastern Talking Mach. Co., 177 Tremont st.
 Iver Johnson Sptg. Goods Co., 163 Washington street.
 C. E. Osgood Co., 744 Washington street.
 Read & Read, 630 Washington street.

Fitchburg—Iver Johnson Sptg. Goods Co., 247 Main st.
Lowell—Thomas Wardell, 111 Central street.
New Bedford—Household Furnishing Co., 170 Purchase street.
Springfield—Flint & Brickett Co., 439 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 304 Main st.

MICHIGAN.

Detroit—American Phono. Co., 106 Woodward ave.
 Grinnell Bros., 219 Woodward ave.

MINNESOTA.

Minneapolis—Thomas C. Hough, 714 Hennepin ave.
 Minnesota Phono. Co., 518 Nicollet avenue.
St. Paul—W. J. Dyer & Bro., 21-23 West 5th street.
 Thomas C. Hough, 392 Wabasha street.
 Minnesota Phonograph Co., 37 E. 7th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
 J. F. Schmelzer & Sons Arms Co., 710 Main street.

St. Louis—Conroy Piano Co., 11th and Olive streets.
 O. K. Houck Piano Co., 1118 Olive street.
 Western Talking Machine Co., 923 Olive st.

MONTANA.

Helena—Frank Buser, Diamond Block, Sixth avenue.

NEBRASKA.

Lincoln—H. E. Sidles Cycle Co., 1317 O street.
Omaha—Nebraska Cycle Co., 15th and Harney streets.
 Omaha Bicycle Co., 16th & Chicago sts.

NEW JERSEY.

Hoboken—Eclipse Phono. Co., 203 Washington st.
Newark—Douglas Phonograph Co., 20 New street.
 A. O. Petit, New and Halsey streets.
 V. H. Rapke, 287 Bank street.
Paterson—James K. O'Dea, 117 Ellison street.
Trenton—Stoll Blank Book and Stationery Co., 30 E. State street.
 John Sykes, 105 N. Broad street.

NEW YORK.

Albany—Finch & Hahn, 92 State street.
Astoria—John Rose.
Brooklyn—A. D. Matthews' Sons, 394 Fulton street.
 Price Phonograph Co., 1260 Broadway.
Buffalo—P. A. Powers, 613 Main street.
Elmira—Elmira Arms Co., 117 Main street.
Gloversville—American Phono. Co., 99 W. Fulton st.
Kingston—Forsyth & Davis, 307 Wall street.
New York City—Bettini Phono. Co., 156 W. 23d street.
 Blackman Talking Machine Co., 97 Chambers street.
 J. F. Blackman & Son, 2737 3d avenue.
 Sol Bloom, 214 W. 42d St.
 I. Davega, Jr., 125 W. 125th St.
 S. B. Davega, 32 E. 14th street.
 Douglas Phono. Co., 89 Chambers st.
 H. S. Gordon, 1241 Broadway.
 Jacot Music Box Co., 39 Union Square.
 Victor H. Rapke, 1661 Second avenue.
 Siegel-Cooper Co.
 John Wanamaker.
 Alfred Weiss, 1622 First avenue.

Oswego—Frank E. Bolway, 32 Bridge street.
Poughkeepsie—Price Phonograph Co., 203 Main st.
Rochester—A. J. Deninger, 345 North street.
 Mackie Piano, O. & M. Co., 100 State street.
 Giles B. Miller, 63 State street.
 Talking Machine Co., 97 Main st., E.
Schenectady—Finch & Hahn, 504 State street.
 Jay A. Rickard & Co., 253 State street.
Syracuse—W. D. Andrews, 216 E. Railroad street.
Troy—Finch & Hahn, 3 Third street.
Utica—Clark-Horrocks Co., 54 Genesee street.
 Arthur F. Ferriss, 89 Washington street.
 William Harrison, 41 Columbia street.
 Utica Cycle Co., 31 Columbia street.

OHIO.

Canton—Klein & Heffelman Co., 216 N. Market street.
Cincinnati—Ilsen & Co., 25 W. 6th street.
 Rudolph Wurlitzer Co., 10-12 W. 4th st.
Cleveland—Eclipse Musical Co., 714 Prospect ave.
Columbus—Perry B. Whitsit Co., 213 S. High street.
Dayton—Niehaus & Dohse, 35 E. 5th street.
Newark—Ball-Fintze Co.
Toledo—Hayes Music Co., 608 Cherry street.

OREGON.

Portland—Graves & Co., Inc., 328 Washington St.

PENNSYLVANIA.

Allegheny—Henry Braun, 500 Federal street.
Allentown—G. C. Aschbach, 539 Hamilton street.
Easton—William Werner, 432 Northampton street.
Harrisburg—S. K. Hamburger, 12-14 N. Market sq.
New Castle—W. C. DeForeest & Son.
Philadelphia—C. J. Heppe & Son, 1117 Chestnut street.
 Lit Bros., Market and 8th streets.
 Penn Phonograph Co., 17 S. 9th street.
 John Wanamaker, 13th and Market sts.
 Wells Phonograph Co., 45 N. 9th street.
 Western Talking Mach. Co., 128 S. 9th st.
 H. A. Weymann & Son, 923 Market st.

Pittsburg—Theo. F. Bentel Co., Inc., 632 Liberty street.
 H. Kleber & Bro., 221 Fifth avenue.
 C. C. Mellor Co., 319 Fifth avenue.
 Pittsburg Phono. Co., 937 Liberty street.
 Powers & Henry Co., 619 Penn ave.
Reading—Reading Phonograph Co., 911 Penn street.
Scranton—Ackerman & Co., 27 Wyoming avenue.
 Technical Supply Co.

Williamsport—W. A. Myers, 145 W. 3d st.

RHODE ISLAND.

Pawtucket—Pawtucket Furniture Co., 39 N. Main St.
Providence—J. M. Dean Co., 785-795 Westminster street.
 J. A. Foster Co., Weybosset st.
 Household Furniture Co.
 J. Samuels & Bro., 154 Weybosset street.
 A. T. Scattergood & Co., 106 Main st.

JOBBERERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Co., 421 Gay street.
Memphis—F. M. Atwood, 160 N. Main St.
 O. K. Houck Piano Co., 103 S. Main street.
Nashville—Nashville Talking Mach. Co., 510 Church st.
 Magruder & Co., 27 Arcade.
 O. K. Houck Piano Co.

TEXAS.

Dallas—Southern Talking Machine Co., 347 Main st.
El Paso—W. G. Walz Co., 101 El Paso street.
Fort Worth—Cummings, Shepherd & Co., 700 Houston st.
Houston—Texas Phono. Co., Capitol and Fannin Sts.
San Antonio—H. C. Rees Optical Co., 242 West Commerce St.

VERMONT.

Burlington—American Phono. Co., 34 Church St.

VIRGINIA.

Richmond—Magruder & Co., 729 E. Main st.

WASHINGTON.

Seattle—D. S. Johnston Co., 903 Second Ave.
Spokane—Spokane Phonograph Co., 7 Post St.

WISCONSIN.

Milwaukee—McGreal Bros., 173 3d street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited,
 143 Yonge street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 121 Princess street.

SUSPENDED LIST, FEBRUARY 1, 1906.
SUPERSEDING ALL PREVIOUS LISTS.

GEORGIA.

Valdosta—H. K. McLendon, 109 West Central Ave.

ILLINOIS.

Champaign—Eggleston Bros.
Ottawa—Edward Hayne.
Wheaton—E. Irving.

INDIANA.

Logansport—F. M. Neff, 406 Broadway.
South Bend—EUGENE MARSH, 126 Vistula avenue.
 SOUTH BEND BOOK BINDERY, Robert
 Lebolt, Prop., 203 North Michigan street.

IOWA.

Burlington—JOHN P. WEISS, 711 Jefferson street.
Sioux City—HATTENBACH BROS. CO.
 A. V. LARIMORE, 518 Fifth street.

KANSAS.

Clay Centre—E. M. GOWENLOCK.
Lawrence—BELL BROS.
Topeka—R. H. MOREHOUSE, 510 E. 4th street.

MAINE.

Biddeford—W. H. FIELD.
Lewiston—J. W. SKENE.
Monmouth—G. H. STETSON.
Waterville—FRANK BLANCHARD, 150 Main street.

MASSACHUSETTS.

Boston—E. C. PECK, 43 Milk st.
 T. SINGER, 60 Leverett street.
Franklin—E. P. Blackman.
Lawrence—LORD & CO., 314 Essex street.
 E. O. MOSHER, 420 Essex street.
Lynn—ELIAS DEYOUNG.
Malden—A. T. FULLER.
Nantucket—ARTHUR M. TAYLOR.
New Bedford—H. B. DEWOLFF.
Somerville—E. J. WINCHESTER, 32 Summit avenue.
Worcester—JOSEPH TUKMAN, 44 Front street.
Woburn—OSBORN GILLETTE, or THE BOLTON
 JEWELRY CO., L. F. Maloney, Manager.

MICHIGAN.

Detroit—F. J. SCHWANKOVSKY.
Saginaw—GEO. W. EMENDORFER.
 JAMES V. CALAHAN, 217 Genesee st.
 TIERNEY BROS., 217 Genesee st.

MISSOURI.

Kansas City—THE WITTMANN CO.

NEBRASKA.

Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.
 PIANO PLAYER CO.

NEW HAMPSHIRE.

Hillsboro Bridge—E. M. BARNES.
Manchester—A. E. DUMAS
Nashua—F. A. MCMASTER & CO.

NEW JERSEY.

Atlantic City—SAM'L D. WOLF, 32-34 Arkansas ave.
Bayonne—I. WIGDOR, 450 Avenue D.
Jersey City—W. L. HOFFMAN, 151 Montgomery st.
Newark—R. L. CORWIN; also New York City.
Passaic—I. HURWITZ.
Paterson—CHAS. H. KELLY, 25 N. Main street.
Plainfield—S. W. FRUCHT, or R. FRUCHT; also
 New York City.
 ELSTON M. LEONARD.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

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ALABAMA.
Birmingham—Talking Machine Co., 2007 Second ave.
Mobile—W. H. Reynolds, 167 Dauphin street.
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San Francisco—Peter Bacigalupi, 786-788 Mission street.

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 Hext Music Co., 15th and California streets

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 James I. Lyons, 192 Van Buren street.
 The Vim Co., 68 E. Lake street.
 Montgomery Ward & Co., 111 Michigan ave.
 Rudolph Wurlitzer Co., 302 Wabash ave.
Peoria—Peoria Phonograph Co., 416 S. Adams street.
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 Vim Co., 704 West Walnut street.
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 Minnesota Phono. Co., 518 Nicollet avenue.
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 Omaha Bicycle Co., 16th & Chicago sts.

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 A. O. Petit, New and Halsey streets.
 V. H. Rapke, 287 Bank street.
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Trenton—Stoll Blank Book and Stationery Co., 30 E. State street.
 John Sykes, 105 N. Broad street.

NEW YORK.
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 S. B. Davega, 32 E. 14th street.
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 Giles B. Miller, 63 State street.
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 Arthur F. Ferriss, 89 Washington street.
 William Harrison, 41 Columbia street.
 Utica Cycle Co., 31 Columbia street.

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Allegheny—Henry Braun, 500 Federal street.
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Easton—William Werner, 432 Northampton street.
Harrisburg—S. K. Hamburger, 12-14 N. Market sq.
New Castle—W. C. DeForeest & Son.
Philadelphia—C. J. Heppe & Son, 1117 Chestnut street.
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 Penn Phonograph Co., 17 S. 9th street.
 John Wanamaker, 13th and Market sts.
 Wells Phonograph Co., 45 N. 9th street.
 Western Talking Mach. Co., 128 S. 9th st.
 H. A. Weymann & Son, 923 Market st.
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 H. Kleber & Bro., 221 Fifth avenue.
 C. C. Mellor Co., 319 Fifth avenue.
 Pittsburg Phono. Co., 937 Liberty street.
 Powers & Henry Co., 619 Penn ave.
Reading—Reading Phonograph Co., 911 Penn street.
Scranton—Ackerman & Co., 217 Wyoming avenue.
 Technical Supply Co.
Williamsport—W. A. Myers, 145 W. 3d st.

RHODE ISLAND.
Pawtucket—Pawtucket Furniture Co., 39 N. Main St.
Providence—J. M. Dean Co., 785-795 Westminster street.
 J. A. Foster Co., Weybosset st.
 Household Furniture Co.
 J. Samuels & Bro., 154 Weybosset street.
 A. T. Scattergood & Co., 106 Main st.

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Nashville—Nashville Talking Mach. Co., 510 Church st.
 Magruder & Co., 27 Arcade.
 O. K. Houck Piano Co.

TEXAS.
Dallas—Southern Talking Machine Co., 347 Main st.
El Paso—W. G. Walz Co., 101 El Paso street.
Fort Worth—Cummings, Shepherd & Co., 700 Houston st.
Houston—Texas Phono. Co., Capitol and Fannin Sts.
San Antonio—H. C. Rees Optical Co., 242 West Commerce St.

VERMONT.
Burlington—American Phono. Co., 34 Church St.

VIRGINIA.
Richmond—Magruder & Co., 729 E. Main st.

WASHINGTON.
Seattle—D. S. Johnston Co., 903 Second Ave.
Spokane—Spokane Phonograph Co., 7 Post St.

WISCONSIN.
Milwaukee—McGreal Bros., 173 3d street.

CANADA.
Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 121 Princess street.

SUSPENDED LIST, FEBRUARY 1, 1906. SUPERSEDING ALL PREVIOUS LISTS.

GEORGIA.
Valdosta—H. K. McLendon, 109 West Central Ave.

ILLINOIS.
Champaign—Eggleston Bros.
Ottawa—Edward Hayne.
Wheaton—E. Irving.

INDIANA.
Logansport—F. M. Neff, 406 Broadway.
South Bend—EUGENE MARSH, 126 Vistula avenue.
 SOUTH BEND BOOK BINDERY, Robert Lebolt, Prop., 203 North Michigan street.

IOWA.
Burlington—JOHN P. WEISS, 711 Jefferson street.
Sioux City—HATTENBACH BROS. CO.
 A. V. LARIMORE, 518 Fifth street.

KANSAS.
Clay Centre—E. M. GOWENLOCK.
Lawrence—BELL BROS.
Topeka—R. H. MOREHOUSE, 510 E. 4th street.

MAINE.
Biddeford—W. H. FIELD.
Lewiston—J. W. SKENE.
Monmouth—G. H. STETSON.
Waterville—FRANK BLANCHARD, 150 Main street.

MASSACHUSETTS.
Boston—E. C. PECK, 43 Milk st.
 T. SINGER, 60 Leverett street.
Franklin—E. P. Blackman.
Lawrence—LORD & CO., 314 Essex street.
 E. O. MOSHER, 420 Essex street.
Lynn—ELIAS DEYOUNG.
Malden—A. T. FULLER.
Nantucket—ARTHUR M. TAYLOR.
New Bedford—H. B. DEWOLFF.
Somerville—E. J. WINCHESTER, 32 Summit avenue.
Worcester—JOSEPH TUKMAN, 44 Front street.
Woburn—OSBORN GILLETTE, or THE BOLTON JEWELRY CO., L. F. Maloney, Manager.

MICHIGAN.
Detroit—F. J. SCHWANKOVSKY.
Saginaw—GEO. W. EMENDORFER.
 JAMES V. CALAHAN, 217 Genessee st.
 TIERNEY BROS., 217 Genessee st.

MISSOURI.
Kansas City—THE WITTMANN CO.

NEBRASKA.
Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.
 PIANO PLAYER CO.

NEW HAMPSHIRE.
Hillsboro Bridge—E. M. BARNES.
Manchester—A. E. DUMAS
Nashua—F. A. MCMASTER & CO.

NEW JERSEY.
Atlantic City—SAML D. WOLF, 32-34 Arkansas ave.
Bayonne—I. WIGDOR, 450 Avenue D.
Jersey City—W. L. HOFFMAN, 151 Montgomery st.
Newark—R. L. CORWIN; also New York City.
Passaic—I. HURWITZ.
Paterson—CHAS. H. KELLY, 25 N. Main street.
Plainfield—S. W. FRUCHT, or R. FRUCHT; also New York City.
 ELSTON M. LEONARD.

West Hoboken—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONO. CO., 619 Spring street.

NEW YORK.
Albany—G. LINDE, 353 S. Pearl street.
Auburn—CHAS. C. CHIER CO., 18 Clark street.
Bedford Park—GEO. H. TYRRELL.
Brooklyn—WM. ALBRECHT, 294 Knickerbocker ave.
 H. HINDERMANN, BUSHWICK PHONOGRAPH EXCHANGE, 1421 Myrtle avenue.
Hobart—F. H. MARSHALL.
Mohawk—ALBANY SPECIALTY CO., or CHAS. F. RICE, Main street.
Moravia—C. D. LOOMIS & CO., Union Block.
New York City—A. T. ARMSTRONG, or AMERICAN PHONO. CO., 106 Wall street.
 AUTOMATIC ZITHER CO., M. Cohen, Prop., 58 Second avenue.
 BERN BEARWALD, 373 W. 11th st.
 EDWARD BIELFELD, 481 Willis Ave.
 BRONX PHONO. CO. or DAVID SWITKY, 506 Willis ave.
 CENTRAL PHONO. CO., 169 E. 42d street.
 R. L. CORWIN; also Newark, N. J.
 EAGLE PHONO. CO., or C. LOWENTHAL, 83 Nassau street.
 EMPIRE PHONO. CO., 2 W. 14th street.
 S. W. FRUCHT, or R. FRUCHT, 7 Barclay st., or 68 Cortlandt st.; also Plainfield, N. J.
 O. HACKER, 2 Murray street.
 HAWTHORNE & SHEBLE, 297 Broadway; also Philadelphia, Pa.
 HOLOBER BROS., 350, 421 and 491 West st.
 N. HORN, 148 E. 58th street.
 W. L. ISAACS, 114 Fulton street.
 S. LEMBURG & CO., 194 Broadway.
 J. MCELLYNNE, 202 Broadway.
 RICHMOND PEASE, 44 W. 132d st.
 F. M. PRESCOTT, 44 Broad st.
 WINTHROP CYCLE CO., 2212 Seventh ave.

Rome—CHARLES TUTTLE.
Saratoga—W. J. TOTTEN.
Saratoga Springs—MARVIN A. COTE.
Watertown—HENRY A. HARDY, 24 Arsenal st.
 H. S. WARDWELL & CO., 39 Public Square.
Wolcott—J. A. MURPHY, 7 Main street.

NORTH CAROLINA.
Kinston—S. A. Quinerly.

OHIO.
Cincinnati—J. L. ANDEM.
Coshocton—BURNS & GOSSER.
Springfield—D. & M. VANDERPOOL.
Uhrichsville—F. A. MAZURIE.

PENNSYLVANIA.
Philadelphia—A. R. CASSIDY, 2783 Emerald street.
 HAWTHORNE & SHEBLE, 604 Chestnut st., or Oxford and Mascher sts.; also New York City.
 A. KROUSE, 832 Arch street.
 PENN NOVELTY CO., 15 South 9th st.
Phoenixville—KEINARD BROS.
Pittsburg—A. LIPPARD, 615 Wylie ave.

RHODE ISLAND.
Providence—F. P. MOORE.
Rockville Center—O. A. CLARK.

WISCONSIN.
Milwaukee—J. C. BLATZEK.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

Proof that "Double Service" will Increase YOUR Business

E. R. GUTHRIE
BICYCLES, PHONOGRAPHS
1540 O STREET

International Correspondence Schools,
Scranton, Pa.

LINCOLN, NEB., Jan. 9. 1906.

Gentlemen:

Replying to yours of 5th inst. regarding my success in selling the I. C. S. Language Outfits will say, there is no other phase of the Phonograph business that has appealed to me as this language system does. The sales are naturally with the more well-to-do people and there is no question of installments to contend with. One can approach the most exclusive people with this language proposition and be sure of a respectful and interested hearing. By exercising a little judgment in selecting the people to be approached with it the dealer will find almost half of them will become good "prospects." The super-sensitive people who have always said they would not have a phonograph in the house fall right into line and enlarge the field for phonograph sales by a large proportion. A "demonstration" for a prospective customer usually consists in playing one record and having a quiet chat. Occasionally one who has already acquired a literary knowledge of a language asks for one of the advanced lessons to be run. Contrast this with playing "rag-time" for an hour for a lot of gigglers who buy one or two records and the dealer who tries it will surely become a devotee to the Language Outfit sales. Nearly every one he shows it to can tell him of some friend who will be interested also.

Yours truly,

Isn't it worth 50 cents to YOU to try out such a promising business producer? That is all it will cost you for a complete demonstrating outfit, including demonstrating record for four languages, French, German, Spanish, and English; pamphlets; advertising literature; etc. Every day dealers are proving the success of I. C. S. Language Outfits. CAN YOU AFFORD TO NEGLECT SUCH AN OPPORTUNITY TO INCREASE YOUR BUSINESS?

International Correspondence Schools

Box 920, SCRANTON, PA.

For Foreign Sales, Address { Foreign Dep't. National Phonograph Co., New York City { European Headquarters, National Phono. Co., Ltd., London

EDISON Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH CO.

VOL. IV.

ORANGE, N. J., APRIL, 1906.

No. 2.

NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.
CHICAGO: 304 WABASH AVENUE.
340 KENT STREET, SYDNEY, N. S. W.
CALLE PROLONGACION DEL CINCO DE MAYO, NO. 67-77,
MEXICO CITY.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL
ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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AN UNCHANGED SITUATION.

The passage of another month has brought no change in the trade situation so far as it relates to Edison Phonographs and Records. It has brought no relief to our executive, office and factory force, all of whom have worked at the highest pressure, early and late, in their efforts to meet the demands of the trade. It has brought no increase in the daily and weekly output, for every existing resource has for months been utilized and a further increase in the product is not possible at present. It has brought no let up in the number or size of orders placed by the trade. If anything these orders have increased and are farther from fulfilment than those placed earlier in the year. Jobbers are "getting wise" to the situation and are placing orders way ahead, even though they may still have many Phonographs and Records due them on orders already on file. The one thing that has been increased to an amazing extent is correspondence. When things don't come the Jobber's way he writes a letter. Then he writes another. These having no effect upon shipments, he warms up to the subject and writes one that burns in. When the entire trade gets to doing this the correspondence becomes voluminous. Then the Dealer takes a hand and complains because his Jobber don't give him Phonographs and Records fast enough. This helps a little. Talk about the art of letter writing! We have received about every kind of a letter under the sun, from the pleading epistle to one that would require an insurance policy as company if Uncle Sam knew of its burning eloquence. We have an assortment of letters that would make it easy to start a correspondence school on the subject.

The remarkable trade situation has caused a hurrying up of plans for increasing the factory capacity that have been under way for some time. Buildings now being erected are being pushed more rapidly so that new ones

(Continued on page 3.)

THE ADVANCE LIST OF MAY RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR MAY, 1906.

RECORDS listed below will be ready for shipment as near **May 1st** as possible, at which time Jobbers' stock orders, if **received prior to April 10th**, will be shipped. Supplements will be forwarded to Jobbers with their stock orders for Records. Retail Dealers should place stock orders with their Jobbers at once, to insure prompt shipment as soon as Jobbers' stock is received.

- 9266 Everybody Works but Father—Humoresque (*Havez-Bellstedt*) Edison Concert Band
A novelty
- 9267 My Little Dutch Colleen (*Mullen*) *Dutch-Irish waltz song, Orch. accom.* Ada Jones
9268 Jessamine (*Gumble*) *Coon love song, Orch. accom.* Arthur Collins
9269 Colleen Bawn (*Helf*) Harlan and Stanley
Sentimental Irish march song, Orch. accom.
- 9270 La Traviata—Concert Waltz (*Verdi-Popp*) *Flute solo, Orch. accom.* Eugene C. Rose
9271 Keep on the Sunny Side (*Morse*) Byron G. Harlan
Descriptive motto song, Orch. accom.
- 9272 Let the Lower Lights be Burning (*Bliss*) Anthony and Harrison
Gospel hymn, Orch. accom.
- 9273 Then You'll Remember Me (*Balfe*) Marie Narelle
Sentimental song from "The Bohemian Girl," sung by soprano, Orch. accom.
- 9274 Imperial Life Guard March (*Gardes du Corps*) (*Hall*) Edison Military Band
- NEW MINSTREL SERIES.
- 9275 At the Minstrel Show—No. 1 Edison Minstrels
Grand introductory overture, "Around the World," by the entire Company
- 9276 At the Minstrel Show—No. 2 Edison Minstrels
Introducing the First Edition End Men, Arthur Collins and Byron G. Harlan, and Mr. Collins' end song "When the Days Grow Longer" with Orch. accom. and quartette chorus
- 9277 At the Minstrel Show—No. 3 Edison Minstrels
Introducing the Second Edition End Men, Len Spencer and Billy Murray, and the descriptive tenor ballad "The Lighthouse by the Sea," sung by Harry McDonough with Orch. accom. and quartette chorus.
- 9278 At the Minstrel Show—No. 4 Edison Minstrels
Introducing Will F. Denny's monologue specialty, "A Matrimonial Chat" and comic song, "It's All a Matter of Taste," with Orch. accom.
- 9279 At the Minstrel Show—No. 5 Edison Minstrels
Introducing Len Spencer and Billy Murray in their witty rapid-fire comedy conversation entitled, "The Jokesmiths" and parody "Everybody Jokes But Father, with Orch. accom.
- 9280 At the Minstrel Show—No. 6 Edison Minstrels
Plantation Sketch, "A Darktown Serenade" by the entire Company
- 9281 Sorella (*La Matichiche*) (*Gallini*) Edison Military Band
Marche Espagnole—The new craze.
- 9282 Anxious (*Kendis & Paley*) Miss Hoy and Mr. Anthony
Conversational Soprano and Tenor duet, Orch. accom.
- 9283 Good Bye Sweetheart, Good Bye (*Hatton*) Frank C. Stanley
Sentimental song, Orch. accom.
- 9284 Dramatic Overture (*Schauspiel*) (*Bach*) Edison Symphony Orchestra
9285 When the Mocking Birds are Singing in the Wildwood (*Blanke*) Irving Gillette
Descriptive song, Orch. accom.
- 9286 Pretty Pond Lilies (*Hall*) Albert Benzler
Bells solo, Orch. accom.
- 9287 Traveling (*Botsford*) Collins and Harlan
Comic male duet, Orch. accom.
- 9288 So Long, Mary (*Cohan*) Ada Jones
Song hit from "Forty-five Minutes from Broadway," Orch. accom. and Male Chorus.
- 9289 Chopin's Funeral March (*Chopin*) Edison Concert Band

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

(Continued from page 1.)

can be taken up. Our present plans include the extension of every department of the factory, either by the enlargement of existing buildings or the construction of new ones. Our Record making facilities, which six months ago were considered ample for an indefinite period, have already been outgrown. New Record making machinery is now being installed which will increase the output from twenty to thirty per cent. This, however, will only take care of the present demands and leave no margin for the future. The future will require a new and larger building.

We want to again assure the trade that we are doing everything in our power to fill orders and that the apportionment of each day's output is being done with absolute impartiality to all. The Jobber who has an order on file for 500 Standards and who gets only 25 may feel assured that he is getting as large a percentage as any of his competitors.

MISS NARELLE RETURNS HOME.

Miss Marie Narelle, whose delightful voice has found thousands of admirers among owners of Edison Phonographs, has sailed for her home in Australia. She will make a tour of England, Ireland and Scotland before she reaches her native place. In Australia, Miss Narelle is spoken of as the "Second Melba" and "Our Australian Songbird." Before she sailed from New York she gave a song-recital at the Astor Gallery of the Waldorf-Astoria Hotel. Miss Narelle's charming selections will still appear in several of our monthly lists.

NO OCCASION FOR CONCERN.

Such Jobbers and Dealers as may have read the decision of the United State Circuit Court of Appeals last month, in the suit of the New York Phonograph Co. against the National Phonograph Co., need give themselves no concern on the subject. The following statement from Frank L. Dyer, General Counsel for the National Company, again reiterates our intention of standing back of the trade in all litigation affecting our joint interests:

"It would be manifestly premature at this time to express any opinion as to the effect of the decision until after it is known exactly what form of an order is to be signed, defining the judgment or decree which may be rendered. This much, however, can be definitely said, the National Phonograph Co. will stand behind all of its Jobbers and Dealers, will defend any actions which may be brought against them arising out of the alleged rights of the New York Phonograph Co., and will pay any damages resulting therefrom."

TO ENTERTAIN OUR JOBBERS.

The National Phonograph Company is planning to tender a complimentary entertainment to its Jobbers in the United States and Canada at New York City on July 17th, 18th, 19th and 20th. An informal letter has just been sent to Jobbers, advising them of the fact, and formal invitations will be issued later. We print below a brief programme of "What will happen" during this entertainment. The National Phonograph Company regrets that it cannot also extend an invitation to Dealers to take part in this affair, but the number of Edison Dealers makes it impossible to do so. We cannot, therefore, extend invitations to anyone not actually members or officers of jobbing firms. The affair will be "stag" throughout, it being the desire to have it informal and full of good-fellowship. It will also afford Jobbers an excellent opportunity of getting together and discussing matters of mutual interest.

TUESDAY, JULY 17TH—REGISTRY OF GUESTS.

Headquarters, in charge of our own officials, will be opened at the Waldorf-Astoria Hotel, Fifth Avenue and 34th Street, New York City, at 2 P. M. Out of town visitors are urged to reach New York on this day and first report to our Headquarters. Detailed information concerning arrangements will be furnished later. This hotel will be the home of visiting Jobbers from the time of their arrival until Saturday morning, July 21st.

Local jobbers are also requested to register at Headquarters either Tuesday P. M., or Wednesday, July 18th, before 9 A. M.

WEDNESDAY, JULY 18TH—VISIT TO EDISON LABORATORY AND FACTORIES, AT ORANGE, N. J.

Automobiles will leave the Hotel at 9.30 A. M. for the Erie Railroad Ferry, foot of West 23d Street, connecting with special train for the Edison Laboratory and factories at Orange, where a tour of inspection will be made under escort. Luncheon will be served on the grounds. The return to city will be by special train, leaving at 4 P. M., arriving at hotel in time for dinner.

The evening entertainment will include the Hippodrome (if open) or some other Theatre or Roof Garden.

THURSDAY, JULY 19TH—SEEING NEW YORK BY WATER AND VISIT TO WEST POINT.

Automobiles will leave the Hotel 9.30 sharp for the foot of East 31st Street.

The Iron Steamboat "Cepheus" has been chartered, and will leave the Pier at 10 A. M., sailing around Blackwell's Island, thence down the Bay and up the Hudson to West Point, where a landing will be made (through the courtesy of Col. Mills) and our party will have an opportunity of inspecting the U. S. Military Academy. The Daily Dress Parade will take place at about 6.30 P. M., and immediately after, we will embark for the return to the city, which will be reached at about 10 P. M.

Luncheon, dinner and other refreshments will be served on the boat, and suitable music will be provided by the Edison Concert Band.

FRIDAY, JULY 20TH—SEEING NEW YORK BY LAND AND BANQUET.

Arrangements have been made for an Automobile Sight-seeing trip, including Fifth Avenue, Central Park, Grant's Tomb, and Riverside Drive, leaving the Hotel at 2 P. M., returning about 4 o'clock.

The entertainment will conclude with a dinner to be served in the Astor Gallery at the Waldorf-Astoria at 7 P. M., at which Mr. Thomas Alva Edison will be present.

During the Banquet an interesting musical programme will be rendered by the Edison Symphony Orchestra, and a short entertainment will be furnished by Edison Artists.

AMONG THE JOBBERS.

The Price Phonograph Co., of Poughkeepsie, N. Y., removed on March 1 to larger quarters at 233 Main street, that city. They now have a very handsome establishment, containing a large exhibition room and five new specially equipped record rooms.

W. C. De Forest & Son have just completed moving their wholesale Phonograph business from New Castle to Sharon, Pa., where they have five times the room formerly occupied.

The Atlanta Phonograph Co., of Atlanta, Ga., have removed across the street to more commodious quarters at 50 Peachtree street.

Sol. Bloom has moved from 214 W. 42d street, New York City, to 3 East 42d street.

The Central States Talking Machine Jobbers' Association is making excellent progress toward carrying out its aims. Another meeting was held at Pittsburg on March 14. Nineteen jobbing firms were represented. A profitable session was spent in discussing various subjects. C. H. Wilson, General Sales Manager of the National Phonograph Co., was also present and addressed the meeting. He assured the Jobbers present that they would have the fullest cooperation of his company in whatever they decided to do for the benefit of the industry. Jobbers in several additional States have joined the movement since the meeting held in January.

C. V. Henkel has been elected President and General Manager of the Douglas Phonograph Co., New York, and John E. Helm, Secretary and Treasurer, formerly Secretary only. Mr. Henkel, who had previously been Treasurer and Manager, deserves his promotion to the presidency of the company. It has been through his business judgment that the firm occupies its present position in the trade.

Through an oversight no mention was made in these columns last month of the fire that took place in the Phonograph Department of the Boston Cycle and Sundry Company, 48 Hanover street, Boston, on February 3d. Of more interest than the fire itself was the fact that the company made a prompt settlement with the insurance companies, disposed of all its stock on hand, damaged and otherwise, and began again with an entire new stock of Phonographs and Records. In a short time they were in better shape than ever to look after the wants of their Dealers.

W. D. Andrews, Edison Jobber at Syracuse, N. Y., had 86 cases of Edison Records for March shipped to him from Orange in a special express car on February 28th. This is one

of the largest single express shipments ever made to such a distance from the factory. Mr. Andrews is one of the largest and most loyal Edison Jobbers in the country.

PERSONAL.

Thomas A. Edison and family are spending six weeks at Mr. Edison's plantation, Fort Myers, Florida.

Peter Weber, General Superintendent of the Edison factories, attended the convention of the Metal Trades Association at Cleveland, Ohio, on March 21st and 22d. He was accompanied by Mrs. Weber.

Charles C. Squire, for two years assistant manager of the London office of the National Phonograph Co., has been appointed assistant to President W. E. Gilmore. His office will be at the factory in Orange.

H. T. Leeming has succeeded F. A. Voullaire as Traffic Manager of the Edison companies. Mr. Leeming was formerly assistant to Tom Riley, Traffic Manager of the American Sugar Refining Co., New York, and latterly was connected with the firm of Riley & Osborne, freight brokers, 80 Wall street, New York.

A. M. Hird, Chief Order Clerk of the Edison companies, was driven from his desk by the crowd of work in his department and was compelled to spend three weeks in Florida during March. He returned the latter part of the month and resumed his duties in excellent health.

THE PENNY ARCADE.

If chance ever finds you alone on Broadway—
Within a few blocks of the Opera House, say—
Defile, if you can, from the endless parade
And linger awhile in the Penny Arcade.

Suburban and Urban, 'tis here that they meet—
The lad from the country, the man from the street,
The pretty young girl, the timid old maid,
They hear the same airs in the Penny Arcade.

In London aforetime a penny would bring
A broadside of ballads, which you'd have to sing;
But here, drop your cent, and the song will be played,
And sung, in a way, in the Penny Arcade.

Here's a gay tune or sad tune to answer your whim—
A dance or a dirge, an old-fashioned hymn,
An Irish "Come-all-ye," a "coon" serenade,
Or a spellbinder's speech in the Penny Arcade.

Let's see, here's a new song by Miss Edna May;
And what's that—"Jim Bludso," a poem by Hay?
Yes, listen: 'Tis strange, but your heart-strings
are frayed,
And your eyelids grow moist in the Penny
Arcade.

So, if chance ever finds you alone on Broadway,
Just step in and hear what the records may say;
For life in epitome, sunshine and shade,
You'll find it set forth in the Penny Arcade!

—Munsey Magazine.

PRINTED MATTER.

A large size reproduction of Mr. Edison's photograph has just been mailed to the entire trade. This was issued for trade use only, no provision having been made to supply the picture to the public.

The supplement to be issued in connection with the second list of Grand Opera Records, to be put out in May, will be printed in a style fully as attractive as that of the first supplement. It will be a six page folder, printed in two colors, and in addition to a descriptive reference to each of the ten new selections, the folder will include the titles of the first ten selections. A quantity of hangers for these Grand Opera Records will also be sent to Jobbers with their shipments. Jobbers are expected to supply their Dealers with about the usual quantity of supplements and at least one of these hangers for display purposes.

Jobbers who are using the triplicate form of Dealers Agreement for the purpose of furnishing information to prospective Dealers are reminded that we have a lot of single sheets that were printed for this especial purpose. A supply will be furnished upon request.

FEATURE EDISON RECORDS AS MADE BY DIFFERENT ARTISTS.

The Knoxville Typewriter and Phonograph Co., of Knoxville, Tenn., send a typewritten list of Edison Records made by Arthur Collins and state that they send out something of this kind in every package that leaves their store. This is an idea worth emulating by others in the trade. That the Knoxville Company find it profitable we do not doubt.

NOS. 8115 and 8504 CUT OUT.

The trade is hereby advised that when our present stock of Records No. 8115, "Characteristic Negro Medley," and No. 8504, "Laughing Medley," both by the Invincible Quartette, is exhausted, no further orders for these numbers will be filled. They will be placed on the cut list and omitted from the next edition of the Record Catalogue.

GRAND OPERA RECORDS WILL NOT BE MADE IN CONCERT SIZE.

The following letter was sent to all Jobbers on February 28th:

Dear Sirs:—Having received numerous inquiries for Grand Opera Records in concert size, we take this opportunity of advising you that Grand Opera Records will not be made in concert size. You will, therefore, please advise your trade accordingly and not send us orders for them. Yours very truly,
C. H. WILSON,
General Manager of Sales.

Dealers will also govern themselves accordingly.

INCREASING THE EDISON FACTORY FACILITIES.

The phenomenal growth of the Edison business in the past year has exceeded the capacity of our present factory buildings to such an extent that it has become necessary to make plans for an extensive increase in every department. When these plans are finally carried out our factory will have double its present capacity. This will mean a plant of tremendous size, for its present output of Phonographs and Records, we believe, equals in numbers the combined output of all other talking machine companies in this country.

We have already referred in these columns to the large addition recently made to one of the machine shops. This is now fully occupied. This building is 40x180 feet in size, three stories high, and built of reinforced concrete. In fact, all buildings now being erected are of this construction, as will be all others put up in the future.

Some months ago a new concrete power house, 50x80 feet in size and 25 feet high, was completed and the time since then has been occupied in fitting it with new machinery, etc. This work was finished in March with the installation of 750 horse power Allis-Chalmers vertical engine, direct connected with two 250 kilowatt generators. This installation provides additional power equal to double that produced by our former equipment, which consisted of one 500 horse power vertical engine driving two 150 kilowatt Edison generators, and a 100 kilowatt direct-connected generating set. Our present power is, therefore, three times what we had before. This is believed to be ample for a long time.

Across Lakeside avenue from the main factory, two immense concrete and steel structures are now going up. These will be used for the manufacture of the Edison storage battery, which Mr. Edison has now perfected and which will be put on the market this year. One of these buildings is 287 feet long and 50 feet wide. It has a 50-foot span, without any columns, and 50-foot beams, with a seven-foot monitor top for ventilation. A twenty-ton crane will be used in this building to carry the heavy articles from one end to the other. The second building is 600 feet long by 62 feet wide, extending along Ashland avenue, the same as the smaller one, only this one extends the length of the entire block from Charles street to Lakeside avenue. It will be four stories high.

Adjoining machine shop No. 1 a one-story concrete structure 70x100 feet in size is now nearing completion. This will be used for the polishing department.

Early in March ground was broken for a new office building, an improvement that has been sorely needed for a long time, but which has had to wait the completion of buildings and additions needed to meet the demand for goods. This building will also be of reinforced concrete, four stories high, with an ample and light basement for files. The building will face Lakeside avenue and stand between the Edison Laboratory and the present

office building. It will be 137 feet long on Lakeside avenue and 50 feet deep. It will be thoroughly fire-proof. This building will provide ample room for the office force for years to come.

During April the work will be begun of increasing the height of building No. 2 from one-story to four stories. The present building is 60x275 feet in size and built of brick. The new work will be of concrete, the present brick work forming part of the walls between the concrete columns. This structure will be occupied by the departments now inadequately housed elsewhere.

When this building is completed another railroad siding will be laid on the west side and the lower floor will be used for packing and shipping Phonographs. This will provide two sidings about 300 feet long between buildings 2 and 17, which buildings will be connected by a roof over the tracks so that the cars can be loaded entirely under cover. The first floor of building No. 17, now used by the shipping department, will be used for Record shipments only. These arrangements will permit the loading of cars with Phonographs on one track and other cars with Records on the west track.

A little later an entirely new Record moulding building will be erected. This will be 200 feet long by 75 feet deep. It will be built on the Alden street side, near Valley road, and will provide accommodations for the manufacture of double the number of Records now being made.

All of these improvements have been definitely decided upon and will be completed within a year. Others are under discussion and will be started as soon as those now in progress are nearing completion.

With the construction of the buildings now going up or decided upon every department throughout the factory will have double its present facilities and they will make it possible to manufacture twice as many Phonographs and Records as at present. All of these concrete buildings are being constructed by our own workmen under the direction of H. J. Moyer & Co., of New York. There are now 2,700 hands on the pay roll of the National Phonograph Company.

DEATH OF R. S. WILLIAMS.

R. S. Williams, President of the R. S. Williams & Sons Company, Edison Jobbers at Toronto, Canada, died at Toronto on Saturday, February 24th. The immediate cause of death was a stroke of apoplexy. Mr. Williams, who was born in London, England, April 12, 1834, came to Canada at an early age, and completed his educational studies at Knox College. He founded a music business in a modest way, and by dint of industry and perseverance, built it up till it became one of the most important musical enterprises in the country. He was one of the pioneer manufacturers of musical instruments. Mr. Williams' business success was much advanced by his gentleness of disposition and by his tact and courtesy in his relations with all sorts and conditions of people.

TRADE LETTERS ON NEW GRAND OPERA RECORDS.

The following letters in connection with Supplement No. 2, of the Edison Grand Opera Records, have just been mailed to Jobbers and Dealers:

LETTER TO JOBBERS.

New York, March 20, 1906.

Dear Sirs:—

An announcement to the trade concerning Supplement List No. 2 of the Grand Opera Records, dated May 1, 1906, is enclosed herewith. It has been decided that during the first year at least we will not issue these Records more frequently than once every three months. We believe this will provide a better opportunity for the trade to exploit each new list than getting them out more frequently would, and will not tax the facilities of Jobbers and Dealers to carry an adequate stock.

Samples of Supplement No. 2 will be shipped to all Jobbers with the regular May samples, unless we are advised to the contrary. Jobbers' orders must be sent us by April 10th, at the same time as regular advance orders, and shipments will be made with the May Records. Orders not mailed by Jobbers on or before April 10th will be regarded as second orders and shipped as soon as possible after first orders have been filled. The heavy demand for these Grand Opera Records, together with the phenomenal increase in the regular Record business, makes it more necessary than ever to have the co-operation of the trade in placing advance orders promptly, and we would urge upon Jobbers the importance of getting orders in as early as possible.

About the same quantities of printed supplements as before will be shipped to Jobbers with the Records. Jobbers who received more supplements of the first list than they needed will confer a favor by at once advising the Advertising Department of the fact.

NATIONAL PHONOGRAPH CO.,

C. H. Wilson,

General Manager of Sales.

LETTER TO DEALERS.

New York, March 20, 1906.

Dear Sirs:—

An announcement to the trade concerning Supplement List No. 2 of the Grand Opera Records, dated May 1, 1906, is enclosed herewith. It has been decided that during the first year at least we will not issue these Records more frequently than once every three months. We believe this will provide a better opportunity for the trade to exploit each new list than getting them out more frequently would, and will not tax the facilities of Jobbers and Dealers to carry an adequate stock.

Jobbers' orders for this second list of Grand Opera Records will be shipped with their orders for regular May Records, and they will ship to Dealers in a similar manner. The heavy demand for Grand Opera Records, together with the phenomenal increase in the regular Record business, makes it more necessary than ever to have the co-operation of the trade in placing advance orders promptly. We would, therefore, urge upon Dealers the importance of ordering early from Jobbers and thus assist them in making up their own orders.

Special supplements will be shipped to Jobbers as before, and the latter will supply them to Dealers.

Your experience in connection with the first list, if like that of most Dealers, will give you a fair idea of the probable demand of your customers and you should have no hesitancy in ordering accordingly. If you have not already advised your regular patrons concerning the Grand Opera Records, we would suggest that you mail a supplement to all likely to be interested. You will find that a little effort in pushing these Records will prove profitable.

NATIONAL PHONOGRAPH CO.,

C. H. Wilson,

General Manager of Sales.

The announcement and supplement No. 2, referred to in the above letters, are printed on the opposite page.

GRAND OPERA RECORDS.—Supplement No. 2.

Announcement to the Trade.

The second list of Edison Grand Opera Records will go out on May 1st, with the prestige of the greatest single success in the history of the Edison Phonograph. Until the first ten of these Records were fairly on the market it was uncertain how the trade and the public would receive them. In view of the money expended, the care taken to produce them, and their artistic excellence, we believed that they would be a success and we awaited the verdict of the public with great interest. The approval of the public was prompt and emphatic. It accorded them a most enthusiastic reception. Their success was far beyond the most sanguine expectations of all identified with the Edison interests. For clearness, naturalness and artistic reproduction they were pronounced superb. They were hailed as marking an epoch in the art of reproduced sound. No doubt remains that Edison Grand Opera Records will hereafter be one of the most attractive features of the Edison Phonograph, especially to those of refined musical taste.

As showing the extent of the demand for the Records we would state that orders in the first three months will reach a total five times as great as we anticipated when they were first issued. A better evidence of their popularity could not be wanted.

These new selections are sung by Messrs. Scotti, Knote, Dippel, van Rooy, Resky, Constantino and Berti, the first five of whom sang the principal roles at the Metropolitan Opera House, New York, last winter. Messrs. Constantino and Berti have not yet sung in this country, but they have won a name abroad as artists of unusual talent.

The selections are among the most charming airs in the great operas from which they are taken. They are rendered by the several artists just as they sing them in the operas and, while listening to them, one can almost see the singers holding the Metropolitan Opera House audiences spellbound with the magic of their wonderful voices.

NATIONAL PHONOGRAPH CO., Orange, N. J.

GRAND OPERA SUPPLEMENT NO. 2.—May, 1906.

- B. 11—MATTINATA,
"Il Barbiere di Siviglia"....Rossini
By FLORENCIO CONSTANTINO, Tenor.
Sung in Italian Orchestra accompaniment
- B. 12—CELESTE AIDA,
"Aida" Verdi
By FLORENCIO CONSTANTINO, Tenor.
Sung in Italian Orchestra accompaniment
- B. 13—PREISLIED, "Die Meistersinger von Nurnberg".....Wagner
By HEINRICH KNOTE, Tenor.
Sung in German Orchestra accompaniment
- B. 14—DUETTO,
"La Traviata" Verdi
By SIGNOR AND SIGNORA RESKY
Sung in Italian Orchestra accompaniment
- B. 15—ROMANZE,
"Die Hugenotten"Meyerbeer
By ANDREAS DIPPEL, Tenor
Sung in German Orchestra accompaniment
- B. 16—PREGHIERA Tosti
By GUSTAVE BERL RESKY, Baritone
Sung in Italian Orchestra accompaniment
- B. 17—SICILIANA,
"Cavalleria Rusticana"....Mascagni
By ROMEO BERTI, Tenor.
Sung in Italian Orchestra accompaniment
- B. 18—QUESTA O QUELLA,
"Rigoletto" Verdi
By ROMEO BERTI, Tenor
Sung in Italian Orchestra accompaniment
- B. 19—O, DU MEIN HOLDER ABENDSTERN, "Tannhauser"....Wagner
By ANTON VAN ROOY, Baritone
Sung in German Orchestra accompaniment
- B. 20—PROLOGO,
"Pagliacci"Leoncavallo
By ANTONIO SCOTTI, Baritone
Sung in Italian Orchestra accompaniment

NOVEL PHONOGRAPH ARRANGEMENT.

William Peeler, of the Early Music House, Fort Dodge, Iowa, has fixed a novel arrangement to wires, transmitters and receivers, whereby he can put a Phonograph Record on a machine in the Phonograph department, which is in the basement of their store, and transmit the selection by electricity upstairs, to be produced for their customers in that part of the store. The arrangement is very simple when explained. They have fastened to a machine a telephone transmitter, which receives the

music, and sends it along the wires to the induction coil, and through other wires to the receiver, which is connected to a large flower horn. At present the horn is placed above the front door, and can be distinctly heard by all visitors. It is their plan to have a horn arranged on the outside of the building, where the music can be distinctly heard by every one going by. It is so arranged that they can attach three or four horns on the wire, which magnifies the tone wonderfully. Violin and 'cello music is transmitted perfectly, for the vibration of the strings give a powerful force to the sound.

COMMENTS ON EDISON GOLD MOULDED RECORDS FOR MAY 1906.

The May Supplement of Edison Records contains quite as much variety as usual, but its most notable feature is the six Records by the Edison Minstrels. It has been deemed more advisable to issue these Records all at one time than to put them out one at a time, because they are most attractive when played in order, although each is complete in itself. The general public has no conception of the labor and time necessary to produce these Records.

No. 9266, "Everybody Works But Father," by the Edison Concert Band, is a comic composition for band, composed by Herman Bellstedt, Jr., and built on and around Jean Havez's world popular song of the same title. It introduces all the different instruments in our Edison Concert Band, from oboe to bassoon, each playing bits of the well-known theme alternately. The selection is different from any other instrumental composition in our catalogue, and no collection of Records will be complete without it. This selection is being played by Sousa's Band at all of its concerts.

No. 9267, "My Little Dutch Colleen," by Ada Jones, is a comic sentimental Dutch and Irish waltz song, in which an Irishman talks lovingly of his Dutch wife. She responds in equally endearing terms. All familiar with Miss Jones' versatility will realize how attractively she can first sing in Irish brogue and then in Dutch dialect. This song is unlike anything else in our catalogue. The music is by J. B. Mullen and the words by Leo Curley.

No. 9268, "Jessamine," by Arthur Collins, is a very attractive coon love song, which Mr. Collins renders in a manner even better than usual. He sings with an orchestra accompaniment. The song has an attractive air. The words and music are by Albert Gumble.

No. 9269, "Colleen Bawn," by Harlan and Stanley, is a sentimental Irish love song written by J. Fred Helf and Edward Madden, who have written a number of extraordinary successes in Edison Records. The voices of Messrs. Harlan and Stanley blend nicely and the Record as a whole will be found most desirable. Although this is a new composition it is rapidly becoming very popular.

No. 9270, "La Traviata," by Eugene C. Rose, a flute solo, with orchestra accompaniment, is a concert waltz adapted by Wilhelm Popp from Verdi's opera "La Traviata." Mr. Rose's rendition of the composition is that of the real artist. It has been some time since we have listed a flute solo. It will, therefore, be considered by many as a feature of this list.

No. 9271, "Keep on the Sunny Side," by Byron G. Harlan, is a new motto song, with a waltz chorus that "beats them all." The music is charming. Mr. Harlan sings it up to his usual standard and the sentiment of the words will be appreciated by all. The music of this song was written by Theodore Morse and the words by Jack Drislane, both of whom are widely known as having written numerous song hits. The singer is accompanied by the orchestra.

No. 9272, "Let the Lower Lights be Burning," by Anthony and Harrison, is another fine sacred duet, the popularity of which seem to increase from month to month. They are attracting wide attention wherever the Phonograph is known. Dealers in Phonographs report that by means of these selections they are able to interest prospective buyers to whom other selections would not appeal. The music and words of this hymn were written by P. P. Bliss. It is sung with orchestra accompaniment.

No. 9273, "Then You'll Remember Me," by Marie Narelle, is the charming sentimental ballad from "The Bohemian Girl," by Balfe, which is too widely known to call for comment. We have had many requests for it in solo form and it is really a matter for regret that it is only now getting into our catalogue. Miss Narelle sings it in a delightful manner, and is accompanied by the orchestra.

No. 9274, "Imperial Life Guard" (*Gardes du Corps*), by the Edison Military Band, is a heavy military march with solid work for trombones and tuba. The orchestra bells are introduced into one of the strains in the trio. This composition is written by R. B. Hall, composer of the "New Colonial March" (our Record No. 8587).

In the six following numbers we have made a departure in presenting six Records that at a glance may seem to be similar in character. Such is not the case, however, for each Record is complete in itself and fully as attractive played alone as when made one of the series. The entire six present a most attractive minstrel performance in miniature. The first Record gives an opening overture; the second introduces one set of end men with jokes and songs; the third introduces another set of end men with other jokes and songs; the fourth is a monologue; the fifth is a dialogue specialty, and the sixth is a sketch quite similar to those with which the average minstrel performance comes to a close. The individual Records may be referred to as follows:

No. 9275, "At the Minstrel Show, No. 1," by the Edison Minstrels, is a grand introductory overture, "Around the World," by the entire ensemble. There is very little dialogue in this Record and the "trip" is represented almost entirely by appropriate musical numbers. The orchestra begins with "A Life on the Ocean Wave," England is "visited," and the quartette sings, "Rule Britannia." Then comes Scotland and the bells and orchestra accompaniment contribute "Blue Bells of Scotland." The next is "Ireland," greeted by a tenor solo, "The Minstrel Boy." Germany next, and the basso sings "Die Wacht Am Rhein" in English. For France the quartette enlivens the occasion with "The Marseillaise," also in English. The grand old Russian National Hymn, "God Save the Czar," is next heard by the quartette, after which comes "Homeward Bound," with the quartette singing "Three Cheers for the Red, White and Blue" and

"Oh, it fills our hearts with joy,
To see our friends once more."

interrupted by "Yankee Doodle" and cheers.

No. 9276, "At the Minstrel Show, No. 2," by the Edison Minstrels, introduces the well-

known comedians, Arthur Collins and Byron G. Harlan, as end men (First Edition Premiers). Their end gags consist of poetic effusions of an extremely ludicrous character, each trying to outdo the other. Mr. Collins concludes the Record with an end song entitled, "When the Days Grow Longer," with quartette chorus, which introduces the orchestra and ensemble.

No. 9277, "At the Minstrel Show, No. 3," by the Edison Minstrels, introduces America's favorite comedians, Len Spencer and Billy Murray, as end men (Second Edition Premiers). These black-faced artists begin their evening's entertainment with a lively tilt concerning their respective offsprings, replete with laughable comedy and witty points. Harry MacDonough is then announced and sings beautifully "The Lighthouse by the Sea," with orchestra accompaniment and quartette chorus.

No. 9278, "At the Minstrel Show, No. 4," by the Edison Minstrels, introduces William F. Denny in his great monologue entitled "A Matrimonial Chat." A bright, crisp comedy talk of the kind that is always entertaining, with love, courtship and marriage as chief topics, concluding with the topical song, "It's All a Matter of Taste," with orchestra accompaniment.

No. 9279, "At the Minstrel Show, No. 5," by the Edison Minstrels, introduces Len Spencer and Billy Murray in their great duologue specialty of comedy flashes entitled "The Joke-smiths." A witty, rapid-fire comedy conversation, bristling with repartee and laugh points, concluding with a popular parody entitled "Everybody Jokes but Father," accompanied by the orchestra.

No. 9280, "At the Minstrel Show, No. 6," by the Edison Minstrels, is a plantation sketch by the entire ensemble, entitled "A Darktown Serenade." The arrival at Parson Punkney's; the light in Evalyne's window; Jim's jealous rival; the serenade by quartette with banjo accompaniment; Evalyne appears; birthday osculations; the parson, as the boys depart singing, soliloquizes: "Those boys sing like birds. Speaking of birds, I guess I had better count my chickens."

No. 9281, "Sorella," by Edison Military Band, is a composition by L. Gallini which is described as a *Marche Espagnole* by its publishers. Its popularity is world wide and is now all the rage in the United States. While the title "Sorella" is the most known, it is well known under the following titles: "La Mattchiche (Maxixe)," "Amour Voisin," "Espagnola Estelle" and "Le Polo." It has an original and attractive melody that engages the attention at once. Our Military Band makes a fine Record of it.

No. 9282, "Anxious," by Miss Hoy and Mr. Anthony, is a serio-comic conversational duet by soprano and tenor, with orchestra accompaniment, that will appeal strongly to all admirers of a soprano voice. Mr. Anthony ably assists Miss Hoy in making an artistic Record of this selection. The music and words are by Kendis and Paley, who also wrote "Sympathy" (our Record No. 9164).

No. 9283, "Good Bye, Sweetheart, Good Bye," by Frank C. Stanley, is an old English

song of exceptional merit, and one for which we have had repeated calls. Particular attention is called to Mr. Stanley's artistic rendering of this selection. The shading is exquisite. In fact, the whole performance is scholarly to a high degree. The Record is made with orchestra accompaniment.

No. 9284, "Dramatic Overture," by the Edison Symphony Orchestra, is a high-class overture, probably best known under its German title *Schauspiel*. All the instruments show up splendidly, but perhaps the part for oboe will be noticed the most. It is a brilliant and spectacular performance. The composition is by Chr. Bach.

No. 9285, "When the Mocking Birds Are Singing in the Wildwood," by Irving Gillette, is one of the prettiest ballads of the season. The music is by H. B. Blanke and the words by A. J. Lamb. Mr. Gillette's splendid voice appears to excellent advantage in this song. He is accompanied by the orchestra. In the song are introduced bits of Septimus Winner's ever popular "Mocking Bird" song. The flute is very effective in mocking bird embellishment.

No. 9286, "Pretty Pond Lillies," by Albert Benzler, is a bells solo, with orchestra accompaniment, of an old time melody familiar to about everybody. It makes a splendid Record. The waltz chorus and yodle movement that follows it are particularly melodious. The composition is written by Lillie Hall.

No. 9287, "Traveling," by Collins and Harlan, is a comic song somewhat on the order of "Rambling." It has a catchy rhythm with a spirited dash and go. One of those songs that cannot fail to be sung and whistled throughout the land as it becomes known. The music is by George Botsford and the words by James Devine. The Record is made with orchestra accompaniment.

No. 9288, "So Long, Mary," by Ada Jones, is Fay Templeton's song in "Forty-five Minutes from Broadway," and it is without doubt the most popular song in the performance. The male chorus is a feature, and gives striking realism to the effective scene in the play which this Record portrays. George M. Cohan wrote the music and words of this song.

No. 9289, "Chopin's Funeral March," by the Edison Concert Band, is a Record that in spite of its sombre title will be found one of the most artistic and most attractive that we have made in a long while. Those who pass it by because of its title will make a great mistake.

TALKING MACHINES AS A SIDE LINE.

A large retailer in musical merchandise, in speaking of the talking machine business as an auxiliary to his business, said to the *Talking Machine World* in the course of a conversation bearing upon that subject: "When I first took the matter into consideration, I could see nothing in it, and for a long time looked upon it as a detriment to any business. I found out, however, that some of my customers wanted these machines, and if I could not supply them, and the records as well, they

would go elsewhere, and in so doing, would in all probability buy more or less musical merchandise, so I placed in stock a few machines as an accommodation. In a short time I found that instead of conflicting with my interests they were of a direct benefit to my trade as they were the means of bringing in customers that had never before visited my place, and through the sale of a few records or a machine was able to sell them a good bill of my other wares. Later, I found that the talking machine was a good seller the whole year around, while much of my other stock moved only at stated seasons, and that the sale of a talking machine meant a continued revenue from records. I now regard the talking machine part of my business as one of the most important, and have gone to a great deal of expense to properly take care of it by the erection of booths, etc. The man who says it is only a passing fad and cannot be made to pay, has never gone at it in the right way, and cannot handle any class of musical merchandise profitably. In the talking machine business, like any other branch of the musical trade, a dealer must study his customer. If I see that the desire is for classical and sacred music, I never think of offering a coon song or a piece of ragtime music except by request, and when I am in doubt I pick out some excellent rendition of some one of the old-time favorite songs that appeal to all classes. Another thing I have learned, and that is never to judge the size of a bank roll by the dress worn by the customer. There are many successful dealers in talking machines in the country at the present time, and as each year rolls on I expect to see the number greatly augmented. I regard the business as still in its infancy, and as perfection comes nearer, the time will come when the talking machine will be a fixture in almost every home where there is any love for music. I see that sometimes it is spoken of as the 'poor man's' instrument. I take notice that the rich are becoming the best customers, and enjoy it as much as the poorest."

SANG AT HER OWN FUNERAL.

The voice of the dead was heard at the funeral of Miss Minnie Nelson, 1711 Kenmore avenue, Chicago. Three weeks ago she sang "Nearer, My God, to Thee," into a Phonograph, and every tone of her beautiful soprano voice was reproduced in the Phonograph at her funeral, causing her friends to-day to comment on the strange experience.

Miss Nelson, who was a music teacher, was possessed of a voice of unusual range. At a party she was induced to sing into a Phonograph—a song, a pathetic ballad and finally the famous hymn.

The three songs were reproduced at once, and all present were amazed at the fidelity of the reproduction of every tone in the singer's voice.

She was taken ill, and expired suddenly, and her funeral services were held yesterday. After the funeral address, the Phonograph softly reproduced the song the girl had sung before the shadow of death fell upon her. All present who knew of the circumstances were deeply affected.—*Chicago Evening American.*

MAKING RECORDS IN CUBA.

George Werner and Fred. Burt, connected with the Recording Department of the National Phonograph Co., returned to New York last month from a three months' visit to Havana, Cuba, where they made over 300 masters of Cuban selections by native artists. Their efforts were directed by Rafael Cabanas, manager of the Mexico office of this company, who made a special trip to Cuba for this purpose. At the conclusion of their work they gave an entertainment and dinner to a party made up of Phonograph Dealers and press representatives. The affair was described in the Havana *Daily Telegraph*, as follows:

About thirty gentlemen, including representatives of the daily press and weekly periodicals of Havana, together with a number of Phonograph Dealers from Havana and the surrounding country, were the guests of the Mexican manager, Rafael Cabanas, of the National Phonograph Co., Orange, N. J., and New York city, yesterday afternoon. They were entertained at the temporary Edison laboratory, which was opened about three months ago at 146 Industria.

An instrumental trio furnished music for demonstration, which was to show the method employed in securing master Records for the commercial production of Phonographic Records. A vocal soloist also entertained the visitors with improvised selections, which included comments on the different representatives of the newspapers, the Mexican manager, the ex-secretary and the expert recording operators, George Werner and Fred Burt, who are representatives of the Edison laboratory.

A delightful lunch was served by the Hotel Telegrafo.

The installation of this temporary laboratory was brought about by the demand for typical Cuban music and songs of this republic. Mr. Cabanas secured a building and was prepared to equip the laboratory on the arrival of the expert recording force, for which he had cabled on his departure from Mexico.

After visiting all the places of amusement and hearing the vocal and instrumental artists, selections were made from the best to typify them Phonographically. Contracts were made with bands, orchestras, instrumental quartettes, trios, duettists and soloists. The schedule of recording engagements was made up and the work of taking the Records started.

About 300 selections were secured, among these being the Banda Municipal de la Habana, under the direction of the well known band master, Sr. G. M. Tomas, the Banda de Artilleria, the orchestras of Pablo Valenzuela and Enrique Pena, sextette of Antonio Torroella, the Ramos instrumental trio, and vocal solos, duets, trios and quartettes by the best theatrical talent in Havana and the rest of the island. A large number of selections of typical Cuban country songs, "Puntos Guarjijos," were made, as well as a number of typical Spanish songs which are popular in Cuba.

All of these Records will be shipped to the Edison laboratory, where the permanent master Records will be made.

THE DOCTOR SOLVED THE PUZZLE.

A prominent New Jersey physician, who has an unenviable reputation for his unintelligible writing, not so very long ago had occasion to leave instructions for a nurse who had charge of one of his patients. Learning that they had a correspondence school Phonograph in the house he dictated his message, and found it such a successful means of communicating his wishes to both patient and nurse that he is seriously thinking of purchasing several and

installing them in homes where the care of a nurse is a necessity. He knows that they can easily misinterpret his writing, but cannot fail to understand his verbal instructions when delivered by means of a Phonograph.—*Talking Machine World.*

A CUTE WINDOW DISPLAY.

Although a little out of season, we print herewith a photograph of a novel window display



made during the holidays by C. C. Crabb, an Edison Dealer at Columbus, Ind. The ideas carried out in this display may easily be adopted at any time.

JACK TAR ENJOYS IT ALSO.

A sailor on board the battleship Kentucky, in subscribing to the *Phonogram*, wrote as follows:

"Also please find programmes of a concert given by me to the sick, confined to their beds, on Washington's Birthday. I can assure you that they appreciate the concerts and many heartfelt thanks have been expressed towards Mr. Edison for his invention of such a nice machine for giving good enjoyment to those who are unable to get on the upper deck to listen to the ship's band. I have now nearly 600 Records and the concerts are appreciated by the crew, especially of an evening, after a day's good hard drilling. It acts as a very antidote and relaxation."

THE DEALERS' CORNER.

I am writing this letter to show the success I have made in selling Edison Phonographs and Records. About 1900 I bought an Edison Gem Phonograph for my own use. At that time I was an instalment dealer in other goods. One day one of my customers asked me if I sold Edison Phonographs. I said yes, and she gave me an order for an Edison Phonograph and one dozen Records. This machine I bought from one of the Dealers I knew. Later, the same woman gave me an order for two dozen more Records. About two weeks later she recommended me to two other ladies. They also gave me an order for a Phonograph and one dozen Records. I then made up my mind to open a Phonograph store. At that time I lived in rooms. I signed with S. B. Davega and bought a Gem, a Standard, a Home and about 150 Records. I soon did so well that I rented a store at 308 E. 8th street, New York. Here I did a good business, and soon found the need of a larger store. I then removed to my present location at 437 E. 6th street. I carry a big stock of Edison Phonographs and Edison Records, and my business is steadily growing. On March 2d, one of my customers came in and bought all the Band and Orchestra Marches from August 1, 1904, to March 2, 1906.—*A. Abelowitz.*

Since placing my initial order, I find quite a demand for Edison machines and Edison Records have sprung up and I haven't yet got started good. I have ordered six machines and I suppose all are on railway here, unless my Jobbers are temporarily out. I am ordering two more machines and a good supply of Records, horns and supplies of all kinds. I'll shove sale of Edison goods and sell them strictly according to contract at full prices.—*T. L. Pierce, Vernon, Texas.*

We have owned one of your large Phonographs for some seven years and have sold talking machines for several years, but have never made a success of the business till we recently made a new contract for the handling of your improved machines. We report in one day's work only, the sale of two Triumphs, one Home and some ten dozen Records. We consider this a good day's work for this time of the year. We expect to place fifty machines in this territory this year.—*Ed. W. Hall, Arcola, Ill.*

Since November 12th, when I took an Edison agency, I have sold 29 Homes, 21 Standards, 7 Gems, 2 Triumphs, a total of 59 Edison machines. Have two competitors in this town of 5,000, and Cleveland, twenty-five miles away.—*J. E. Lightner, Painesville, O.*

The Phonograph business is rapidly increasing. We are asked to furnish music by Phonograph all over the city. Requests also come for music from other towns; and many 100 miles away. We accommodate them all. Without exception they all testify to the merits of the Edison machines, and that the others are not in it. We find that one machine sells another. All that is needed is, for a person to hear two or three Records played, and he is a convert. The genuine will prevail.—*T. B. Davis, Logan, Utah.*

DEALERS' SELLING LETTER.

FROM FARRELL & WULLER, OIL CITY, PA.

Dear Sir:—We are mailing you a copy of the February Phonogram. You are probably aware that we furnish you a complete outfit on the dollar-a-week plan, this to include one dozen Records, such as you may select, with each outfit; we also furnish a large horn and stand, the prices ranging from \$16 to \$75, the most popular types ranging as follows: \$22, \$33 and \$45. An Edison Phonograph outfit will furnish more amusement for the entire family as well as your friends than a \$500 piano, as it brings to your home the finest talent in the world, both vocal and instrumental. Here you have a complete minstrel show, the leading vaudeville talent, the old familiar songs, the banjo, the cornet, the violin or an entire orchestra or band. Possibly you have a liking for something of a more classical nature, if so, you can take the selections of the grand opera singers of Europe, people who are paid enormous sums to entertain the royal families of the different nations. Instead of traveling thousands of miles to hear these great singers you simply start the Edison Phonograph and hear such noted people as Scotti, Knote, Dippel, van Rooy, Resky, Constantino, as well as others such as your pleasure may be. In addition to the many different selections that you have at hand for the amusement of yourself or friends you have here in this machine to the voice, what the photograph was in the old days. Possibly you may have a reunion day with all the old-time friends; a photograph, of course, will show the faces, but a blank Record on an Edison Phonograph will record the voice of an individual or the entire assemblage, or you may record the voice of the child on its birthday and save these selections from year to year, or you may study French, German, Spanish or other languages, and the small sum mentioned above will put all these points at your command. Don't forget that a small payment down and one dollar a week will not only amuse you as above but help to educate your child.

FROM D. M. RODGERS, CORNING, OHIO.

Dear Sir:—Your letter to the National Phonograph Co. has been referred to me for attention, as they have no Dealer in your town. I have been selling the Edison Phonographs and Records for years and to my notion they are unexcelled. When you buy an Edison Phonograph you secure the most perfect talking machine manufactured, and the Edison Gold Moulded Records are just as fine as can be made—the music and songs being plainer and sweeter than records for any other machine.

You can see and hear the machine at my place of business and I would be pleased to have you call. Can furnish the machines at same price you would have to pay at the factory, thereby saving the freight for you. The Phonograph is a standard machine, at a standard price; nothing as good made, and no one can sell them cheaper than listed price. I keep the Gem, Standard and Home Phonographs and over 1,200 Edison Records in stock, and also a complete assortment of horns, cranes and stands.

Trusting that you will call and that I will be able to sell you a machine and outfit, I am,

FROM PARK'S MUSIC HOUSE CO., LOUISIANA, MO.

Dear Sir:—We are in receipt of a letter this A. M. from the National Phonograph Co., stating that they had received a letter of inquiry from you recently in regard to a Phonograph. As we have the agency for this immediate territory for the original Edison Phonograph we would be pleased indeed to supply you with a machine. The company wrote us that they had mailed you catalogue, list of Records, etc., and if you can select the style of machine and Records which you prefer we can fill your order promptly, as we carry a full and complete line of their product. It is unnecessary perhaps for us to dwell upon the many advantages of this wonderful talking machine, for, as you know, it is the handiwork of the renowned Thomas Edison, who is the originator of all sound reproducing machines.

A Phonograph in a home is one of the most comforting and entertaining propositions that you could possibly consider. Its cost nowadays is very nominal compared to what they were worth several years ago. The prices, which are quoted in their catalogue, are absolutely net, but we will do this: If you feel disposed to place an order with us we will prepay the express charges to your station, as we wish to place a sample instrument in your neighborhood. We feel confident that it would lead to future business, for, as their instrument is the peer of all machines of that kind, it is but to be seen and heard to be appreciated. The prices range from \$10 upward, as you will note by referring to catalogue. The Records sell at 35 cents each, and there is positively no deviation from these prices.

If you are interested we shall be pleased indeed to hear from you with an order, or if you wish further information concerning them we will be glad to supply you with such knowledge as you may seek in reference to them.

Hoping we may have the pleasure of shipping you a nice Phonograph, and with very best wishes, we beg to remain.

PUBLISHERS OF MUSIC IN MAY LIST.

The publishers of the compositions made for our May list of Records, so far as we can obtain them, are given below. Where the numbers are omitted they are either not published or we are unable to give the names of the publishers:

- 9266 "Everybody Works but Father" (Humorous)—Helf & Hager, New York.
 9268 Jessamine—Jerome H. Remick & Co., New York.
 9269 Colleen Bawn—Helf & Hager, New York.
 9270 La Traviata (Concert Waltz)—Carl Fischer, New York.
 9271 Keep on the Sunny Side—F. B. Haviland & Co., New York.
 9273 Then You'll Remember Me—G. Schirmer, New York.
 9274 Imperial Life Guard (Gardes du Corps)—John Church Co., New York.
 9281 Sorella—Carl Fischer, New York.
 9282 Anxious—J. H. Remick & Co., New York.
 9283 Good Bye, Sweetheart, Good Bye—Oliver Ditson Co., Boston, Mass.
 9284 Dramatic Overture—Carl Fischer, New York.
 9285 When the Mocking Birds are Singing in the Wildwood—J. H. Remick & Co., New York.
 9286 Pretty Pond Lilies—Willis Woodward & Co., New York.
 9287 Traveling—J. H. Remick & Co., New York.
 9288 So Long, Mary—F. A. Mills, New York.
 9289 Chopin's Funeral March—Carl Fischer, New York.

AN ACCIDENT IN BUSINESS.

It was an accident one morning that I picked up Record No. '9142, after having sold some others to a lady. She wanted No. 9142 in place of the one she had already bought. I had only the one in the store; I knew it would be a seller, so I told her to come to-morrow and she could get one. A man who happened to pass by, heard the Phonograph, stepped in and said, "I only want to hear any new pieces you may have." He, too, heard "Fol-the-rol-lol" played and also wanted it. I told him to come the next day, knowing I could sell more of this number that day. I succeeded in selling seven of them, and that is why I call it an accident. The gentleman had bought five Records the previous evening and perhaps did not intend to buy any the next morning, until he heard this Record played

and had a laugh, as did also the lady. Each Retailer should try to study the class of music or singing that his customers prefer and they will not be troubled to play forty or fifty Records and make perhaps two sales.—Chas. A. Kleinhaus, St. Louis, Mo.

THE MEANEST MAN.

The meanest man has been found. He is a Phonograph fiend, too. Employes of Lightner's had noticed that he always asks for quartette selections. The clerks tried to sell him other pieces, but without success. Finally he explained. He said, "Do you suppose I'm going to pay thirty-five cents to hear one voice alone when I can hear four for the same money?"

In sending the above from his local paper, J. E. Lightner, Edison Dealer at Painesville, O., states that another customer asserts that listening to his Phonograph has been a great aid to his hearing, which was impaired.

A DAVID AND GOLIATH CONTEST.

The Nebraska Cycle Co., of Omaha, Neb., recently received the following from F. B. Torbert, one of their Dealers at Dorsey, Neb.:

"I had a Phonograph contest to-day, that may interest users of the Edison goods. A party here, whom I have been trying to sell an Edison outfit to, sent to Omaha and bought a _____ machine that retails at \$40. His new machine and the little Gem, our smallest machine, were the competitors for the honor,

and on a \$10 bet. The three judges of the contest decided *emphatically* in favor of the Edison Gem. It was a David and Goliath contest."

THE PHONOGRAM.

The forms of the *Phonogram* close six weeks before date of issue and printing is completed one month in advance of date. Dealers desiring to get a supply to mail to their customers must order them of Jobbers four weeks in advance, and we cannot agree to fill Jobbers' orders unless placed with us a similar period in advance. Following is a schedule of prices at which *Phonograms* may be obtained by the trade:

DELIVERED WITH GOODS.

Blank, per 1,000 copies\$2.50
 Smaller quantities pro rata.

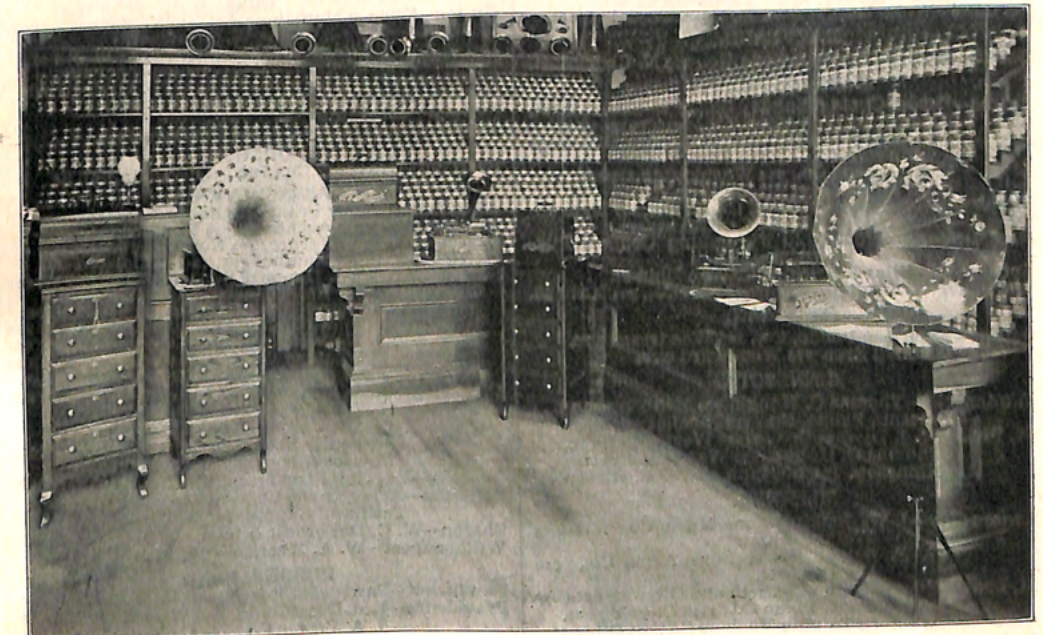
Imprinted with Dealer's name and address, 25 cents additional, without regard to quantity. No orders filled for less than 500 copies requiring imprint, and all imprinting orders must be for multiples of 500.

Jobbers will be glad to supply Dealers on the above basis.

BY MAIL.

Single copies, per year\$.20
 Five copies to one address, per year..... .40
 Twenty-five copies to one address, per year.. 1.80
 Fifty copies to one address, per year..... 3.60

Unless they have open accounts on our books, Dealers ordering *Phonograms* sent by mail are requested to send cash or stamps with their orders. The amounts are too small to handle in any other way.



THE ATTRACTIVE STORE OF GEORGE H. BACHELDER, LOWELL, MASS.

EVERY EDISON RECORD IN STOCK.

JOBBER OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—Talking Machine Co., 2007 Second ave.
Mobile—W. H. Reynolds, 167 Dauphin street.
Montgomery—R. L. Penick, 119 Dexter ave.

CALIFORNIA.

San Francisco—Peter Bacigalupi, 786-788 Mission street.

COLORADO.

Denver—Denver Dry Goods Co., 619 16th street.
Hext Music Co., 15th and California streets

CONNECTICUT.

New Haven—Pardee-Ellenberger Co., 155 Orange st.

DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 925 Pennsylvania avenue, N. W.
S. Kann Sons & Co., 8th and Pennsylvania avenues.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 50 Peachtree St.
Phillips & Crew Co., 37-39 Peachtree St.
Waycross—George R. Youmans.

ILLINOIS.

Chicago—Babson Bros., 148 Michigan ave.
Lyon & Healy, Wabash Ave. & Adams St.
James I. Lyons, 192 Van Buren street.
The Vim Co., 68 E. Lake street.
Montgomery Ward & Co., 111 Michigan ave.
Rudolph Wurlitzer Co., 302 Wabash ave.
Peoria—Peoria Phonograph Co., 416 S. Adams street.
Quincy—Quincy Phonograph Co., 808 Hampshire st.

INDIANA.

Indianapolis—Indiana Phono. Co., 45 Virginia Avenue.
Kipp Bros. Co., 37 S. Meridian street.
A. B. Wahl & Co., 119 S. Illinois street.

Lafayette—A. B. Wahl & Co., 304 Main street.

IOWA.

Des Moines—Hopkins Bros. Co., 620 Locust street.
Vim Co., 704 West Walnut street.

Fort Dodge—Early Music House, 822 Central ave.

KENTUCKY.

Louisville—C. A. Ray, 650-652 Fourth avenue.

LOUISIANA.

New Orleans—William Bailey, 600 Frenchman street.
National Automatic Fire Alarm Co.,
614 Gravier street.

MAINE.

Bangor—S. L. Crosby Co., 186 Exchange street.
Portland—W. H. Ross & Son, 207 Commercial street.

MARYLAND.

Baltimore—E. F. Droop & Sons Co., 109 N. Charles St.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 48 Hanover street.
Eastern Talking Mach. Co., 177 Tremont st.
Iver Johnson Sptg. Goods Co., 163 Washington street.
C. E. Osgood Co., 744 Washington street.
Read & Read, 630 Washington street.

Fitchburg—Iver Johnson Sptg. Goods Co., 247 Main st.
Lowell—Thomas Wardell, 111 Central street.

New Bedford—Household Furnishing Co., 170 Purchase street.

Springfield—Flint & Brickett Co., 439 Main st.

Worcester—Iver Johnson Sptg. Goods Co., 304 Main st.

MICHIGAN.

Detroit—American Phono. Co., 106 Woodward ave.
Grinnell Bros. 219 Woodward ave.

MINNESOTA.

Minneapolis—Thomas C. Hough, 714 Hennepin ave.
Minnesota Phono. Co., 518 Nicollet avenue.
St. Paul—W. J. Dyer & Bro., 21-23 West 5th street.
Thomas C. Hough, 392 Wabasha street.
Minnesota Phonograph Co., 37 E. 7th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
J. F. Schmelzer & Sons Arms Co., 710 Main street.

St. Louis—Conroy Piano Co., 11th and Olive streets.
O. K. Houck Piano Co., 1118 Olive street.
Western Talking Machine Co., 923 Olive st.

MONTANA.

Helena—Frank Buser, Diamond Block, Sixth Avenue.

NEBRASKA.

Lincoln—H. E. Sidles Cycle Co., 1317 O street.
Omaha—Nebraska Cycle Co., 15th and Harney streets
Omaha Bicycle Co., 16th & Chicago sts.

NEW JERSEY.

Hoboken—Eclipse Phono. Co., 203 Washington st.
Newark—Douglas Phonograph Co., 20 New street.
A. O. Petit, New and Halsey streets.
V. H. Rapke, 287 Bank street.

Paterson—James K. O'Dea, 117 Ellison street.

Trenton—Stoll Blank Book and Stationery Co., 30 E. State street.
John Sykes, 105 N. Broad street.

NEW YORK.

Albany—Finch & Hahn, 92 State street.

Astoria—John Rose.

Brooklyn—A. D. Matthews' Sons, 394 Fulton street.
Price Phonograph Co., 1260 Broadway.

Buffalo—P. A. Powers, 613 Main street.

Elmira—Elmira Arms Co., 117 Main street.

Gloversville—American Phono. Co., 99 W. Fulton st.

Kingston—Forsyth & Davis, 307 Wall street.

New York City—Bettini Phono. Co., 156 W. 23d street.
Blackman Talking Machine Co., 97 Chambers street.

J. F. Blackman & Son, 2737 3d avenue.
Soi Bloom, 3 E. 42d street

I. Davega, Jr., 125 W. 125th St.

S. B. Davega, 32 E. 14th street.

Douglas Phono. Co., 89 Chambers st.

H. S. Gordon, 1241 Broadway.

Jacot Music Box Co., 39 Union Square.

Victor H. Rapke, 1661 Second avenue.

Siegel-Cooper Co.
John Wanamaker.

Alfred Weiss, 1622 First avenue.

Oswego—Frank E. Bolway, 32 W. Bridge street.

Poughkeepsie—Price Phonograph Co., 233 Main st.

Rochester—A. J. Deninger, 345 North street.
Mackie Piano, O. & M. Co., 100 State street.
Giles B. Miller, 63 State street.

Talking Machine Co., 97 Main st., E.

Schenectady—Finch & Hahn, 504 State street.
Jay A. Rickard & Co., 253 State street.

Syracuse—W. D. Andrews, 216 E. Railroad street.

Troy—Finch & Hahn, 3 Third street.

Utica—Clark-Horrocks Co., 54 Genesee street.
Arthur F. Ferriss, 89 Washington street.
William Harrison, 41 Columbia street.
Utica Cycle Co., 31 Columbia street.

OHIO.

Canton—Klein & Heffelman Co., 216 N. Market street.

Cincinnati—Ilsen & Co., 25 W. 6th street.
Rudolph Wurlitzer Co., 10-12 W. 4th st.

Cleveland—Eclipse Musical Co., 714 Prospect ave.

Columbus—Perry B. Whitsit Co., 213 S. High street.

Dayton—Niehaus & Dohse, 35 E. 5th street.

Newark—Ball-Pintze Co.

Toledo—Hayes Music Co., 608 Cherry street.

OREGON.

Portland—Graves & Co., Inc., 328 Washington St.

PENNSYLVANIA.

Allegheny—Henry Braun, 500 Federal street.

Allentown—G. C. Aschbach, 539 Hamilton street.

Easton—William Werner, 432 Northampton street.

Harrisburg—S. K. Hamburger, 12-14 N. Market sq.

Philadelphia—C. J. Hepp & Son, 117 Chestnut street.
Lit Bros., Market and 8th streets.
Penn Phonograph Co., 17 S. 9th street.
John Wanamaker, 13th and Market sts.
Wells Phonograph Co., 45 N. 9th street.
Western Talking Mach. Co., 128 S. 9th st.
H. A. Weymann & Son, 923 Market st.

Pittsburg—Theo. F. Bentel Co., Inc., 632 Liberty street.
H. Kleber & Bro., 221 Fifth avenue.
C. C. Mellor Co., 319 Fifth avenue.

Pittsburg Phono. Co., 937 Liberty street.

Powers & Henry Co., 619 Penn ave.

Reading—Reading Phonograph Co., 911 Penn street.

Scranton—Ackerman & Co., 217 Wyoming avenue.
Technical Supply Co.

Sharon—W. C. DeForeest & Son.

Williamsport—W. A. Myers, 145 W. 3d st.

RHODE ISLAND.

Pawtucket—Pawtucket Furniture Co., 39 N. Main St.

Providence—J. M. Dean Co., 785-795 Westminster street.
J. A. Poster Co., Weybosset st.
Household Furniture Co.
J. Samuels & Bro., 154 Weybosset street.
A. T. Scattergood & Co., 106 Main st.

JOBBER OF EDISON PHONOGRAPHS AND RECORDS—Continued.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Co., 421 Gay street.

Memphis—F. M. Atwood, 160 N. Main St.

O. K. Houck Piano Co., 103 S. Main street.

Nashville—Nashville Talking Mach. Co., 510 Church st.

Magruder & Co., 27 Arcade.
O. K. Houck Piano Co.

TEXAS.

Dallas—Southern Talking Machine Co., 347 Main st.

El Paso—W. G. Walz Co., 101 El Paso street.

Fort Worth—Cummings, Shepherd & Co., 700 Houston st.

Houston—Texas Phono. Co., Capitol and Fannin Sts.

San Antonio—H. C. Rees Optical Co., 242 West Commerce St.

VERMONT.

Burlington—American Phono. Co., 34 Church St.

VIRGINIA.

Richmond—Magruder & Co., 729 E. Main st.

WASHINGTON.

Seattle—D. S. Johnston Co., 903 Second Ave.

Spokane—Spokane Phonograph Co., 7 Post St.

WISCONSIN.

Milwaukee—McGreal Bros., 173 3d street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited,
143 Yonge street.

Winnipeg—R. S. Williams & Sons Co., Ltd., 121 Princess street.

SUSPENDED LIST, APRIL 1, 1906.

SUPERSEDING ALL PREVIOUS LISTS.

GEORGIA.

Valdosta—H. K. McLendon, 109 West Central Ave.

ILLINOIS.

Champaign—Eggleston Bros.

Ottawa—Edward Hayne.

Wheaton—E. Irving.

INDIANA.

Logansport—F. M. Neff, 406 Broadway.

South Bend—EUGENE MARSH, 126 Vistula avenue.

SOUTH BEND BOOK BINDERY, Robert

Lebolt, Prop., 203 North Michigan street.

IOWA.

Burlington—JOHN P. WEISS, 711 Jefferson street.

Sioux City—HATTENBACH BROS. CO.

A. V. LARIMORE, 518 Fifth street.

KANSAS.

Clay Centre—E. M. GOWENLOCK.

Lawrence—BELL BROS.

Topeka—R. H. MOREHOUSE, 510 E. 4th street.

MAINE.

Biddeford—W. H. FIELD.

Lewiston—J. W. SKENE.

Monmouth—G. H. STETSON.

Waterville—FRANK BLANCHARD, 150 Main street.

MASSACHUSETTS.

Boston—E. C. PECK, 43 Milk st.

T. SINGER, 60 Leverett street.

Franklin—E. P. Blackman.

Lawrence—LORD & CO., 314 Essex street.

E. O. MOSHER, 420 Essex street.

Lynn—ELIAS DEYOUNG.

Malden—A. T. FULLER.

Nantucket—ARTHUR M. TAYLOR.

New Bedford—H. B. DEWOLFF.

Somerville—E. J. WINCHESTER, 32 Summit avenue.

Worcester—JOSEPH TUKMAN, 44 Front street.

Woburn—OSBORN GILLETTE, or THE BOLTON

JEWELRY CO., L. F. Maloney, Manager.

MICHIGAN.

Detroit—F. J. SCHWANKOVSKY.

Saginaw—GEO. W. EMENDORFER.

JAMES V. CALAHAN, 217 Genessee st.

TIERNEY BROS., 217 Genessee st.

MISSOURI.

Kansas City—THE WITTMANN CO.

NEBRASKA.

Lincoln—THE WITTMANN CO.

Omaha—THE WITTMANN CO.

PIANO PLAYER CO.

NEW HAMPSHIRE.

Hillsboro Bridge—E. M. BARNES.

Manchester—A. E. DUMAS

Nashua—F. A. MCMMASTER & CO.

NEW JERSEY.

Atlantic City—SAM'L D. WOLF, 32-34 Arkansas ave.

Bayonne—I. WIGDOR, 450 Avenue D.

Jersey City—W. L. HOFFMAN, 151 Montgomery st.

Newark—R. L. CORWIN; also New York City.

Passaic—I. HURWITZ.

Paterson—CHAS. H. KELLY, 25 N. Main street.

Plainfield—S. W. FRUCHT, or R. FRUCHT; also

New York City.
ELSTON M. LEONARD.

West Hoboken—EMIL HOLLANDER, or THE WEST
HOBOKEN BICYCLE & PHONO. CO., 619
Spring street.

NEW YORK.

Albany—G. LINDE, 353 S. Pearl street.

Auburn—CHAS. C. CHIER CO., 18 Clark street.

Bedford Park—GEO. H. TYRRELL.

Brooklyn—WM. ALBRECHT, 294 Knickerbocker ave.

H. HINDERMANN, BUSHWICK PHONO-

GRAPH EXCHANGE, 1421 Myrtle avenue.

Hobart—F. H. MARSHALL.

Hohawk—ALBANY SPECIALTY CO., or CHAS. F.

RICE, Main street.

Moravia—C. D. LOOMIS & CO., Union Block.

New York City—A. T. ARMSTRONG, or AMERI-

CAN PHONO. CO., 106 Wall street.

AUTOMATIC ZITHER CO., M. Cohen, Prop.,

58 Second avenue.

BERN BEARWALD, 373 W. 11th st.

EDWARD BIELFELD, 481 Willis Ave.

BRONX PHONO. CO. or DAVID SWITKY,

506 Willis ave.

CENTRAL PHONO. CO., 160 E. 42d street.

R. L. CORWIN; also Newark, N. J.

EAGLE PHONO. CO., or C. LOWENTHAL,

83 Nassau street.

EMPIRE PHONO. CO., 2 W. 14th street.

S. W. FRUCHT, or R. FRUCHT, 7 Barclay st.,

or 68 Cortlandt st.; also Plainfield, N. J.

O. HACKER, 2 Murray street.

HAWTHORNE & SHEBLE, 297 Broadway;

also Philadelphia, Pa.

HOLOBER BROS., 350, 421 and 491 West st.

N. HORN, 148 E. 58th street.

W. L. ISAACS, 114 Fulton street.

S. LEMBURG & CO., 194 Broadway.

J. MCELLYNN, 202 Broadway.

RICHMOND PEASE, 44 W. 132d st.

F. M. PRESCOTT, 44 Broad st.

WINTHROP CYCLE CO., 2212 Seventh ave.

Rome—CHARLES TUTTLE.

Saratoga—W. J. TOTTE.

Saratoga Springs—MARVIN A. COTE.

Watertown—HENRY A. HARDY, 24 Arsenal st.

H. S. WARDWELL & CO., 39 Public Square.

Proof that "Double Service" will Increase YOUR Business

E. R. GUTHRIE
BICYCLES, PHONOGRAPHS
1540 O STREET

International Correspondence Schools, **LINCOLN, NEB., Jan. 9, 1906.**
Scranton, Pa.

Gentlemen:

Replying to yours of 5th inst. regarding my success in selling the I. C. S. Language Outfits will say, there is no other phase of the Phonograph business that has appealed to me as this language system does. The sales are naturally with the more well-to-do people and there is no question of installments to contend with. One can approach the most exclusive people with this language proposition and be sure of a respectful and interested hearing. By exercising a little judgment in selecting the people to be approached with it the dealer will find almost half of them will become good "prospects." The super-sensitive people who have always said they would not have a phonograph in the house fall right into line and enlarge the field for phonograph sales by a large proportion. A "demonstration" for a prospective customer usually consists in playing one record and having a quiet chat. Occasionally one who has already acquired a literary knowledge of a language asks for one of the advanced lessons to be run. Contrast this with playing "rag-time" for an hour for a lot of gigglers who buy one or two records and the dealer who tries it will surely become a devotee to the Language Outfit sales. Nearly every one he shows it to can tell him of some friend who will be interested also.

Yours truly,

E. R. Guthrie.

Isn't it worth 50 cents to YOU to try out such a promising business producer? That is all it will cost you for a complete demonstrating outfit, including demonstrating record for four languages, French German, Spanish, and English; pamphlets; advertising literature; etc. Every day dealers are proving the success of I. C. S. Language Outfits. CAN YOU AFFORD TO NEGLECT SUCH AN OPPORTUNITY TO INCREASE YOUR BUSINESS?

International Correspondence Schools
Box 920, SCRANTON, PA.

For Foreign Sale Address Foreign Dep't. National Phonograph Co., New York City
European Headquarters, National Phono. Co., Ltd., London

EDISON Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH CO.

VOL. IV. ORANGE, N. J., MAY, 1906. No. 3.

NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.
CHICAGO: 304 WABASH AVENUE.
340 KENT STREET, SYDNEY, N. S. W.
CALLE PROLONGACION DEL CINCO DE MAYO, NO. 67-77,
MEXICO CITY.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL
ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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TAKING MEASURES FOR RELIEF.

The action of this Company in deciding to drop entirely the June list of Edison Records, as referred to more fully in another column, tells in the strongest terms the facts concerning the state of the Edison business to-day. When a firm adopts methods to reduce the volume of its business there can no longer be a question in anyone's mind as to the truth of our statements about the demand for Edison Phonographs and Records. At this date we are over two and a half millions Records behind orders for current Records, and if no further orders were received we could not complete their shipment in less than five weeks' time, with everything at the factory working in the most advantageous manner. The elimination of one month's list will enable us to devote our Record making facilities for a few weeks to catching up on orders for current stock and we hope that this will do much to relieve the situation. As stated last month, plans are under way for completely doubling our Record making facilities, but their realization is too far away to affect the present demand. We are still considerably behind on orders for Phonographs, but the chances for catching up by July 1st now seem quite bright. Under the present conditions, and until we are in better shape to produce more goods, we would suggest that the trade forestall its needs to a greater degree than is necessary when prompt shipments can be made. Instead of expecting Records to be shipped in two or three weeks, they should plan to carry a stock that will last from four to six weeks. In other words, do not let your stocks get low. Bear in mind that you will not get your Record orders filled in less than four weeks, and machine orders probably not much quicker. Unless the business changes entirely from what it has been in the past there will be a falling off during the summer months, which we hope will give us an opportunity to complete all

(Continued on page 3.)

THE ADVANCE LIST OF JUNE RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR JULY, 1906.

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before **June 27th**, all things being favorable, but they **must not be placed on sale by Jobbers or re-shipped to Dealers before 8 A. M. on June 27th**. Supplements, Phonograms and Bulletins will be shipped with Records, and these also must not be distributed in any manner before **June 27th**. Jobbers are required to place orders for July Records on or before **May 10th**. Dealers should place July orders with their Jobbers before **May 10th** to insure prompt and complete shipment when Jobbers' stock is received.

- | | | |
|------|---|---------------------|
| 9290 | Charge of the Hussars (Spindler) | Edison Concert Band |
| 9291 | In Happy Moments (Wallace) Ballad from "Maritana," Orch. accom. | Alan Turner |
| 9292 | It's Up to You to Move (Rogers) Coon song, Orch. accom. | Collins and Harlan |
| 9293 | Sailor's Hornpipe Medley (Original) Leopold Moeslein
Violin solo, introducing "Sailor's Hornpipe," "Paddy Whack" Jig, "Haste to the Wedding" Country Dance and "Pickett's Hornpipe," Orch. accom. | |
| 9294 | Virginia Song (Cohan) Ada Jones
As sung by Ethel Levey in "George Washington, Jr.," Orch. accom. | |
| 9295 | Everybody Gives Me Good Advice (Kendis & Paley) Bob Roberts
New Coon song by the writers of "Sympathy," Orch. accom. | |
| 9296 | Here's To Our Absent Brothers (Helf) Byron G. Harlan
Descriptive song, introducing Male Quartette and other incidental effects.
Fraternally inscribed by the composer to his brother Elks. Orch. accom. | |
| 9297 | Nibelungen March (Wagner-Sonntag) Edison Military Band
Adapted from Richard Wagner's Nibelungen Ring, "Rheingold," "The Valkyrie," "Siegfried" and "Gotterdammerung." | |
| 9298 | I Like Your Way (Witt) Harry MacDonough
Sentimental Waltz song, Orch. accom. | |
| 9299 | Why Don't You Try (Van Alstyne) Miss Hoy and Mr. Anthony
Soprano and Tenor conversational duet, Orch. accom. | |
| 9300 | If Washington Should Come to Life (Cohan) Billy Murray
Song hit from "George Washington, Jr.," Orch. accom. | |
| 9301 | My Little Dutch Colleen Medley (Original) Albert Benzler
Xylophone solo, introducing "My Little Dutch Colleen," "Henny Klein,"
"What's the Use of Knocking" and "Moving Day," Orch. accom. | |
| 9302 | Here It Comes Again (Williams) Arthur Collins
Coon song from Williams & Walker's new musical creation "Abyssinia,"
Orch. accom. | |
| 9303 | Lonesome Little Maid (Solman) Irving Gillette
Sentimental song by the writers of "Little Girl You'll Do," Orch. accom. | |
| 9304 | Is My Name Written There? (Davis) Anthony and Harrison
Gospel Hymn, Orch. accom. | |
| 9305 | Dance of the Nile Maidens (Losey) Edison Concert Band | |
| 9306 | Nothing Like That in Our Family (Furth) Will F. Denny
Comic song, Orch. accom. | |
| 9307 | I Want What I Want When I Want It (Victor Herbert) Frank C. Stanley
Song hit from "Mlle. Modiste," Orch. accom. | |
| 9308 | Chas. T. Ellis' Baby Song (Ellis) George P. Watson
German dialect yodle song, Orch. accom. | |
| 9309 | Passion—Intermezzo (Hager) Edison Symphony Orchestra | |
| 9310 | Good-Bye, Mister Greenback (Allen) Edward Meeker
Coon song by the composer of "Any Rags," Orch. accom. | |
| 9311 | Maggie Clancy's New Piano (Original) Ada Jones and Len Spencer
Vaudeville sketch, with incidental effects. | |
| 9312 | Where the Morning Glories Twine Around the Door (Von Tilzer) Edison Male Quartette
Male Quartette, Orch. accom. | |
| 9313 | Flying Arrow (Holzman) Edison Military Band
"Intermezzo Indienne" by the composer of "Uncle Sammy March," "Blaze
Away March" and "Yankee Grit March" | |

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

(Continued from page 1.)

orders and get a large stock ahead for the fall trade. It is our intention to run the factory to its fullest capacity during the summer, no matter what the demand of the trade may be, and in this way to accumulate a stock of Phonographs and Records, for we know that the fall business in Edison goods is going to be the greatest in the history of the business; so great that we will have difficulty in supplying the demand. Those who are wise, therefore, will take early steps to stock up.

NEW PLANS FOR RECORD SHIPMENTS

The demand for Edison Gold Moulded Records reached a point in April that made it imperative to adopt some radical measure to relieve the situation. Our Record making facilities at Orange were being strained to the utmost and no means could be devised for increasing them soon enough to have any appreciable effect. No other course seemed open, therefore, than to do something to reduce the demand. We could not tell the trade to withhold orders for current selections, as it was necessary for every Jobber and every Dealer to carry a stock of each selection already listed in order to supply his trade. It was decided that the manufacture of current Records must go on as usual.

No other course seemed open than to drop entirely the Records for one month and utilize the time that would be required to produce the monthly list in making just so many more current selections. This decision having been reached, it was considered an excellent opportunity to put into effect a new plan for distributing them to the public. The competition among Jobbers has become so keen in the past year or two that many of them were getting a large portion of their monthly orders shipped by express, at a considerable cost to them and a consequent reduction in their normal profits.

For some time there has been a general demand among Jobbers for the adoption of some method of shipment by which they could cut out the express shipments and have their entire order come by freight. The solution of the problem seemed to be solved by making shipments by freight far enough in advance so that they would be in the hands of Jobbers throughout the entire country before a certain day in each month and then fixing a date on which the Records could go on sale and be shipped to Dealers. Such a plan will go into effect with the July Records, and the details of it are given in the letters printed below,

which have just been mailed to the entire trade.

The plan in brief is this: July samples will be shipped to Jobbers May 1st. Jobbers must mail their advance orders not later than May 10th. Orders mailed later than this date will be considered as second orders and filled after all first orders are completed. We will ship Jobbers' advance orders from factory so that, all things being favorable, they will reach every part of the country before June 27th. Jobbers will then be permitted to place them on sale and re-ship to Dealers at 8 A. M. on June 27th. As will be seen by the letters below, to allow a single Record to leave the store of a Jobber before this date will be considered a violation of the agreement. The schedule referred to above will be carried out for each succeeding month, samples of August Records going out on June 1st and the Records being placed on sale July 27th. Every Jobber and every Dealer is urged to carefully read both of the letters given below, in order that they may fully understand the new plan.

As another means of relieving our congested condition, it was also decided not to ship May Records until May 15th and Jobbers were advised of the fact early in April. The old plan of shipping will be followed with May Records. Deferring May shipments for fifteen days will serve to break the time between May 1st and July 1st.

As already stated, this new plan is intended to relieve the Jobbers of needless expense and in other ways to benefit the entire Edison business. At the same time it places the entire trade on its honor, and we trust that no one will be so indifferent to the welfare of the business as to violate the confidence reposed in him. The plan puts every Jobber on his honor not to allow new Records and printed matter referring to same to leave his possession before the specified date. It places every individual in his employ on his honor to see that no surreptitious methods are employed to violate the full intent of the plan. It places every Dealer on his honor to do nothing that will in any wise tempt a Jobber or his employees to send them Records in advance of the selling date.

We may seem to be laying special stress upon this feature, but to us it is very desirable that we shall not be called upon to impose the penalties for violation of contract. Those who do deliberately infringe are entitled to no sympathy, and yet it will be extremely difficult for us to impose penalties upon firms whose business with us aggregates many thousands of dollars each year. To

enforce the plan, however, we shall do it without hesitancy, although we will deeply regret the circumstances that make it necessary. Violations of the conditions imposed will not benefit anyone and will cause much hardship to those taking part in the violation. We, therefore, sincerely trust that we shall have the coöperation of the entire trade to the extent that we shall not have a single violation reported to us. The letters to the trade are as follows:

LETTER TO JOBBERS.

APRIL 28TH, 1906.

To save our Jobbers the expense of having new monthly Records shipped by express, as well as to relieve us of our present congested condition; also to enable us to give better service to the trade on orders for current selections, it has been decided 1st. To drop the JUNE list of new Records entirely.

2d. That, beginning with the JULY list, all first orders for new monthly Records will be shipped to Jobbers by freight, each Jobber's order going forward as soon as it can be gotten ready, but the Records not to be placed on sale, or leave the Jobber's store or possession, before date specified and authorized below.

3d. Beginning with JULY list, new monthly Records must not be put on sale, either at wholesale or retail, until 8 A. M. on the 27th of the month preceding the month under which they are listed. That is, the JULY Records cannot go on sale or leave the Jobber's store or possession until June 27th, August Records on July 27th, and so on. When the 27th falls on Sunday, the Records are not to go on sale until same hour of the day following.

4th. In making shipments by freight, we will get them off in ample time to be delivered ahead of the date on which the Records are to go on sale, all things being favorable, but should any delay occur in transit, or on the part of the transportation companies or carriers, we will not be held in any way responsible or liable.

5th. Samples of new monthly Records will continue to be sent out at same time as though the JUNE list was not being dropped, and first orders must be sent us at the same time as heretofore; that is, samples of JULY Records will be shipped about May 1st, samples of August Records about June 1st, etc., and first orders for JULY Records must be mailed us not later than May 10th, first orders for AUGUST Records not later than June 10th, etc.

6th. Any Jobber selling or offering for sale, or in any way disposing of new Records in advance of the date and time specified, forfeits his right to the privilege other Jobbers receive, and thereafter his orders for advance Records will not be shipped until after the date on which they can be put on sale by other Jobbers.

7th. The foregoing conditions are hereby made part of the Conditions of Sale forming part of the Jobbers' AGREEMENT, and any breach thereof will be subject to the penalties provided for in said AGREEMENT.

Please acknowledge receipt of this communication on form attached below.

Yours very truly,

C. H. WILSON, General Manager of Sales.

We are enclosing copy of a letter being mailed to the trade.

To the NATIONAL PHONOGRAPH CO., 31 Union Square, New York, N. Y.

Gentlemen:—We acknowledge receipt of your communication of April 28th, 1906, and fully understand the new methods and conditions mentioned therein, and hereby accept same as part of the Conditions of Sale, and subject to the Jobbers' AGREEMENT signed by me day of us

Name Street & No. Place & State Date

LETTER TO DEALERS.

Despite our increased facilities, and the fact that we are turning out more Records than ever before, it has been impossible to keep pace with the increased demand for Edison Records. We are now over 2,500,000 Records behind orders for current stock, and to enable us to catch up, as well as give better service to the trade, it has been decided, for the best interest of all concerned, to omit June list altogether; therefore, following May, the next new Record list issued will be July list.

It has also been decided, that beginning with the July list, new Records cannot be shipped by Jobbers to Dealers, or put on sale by either Jobber or Dealer until 8 o'clock A. M. of the 27th of the month preceding the month under which they are listed. That is, July Records cannot go on sale until June 27th; August Records cannot go on sale until July 27th, and so on. When the 27th falls on Sunday, the Records cannot go on sale until same hour of the day following.

Advance list of new monthly Records will continue to be sent out at same time as though June list was not being dropped. That is, advance list of July Records will be sent out about May 1st; advance list of August Records will be sent out about June 1st, and so on, and to successfully carry out our new policy of getting Records to Jobbers, so they can be shipped to the Dealers on the day and at time above mentioned, it becomes absolutely imperative that they mail us their stock orders not later than the 10th of the month following receipt of advance lists. In other words, Jobbers' first orders for July Records must be mailed us not later than May 10th; first orders for August Records not later than June 10th, etc. In order that they may do this, it also becomes necessary that you place your stock orders with them immediately after you receive advance list, or in time for them to include with their stock order to be mailed us on or before the 10th inst.

Any Jobber who directly or indirectly sells or in any way supplies to a Dealer, or consumer, new selections of Edison Records before date and hour specified and authorized by us, will be considered as having violated this agreement, and will then be subject to the penalties provided for therein.

We trust you will approve of these changes, which we believe will be of mutual benefit to all concerned, and we ask your co-operation in order that they may be successfully carried out.

Yours very truly, C. H. WILSON, General Manager of Sales.

THE JULY ENTERTAINMENT.

The preparations for the entertainment of Edison Jobbers at New York and Orange in July are making excellent progress under the direction of F. K. Dolbeer, Manager of our Credit Department, who has had a wide experience in matters of this kind and who is devoting a large part of his time to the details of the forthcoming affair. Further information about this entertainment will be given Jobbers next month. There is a side to this affair that may not be considered by some of those to whom invitations have been extended. Superficially, it looks as if we wanted Jobbers to come to New York only that we might show them to some extent the cordial feeling that we have toward them by doing everything in our power to give them a good time. We do want this opportunity, and for just such a purpose, and we are going to leave no stone unturned to make the occasion a memorable one to all who attend. At the same time the affair will furnish an opportunity for Jobbers to get together and discuss matters of mutual benefit. Jobbers from

the East can meet those from the West; those from the North will meet others from the South, and all may exchange views on many matters of interest and value from a business standpoint, and all will be broadened by the meeting. Even though the entertainment side may not appeal to some Jobbers, those who do not come will make a mistake from a business standpoint. No such opportunity has ever before been offered to get the Jobbers of the entire country together and it may be some years before it occurs again. The boat trip to West Point and return, occupying as it does an entire day, will furnish a splendid chance for all hands to get acquainted, socially and in a business way. We believe that the entire business will be greatly benefited by this entertainment, and we want every Jobbing firm represented. We must again emphasize our regret that it is not possible to extend an invitation to every one of our loyal Dealers.

NEW CUT OUT LIST.

Printed below is a list of 152 selections that will be omitted from the next edition of the Record catalogue to be issued July 1st. Notice of the dropping of Nos. 8115 and 8504 has already been given in the PHONOGRAPH MONTHLY. With the exception of Nos. 8115 and 8504, all of these titles are being dropped for no other reason than to keep down the total selections in the catalogue and to make it easier for Jobbers and Dealers to carry a complete stock. They are well made Records, we have good moulds of them and they are still selling largely. This notice is given for the purpose of enabling the trade to work off any stock of these selections that they may have on hand or order such numbers as they may think will later be demanded by their customers.

- 511 Bonnie Brier Bush March E. S. Orchestra
682 Rendezvous Waltz P. Orchestra
687 Charlatan March P. Orchestra
7387 Arionette Wormser
7600 Raymond Overture E. C. Band
7618 Strike Up the Band E. C. Band
7674 Hail to the Spirit of Liberty P. Orchestra
7723 O Shining Light E. M. Band
7863 Calanthe Waltzes E. M. Band
7875 Ain't Dat a Shame Denny
8004 Remembrance of Switzerland Liberatori
8006 Donkey Laugh P. Orchestra
8028 Young Werner's Parting Song Liberatori
8029 Stephanie Gavotte Wormser
8036 Pyramid Polka Liberatori
8041 Selection from Dolly Varden P. Orchestra
8045 Back, Back to the Woods Collins and Natus
8049 Lizard and the Frog E. M. Band
8067 Down in Louisiana P. Orchestra
8068 Coaching Party P. Orchestra
8085 Parody on Good Bye Dolly Grey North
8088 Loin du Pays P. Orchestra
8092 I've Got My Eyes on You-oo-oo Thompson
8115 Characteristic Negro Medley I. Quartette
8166 Medley of Reels Hopkins
8176 Loreley P. Orchestra
8197 Rose of Killarney Redmond
8208 Russian Fantasia Kryl

- 8209 Down Deep in the Cellar Kryl
8219 Jerry Murphy Was a Friend, Etc. Collins and Natus
8230 March Medley from Twirly Whirly P. Orchestra
8234 Message of the Violet Stricklett
8235 Rajah March E. M. Band
8245 Toreador's Song Thompson
8252 In Old Judea MacDonough
8265 Talmage on Miracles Spencer
8280 Alice, Where Art Thou (Parody) North
8285 Eva Hopkins
8288 Reapers' Chorus Edison Brass Quartette
8290 Dance of the Skeletons E. C. Band
8305 Coliseum March E. C. Band
8320 Selection from The Silver Slipper P. Orchestra
8325 Reminiscences of Minstrelsy Minstrels
8326 Echoes of Minstrelsy Minstrels
8327 Arbucklenian Polka Kryl
8330 Zamona P. Orchestra
8331 Little Cotton Dolly E. M. Quartette
8341 I'll Be Busy All Next Week Collins
8342 Noreen Mavourneen Harlan
8343 Uncle Jefferson Golden
8358 Wedding Over the Hill Golden
8369 Please, Mamma, Buy Me a Baby Harlan
8392 In Old Alabama P. Orchestra
8397 Banquet in Misery Hall Harlan
8420 Little Dinah Jones Hopkins
8434 Every Morn I Bring Her Chickens Collins
8443 Pretty Little Dinah Jones MacDonough
8452 I'm Thinking of You All the While Murray
8456 Congo Love Song MacDonough
8460 You Can't Fool All the People, Etc. Collins
8465 Only a Dream of the Golden Past Wallace
8469 It's a Lovely Day for a Walk Morgan & Stanley
8477 I Could Never Love Like That Murray
8504 Laughing Medley I. Quartette
8519 Crowd on McNally's Back
8522 Stoop Collins and Harlan
8522 My Cozey Corner Girl MacDonough
8526 By the Sycamore Tree MacDonough
8527 Selection from Three Little Maids E. S. Orchestra
8528 He Was a Sailor Collins and Harlan
8537 Nigger Stew I. Quartette
8539 Out Where the Breakers Roar Stanley
8541 Under a Panama Murray
8555 Tell Me That Beautiful Story Schneider & Wallace
8565 Sammy Schneider and Wallace
8567 Moriarity Collins and Harlan
8570 I'm Longing for You Sweetheart, Etc. Wallace
8571 Keep On A-Shining Sil'ly Moon E. M. Quartette
8579 Peggy Brady MacDonough
8583 Like a Star That Falls From Heaven Wallace
8588 What Would the Neighbors Say Collins and Harlan
8590 Little Dolly Driftwood Harlan
8596 Felice E. S. Orchestra
8601 Far Away Boulais and Anthony
8602 Wouldn't It Make You Hungry Roberts
8608 Barney Collins and Harlan
8617 Woodchuck Song Roberts
8620 Bridal Rose Overture E. S. Orchestra
8621 I Ain't Got No Time Collins and Harlan
8625 Maydee Collins
8627 Winter's Evening Overture E. S. Orchestra
8636 Traumerei Siegel
8642 Over the Pilsener Foam Collins and Harlan
8653 Kiss Me Good Night, Dear Love Harlan
8676 My San Domingo Maid MacDonough
8670 Good-Bye, Fedora Collins and Harlan
8688 I'll Do the Same for You Harlan
8694 Idle Moments E. S. Orchestra
8695 Nancy Lee Harlan and Stanley
8702 Awakening of Spring E. S. Orchestra
8703 Ghost That Never Walked Roberts
8705 My Little Love-Bird MacDonough
8711 Beauty's Cunning E. S. Orchestra
8720 I Love You All the Time MacDonough
8723 Good-Bye Fedora Medley E. M. Band
8724 Japs' Tattoo E. M. Band
8727 My Kangaroo Morgan and Stanley
8738 Encouragement Overture E. S. Orchestra
8741 Everywhere Collins and Harlan
8751 Without Your Love, Ah, Let Me Die Morgan
8757 Katunka (Intermezzo) E. S. Orchestra
8759 Gone, Gone, Gone Collins and Harlan
8761 Don't You Cry, My Honey Morgan & Stanley
8762 Mississippi Mamie MacDonough
8764 Psyche (Scherzetto) E. S. Orchestra
8770 Two Eyes of Brown Harrison
8771 When the Coons Have a Dreamland, Etc. Roberts
8776 How Can I Leave Thee Morgan and Stanley
8783 On Tintoe E. C. Band
8785 Old Mother Goose Murray
8790 In the Gloaming E. M. Quartette

8796	Stories Adam Told to Eve	E. M. Quartette
8808	Seminole	Tally
8814	What Colored Eyes Do You Love	Nelson and Stanley
8816	It's Great to be Crazy	Collins
8820	I Fell in Love with Polly	MacDonough
8822	Bridal Tour Overture	E. S. Orchestra
8824	Here's My Friend	Roberts
8828	My Heart's Desire	Thompson
8832	Feast of Lanterns Overture	E. S. Orchestra
8836	Pepita Maguire	Favor
8848	Village Maid	Collins and Harlan
8852	Birthday of a King	Stanley
8855	Deed of the Pen March	E. C. Band
8856	Auto Race	E. C. Band
8859	Make a Fuss Over Me	Ossman Banjo Trio
8862	Laces and Graces	E. S. Orchestra
8866	Little Tommy Went a Fishing	C. Quartette
8871	Loving Hearts	E. I. Quintette
8875	Sweet Thoughts of Home	Thompson
8877	Tales from 'ae Vienna Woods	E. S. Orchestra
8911	Those Song My Mother Used to Sing	Rover
8918	Skeleton Dance	E. C. Band
8921	Glow-worm—Idyl	E. S. Orchestra
8928	A Sprig o' Shillalah	E. C. Band
8934	The White Swan	E. S. Orchestra
8943	The Wren Polka	Mazziotta
8953	Al Fresco	E. C. Band
8954	If Mister Boston Lawson Has His Way	Murray
8959	Panama Rag	E. S. Orchestra
8960	Birds of a Feather Flock Together	Roberts
8964	Billy	MacDonough
8969	My Little Dinah Lee	Roberts

IMPORTANT TO DEALERS.

We have just mailed to the entire trade some literature with reference to furnishing Dealers with a copy of Massani's painting, "The Phonograph," these copies to be either framed or unframed at the option of Dealers. A letter sent to Jobbers, together with the literature sent to Jobbers, are re-printed herewith. These outline the plan for supplying the trade with copies of this picture, but they require the cooperation of both Jobber and Dealer, and unless the requirements of these forms are complied with at once, it will not be possible to supply the pictures in question. Dealers must sign and forward their copies of the order to their Jobber within ten days and the Jobbers must endorse them and forward the entire lot at one time within fifteen days. After these dates it will not be practicable to fill any order except by mail. Therefore, Dealers who neglect to give this matter immediate attention will have only themselves to blame if they do not receive a framed copy of the picture. We trust that Jobbers will not disappoint their Dealers who send them orders, by not properly forwarding them to us. Additional copies of this painting will be mailed unframed for 30 cents, or if framed, will be specially boxed and shipped by express only at \$1.50 each—the express charges to be paid by the Dealer. This picture is a most artistic reproduction of the original painting and, when framed, will be worthy a place in any Phonograph store, no matter how handsomely furnished. The frame will be 4½ inches wide, made entirely of gilt, with sufficient depth to make a handsome setting for the picture.

When varnished, mounted and placed in the frame it is difficult to realize that the picture is not an oil painting.

LETTER TO JOBBERS.

APRIL 28TH, 1906.
The enclosed papers are self-explanatory. They are in brief an offer to supply Dealers with a framed or unframed copy of our oil painting, "The Phonograph," for advertising purposes. They provide for your cooperation to the extent of approving Dealers' orders, mailing same to us, and forwarding framed copies where so stipulated. This offer will cost us several thousand dollars and a lot of clerical work, and we feel that it is only fair to ask your assistance in the work of distribution.

Approve orders as fast as you receive them, but hold them and in 15 days return all to us at one time. We will then make a freight shipment to fill orders that require forwarding by you.

Each framed picture will be wrapped in paper with protected corners. They will not be separately boxed unless especially requested and then only for Dealers at a distance, whose orders can only be delivered by freight or express shipment. When separate boxing is necessary it must be indicated on Dealers' order.

Framed and unframed copies of the picture will be supplied for your own use, but neither will be supplied for further trade distribution, nor will they be supplied for any Dealers other than those whose orders you send us. It is important that you fill in and keep the Jobber's Duplicate at bottom of Order Blank, so as to avoid possible errors and know for whom pictures are intended when received.

All correspondence concerning this subject must be addressed to the Advertising Department at Orange, N. J., and not enclosed with other matter.

Very truly yours,
NATIONAL PHONOGRAPH Co.,
Advertising Department.

NOTICE TO DEALERS.

READ CAREFULLY AND ACT NOW, OR REGRET IT LATER.

The above reproduction of an oil painting by Massani has attracted much attention since it appeared on our 1906 Calendar and was made part of our April magazine advertising. Neither of these uses, however, did the picture full justice, and in order that the trade and the public may fully appreciate its striking beauty, we have had it duplicated in the best possible manner by the lithographic process. These duplicates are the full size of the original oil painting, 17 x 25 inches, and the printing is done in twelve colors, bringing out every detail both in form and color. Only a limited edition has been printed. It will cost the public 30 cents for each copy.

We want to present a copy of it to every Edison Dealer in good standing, for window or store display. We will also put it in a handsome gold frame where Dealers will bear the express charges or will arrange to have their Jobbers forward it to them. In any event, no copy will be mailed or shipped unless the enclosed order is first signed by a Dealer and then approved by a Jobber, who is to return the order direct to our Advertising Department. This picture will not be supplied in quantities to Jobbers, nor in any other way than outlined above, except at a cost of 30 cents each for unframed copies, and \$1.50 each for framed copies, shipment of the latter to be made at the expense of the Dealer.

To avail themselves of the above offer, Dealers must sign and forward the enclosed order to their Jobber within 10 days. After this date, copies will be sent by mail only, without regard to the preference of Dealers. We want to close the matter with one freight shipment to Jobbers, as it will require considerable clerical work to handle the orders and get them out in a reasonable time.

NATIONAL PHONOGRAPH Co.,
Advertising Department,
Orange, N. J.

Send Order Blank to Your Jobber, Not to Us.

Copy of Order Being Mailed to Dealers.

ORDER FOR PICTURE, "THE PHONOGRAPH"
To be signed by Dealers and mailed to Jobbers, who will approve and mail to NATIONAL PHONOGRAPH Co., ADVERTISING DEPARTMENT, ORANGE, N. J.

This order, when approved by your Jobber and forwarded by him to us, will entitle you to one copy of

Massani's Painting, "The Phonograph," according to your selection, as follows (check your choice):

1. One unframed copy to be mailed without expense to us.
2. One framed copy to be shipped to our Jobber, who will forward it to us. (Advise your Jobber on separate letter how to ship to you.)
3. One framed copy to be shipped direct to us by express. We will pay express charges.

Name
Street, City and State.....
Do you have a Store in which to display this picture?

JOBBER'S APPROVAL.

The Dealer named above has an established store for the sale of Edison Phonographs and Records, and is buying Edison goods from us regularly. If his choice is No. 2, we will forward the framed copy without expense to you, provided it is delivered to us by freight.

Name
City and State

Jobbers will mail all of these Orders to Orange 15 days after receipt of first copy.

JOBBER'S MEMO.

Fill in blanks below, detach and hold till arrival of frames, otherwise you will not know for whom frames are intended.

Name of Dealer
Address
Being Mailed from Orange.....
Being sent by Express from Orange.....
To be forwarded by us via.....

Check one of the last three to show Dealer's instructions.

DEATH OF WILLIAM S. LOGUE.

It is with deep regret that we announce the death at Chicago on April 24th of William S. Logue, for some time manager of the Chicago office of the National Phonograph Co. and for nineteen years connected with Mr. Edison and the Edison interests. Mr. Logue had been suffering from cirrhosis of the liver for some time, but when he went to Chicago on business early in April he seemed no worse than usual. His death at a Chicago hotel on April 24th was therefore entirely unexpected by his family and business associates. Mr. Logue was born at Frederick, Md., on June 26, 1847. At an early age he entered the employ of the Northern Central Railway at Baltimore, Md., where, in 1861, he learned telegraphy. During the next two years he held various positions, both on this railroad and on the Baltimore and Ohio, until 1863, when he entered the Military Telegraph Corps. In this department of army service he remained until the close of the war, being located at Newport News, Jamestown Island and at Deep Bottom, Va., otherwise known as Butler's advance office. Leaving the army, Mr. Logue entered the Baltimore office of the American Telegraph Co. Subsequently, however, he found employment in turn with nearly all of the various commercial telegraph companies of that period until 1886, when, abandoning telegraphy as an occupation, he entered the employ of Thomas A. Edison at Orange, N. J. With these interests he has since been actively

identified. For many years Mr. Logue had charge of the sales and installation of the Edison Phonoplex system of telegraphy, a work for which his telegraphic experience peculiarly fitted him. In 1891 he was sent to Chicago as Western Sales Manager of the National Phonograph Co. Two years later he was returned to New York and became Sales Manager of the Edison Manufacturing Co. (battery department) and the Bates Manufacturing Co. He held these positions at the time of his death.

Mr. Logue was a man who made friends everywhere. He possessed a genial, courteous temperament that won for him the love and esteem of all who knew him intimately. He was popular among his associates. His wide experience made him successful in the various business positions that he held, especially as Sales Manager of the battery department of the Edison Manufacturing Co. Here his extensive acquaintance among railroad men was a most valuable asset. Mr. Logue is survived by a widow and one son. Funeral services and interment took place at Baltimore on April 28th, the services being conducted with Masonic honors.

A CARLOAD OF PHONOGRAPHS.

Following is an extract from a letter from Graves & Co., Edison Jobbers at Portland, Oregon, dated April 14th:

"We are enclosing herewith an order for 500 Phonographs, which will make a car. Presume you will be somewhat surprised to see an order of that size for us, when you had such a time inducing us to take 300 or 400 machines when you were here, but we have since "seen the error of our ways" and have ascertained, by experience, how easy it is to sell Edison goods when we can get them to sell."

Could a better testimonial be written concerning the merits of Edison goods?

PETER BACIGALUPI LOSES ALL IN SAN FRANCISCO DISASTER.

Peter Bacigalupi, Edison Jobber at San Francisco, lost everything in the disaster of April 18 and following days. His store at 706-708 Mission street was right in the path of the fire and his entire stock was destroyed. Up to April 28th no details had been received from him. A telegram filed by him on April 21 was not delivered in New York until April 24th. This simply stated that he had lost all and that he had established quarters at 1107 Fillmore street. Further facts about Mr. Bacigalupi's experiences will be printed next month.

COMMENTS ON EDISON GOLD MOULDED RECORDS FOR JULY, 1906.

Beginning with this issue, the PHONOGRAPH MONTHLY will contain the advance list and descriptions of new Records for two months later instead of one month as heretofore. This is because of the dropping of the June list and the new plan of shipping to the trade. The July list introduces two new artists to the Phonograph public and welcomes the return of a former favorite. The list is one of unusual excellence, as the following comments will show:

No. 9290, "Charge of the Hussars," by the Edison Concert Band, is a composition well known and much admired among pianists; to whom especially the masterful performance given by our Edison Concert Band will strongly appeal.

No. 9291, "In Happy Moments," is by Alan Turner, who makes his formal bow to the Phonograph public in this well-known ballad from Wallace's opera "Maritana." That Mr. Turner's splendid tenor voice will make him a favorite cannot be doubted. In this Record Mr. Turner embellishes the finale with a special passage which shows off his voice and artistic style to perfection. "In Happy Moments" is Mr. Turner's first Record in the monthly list, but he has also made over for us No. 7010, which has already appeared in our catalogue.

No. 9292, "It's Up to You to Move," is a coon song by Collins and Harlan. Ephraim Johnson wedded a girl of "high degree" and Ephraim sings of her extravagant tastes. He points out that unless she economizes the rent will not be forthcoming and the landlord will advise them that "It's up to you to move." The chorus is set to ragtime, being quite different from the opening verse. Both are attractive, and the talks between the two choruses will provoke laughter when the Record is played. The landlord knocks on the door and demands the rent. Mrs. Johnsons indignantly tells him that he will get no rent till he papers the dining-room and puts open plumbing in the bathroom. Ephraim also declares that he cannot be disturbed, for he is in his pajamas and being served with tea in the blue room. Messrs. Collins and Harlan sing the Record in their inimitable manner and are accompanied by the orchestra.

No. 9293, "Sailor's Hornpipe Medley," is a violin solo by Leopold Moeslein, an artist whose name appears in our catalogue for the first time. The medley includes the following airs: "Sailor's Hornpipe," "Paddy Whack" jig, "Haste to the Wedding" country dance, and "Pickett's Hornpipe." This Record has been made because of persistent calls for each of the various selections, and it was thought advisable to include them all in one. The Record is one that will find ready sale.

No. 9294, "Virginia Song," by Ada Jones, is one of the big hits in George M. Cohan's play, "George Washington, Jr.," in which it is sung by Ethel Levey. It has already achieved a popularity throughout the entire

land which makes detailed reference unnecessary. As the title indicates, the song is of the State of Virginia, whose gallant men, fair women and hospitality have made it world famous. Miss Jones sings it in true Southern dialect, reminding one strongly of "My Carolina Lady," her first contribution to the Edison catalogue. It will probably be the most popular selection in the July list. Mr. Cohan is also the composer of a number of other popular Edison Records, among which are "You're a Grand Old Rag," (our Record No. 9256), and "Forty-five Minutes from Broadway" (our Record No. 9231). Miss Jones sings the song with orchestra accompaniment.

No. 9295, "Everybody Gives Me Good Advice," by Bob Roberts, is a coon song by Kendis and Paley, which tells the old story of how loss of money is followed by loss of friends and how appeals for assistance receive no other response than good advice—a poor substitute for the needy drink or bite to eat. Sung with orchestra accompaniment. Kendis and Paley also wrote "Sympathy" (our Record No. 9164), and this new selection is somewhat similar in style.

No. 9296, "Here's to Our Absent Brothers," is a novelty by Byron G. Harlan. Some years ago J. Fred Helf, the composer of this song, while on the way to Denver with some brother Elks, proposed the usual toast of Elkdom. A lass of ten begged permission to offer the toast. It was granted. Mr. Helf then learned that she was the daughter of an Elk and on her way to join her invalid father in Denver. The incident inspired Mr. Helf to compose the song "Here's to Our Absent Brothers." The composition cannot fail to appeal to every Elk who hears it, and will also attract to the order many who have little knowledge of this organization. It is most impressively rendered by Mr. Harlan, with the assistance of the Male Quartette, and closes with the Elk's toast, as follows:

"Turn back the clock of Elkdom to the hour of eleven,
That we may think of those on earth and in heav'n,
And bow with reverence to wives, sisters and mothers,
And drink in silence to our Absent Brothers."

No. 9297, "Nibelungen March," by the Edison Military Band, is a well-known standard march adapted from Richard Wagner's grand music dramas, "Gotterdammerung," "Siegfried," "The Valkyrie" and "Rheingold." The Record will especially appeal to all admirers of high class music.

No. 9298, "I Like Your Way," by Harry MacDonough, is one of the prettiest and catchiest waltz songs of the season, the music for which was written by Max S. Witt and the words by J. J. Walker. Mr. MacDonough excels himself in this sentimental waltz song and is accompanied most effectively by the orchestra.

No. 9299, "Why Don't You Try?" by Miss Hoy and Mr. Anthony, is a conversational soprano and tenor duet by Egbert Van Alstyne and Harry Williams. The duet is between a pair of lovers in which the fair one coyly meets the advances of her lover with the title of the song, "Why don't you try." The Record will appeal to all seeking something at-

tractive in songs including women's voices. Made with orchestra accompaniment.

No. 9300, "If Washington Should Come to Life," by Billy Murray, is another one of George M. Cohan's clever songs and sung by him in his well-known play, "George Washington, Jr." The song tells of the strange things that Washington would see if he came to life. The things that he would see are best told by the Record itself. It will be one of the most popular of the month. Mr. Murray renders the selection with his usual clear enunciation which makes it possible to hear and understand every word, and he is accompanied by the orchestra.

No. 9301, "My Little Dutch Colleen Medley," by Albert Benzler, is a well-rendered xylophone solo, with orchestra accompaniment. It includes the following popular airs: "My Little Dutch Colleen," (our Record No. 9267); "Henny Klein," (our Record No. 9195); "What's the Use of Knocking," (when a man is down), (our Record No. 9234), and "Moving Day," (our Record No. 9246). These medleys are original with our own recording plant and cannot be had in any published form.

No. 9302, "Here It Comes Again," by Arthur Collins, is a coon song by Bert A. Williams, with words by Alex Rogers and Earle C. Jones. It is sung by Mr. Williams in Williams and Walker's newest music creation, "Abysinia." The first verse tells of a coon who went to a poker game and bet all his money on four kings, only to have his opponent produce four aces, and resent with a razor any insinuations about crooked dealing. In the second verse he tells a friend how homely one of two passing women are and when his friend tells him that the lady is his sister, he endeavors to side step by saying that he meant the other. This proves to be his friend's wife and the explanation makes matters worse. Mr. Collins embellishes the chorus with some of his characteristic coon talk and makes the Record a most attractive one throughout. He is accompanied by the orchestra.

No. 9303, "Lonesome Little Maid," by Irving Gillette, is a sentimental ballad by Alfred Solman (music) and Benjamin H. Burt (words). It has an attractive air, and is sung most artistically by Mr. Gillette with orchestra accompaniment. This ballad is somewhat above the ordinary as was these writers' former success, "Little Girl You'll Do," (our Record No. 9094).

No. 9304, "Is My Name Written There?" is by Anthony and Harrison, and in this widely known gospel hymn by Frank M. Davis and Mary A. Kidder, another splendid Record has been added to our catalogue of sacred selections by Messrs. Anthony and Harrison. These singers have now become so identified with this class of music that our monthly list would not be complete without one of their contribution. This number is made with orchestra accompaniment as usual.

No. 9305, "Dance of the Nile Maidens," by the Edison Concert Band, is a tuneful intermezzo, introducing a bassoon feature in one of the strains. The whole performance evidences the finished excellence that always characterizes the work of our Concert Band.

No. 9306, "Nothing Like That in Our Fam-

ily," is a clever song by Will F. Denny. Topical songs have always been his forte and this selection is similar in character. The music for the song was written by Seymour Furth and the words by Edward P. Moran and Will A. Heelan. Sung with orchestra accompaniment. The verses tell of the things that have happened when the singer dines at the house of his swell friend. The second verse tells of the reception that the tramp met when he called at the house of Dr. Brown and asked for a pair of pants. Dr. Brown proved to be an old maid and her reply is amusing. Another verse tells of his treating experience with some friends.

No. 9307, "I Want What I Want When I Want It," by Frank C. Stanley, is a composition by Victor Herbert and Henry Blossom that was one of the most popular airs in the comic opera "Mlle. Modiste," in which it was sung by Fritzi Scheff. Mr. Stanley's fine baritone voice is heard to splendid advantage in it. He is accompanied by the orchestra. The song is that of a happy bachelor who can do as he pleases without a wife to scold or oppose him. It is this freedom from restraint that enables him to say, "I want what I want when I want it."

No. 9308, "Chas. T. Ellis' Baby Song," by George P. Watson, is one of the best German dialect and yodle songs now before the public. It was sung, written and composed by the late Charles T. Ellis, whose recent death gives particular interest to this, his favorite song. Mr. Watson has not made a yodle song for us in some time, and many Phonograph owners to whom this character of music still appeals will be glad to hear him once again. He has lost none of his ability as a yodler. Some new effects are introduced in the Record and the song is made with orchestra accompaniment.

No. 9309, "Passion," by the Edison Symphony Orchestra, is a dainty intermezzo quite different from the orchestra selections listed lately. There are numerous changes and effects which show up to advantage the various instruments in our Symphony Orchestra. The oboe, which always contrasts effectively with the other instruments when properly featured, is in evidence, occasionally adding much to the Record's entertaining attractiveness. This composition is by Fred W. Hager, who also wrote "Laughing Water," (our Record No. 8532), and "Gleaming Star," (our Record No. 9218).

No. 9310, "Good-Bye, Mister Greenback," by Edward Meeker, is Mr. Meeker's third contribution to our catalogue and is beyond question the best of the three. He sings the Record clearly and strongly and is especially effective in the rag-time manner in which he sings the last chorus. This coon song is the latest sensation by Thomas S. Allen, who also wrote "By the Watermelon Vine," (our Record No. 8905); "On Yo' Way," (our Record No. 9236); "Scissors to Grind," (our Record No. 8794), and "Any Rags," (our Record No. 8525).

No. 9311, "Maggie Clancy's New Piano," by Ada Jones and Len Spencer, is another most

amusing vaudeville sketch, largely in Irish dialect. Maggie has a new piano and is playing Wagnerian music. Her father wants to know whether the piano is broken. An amusing dialogue follows and Maggie sings some Irish ballads to her father's great delight. The vaudeville sketches that Miss Jones and Mr. Spencer have made in the past will suffice to show how entertaining this will be, especially when Miss Jones' singing is so prominent a feature.

No. 9312, "Where the Morning Glories Twine Around the Door," by the Edison Male Quartette, is a descriptive song by Harry Von Tilzer and Andrew Sterling, beautifully arranged as a male quartette. The theme is the ever popular one of the New England home, where the fond mother and loving sweetheart await the return of the wanderer. Rendered by our Male Quartette in the artistic manner that has made these singers famous throughout the world. Sung with orchestra accompaniment.

No. 9313, "Flying Arrow," by the Edison Military Band, was written by Abe Holzmann, by whom it is styled an "Intermezzo Indienne." Mr. Holzmann is the composer of "Yankee Grit March," (our Record No. 9116); "Uncle Sammy March," (our Record No. 8632), and "Blaze Away March," (our Record No. 8398). "Flying Arrow" is full of characteristic melody and has a good swing. The brass instruments are brought out rather stronger than usual, and the whoops of the Indians add to the realism of the Record.

ANOTHER DECISION SUSTAINING OUR AGREEMENTS.

We give below a decision recently handed down by Judge John B. McPherson, United States District Judge at Philadelphia, in a suit brought against Fred G. Schaefer, of that city, for selling Edison Records in violation of our agreement. The charge of the bill of complaint was of a two-fold nature; first, that the defendant, not being a signed Dealer, had no right to sell Edison Records at any price; and second, that the defendant had sold Edison Records below the list price. In Judge McPherson's opinion, both of these points were sustained and an injunction has just been issued against the defendant, prohibiting him, and others acting in concert with him, from handling or in any way dealing in Edison Records, without the express license of this company. The opinion is also interesting in that it fully distinguishes conditional sales of unpatented goods from those of patented goods. The law seems to be reasonably established at this time that in the case of patented goods, the patentee may attach any reasonable conditions governing their sale. That our agreements do define reasonable conditions has been settled by many of the Federal courts. The opinion follows:

NEW JERSEY PATENT Co. and NATIONAL PHONOGRAPH Co. U. S. CIRCUIT COURT E. D. of Pa. vs. 7 April Sess., 1906 In Equity.

FRED G. SCHAEFFER
FRANK L. DYER and CHARLES N. BUTLER, for Complainant.
JOHN H. GOW, for Defendant.

MOTION FOR PRELIMINARY INJUNCTION.

The New Jersey Patent Co. is the owner of patent No. 782375 which covers the phonograph records that are now in question, and the National Phonograph Co. is the exclusive licensee. The invariable custom of the Phonograph Company for several years has been to sell its goods only to such jobbers, or dealers, as are willing to sign carefully prepared agreements by which the Phonograph Company restricts the sale and use of its instruments and records in several particulars. It forbids the sale for a smaller sum than is specified in the contracts, and forbids their sale also to any merchant who has not signed an appropriate agreement, that makes him what is known as an authorized dealer. Each contract provides, *inter alia*:

"All Edison phonographs, records and blanks are covered by United States patents and are sold by the National Phonograph Company under the condition that the license to use and vend them, implied from such sale, is dependent on the observance by the vendee of all the foregoing conditions; upon the breach of any of said conditions the license to use or vend said phonographs, records and blanks, immediately ceases, and any vendor or user thereafter becomes an infringer of said patents and may be proceeded against by suit for injunction or damages, or both."

And upon the box in which every record is enclosed for sale the following notice appears:

"This record is sold by the National Phonograph Company upon the condition that it shall not be sold to an unauthorized dealer or used for duplication, and that it shall not be sold or offered for sale by the original, or any subsequent purchaser (except by an authorized jobber to an authorized dealer) for less than thirty-five cents apiece."

"Upon any breach of said condition, the license to use and vend this record, implied for such sale, immediately terminates."

The defendant is not an authorized dealer, having never made any contract with the Phonograph Company, but he is selling and offering for sale records at less than thirty-five cents, having obtained them from some jobbers or dealers whose identity is not disclosed by the affidavits. I have no doubt that the defendant's purchases and sales have been made with full knowledge of the restrictions that have been placed upon the sale and use of these records, so far at least as those restrictions appear upon the box, and that he is deliberately violating the provision concerning sales at a minimum price. Under such circumstances, the complainant's right is established by *Heaton Fastener Co. v. Eureka Co.*, 77 Fed. 288, and the numerous cases that have followed the ruling that was there made by the court of appeals for the sixth circuit. Other citations are referred to in *Bement v. National Harrow Co.*, 186 U. S. 90; *Edison Phonograph Co. v. Kaufman*, 105 Fed. 960; *Edison Phonograph Co. v. Pike*, 116 Fed. 863; *Victor Talking Machine Co. v. The Fair*, 123 Fed. 424; and *Cortelyou v. Johnson*, 138 Fed. 110.

If it is supposed, as defendant's counsel seems to contend, that these cases are in conflict to some extent with *Garst v. Harris*, 177 Mass. 72; *Garst v. Hall & Lyon*, 179 Mass. 588; *Garst v. Charles*, 187 Mass. 144; and *Garst v. Wissler*, 11 Dist. (Pa.) 114, I can only reply that I am bound by the decisions of the federal courts if they are inconsistent with the rulings of the Massachusetts and of the Pennsylvania tribunals. But there is no conflict, as I think. The federal decisions are put upon the right of a patentee to deal with his monopoly very much as he pleases, while the *Garst* cases are concerned simply with a trade-mark and a proprietary medicine. The principles that govern the right of a patentee to do what he will with his own are not discussed in the opinions of the Massachusetts and of the Pennsylvania tribunals. But there is no conflict, as I think. The federal decisions are put upon the right of a patentee to deal with his monopoly very much as he pleases, while the *Garst* cases are concerned simply with a trade-mark and a proprietary medicine. The principles that govern the right of a patentee to do what he will with his own are not discussed in the opinions of the Massachusetts court, by whom, indeed, it is expressly stated, in the case against *Hall & Lyon Co.*, that *Garst's* trade-mark did not give him "the rights of a patentee in property manufactured under a patent."

A preliminary injunction will be granted.

Mr. Dealer: Don't overlook the opportunity to get a framed copy of the Massani painting, "The Phonograph."

A MISSOURI BREEZE.

Lyon & Healy, Edison Jobbers at Chicago, recently incorrectly filled a customer's order for some Edison Records and the fact was called to their attention by the following breezy letter, which will repay reading:

CAPE GIRARDEAU, Mo.

LYON & HEALY, Chicago, Illinois.

Gentlemen:—Enclosed herewith find check in payment of your invoice of talking machine and Phonograph Records. I found this canned music perfectly fresh and sweet in every way with one exception, which I will briefly note.

I ordered, among others, a vaudeville Record called "Fishing," said to be a faithful reproduction of the dulcet tones and synchronous heel-clicks of that popular favorite, Miss Ada Jones and her sparring partner, Mr. Len Spencer. Judge of my surprise to find that you had substituted a dirge-like gospel hymn, entitled, "Pass Me not, O Do not Pass Me By," the copyright of which expired 217 years ago.

Possibly the erudite young person who boxes up things for you in your shipping department figured it out from the address that I belonged to that species of vertebrates called "Mizzourians,"—described in your local papers as consisting principally of a broad-brimmed felt hat and a stogie.

This creature;—the creation of your diseased intellects, is represented as passing his entire existence upon the banks of the Chicago Drainage Canal (formerly known as the Mississippi River). And thus the logical conclusion was—that, being a democrat, it was more essential for my welfare to send me something calculated to draw me nearer to the throne than to the footlights.

It is true that formerly the literati of Cape Girardeau and the budding young intellects of its State Normal School sought the banks of the Father of Waters for inspiration and soft drinks. This was before we were brought into such close touch with Chicago through the completion of your drainage canal. Now the entire population throngs the levee daily to view the mighty flood bearing upon its bosom tomato cans, Milwaukee pop bottles, and, ever and anon, a defunct pussy cat.

A scientific cuss from your town with a long aquiline nose having a large intake, said that we did not seem to be more than a few minutes removed from dear old Chicago.

Alas! The City of Chicago may pollute the water supply of Cape Girardeau with impunity. But when you attempt to interfere with our amusements we must draw the line.

Then again, it might have been a mistake on your part. Mistakes are always liable to happen as a Chicago young man found out while on a shooting trip down at Seldom Seen, Missouri, this winter. He came to the eating tent late one morning and upon the wife of the guide asking him what he would have for breakfast, said he would take some pate-de-foie-gras. She called for help and it took the united efforts of his companions and the neighboring inhabitants to keep the guide from killing him for using such language to a lady.

Another thing, the people of Missouri are suffering from too much substitution at the present time. We have alum in baking powder, preachers in politics and a four-flush reformer as Governor. The whole state is run for the benefit of the writers of fire-alarm articles in the 100 monthlies published in New York.

I can see how a druggist could give out morphine for quinine, or how a cross-eyed man could vote the populist ticket by using the Australian ballot system. but for the life of me I cannot see how you could mistake the lugubriousness of "Pass Me not, O Do not Pass Me By" for the capers of Miss Ada Jones and the Hon. Len Spencer.

I invited a friend to hear my new Records. He had been a river steambot captain, that is to say, he was opposed to complicated rhetorical flourishes, Dutch Trilogies and Dago operatic music of all kinds. He yearned for the merry quip of the blythesome vaudeville sketch. I said: "We will now have a laughable skit called 'Fishing'." He closed his eyes to recall the rising curtain, the blare of the band and the burst of applause as the headliner soubrette with the wicked wink, the passionate hosiery and the abbreviated skirts, emerged from the wings and tripped to the footlights in the most approved twentieth-century style. Then came the stentorian tones of Mr. Edison's robust announcer "Pass Me not, O Do not Pass Me By," and then—but Mr. Roosevelt is so particular lately about what goes through the mails that I will not go into details.

The captain left without ceremony and while I have a Record as good as new, I have lost a friend. He passes me on the streets without speaking, but he looks at me as if I had sold him one hundred shares at par in the Private Snap Gold Mining and Development Company.

Furthermore, the Record in question grates on my feelings and is still more inappropriate for constant use, as the Frisco Railroad has not renewed my pass for 1906 and the hymn seems to give them scriptural authority for withholding the same.

Regretting to be obliged to call your attention to this preserved prayer, I am,

Yours truly,

C. D. BOYNTON.

UNSHAVED BLANKS TO BE PACKED IN CARTONS.

Beginning April 7th, all unshaved blanks will be wrapped in cotton and packed in cartons, the same as shaved blanks. None will be packed in excelsior. These cartons have a special label to distinguish them from shaved blanks.

NO. 12295 CUT OUT.

We have no more moulds of Record No. 12295, "Chanson à boire," sung in French, by M. Marechal, and when our present stock is exhausted we will be unable to fill orders for it.

A HIGH PRICED GEM.

Just because the auctioneer played "Everybody Works But Father," "Always in the Way," and other well-known airs, while disposing of an Edison Gem Phonograph at auction, at Darlington, Pa., recently, it was bid up by a crowd of eager buyers till it was knocked down at \$125.

A FREIGHT "TIP".

For the benefit of other Jobbers, writes the Texas Phonograph Co., of Houston, Texas, we beg to advise that we have discovered a means of having Phonograph Record cabinets shipped at a reduced rate by the following method: The classification on Phonograph cabinets calls for a rate of 1½ times first-class, while the rate on chiffoniers is only first-class. These cabinets are practically nothing but chiffoniers and we recently had a shipment of seventy-five of these come to us without pegs in them and billed as "chiffoniers." The pegs were shipped in a separate box and we inserted the pegs after the arrival of the cabinets. A controversy arose with the railroad company, but the decision was in our favor, inasmuch as we told them to open the goods and submit to a committee of furniture men, who pronounced them "chiffoniers."

We cannot see the equity in a difference in classification on these goods, and while it seems little trouble to have the pegs shipped at a separate time, and in a separate box, and then insert them ourselves, yet the saving of one-third of the freight more than justifies the additional trouble.

AMONG THE JOBBERS.

The Kipp Bros. Co., Edison Jobbers at Indianapolis, Ind., has been succeeded by the Kipp-Link Phonograph Co., with headquarters at 217 S. Illinois street, Indianapolis.

The large building of the Theodore F. Bentel Co., Inc., Edison Jobbers, at 632 Liberty street, Pittsburg, Pa., was discovered on fire early in the morning of March 31st, and the flames were not subdued until the interior of the building had been gutted, entailing a loss of \$35,000, with \$25,000 insurance. The company were preparing to move to Nos. 435-437 Wood street, and had removed about \$3,000 worth of goods to the new store. The fire started on the second floor of the Bentel building and Mr. Bentel believes that it was caused by crossed electric light wires. His loss is total. He carried a full line of the Edison goods. More than 35,000 Records were destroyed. The fire did not interfere with the company opening in new headquarters the following week, although they were short of stock for a few days.

The O. K. Houck Piano Co., of Memphis, Tenn., have secured a long lease of three upper floors of the building No. 105 S. Main street, adjoining their Main street establishment. This building will be devoted to their retail and wholesale talking machine business. The new building will give them a great additional amount of space for their talking machine business and will permit of their carrying a much larger and more complete stock than was possible before.

PRINTED MATTER.

Since the May Records will not be shipped before May 15th, the *Phonograms*, supplements, bulletins, etc., will likewise not be shipped or mailed before that date. In addition to the regular forms, the May printed matter will include grand opera supplements and hangers. We shall also send out at the same time a sample copy of a little form printed in imitation of a theatre ticket. At a glance it looks as if someone had dropped an envelope and the ticket was falling out. The form is printed alike on both sides, so that the effect is the same, no matter which way the card falls. Quantities of these are being shipped to Jobbers, and by the time the sample copy is received by Dealers, Jobbers will be in a position to fill their orders.

We shall shortly mail to the trade a sample copy of a little booklet on the art of making Phonograph Records at home. This has been entirely re-written and gives some new and interesting facts about the matter of amateur Record making. The quantities that we are sending to Jobbers will not permit them to do more than give a limited number of copies to each Dealer, to be used only for furnishing information to Phonograph owners desiring to know more about the subject.

It will not be possible to supply Dealers with large quantities for miscellaneous distribution.

The *Phonogram* has now reached an edition of 400,000 copies and is unquestionably a most useful piece of printed matter for increasing both Phonograph and Record business. This edition is the more surprising because of the fact that the entire trade are required to pay part of its cost and it is furnished to no one without charge. The fact that the trade so readily pays this charge proves that it is regarded as a valuable means of circulating information about Phonographs and Records.

TALKING MACHINE SALESMEN ORGANIZE.

The New England Talking Machine Salesmen's Association has just been organized at Boston, with the following officers: President, H. R. Skelton; Vice-President, Fred Howes; Secretary, S. J. Freeman; Treasurer, F. E. Lane. President Skelton has appointed several committees. The entertainment committee, is composed of W. J. Fitzgerald, W. E. Vele, Henry Winkleman, H. L. Royer and K. Campbell. The objects of the association as set forth in the by-laws are the general promotion of the interests of the business, and a better feeling among the salesmen in the business. At present the membership is confined to Boston and immediate vicinity, but the membership committee will make every effort to interest salesmen in the New England territory. Meetings will be held on the last Friday evening of each month, and from time to time dinners will be held.

AN ECHO FROM SAN FRANCISCO.

The New York *Sun* correspondent from San Francisco, in writing of some experiences in the unfortunate city on April 23d, said:

"It seemed as if every person was carrying a Phonograph with the big trumpet tucked under the arm. I never saw so many Phonographs in my life. Didn't know there were that many."

This paragraph shows the regard that thousands of families have for their Phonographs. To them they are their most treasured possession. It was not surprising that in fleeing from their homes so many of the families saved their Phonographs and left everything else behind.

The report continues to be circulated that Miss Grace Nelson, who has made Edison Phonograph Records, was killed in a railway accident in Massachusetts last summer. That a lady of this name may have met with such a misfortune we cannot question, but she is not the Miss Nelson who makes Phonograph Records. Miss Nelson is still living. In fact, this name is but a *nom de plume*.



PARDEE-ELLENBERGER CO.'S NEW BUILDING.

The Pardee-Ellenberger Co., of New Haven, Conn., whose success as Jobbers of Edison goods exclusively has been little short of phenomenal, have just bought a five-story building at 96-104 State street, and are now moving their wholesale stock into it. This building has a frontage of 35 feet on State street and runs back 160 feet, the five floors furnishing 26,400 feet of floor space. The entire building will be devoted to the wholesale end of the firm's business. No goods will here be sold at retail.

The front of the first floor contains space as offices, just back of which is a sales-room, where each of the different types of machines, record cabinets, horn cranes, horns and supplies of various kinds, are open to the customers' inspection. Directly in the rear is a general stock and shipping room with convenient arrangements for handling incoming and outgoing goods. A power elevator connects this with each floor in the building.

The second floor is devoted exclusively to a record stock room. Here bins of the most improved type have been constructed on generous lines, with facilities for carrying a stock of two hundred thousand Edison Records. In a separate section ample provision has been made for foreign selections. With these provisions the company feel that they can handle with accuracy and dispatch this important part

of their business, no matter how large the demand.

The floors above give ample space for storage of the goods of a bulky character, such as horns, cabinets, and supplies in general.

The building is located in the heart of the wholesale district within a few minutes' walk of the railroad station, and at a central point between the boat, railroad and express offices.

The Chapel street store will be retained as heretofore for retail purposes only.

PUBLISHERS OF MUSIC IN JULY LIST.

The publishers of the compositions made for our July list of Records, so far as we can obtain them, are given below. Where the numbers are omitted they are either not published or we are unable to give the names of the publishers.

- 9290 "Charge of the Hussars," Carl Fischer, New York.
- 9291 "In Happy Moments," Oliver Ditson Co., Boston, Mass.
- 9292 "It's Up to You to Move," Ed. Rogers' Music Publishing Co.
- 9294 "Virginia Song," F. A. Mills, New York.
- 9295 "Everybody Gives Me Good Advice," Jerome H. Remick & Co., New York.
- 9296 "Here's to Our Absent Brothers," Helf & Hager, New York.
- 9297 "Nibelungen March," Carl Fischer, New York.
- 9298 "I Like Your Way," Jos. W. Stern & Co., New York.
- 9299 "Why Don't You Try?" Jerome H. Remick & Co., New York.
- 9300 "If Washington Should Come to Life," F. A. Mills, New York.
- 9302 "Here It Comes Again," Gotham-Attucks Music Co., New York.
- 9303 "Lonesome Little Maid," Jos. W. Stern & Co., New York.
- 9304 "Is My Name Written There?" Hymn Books.
- 9305 "Dance of the Nile Maidens," Carl Fischer, New York.
- 9306 "Nothing Like That in Our Family," M. Witmark & Son, New York.
- 9307 "I Want What I Want When I Want It," M. Witmark & Son, New York.
- 9309 "Passion," Helf & Hager, New York.
- 9310 "Good-Bye, Mister Greenback," Walter Jacobs, Boston, Mass.
- 9312 "Where the Morning Glories Twine Around the Door," Harry Von Tilzer Music Publishing Co., New York.
- 9313 "Flying Arrow," Leo Feist, New York.

DEALERS' CORNER.

We have just started the sale of Edison goods and are more than pleased with them. They are sellers. Shall do all we can to encourage the sale of them.—*Jos. Weeks & Son, Harrisville, N. Y.*

Am having the best trade now I have ever had since I have handled Edison goods. Have sold more machines and Records since January 1st this year, than I sold during the whole year 1905.—*J. W. Maple, Ridgeway, Mo.*

I recently sold a customer a Home Phonograph, a flower horn and stand, \$36; 100 Edison Records, \$35; all at one time. He said that would do for a starter. That's the way I like them to start. He said he had heard all the other makes of machines but the Edison was the only good one. I have two stores and am selling Edison goods to many people that never dreamed of buying a machine.—*J. E. Jerd, Rochester and Randolph, Vt.*

JOBBER'S OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA. Birmingham—Talking Machine Co., 2007 Second ave. Mobile—W. H. Reynolds, 167 Dauphin street. Montgomery—R. L. Penick, 119 Dexter ave. CALIFORNIA. San Francisco—Peter Bacigalupi, 786-788 Mission street. COLORADO. Denver—Denver Dry Goods Co., 610 16th street. Hext Music Co., 15th and California streets. CONNECTICUT. New Haven—Pardee-Ellenberger Co., 96 State street. DISTRICT OF COLUMBIA. Washington—E. F. Droop & Sons Co., 925 Pennsylvania avenue, N. W. S. Kann Sons & Co., 8th and Pennsylvania avenues. GEORGIA. Atlanta—Atlanta Phonograph Co., 50 Peachtree St. Phillips & Crew Co., 37-39 Peachtree St. Waycross—George R. Youmans. ILLINOIS. Chicago—Babson Bros., 148 Michigan Ave. Lyon & Healy, Wabash Ave. & Adams St. James I. Lyons, 192 Van Buren street. The Vim Co., 68 E. Lake street. Montgomery Ward & Co., 111 Michigan ave. Rudolph Wurlitzer Co., 302 Wabash ave. Peoria—Peoria Phonograph Co., 416 S. Adams street. Quincy—Quincy Phonograph Co., 808 Hampshire street. INDIANA. Indianapolis—Indiana Phono. Co., 45 Virginia Avenue. Kipp-Link Phonograph Co., 217 N. Illinois Street. A. B. Wahl & Co., 119 S. Illinois street. Lafayette—A. B. Wahl & Co., 304 Main street. IOWA. Des Moines—Hopkins Bros. Co., 620 Locust street. Vim Co., 704 West Walnut street. Fort Dodge—Early Music House, 822 Central ave. KENTUCKY. Louisville—C. A. Ray, 650-652 Fourth avenue. LOUISIANA. New Orleans—William Bailey, 600 Frenchman street. National Automatic Fire Alarm Co., 614 Gravier street. MAINE. Bangor—S. L. Crosby Co., 186 Exchange street. Portland—W. H. Ross & Son, 207 Commercial street. MARYLAND. Baltimore—E. F. Droop & Sons Co., 109 N. Charles St. MASSACHUSETTS. Boston—Boston Cycle & Sundry Co., 48 Hanover street. Eastern Talking Mach. Co., 177 Tremont st. Iver Johnson Sptg. Goods Co., 163 Washington street. C. E. Osgood Co., 744 Washington street. Read & Read, 630 Washington street. Fitchburg—Iver Johnson Sptg. Goods Co., 247 Main st. Lowell—Thomas Wardell, 111 Central street. New Bedford—Household Furnishing Co., 170 Purchase street. Springfield—Flint & Brickett Co., 439 Main st. Worcester—Iver Johnson Sptg. Goods Co., 304 Main st. MICHIGAN. Detroit—American Phono. Co., 106 Woodward ave. Grinnell Bros., 219 Woodward ave. MINNESOTA. Minneapolis—Thomas C. Hough, 714 Hennepin ave. Minnesota Phono. Co., 518 Nicollet avenue. St. Paul—W. J. Dyer & Bro., 21-23 West 5th street. Thomas C. Hough, 392 Wabasha street. Minnesota Phonograph Co., 37 E. 7th street. MISSOURI. Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street. J. F. Schmelzer & Sons Arms Co., 710 Main street. St. Louis—Conroy Piano Co., 11th and Olive streets. O. K. Houck Piano Co., 1118 Olive street. Western Talking Machine Co., 923 Olive st. MONTANA. Helena—Frank Buser, Diamond Block, Sixth avenue.

NEBRASKA. Lincoln—H. E. Sidles Cycle Co., 1317 O street. Omaha—Nebraska Cycle Co., 15th and Harney streets. Omaha Bicycle Co., 16th & Chicago sts. NEW JERSEY. Hoboken—Eclipse Phono. Co., 203 Washington st. Newark—Douglas Phonograph Co., 20 New street. A. O. Petit, New and Halsey streets. V. H. Rapke, 287 Bank street. Paterson—James K. O'Dea, 117 Ellison street. Trenton—Stoll Blank Book and Stationery Co., 30 E. State street. John Sykes, 105 N. Broad street. NEW YORK. Albany—Finch & Hahn, 92 State street. Astoria—John Rose. Brooklyn—A. D. Matthews' Sons, 394 Fulton street. Price Phonograph Co., 1260 Broadway. Buffalo—P. A. Powers, 613 Main street. Elmira—Elmira Arms Co., 117 Main street. Gloversville—American Phono. Co., 99 W. Fulton st. Kingston—Forsyth & Davis, 307 Wall street. New York City—Bettini Phono. Co., 156 W. 23d street. Blackman Talking Machine Co., 97 Chambers street. J. F. Blackman & Son, 2737 3d avenue. Sol Bloom, 3 E. 42d street. I. Davega, Jr., 125 W. 125th St. S. B. Davega, 32 E. 14th street. Douglas Phono. Co., 89 Chambers st. H. S. Gordon, 1241 Broadway. Jacot Music Box Co., 39 Union Square. Victor H. Rapke, 1661 Second avenue. Siegel-Cooper Co. John Wanamaker. Alfred Weiss, 1622 First avenue. Oswego—Frank E. Bolway, 32 W. Bridge street. Poughkeepsie—Price Phonograph Co., 233 Main st. Rochester—A. J. Deninger, 345 North street. Mackie Piano, O. & M. Co., 100 State street. Giles B. Miller, 63 State street. Talking Machine Co., 97 Main st., E. Schenectady—Finch & Hahn, 504 State street. Jay A. Rickard & Co., 253 State street. Syracuse—W. D. Andrews, 216 E. Railroad street. Troy—Finch & Hahn, 3 Third street. Utica—Clark-Horrocks Co., 54 Genesee street. Arthur F. Ferriss, 89 Washington street. William Harrison, 41 Columbia street. Utica Cycle Co., 31 Columbia street. OHIO. Canton—Klein & Heffelman Co., 216 N. Market street. Cincinnati—Ilsen & Co., 25 W. 6th street. Rudolph Wurlitzer Co., 10-12 W. 4th st. Cleveland—Eclipse Musical Co., 714 Prospect ave. Columbus—Perry B. Whitsit Co., 213 S. High street. Dayton—Niehaus & Dohse, 35 E. 5th street. Newark—Ball-Fintze Co. Toledo—Hayes Music Co., 608 Cherry street. OREGON. Portland—Graves & Co., Inc., 328 Washington St. PENNSYLVANIA. Allegheny—Henry Braun, 500 Federal street. Allentown—G. C. Aschbach, 539 Hamilton street. Easton—William Werner, 432 Northampton street. Harrisburg—S. K. Hamburger, 12-14 N. Market sq. Philadelphia—C. J. Heppe & Son, 1117 Chestnut street. Lit Bros., Market and 8th streets. Penn Phonograph Co., 17 S. 9th street. John Wanamaker, 13th and Market sts. Wells Phonograph Co., 45 N. 9th street. Western Talking Mach. Co., 128 S. 9th st. H. A. Weymann & Son, 921 Market st. Pittsburg—Theo. F. Bentel Co., Inc., 435 Wood street. H. Kleber & Bro., 221 Fifth avenue. C. C. Mellor Co., 319 Fifth avenue. Pittsburg Phono. Co., 937 Liberty street. Powers & Henry Co., 619 Penn ave. Reading—Reading Phonograph Co., 911 Penn street. Scranton—Ackerman & Co., 217 Wyoming avenue. Technical Supply Co. Sharon—W. C. DeForeest & Son. Williamsport—W. A. Myers, 145 W. 3d st. RHODE ISLAND. Pawtucket—Pawtucket Furniture Co., 39 N. Main St. Providence—J. M. Dean Co., 785-795 Westminster street. J. A. Foster Co., Weybosset st. Household Furniture Co. J. Samuels & Bro., 154 Weybosset street. A. T. Scattergood & Co., 106 Main st.

JOBBER'S OF EDISON PHONOGRAPHS AND RECORDS—Continued.

TENNESSEE. Knoxville—Knoxville Typewriter and Phonograph Co., 421 Gay street. Memphis—F. M. Atwood, 160 N. Main St. O. K. Houck Piano Co., 105 S. Main street. Nashville—Nashville Talking Mach. Co., 510 Church st. Magruder & Co., 27 Arcade. O. K. Houck Piano Co. TEXAS. Dallas—Southern Talking Machine Co., 347 Main st. El Paso—W. G. Walz Co., 101 El Paso street. Fort Worth—Cummings, Shepherd & Co., 700 Houston st. Houston—Texas Phono. Co., Capitol and Fannin Sts. San Antonio—H. C. Rees Optical Co., 242 West Commerce St. GEORGIA. Valdosta—H. K. McLendon, 109 West Central Ave. ILLINOIS. Champaign—Eggleston Bros. Ottawa—Edward Hayne. Wheaton—E. Irving. INDIANA. Logansport—F. M. Neff, 406 Broadway. South Bend—EUGENE MARSH, 126 Vista avenue. SOUTH BEND BOOK BINDERY, Robert Lebolt, Prop., 203 North Michigan street. IOWA. Burlington—JOHN P. WEISS, 711 Jefferson street. Sioux City—HATTENBACH BROS. CO. A. V. LARIMORE, 518 Fifth street. KANSAS. Clay Centre—E. M. GOWENLOCK. Lawrence—BELL BROS. Topeka—R. H. MOREHOUSE, 510 E. 4th street. MAINE. Biddeford—W. H. FIELD. Lewiston—J. W. SKENE. Monmouth—G. H. STETSON. Waterville—FRANK BLANCHARD, 150 Main street. MASSACHUSETTS. Boston—E. C. PECK, 43 Milk st. T. SINGER, 60 Leverett street. Franklin—E. P. Blackman. Lawrence—LORD & CO., 314 Essex street. E. O. MOSHER, 420 Essex street. Lynn—ELIAS DEYOUNG. Malden—A. T. FULLER. Nantucket—ARTHUR M. TAYLOR. New Bedford—H. B. DEWOLFF. Somerville—E. J. WINCHESTER, 32 Summit avenue. Worcester—JOSEPH TUKMAN, 44 Front street. Woburn—OSBORN GILLETTE, or THE BOLTON JEWELRY CO., L. F. Maloney, Manager. MICHIGAN. Detroit—F. J. SCHWANKOVSKY. Saginaw—GEO. W. EMENDORFER. JAMES V. CALAHAN, 217 Genesee st. TIERNEY BROS., 217 Genesee st. MISSOURI. Kansas City—THE WITTMANN CO. NEBRASKA. Lincoln—THE WITTMANN CO. Omaha—THE WITTMANN CO. PIANO PLAYER CO. NEW HAMPSHIRE. Hillsboro Bridge—E. M. BARNES. Manchester—A. E. DUMAS. Nashua—F. A. McMASTER & CO. NEW JERSEY. Atlantic City—SAM'L D. WOLF, 32-34 Arkansas ave. Bayonne—I. WIGDOR, 450 Avenue D. Jersey City—W. L. HOFFMAN, 151 Montgomery st. Newark—R. L. CORWIN; also New York City. Passaic—I. HURWITZ. Paterson—CHAS. H. KELLY, 25 N. Main street. Plainfield—S. W. FRUCHT, or R. FRUCHT; also New York City. ELSTON M. LEONARD.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

SUSPENDED LIST, MAY 1, 1906. SUPERSEDING ALL PREVIOUS LISTS.

VERMONT. Burlington—American Phono. Co., 34 Church St. VIRGINIA. Richmond—Magruder & Co., 729 E. Main st. WASHINGTON. Seattle—D. S. Johnston Co., 903 Second Ave. Spokane—Spokane Phonograph Co., 7 Post St. WISCONSIN. Milwaukee—McGreal Bros., 173 3d street. CANADA. Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street. Winnipeg—R. S. Williams & Sons Co., Ltd., 121 Princess street. WEST HOBOKEN—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONO. CO., 619 Spring street. NEW YORK. Albany—G. LINDE, 353 S. Pearl street. Auburn—CHAS. C. CHIER CO., 18 Clark street. Bedford Park—GEO. H. TYRRELL. Brooklyn—WM. ALBRECHT, 204 Knickerbocker ave. H. HINDERMANN, BUSHWICK PHONO GRAPH EXCHANGE, 1421 Myrtle avenue. Hobart—F. H. MARSHALL. Mohawk—ALBANY SPECIALTY CO., or CHAS. F. RICE, Main street. Moravia—C. D. LOOMIS & CO., Union Block. New York City—A. T. ARMSTRONG, or AMERICAN PHONO. CO., 106 Wall street. AUTOMATIC ZITHER CO., M. Cohen, Prop., 58 Second avenue. BERN BEARWALD, 373 W. 11th st. EDWARD BIELFELD, 481 Willis Ave. BRONX PHONO. CO. or DAVID SWITKY, 506 Willis ave. CENTRAL PHONO. CO., 160 E. 42d street. R. L. CORWIN; also Newark, N. J. EAGLE PHONO. CO., or C. LOWENTHAL, 83 Nassau street. EMPIRE PHONO. CO., 2 W. 14th street. S. W. FRUCHT, or R. FRUCHT, 7 Barclay st., or 68 Cortlandt st.; also Plainfield, N. J. O. HACKER, 2 Murray street. HAWTHORNE & SHEBLE, 297 Broadway also Philadelphia, Pa. HOLOBER BROS., 350, 421 and 491 West st. N. HORN, 148 E. 58th street. W. L. ISAACS, 114 Fulton street. S. LEMBURG & CO., 194 Broadway. J. McELLYNNE, 202 Broadway. RICHMOND PEASE, 44 W. 132d st. F. M. PRESCOTT, 44 Broad st. WINTHROP CYCLE CO., 2212 Seventh ave. Rome—CHARLES TUTTLE. Saratoga—W. J. TOTEN. Saratoga Springs—MARVIN A. COTE. Watertown—HENRY A. HARDY, 24 Arsenal st. H. S. WARDWELL & CO., 39 Public Square. Wolcott—J. A. MURPHY, 7 Main street. NORTH CAROLINA. Kinston—S. A. Quinerly. OHIO. Cincinnati—J. L. ANDEM. Coshocton—BURNS & GOSSER. Springfield—D. & M. VANDERPOOL. Uhrichsville—F. A. MAZURIE. Steubenville—J. W. STEWART & CO. PENNSYLVANIA. Philadelphia—A. R. CASSIDY, 2783 Emerald street. HAWTHORNE & SHEBLE, 604 Chestnut st., or Oxford and Mascher sts.; also New York City. A. KROUSE, 832 Arch street. PENN NOVELTY CO., 15 South 9th s. Phoenixville—KEINARD BROS. Pittsburg—A. LIPPARD, 615 Wylie ave. RHODE ISLAND. Providence—F. P. MOORE. Rockville Center—O. A. CLARK. WISCONSIN. Milwaukee—J. C. BLATZEK.

What is the Difference Between An Edison and an Edison with I. C. S. Equipment?

Do you know the difference between an ordinary Edison Standard Phonograph and an Edison Standard Phonograph with the I. C. S. Language Equipment?

We use the new type Edison Standard, but each machine is equipped with our own patented Repeating Attachment—with a set of head band Hearing Tubes—with a Recorder, Brush and Horn. And the speed screw is above the bed-plate—ease in regulating the speed of the machine is essential, as Language records are run at ninety revolutions per minute. The machine is designed specially for double service—LANGUAGE STUDY AND AMUSEMENT.

Now about the special equipment. It is all necessary in connection with language study, and, if sold separately, would cost \$10.00, in addition to the price of the regular Edison Standard Machine. With the hearing tubes, much greater concentration of mind is possible, the ear is trained to sounds of foreign words as they are spoken by natives and, again, none of the sound is lost. There is a sound modifier in the Hearing Tubes, so that the volume of sound can be regulated to suit the listener.

Absolutely correct pronunciation is acquired by repetition. With the I. C. S. Repeating Attachment the same word can be repeated over and over again without touching the speaker arm—simply operate the Repeating Attachment and listen. **YOU CAN GUARANTEE ABSOLUTELY CORRECT PRONUNCIATION.**

I.C.S. LANGUAGE SYSTEM

WITH *Thomas A. Edison* PHONOGRAPH

To learn to speak a foreign language, it is necessary to talk, therefore, to the Recorder—make records—hear yourself talk—compare your pronunciation with the pronunciation on the instruction records. This is a strong talking point in selling Language Outfits.

Two blanks are furnished with each Outfit, so that the party making the purchase has everything ready to start with his studies. The I. C. S. Language Outfit is complete and you will never have a dissatisfied purchaser.

IF YOU ARE NOT SELLING THESE OUTFITS, WRITE FOR PARTICULARS AND PRICES

INTERNATIONAL TEXTBOOK CO., Box 920, Scranton, Pa.

EDISON Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY THE NATIONAL PHONOGRAPH CO.

VOL. IV.

ORANGE, N. J., JUNE, 1906.

No. 4.

NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.
340 KENT STREET, SYDNEY, N. S. W.
CALLE PROLONGACION DEL CINCO DE MAYO, NO. 67-77,
MEXICO CITY.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL
ROAD, LONDON, ENG.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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MACHINE SITUATION BETTER.

It is with much gratification that we are able to state this month that the machine situation is well in hand and most orders for Phonographs are being filled with reasonable promptness. For the first time in nine months the trade now has no cause to complain about inability to get machines. The Record situation, however, has grown no better with the passage of another month, in spite of the large weekly output.

We continue to be more than two million Records behind on current orders and these orders, with orders for the monthly list, make it certain that there will be no break or falling off in the Record production during the entire summer. We shall be fortunate if we can open the fall season with less than a million Records behind on orders for current selections. Nothing but increased Record moulding facilities will make it possible to meet the larger demand of the fall. These facilities are being increased as rapidly as possible, and we hope that they will meet all normal demands until our proposed new Record moulding building can be constructed and fitted for work. It will require nearly a year to put up the latter.

The fact that the trade has not been able to get as many Records as were wanted has been quite a factor in relieving the machine demand, for Jobbers have found that inability to get Records enough to sort up their stocks has caused many firms to wait until they can get complete stocks of Records before becoming Dealers.

Even the lapsing of the June list did not bring the relief anticipated, for the last of the May Records could not be shipped until May 24th, nearly four weeks late. Part of this delay was due to the increased demand for the May list of Grand Opera Records, the advance orders being larger than for the first supplement issued in February.

THE ADVANCE LIST OF AUGUST RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR AUGUST, 1906.

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before **July 27th**, all things being favorable, but they **must not be placed on sale by Jobbers or re-shipped to Dealers before 8 A. M. on July 27th**. Supplements, Phonograms and Bulletins will be shipped with Records, and these also must not be distributed in any manner before **July 27th**. Jobbers are required to place orders for August Records on or before **June 10th**. Dealers should place August orders with Jobbers before **June 10th** to insure prompt and complete shipment when Jobbers' stock is received.

- | | | |
|------|---|---|
| 9314 | Polonaise Militaire (<i>Chopin</i>) | Edison Concert Band |
| 9315 | Waiting at the Church (<i>Pether</i>)
("My Wife Won't Let Me"), <i>Vesta Victoria's great New York vaudeville hit, Orch. accom.</i> | Ada Jones |
| 9316 | Afloat on a Five Dollar Note (<i>Helf</i>)
<i>New summer waltz song, Orch. accom.</i> | Collins and Harlan |
| 9317 | St. Louis Tickle (<i>Barney and Seymour</i>) | Banjo solo, Orch. accom. Vess L. Ossman |
| 9318 | After They Gather the Hay (<i>Henry</i>)
<i>Sentimental song, Orch. accom.</i> | Harry MacDonough |
| 9319 | Heaven is My Home (<i>Sir Arthur Sullivan</i>)
<i>Sacred song, Orch. accom.</i> | Anthony and Harrison |
| 9320 | Bill Simmons (<i>Spink</i>)
("I've Got to Dance 'till the Band Gits Through"), <i>Coon song from "A Social Whirl," Orch. accom.</i> | Arthur Collins |
| 9321 | Gen. Mixup, U. S. A. (<i>Allen</i>)
<i>By the composer of "The Dixie Rube"</i> | Edison Military Band |
| 9322 | Smile on Me (<i>Sutton</i>) | <i>Descriptive ballad, Orch. accom.</i> Irving Gillette |
| 9323 | Daughter of Vanity Fair (<i>Rogers</i>)
<i>Descriptive song, Orch. accom.</i> | Harlan and Stanley |
| 9324 | Bell solo from "The Magic Flute" (<i>Mozart</i>) | <i>Bells solo, Orch. accom.</i> Albert Benzler |
| 9325 | Bonnie Banks O' Loch Lomond (<i>Traditional</i>)
<i>Old Scottish song, Orch. accom.</i> | Marie Narelle |
| 9326 | The Morning After (<i>Original</i>)
<i>Companion Irish sketch to "Flanagan's Night Off"</i> | Spencer and Porter |
| 9327 | Minerva (<i>Hager</i>) | <i>A South American Romance</i> Edison Symphony Orchestra |
| 9328 | With the Robins I'll Return (<i>Witt</i>)
<i>Sentimental song with march chorus introducing bird effect by Joe Belmont, Orch. accom.</i> | Byron G. Harlan |
| 9329 | I'm Up in the Air About Mary (<i>Solman</i>)
<i>Serio-comic waltz song, Orch. accom.</i> | Billy Murray |
| 9330 | Baby Parade (<i>Pryor</i>)
<i>Descriptive selection, patrol effect, by the composer of "The Whistler and His Dog"</i> | Edison Concert Band |
| 9331 | Poor Old Man (<i>Bryan</i>) | <i>Comic song, Orch. accom.</i> Bob Roberts |
| 9332 | While the Old Mill Wheel is Turning (<i>Mills</i>)
<i>Descriptive song, Orch. accom.</i> | Harry Anthony |
| 9333 | Clancy's Wooden Wedding (<i>Simons</i>) | <i>Comic song, Orch. accom.</i> Edward Meeker |
| 9334 | Fisher's Hornpipe Medley (<i>Original</i>)
<i>Violin solo, introducing "Fisher's Hornpipe," "Little House Under the Hill," "Straight Jig" and "Gypsy Reel," Orch. accom.</i> | Leopold Moeslein |
| 9335 | Bashful Henry and His Lovin' Lucy (<i>Original</i>)
<i>A Darktown courtship, introducing the coon song "I've Such a Funny Feeling When I Look at You," Orch. accom.</i> | Ada Jones and Len Spencer |
| 9336 | Teacher and the Tack
<i>(A catastrophe), Comic song, unaccompanied</i> | Edison Male Quartette |
| 9337 | Free Lance March (<i>Sousa</i>)
<i>From John Philip Sousa's new opera "The Free Lance"</i> | Edison Military Band |

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

CHICAGO OFFICE DISCONTINUED.

The Chicago office of the National Phonograph Company, so far as it refers to the sale of Edison Phonographs and Records for amusement purposes, and through the trade, ended its official existence on May 31st, 1906. The separate offices at 304 Wabash avenue, used for the sale of the Edison Business Phonograph, will be continued, but only the Business Phonograph will be sold from that address. Since the Business Phonograph is not sold through the trade the general Chicago office of the company has practically ceased to exist. Hereafter all Edison goods sold through the trade will be shipped and billed direct from the factory at Orange, N. J. The letter printed below was mailed to the entire trade on May 25th.

As this letter explains the conditions that made it necessary to open a branch office in Chicago—lack of a sufficient number of Jobbers to meet the demands of the trade—no longer prevail, and the company in deciding to discontinue the office has removed the only bar to a complete trade understanding. Arrangements have been made with Chicago Jobbers to take the entire stock of the Chicago office and no longer can it be said that the National Phonograph Company is a competitor of its own Jobbers in the sale of Edison goods.

Dealers who have been buying through our Chicago office are urged to at once sign the Edison agreement with one or more Jobbers, so that they will not be inconvenienced in getting Edison goods promptly.

We believe that this action will materially improve our standing with the entire trade, and especially with the Jobbers of the Central and Western States, and we look for a considerable increase in the volume of Edison business from that section. Although every effort has been made to conduct the Chicago branch in an impartial manner and to interfere as little as possible with the business done by Jobbers, yet an undercurrent of resentment has always existed among Jobbers and this has doubtless affected the volume of Chicago business, aside from that placed with our Chicago branch. The closing of the latter will probably cause other strong firms in the Central and Western States to seek to become Jobbers in Edison goods. The letter to the trade was as follows:

ORANGE, N. J., May 25th, 1906.
DEAR SIR:—On May 31st, 1906, we will close and discontinue our Chicago office, now located at No. 304 Wabash avenue, Chicago, Ill., after which all remittances, orders and communications of every kind and nature heretofore sent to the Chicago office, should be addressed to the National Phonograph Company, 31 Union Square, New York City.

The original necessity which caused us to open this office (scarcity of representative Jobbers in the territory) has now ceased to exist, and we are pleased to be able to turn over, so far as is possible, the Dealers' business to the established Jobbers who are now in a position to cover the Central and Western States.

In order that they will be in position to properly take care of Dealers' requirements, we would urge

upon our Jobbers the necessity of carrying a full and complete stock of Edison goods, thereby placing themselves in position to obtain a share of this new business. Dealers who have been securing goods from Chicago office direct are requested to sign our agreement with one or more Jobbers, thereby enabling them to obtain their supplies promptly and at the same or less transportation charges than was incurred from our Chicago office. Yours very truly,

W. E. GILMORE,
President and General Manager.

THE JOBBERS ENTERTAINMENT IN JULY.

The Jobbers' entertainment, which will take place July 17th to 21st, and for which the formal invitations have just been issued, has created considerable favorable comment among our trade and we are being deluged with correspondence on the subject, the Jobbers with very few exceptions having signified their intention of being present and joining with us in the celebration of the most successful year in the history of the Phonograph business. They are coming from all points of the compass, from Maine to California,—from Canada to Texas, and it is indeed gratifying to note the hearty responses we have had to our preliminary letters.

Our plans have now taken such definite shape that we can promise there will be no hitch in carrying out the arrangement as outlined, as only the details are now to be perfected. With the formal invitations a card has been enclosed which should be signed and returned promptly, thus enabling us to complete arrangements at the hotel for proper accommodations.

Aside from the social features, this gathering of prominent talking machine Jobbers will permit of an interchange of ideas which will prove of inestimable value to all concerned, and no one can afford to miss the opportunity thus provided.

Both Mr. Edison and Mr. Gilmore are taking the warmest interest in the plan and scope of this affair, and this alone will insure the success of an entertainment which has been in contemplation for the past two years.

Our one regret is our inability to include the thousands of loyal Edison Dealers whom we would be pleased to meet, and from whom we could obtain suggestions which would be to our mutual advantage. It would appear from present indications that our original estimate will be exceeded by at least fifty, and we can assure those who do come, a warm and hearty welcome and that they will be fully repaid for the time spent.

DEALERS SHOULD ADVERTISE.

Next in importance to keeping an adequate stock of Edison goods is to advertise so that the public will know that you have them. Our magazine advertising is arousing great interest in the Edison Phonograph, and when Dealers advertise locally they get the greatest possible benefit from this advertising. Try it, Mr. Dealer.

OUR AGREEMENT MUST NOT BE VIOLATED.

During the past month it has been found necessary, to our great regret, to reduce a Jobber to the Dealer's ranks because of violation of our conditions of sale. Complaint was made by some of his competitors and an investigation showed the charges to be true. A complete suspension followed but this was later modified to reinstatement as a Dealer, upon positive assurances that the offence would not be repeated. This Jobber was doing an excellent business in Edison goods, his accounts were in the best possible shape and his relations with this company were of the most pleasant character, but these facts did not deter us from meeting the issue squarely and imposing the penalty, although it was a most unpleasant duty.

We would not call such attention to a case of this kind if it was not necessary to point out the futility of any Edison Jobber or Dealer violating his pledged word by selling Edison goods in any manner not permitted by our agreement. He may do so a few times, and he may make a few dollars before being found out, but his profits will be small as compared to his losses after discovery, and discovery will be only a matter of a few days.

There is not a single firm selling Edison goods, whether its business amounts to \$100 or \$500,000 a year, that will not be punished if it wilfully violates the conditions of our agreement. This statement is not made because we take any pleasure in making it. On the contrary it is very disagreeable. It is made, however, in the hope that it will hold back some who may be tempted to break faith by the promise of a few immediate dollars. It is also made, and reiterated from time to time, because the agreement system under which Edison goods are sold has been and is the greatest factor in its present success and the continuance of this success makes it more than ever necessary to punish those who endanger it by overt acts. The maintenance of this agreement system is also a matter of great importance to the entire trade. Millions of dollars invested in Edison goods to-day would suffer heavy depreciation if we should even for a year permit our goods to be sold at any price and without restrictions. It, therefore, becomes the duty of all interested to keep faith and see that their competitors do likewise.

Recently our attention has been called to certain Dealers who have been selling three Records for \$1.00 and a number of suspensions have followed. Others will be suspended as soon as the necessary evidence can be secured.

CONCERNING THE JUNE PHONOGRAM.

When a decision was reached two months ago to drop the June list of Records the question arose as to the advisability of getting out the *Phonogram* for June, in the usual manner. The matter was carefully considered and it was decided that not to issue it would cause the trade an almost endless amount of trouble in being compelled to explain to the 400,000 readers of the little publication why it did not appear. It was realized that to get it out when there were no new Records to describe would make it less attractive than usual, but on the whole it seemed better to issue it and the edition was accordingly printed, the work being completed six weeks ago. Had it then been possible to foresee the delay in shipping May Records it is possible that a different decision might have been arrived at. We would not have thought of getting out two issues to be distributed at so near the same time.

However, the June issue is entirely printed and the orders of many Jobbers have already been made with other goods, and in each case a request has been made that the *Phonograms* be not distributed before June 10th. We must ask the trade to put up with whatever inconvenience and friction may arise from the peculiar situation. It is not likely that a similar condition will again occur. Complaint has already been made that some Jobbers have received their June *Phonograms* ahead of their competitors but this has been due to the fact that we have been shipping them with other goods in order to save transportation charges. Jobbers will be permitted to re-ship this issue to Dealers at any time and in the least inexpensive manner, provided simply that Dealers be requested not to circulate them before June 10th.

COIN-SLOT PHONOGRAPHS.

A new catalogue of Edison Coin Slot Phonographs has just been mailed to Jobbers. It is Form No. 910. Copies will be mailed to Dealers on request. It has not been mailed to the trade for the reason that no discounts are allowed on the three electric current types and Dealers have no interest in their sale. The electric current types are the Windsor (battery current), Eclipse (direct current) and Acme (alternating current). The latter is an entirely new machine and is the first alternating Phonograph put out by this company. The Eclipse supersedes the Majestic, which has been discontinued. All of these types are sold singly at \$65.00 each net and at \$60.00 each net in lots of ten or more machines.

A WORD TO JOBBERS.

A long standing rule of the National Phonograph Company provides that no defective material, whether Phonographs, Records or other goods, shall be returned to our factory by Jobbers without first taking the matter up with the company. This rule is intended to save time, trouble and needless correspondence. Frequently, if we were first written on the subject, it would not be necessary to return the goods at all. We could offer suggestions that would make it possible to remedy the difficulty on the spot. Some Jobbers seem to be unaware of the existence of this rule, for they ship us material and it arrives with a simple request for credit, no explanation being made as to the reason therefore. To determine the reason letters must be written, causing annoyance and loss of time. Jobbers are urged not to return any material to us without first writing and getting our acquiescence or other instructions.

DEALERS AND DEFECTIVE MATERIAL.

Many Dealers do not seem to be aware of the procedure to be followed in connection with defective machines or other goods. Not infrequently Phonographs are returned to our factory by Dealers at a distance, with the statement that this thing or that is wrong, and a request is made that the trouble be remedied and the machine returned. In nine cases out of ten the trouble is one that could be remedied by the Jobber from whom the Dealer obtained the machines, with a saving of time and transportation charges. To send a Phonograph to Orange makes trouble and expense for everybody concerned. In the first place, we do not in most cases know anything about the Dealer. Nor have we any means of knowing how long a machine has been in the hands of the Dealer or to what extent we are responsible for the trouble complained of.

No matter what the trouble may be with Phonographs, Records or any other Edison goods, Dealers should return them to the Jobber from whom they were bought, with a simple statement covering the matter. The Jobber will then determine to what extent he or this company is responsible and act accordingly. If the trouble is one that he can remedy, like a broken mainspring in a Phonograph, he will have the work done and return the machine at once. If the difficulty is beyond the Jobber's facilities or ability he will take the matter up with our factory and later return the machine to Orange. We are always willing to furnish Jobbers with material to replace defective parts and do anything that

will save them and us the trouble of having to handle returned machines. We especially desire that Dealers who do not buy from us direct should not send defective material back to the factory without at least first endeavoring to have their Jobbers take care of the matter.

GRAND OPERA RECORDS, LIST NO. 3.

Beyond the advance list printed on page 7, there is little to say concerning the third supplement of Grand Opera Records to be issued in August. These grand opera lists have now become part of the permanent plan of conducting an Edison business. They form a most desirable addition to the business done by Jobbers and Dealers, for although the sales are smaller than those of regular Records the better margins make the trade more anxious to dispose of them. These Grand Opera Records are doing much to popularize the Phonograph among an entirely new class of people and are adding to its popularity among all classes. The twenty Records now in the hands of the trade represent an outlay to a Dealer of \$9.00, and for the credit of his business every Dealer should carry some of them, no matter how small his regular stock may be. Having these Records in stock will frequently mean the sale of a Phonograph when no other class of Records would interest a customer.

AN ALL YEAR ROUND BUSINESS.

The summer season now at hand is going to demonstrate beyond a doubt that the Phonograph business has become an all-the-year-round proposition. Of course the season will not be as busy as midwinter, but, considering the fact that most people spend so much for pleasures and recreations, it is certain to be profitable for Dealers. The advance orders for July, although a little less than for May, show that the trade do not anticipate any great falling off in the volume of business for the month.

NEW RECORD SHIPPING PLAN.

The new plan of shipping Records to Jobbers by freight in advance is now under way and much benefit is expected from it. The July Records have already been shipped to many Jobbers and other shipments are going out daily. Barring unforeseen contingencies, every Jobbers will have his July Records in ample time to re-ship them to Dealers and put them on sale on June 27th. The coöperation of the Jobbers is all that is needed to make the plan a complete success, and we have every assurance that we will have this coöperation to the fullest extent.

THE MASSANI PICTURES.

A surprising number of Dealers have failed to send Jobbers their orders for copies of the reproduction of the Massani picture, "The Phonograph." They have thus failed to get a framed copy of the picture. It will now only be possible to get an unframed copy, and this will be mailed direct from the Advertising Department upon receipt of the Dealer's order with the Jobber's approval. It will not be possible to supply framed copies hereafter, and it will be idle for Dealers to explain why they did not send in their orders and ask for special consideration. The literature sent out made the matter clear, and we feel that Dealers have themselves to blame in not complying with its requirements.

The orders for framed copies sent in by Jobbers will be filled by one freight shipment from Chicago, where the frames are being made, and the unframed copies will be mailed direct from Orange. None of these frames will be carried at the factory, and it will not, therefore, be possible to fill any further orders from Jobbers.

ANOTHER JOBBERS' ASSOCIATION.

The Eastern Talking Machine Jobbers Association, composed of talking machine jobbers in the Eastern and Middle Atlantic States, after holding several preliminary meetings, has been formally organized by the election of the following officers: President, W. D. Andrews, Syracuse, N. Y.; Vice-President, J. Newcomb Blackman, New York; Secretary, John P. Kelsey, Brooklyn, N. Y.; Treasurer, S. B. Davega, New York; Trustees, the foregoing officers and S. B. Davega and C. V. Henkel, New York; H. L. Ellenberger, New Haven, Conn.; C. G. Andrews and E. F. Taft, Boston; Thomas D. Barnhill, of Penn Phonograph Co., Philadelphia. They are to hold office until August 1st.

The object of the association is to work in harmony with the talking machine companies for the benefit of the entire industry. Committees are now at work endeavoring to secure a modification of conditions which seem to the members to adversely affect their interests. Meetings are being held every two months.

Following is an extract from an unsolicited letter written by a large Edison Jobber in Great Britain, who also handles several other makes of talking machines:

"In conclusion, it is a pleasure to me to be able to state, without any desire to flatter, that genuine Edison Phonographs and Records remain unrivalled in the Phonograph industry. It is further my candid opinion that all attempts hitherto made by rival manufacturers to excel genuine Edison products have been abortive."

PUBLISHERS OF MUSIC IN AUGUST LIST.

The publishers of the compositions made for our August list of Records, so far as we can obtain them, are given below. Where the numbers are omitted they are either not published or we are unable to give the names of the publishers.

- 9314 Polonaise Militaire—Carl Fischer, New York.
 9315 Waiting at the Church—Francis, Day & Hunter.
 9316 Afloat on a Five Dollar Note—Helf & Hager, New York.
 9317 St. Louis Tickle—Victor Kremer Co., Chicago.
 9318 After They Gather the Hay—Jos. W. Stern & Co., New York.
 9320 Bill Simmons—M. Witmark & Sons, New York.
 9321 Gen. Mixup, U. S. A.—Walter Jacobs, Boston, Mass.
 9322 Smile on Me—M. Witmark & Sons, New York.
 9323 A Daughter of Vanity Fair—Ed. Rogers Music Pub. Co., New York.
 9325 Bonnie Banks O' Loch Lomond, Oliver Ditson Co., Boston, Mass.
 9327 Minerva—Helf & Hager, New York.
 9328 With the Robins I'll Return—Jos. W. Stern & Co., New York.
 9329 I'm Up in the Air About Mary—Jos. W. Stern & Co., New York.
 9330 The Baby Parade—Carl Fischer, New York.
 9331 The Poor Old Man—Jerome H. Remick & Co., New York.
 9332 While the Old Mill Wheel is Turning—F. A. Mills, New York.
 9336 Teacher and the Tack—Oliver Ditson Co., Boston, Mass.
 9337 Free Lance March—The John Church Co., New York.

FOREIGN SELECTIONS CUT OUT.

We have no more moulds of the foreign selections named below and when our present stock of these Records is exhausted we will be unable to fill orders for them:

- 12010 Canto de Amor Molepeya (Spanish) Vargas
 12170 La Fiesta del Guajiro (Spanish) Vargas
 12258 Schwanenlied (German) Hofmann
 12337 Kaka tóy'- Kólt a ruczca (Hungarian) Deley
 12406 Glücklich ist, der vergisst (German) Walter and Hofmann

PRINTED MATTER.

Copies of a new edition of the Foreign Record Catalogue, Form No. 885, has been mailed to all Jobbers. Because so few Dealers carry Foreign Records and also because of the trifling changes between the past and the new issue, copies have not been mailed to Dealers. Such Dealers as carry a stock of these Records can get a supply of the new edition from their Jobbers as usual. Sample copies will be mailed to Dealers on request.

We regret that we cannot comply with the requests of Dealers for a supply of forms for instalment sales of Phonographs. It has not been possible to get up any one form that can be used in all states, owing to the different laws prevailing in most states.

New discount sheets have just been mailed to Jobbers and Dealers. They differ but slightly from the previous edition.

ADVANCE LIST OF GRAND OPERA RECORDS.

Supplement No. 3, August, 1906.

The ten Edison Grand Opera Records listed below will be shipped by freight from Orange with the regular August selections and, all things being favorable, they will reach all Jobbers in the United States and Canada before July 27th. Like the regular list, the Grand Opera Records must not be placed on sale by Jobbers or be re-shipped to Dealers before 8 A. M. on July 27th. Supplements, hangers, etc., will be shipped at the same time and these also must not be distributed in advance of Records.

Jobbers are required to mail orders to us on or before June 10th. Orders not so mailed will be considered as second orders and filled later.

Dealers should place orders for Grand Opera Records with their Jobbers before June 10th to insure prompt and complete shipment when Jobbers' stock is received.

The third list of Grand Opera Records presented herewith will be even more popular than the two lists previously issued. These selections comprise four in German, three in Italian, one in Latin, one in Spanish and one in French. Each is sung by a different artist and three are by women's voices.

The list introduces four new artists in Mme. Rappold, soprano; Miss Bessie Abott, soprano; Mme. Jacoby, contralto, and Alois Burgstaller, tenor. All of these artists sang leading roles at the Metropolitan Opera House last winter and are, therefore, singers of the first rank.

For artistic rendition, natural and smooth reproduction and musical qualities these ten selections will be a delight to all lovers of the music created by the great composers.

NATIONAL PHONOGRAPH Co., Orange, N. J.

New York, London, Paris, Berlin, Brussels, Sydney, Mexico City.

Edison Grand Opera Records, price 75 cents each in the United States; 85 cents each in Canada.

SUPPLEMENT NO. 3, AUGUST, 1906.

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| B. 21—AVE MARIA,.....Gounod
By MME. RAPPOLD, Soprano.
<i>Sung in Latin Orchestra accompaniment</i> | B. 26—E LUCEVAN LE STELLE,
"Tosca".....Puccini
By ROMEO BERTI, Tenor.
<i>Sung in Italian Orchestra accompaniment</i> |
| B. 22—"FANGET AN," "Die Meistersinger von Nürnberg".....Wagner
By HEINRICH KNOTE, Tenor.
<i>Sung in German Orchestra accompaniment</i> | B. 27—LOS OJOS NEGROS.....Alvarez
By GUSTAVE BERL RESKY, Baritone.
<i>Sung in Spanish Orchestra accompaniment</i> |
| B. 23—L'AIR DES BIJOUX,
"Faust".....Gounod
By MISS BESSIE ABOIT, Soprano.
<i>Sung in French Orchestra accompaniment</i> | B. 28—ARIA DEL PAGGIO,
"Gli Ugonotti".....Meyerbeer
By MME. JACOBY, Contralto.
<i>Sung in Italian Orchestra accompaniment</i> |
| B. 24—ERZÄHLUNG,
"Königin von Saba".....Goldmark
By ANDREAS DIPPEL, Tenor.
<i>Sung in German Orchestra accompaniment</i> | B. 29—ARIA, "Wie oft in Meeres tiefen Schlund"
"Der Fliegende Holländer" Wagner
By ANTON VAN ROOY, Baritone.
<i>Sung in German Orchestra accompaniment</i> |
| B. 25—ARIA ("Ein Band der Freundschaft") "Don Giovanni"....Mozart
By ALOIS BURGSTALLER, Tenor.
<i>Sung in German Orchestra accompaniment</i> | B. 30—"M'APPARI," "Marta".....Flotow
By FLORENCIO CONSTANTINO, Tenor.
<i>Sung in Italian Orchestra accompaniment</i> |

AN INTERESTING EXHIBIT.

Although a little late to mention Easter Phonograph exhibits, we feel that the one made by McGreal Bros., of Milwaukee, is worthy of attention. The windows were tastefully decorated with Easter lilies, colored ribbons and draperies. In the center was a wire box containing several live rabbits. Above this box was a sign bearing the words, "Like the Edison Phonograph—Genuine, No Imitation." A little tot, between two and three years old, roamed at will in the window, adding much to the cuteness of the exhibit.

THE PHONOGRAPH AS A PEDAGOGUE.

The New York Sun recently printed an interesting article concerning the success of a self governing school established by Prof. J. Greene MacKenzie at Macon, Mo. One of its features was the installation of an Edison Phonograph, to which the professor dictated his problems. The schools elects its own officers. When school is opened the president of the class goes to the Phonograph and sets it in motion. The pupils rapidly jot down the problems and go to work solving them.

COMMENTS ON EDISON GOLD MOULDED RECORDS FOR AUGUST, 1906.

As more appropriate to the summer season, the August list of Edison Gold Moulded Records abounds in music of light character. It is the vacation month and the one time in the year when business and other cares are laid aside and people seek amusement. Therefore, this August list, in the main, seeks to amuse, although there are several selections of a more serious and dignified character. All of the selections are by the old favorites, whose past efforts have endeared them to the Phonograph public.

No. 9314, "Polonaise Militaire," by the Edison Concert Band, is a composition by F. Chopin, the celebrated composer, and is the first polonaise listed in our catalogue in some time. It is military in its character and the various instruments of the band in turn are featured with bits of solo work. "Polonaise Militaire" was one of the musical numbers played at the Longworth-Roosevelt wedding at Washington.

No. 9315, "Waiting at the Church," by Ada Jones, is the much talked of song in English dialect, sung by Vesta Victoria, the great English music hall singer, during her recent successful engagement at the New York vaudeville theatres. The music is by Henry E. Pether and the words by Fred. W. Leigh. The song relates the troubles of a young girl who had made all arrangements to be married and was waiting at the church when her lover sent word that he could not marry her, for his wife wouldn't let him. It is excellently sung, as are all of Miss Jones' Records.

No. 9316, "Afloat on a Five Dollar Note," by Collins and Harlan, is a new summer waltz song descriptive of the pleasures of a trip afloat by Dolly and her beau, the expenses of which are covered by a five dollar note. It has all the rhythm essential to the success of a summer waltz song. Collins and Harlan sing it with the abandon required by a song of this kind. They are accompanied by the orchestra. The music is by Fred J. Helf and the words by Arthur Lamb, both of whom have been identified with a number of successful songs.

No. 9317, "St. Louis Tickle," by Vess L. Ossman, is a decidedly gingery banjo solo by Barney and Seymore. We have had repeated requests for this selection. It is full of rag-time, and is played in a masterly manner by Mr. Ossman, a two banjo effect being one of the features, and the player is accompanied by the orchestra.

No. 9318, "After They Gather the Hay," by Harry MacDonough, is one of the late popular ballads written by S. R. Henry (music) and J. J. Walker (words) and splendidly rendered by Mr. MacDonough. The title suggests the sentimental character of the ballad. The singer lovingly recalls the past to his fair one, declares his devotion and states that he will come to her "After They Gather the Hay." Sung with orchestra accompaniment.

No. 9319, "Heaven is My Home," by Anthony and Harrison, is the well-known hymn

by Sir Arthur Sullivan (music) and Thomas R. Taylor (words). The popularity of this selection will make the Record sought by all lovers of sacred music. The singers are accompanied by the orchestra.

No. 9320, "Bill Simmons," by Arthur Collins, is one of the biggest hits in the summer show, "The Social Whirl," which has had such a run at the Casino Theatre in New York. In this show the song is rendered by Maude Raymond. The sub-title of the composition is "I've Got to Dance 'till the Band Gits Through." It tells of the troubles of Bill Simmons, who had to dance when he heard a band no matter what happened. He got a job in a ham and egg place and one day was carrying a tray piled four feet high when the band began to play. Bill had to dance, the tray of eatables was thrown to the floor and Bill lost his job because he had to dance until the band got through. That Mr. Collins has made a splendid Record of a composition so well fitted to his style goes without saying. He is accompanied by the orchestra. G. A. Spink wrote the words and music for this song.

No. 9321, "Gen. Mixup, U. S. A.," by Edison Military Band, is a characteristic march, well described in its title and introducing various national and popular airs. At times two or three different airs are being played at one and the same time, each, however, being easily distinguishable and forming as a whole a brilliant, effective and interesting unity. Probably twenty different national airs are played at one time or another on this Record. The composition was written by Thomas A. Allen, composer of "Any Rags" and other song successes.

No. 9322, "Smile On Me," by Irving Gillette, is a sentimental ballad, the music of which was written by Henry O. Sutton and the words by Jean Lenox. Mr. Gillette's splendid voice appears to advantage, as usual, in this song, being accompanied by the orchestra.

No. 9323, "Daughter of Vanity Fair," by Harlan and Stanley, is a splendidly sung Record of a pathetic ballad written by Ed. Rogers (music) and Jimmie Burrell (words). Sung with orchestra accompaniment.

No. 9324, "Bell Solo from The Magic Flute," by Albert Benzler, is a fine bells solo from Mozart's favorite opera, "The Magic Flute," and never before produced so accurately on a Record. It is one of the most effective instrumental hits of the opera and one very difficult to perform well. This presentation of the selection was specially arranged for our Record and cannot be had in published form. We think this beyond question the most effective Record by the bells that we have ever made. It is played with orchestra accompaniment.

No. 9325, "Bonnie Banks O' Loch Lomond," by Marie Narelle, is a delightful Record of this well-known and ever popular Scotch Melody. Sung with orchestra accompaniment. The song is a great favorite of Miss Narelle's and one she takes unusual interest and delight in singing. Her specially fine rendition of the ballad abundantly bears out this statement.

No. 9326, "The Morning After," by Len Spencer and Steve Porter, is a companion selection to "Flanagan's Night Off," (our Record No. 9244). It is the morning after Flana-

gan's night off and he has the usual troublesome head. A desire for cracked ice is followed by a call for the doctor, whose suggestions make Flanagan think that he is having delirium tremens. The conversation between Mr. and Mrs. Flanagan and the doctor make up a most amusing Record. Mr. Spencer has become a past master in this character of work.

No. 9327, "Minerva," by Edison Symphony Orchestra, composed by Frederick W. Hager, is very prettily styled by the composer a "South American Romance." It has all the tunefulness and rhythmic characteristics of the music of the peoples to the south. Our Edison Symphony Orchestra gives it the essential dainty interpretation. Mr. Hager has contributed several highly appreciated selections to our Record catalogue. "Minerva" is quite unlike any of his former efforts. It is, however, none the less interesting and by many will be thought superior to anything he has heretofore written.

No. 9328, "With the Robins I'll Return," by Byron G. Harlan, is an effective new descriptive song with march chorus, in which Joe Belmont introduces his inimitable bird imitations. As usual, Mr. Harlan acquits himself most creditably in his rendition of the song and has the assistance of the orchestra. The music of this song is by Max S. Witt and the words by J. J. Walker.

No. 9327, "I'm Up in the Air About Mary," by Billy Murray, is a brand new waltz song with a very catchy air that will undoubtedly win for it great popularity. The verses are replete with the latest slang of the day. Mr. Murray makes every word distinctly heard, a most desirable feature in this class of Records. He is accompanied by the orchestra. Alfred Solman wrote the music and Monroe H. Rosenfield, the words.

No. 9330, "The Baby Parade," by Edison Concert Band, is descriptive of the great baby parade given annually at Asbury Park, N. J., where Arthur Pryor and his band will play this selection (composed by Mr. Pryor) to delighted thousands. It is written as a patrol, giving the effect of the parade approaching from the distance, passing the reviewing stand and receding in the distance. This Record will make as great a hit as the composition itself when played by Pryor's Band.

No. 9331, "Poor Old Man," by Bob Roberts, is another of the "Father" series, but unlike "Everybody Works But Father" and "Uncle Quit Work Too," it is a defense of the old man and tells in several amusing verses how he supports the family and does many other things that the ideal parent should do. Mr. Roberts' rendition of the song is perfect and the orchestra accompaniment is an added feature.

No. 9332, "While the Old Mill Wheel is Turning," by Harry Anthony, is a new sentimental ballad by Kerry Mills (music) and Will D. Cobb (words). Mr. Anthony has given this ballad a most artistic presentation as those who hear the Record will testify. It is made with orchestra accompaniment.

No. 9333, "Clancy's Wooden Wedding," by Edward Meeker, is a comic song descriptive of the things that happened when Clancy cele-

brated his wooden wedding anniversary. Witty references are made to the various presents of wood that are brought by the attending guests, and the singer's description of the row with which the affair terminated cannot fail to provoke laughter. This song was written by Teddy Simons, but has not yet been published.

No. 9334, "Fisher's Hornpipe Medley," by Leopold Moeslin, is another excellent violin solo by this artist, whose "Sailor's Hornpipe Medley" in the July list won instant popularity. The "Fisher's Hornpipe Medley" introduces "The Fisher's Hornpipe," "Little House Under the Hill," "Straight Jig" and "Gypsy Reel". This medley has been specially arranged for our Record and cannot be had in published form.

No. 9335, "Bashful Henry and His Lovin' Lucy," by Ada Jones and Len Spencer, is a vaudeville sketch descriptive of a darktown courtship and introducing the song, "I have Such a Funny Feeling When I Look at You" with incidental music by the orchestra. The dialogue shows how Lucy overcame the diffidence of her bashful lover and how she brought him to the proposal point. Everything ends happily and the Record closes with one of the typical Jones and Spencer duets.

No. 9336, "Teacher and the Tack," by the Edison Male Quartette, is a sad story of the pupil who placed a tack on a chair and of the things that took place after the teacher had sat upon the tack. The words are very funny and the singing by the quartette unusually well done. The singers are unaccompanied. The music of this song is by N. B. Sprague and the words by Chas. M. Sheldon.

No. 9337, "Free Lance March," by the Edison Military Band, is a new march by John Philip Sousa and bears the same title as his new opera "The Free Lance," which had an extended run at the New Amsterdam Theatre, New York, and, which will later in the year be introduced throughout the country. Like all of Mr. Sousa's marches, it is original in its character and includes a number of unusual effects in its melody. The march would win success on its own merits, aside from the fact that Mr. Sousa wrote it.

AMONG THE JOBBERS.

The Rudolph Wurlitzer Co., of Chicago, have removed from 302 Wabash avenue to 266-268 Wabash avenue.

William Harrison, of Utica, has removed to 50 Columbia street.

Robert L. Loud has succeeded P. A. Powers as Edison Jobber at Buffalo. He is located at 613 Main street.

The Western Talking Machine Co., of St. Louis, has removed to 1110-1112 Olive street.

H. Kleber & Bro., of Pittsburg, Pa., are now located at 513 Wood street.

New Edison Jobbers are the Proudfit Sporting Goods Co., Ogden, Utah; Clayton Music Company, Salt Lake City, Utah, and the Cable Company, Wabash avenue and Jackson Boulevard, Chicago.

POINTS FOR DEALERS.

Too much cannot be said by way of cautioning Dealers to see that their demonstrating Phonographs, as well as all machines delivered to customers, are adjusted to a speed of 160 revolutions a minute. Every Dealer should make a special effort to learn how to do this, if he does not already know, for there is nothing more important in the building up of a successful Phonograph business. The Dealer who gives this matter proper attention will soon gain a reputation for selling the "clearest and best" machines in town.

Another point of value to Dealers comes from a reader of the *Phonogram*, who writes as follows:

"I think the *Phonogram* could do a little missionary work in the way of informing some of the Phonograph Dealers as to the proper way to handle Records. I have observed that many Dealers when they take a Record out of the box grab it as though it was a piece of iron pipe. This almost always destroys the attractiveness of the Record because of the finger marks and I know that others like myself will not buy Records that have been marked by careless handling. I think the only right way to handle Records is to thrust the first and second fingers of the right hand into the till end of the Record and hold it fast by spreading the fingers apart. By handling them in this way Records will look like new for a long time."

BACIGALUPI THE PHOENIX.

Contrary to expectations, we did not receive from Peter Bacigalupi, Edison Jobber at San Francisco, an account of his experiences in the disaster that wiped out his business and cannot print them for the benefit of our readers. Mr. Bacigalupi is probably too busy looking out for the present and planning for the future to pay much attention to the past. We have, however, received from him a copy of an advertisement he has been running in the daily papers of San Francisco. A perusal of this will show that he is optimistic to a degree concerning the future of "Frisco" and himself.

STICK TO FRISCO

PETER BACIGALUPI

Veteran of Five Fires

Including the Baldwin Fire, Where I Lost \$15,000 Without One Cent of Insurance.

WISH TO SAY

That First of All I Desire to Thank the SUPREME RULER OF THE UNIVERSE

For having spared the lives of my wife, eight children and the rest of my relatives, as well as my own; I wish to thank Him for the energy which he has generously bestowed on me.

I have lost everything I possessed in my three places of business.

786 Mission street—Wholesale and Retail Edison Phonographs, Records, Slot Machines, Automatic Pianos, etc., etc.

840 Market street—(Phelan building) Penny Arcade, the first to be established on the Pacific Coast, and Retail Phonographs.

805 Kearny street—Old Bella Union Theater and Penny Arcade.

I can positively state that \$150,000 in coin would not place me where I stood on the 17th day of April, 1906.

These three places represented the labor of thirty-eight years of my life, but I am not discouraged and will

STICK TO FRISCO

My rent receipt for my present location is dated April 20, 1906.

Can anyone beat that?

I wish to thank my numerous friends in the East and Europe who kept the wires warm asking about my safety.

I wish particularly to thank my old friend, H. W. MOSIER of Stockton who came especially from that city and brought me \$500, which came in the nick of time.

Also wish to thank the Ellas Marx Music Company of Sacramento for sending me \$500 on account in greenbacks and even foregoing their cash discount and prepaying express charges.

Leon F. Douglas, vice-president of the Victor Talking Machine Company, Camden, N. J., who wired me \$2000 at an Oakland bank.

W. E. Gilmore, president of the Edison Phonograph Works.

Jones & Lennick of the White City, Chicago.

Howard E. Wurlitzer of Cincinnati.

All of whom wired me goodly sums of money—taking a chance (perhaps) of ever getting it back.

Also wish to thank A. S. Rose of the Wurlitzer Company, who happened to be here on business and who lost his clothes and working tools:

George D. Adams,

Eddie Arvedi,

Charlie Wolff,

Frank Green,

And others who helped me stand in the bread line and hustle for grub and water four blocks away, so as to feed my numerous family and others who stayed at my house during the historical crisis.

To all my workmen and employees who stand by me in my trouble, and last but not least,

To the public, who always favored me in my different business enterprises.

I wish to notify the insurance companies with whom I am insured that I have lost all my policies that were not hypothecated, and don't know where I am insured, but I have implicit faith in all of them, and my friend Bill Lange will do the needful for me.

Then follows a list of the enterprises in which Mr. Bacigalupi has embarked. He has taken his sons into the business and the firm name will hereafter be Peter Bacigalupi & Sons.

A STRONG COMMENDATION.

The April issue of the English edition of the EDISON PHONOGRAPH MONTHLY, published at London, contained an article by F. Proctor, of Murdock, Murdock & Co., Teddington, S. W., which shows that this country is not the only one in which Edison Phonographs and Records are appreciated at their full worth. After telling how he put off handling Edison goods till his competitors outdistanced his firm, Mr. Proctor says:

"Now why do I handle and give preference to Edison goods? I will tell you frankly, honestly, and briefly.

"They are unapproachable for quality and general excellence.

"There is no cylinder machine or record you can handle to-day that equals the Edison. Once you make a customer, he is yours as long as you treat him right. You find the purchasers of the Edison goods are the monied people. You have far less trouble to sell £10 worth of Edison goods than 30/- worth of other makes. You can always rely on the goods giving perfect satisfaction and creating more customers. Discriminating people buy

Edison Machines and Records, because they know they get full value for their money. This means much to the honest Dealer.

"The name Edison alone will almost immediately sell the Machine and Records for you. It acts like magic. It is the hall-mark of perfection, and buyers know it. There is no Record as natural, smooth, and musical as the genuine Edison, and none that gives the satisfaction in wear.

"The profit on all Edison goods is sufficient to encourage any Dealer to make a success of them. Buyers of Edison goods know what they want, and will eventually compel Dealers to stock them. Dealers cannot afford to lose money, and cannot push other people's goods on to Edison buyers, for they simply will not have them.

"These are a few of the reasons why I handle genuine Edison goods, and they are convincing proofs of the popular demand for the genuine thing. The best salesmen in existence to-day cannot convince the British public that other talkers and records are just as good as the genuine Edison. Try it if you like, brother Dealer, but I promise you this beforehand; it will be a failure. On the other hand, it will be a pleasure and delight to hand out the Edison goods, which are half sold before you have bought them. What more do you want?"

A WESTERN IDYLE.

Lately Bruce Carpenter's hens would not lay the required number of eggs. A near neighbor has a fine flock of hens that seemed to be working overtime in producing eggs. While hanging on the back fence listening to the merry cackling of his neighbor's hens an idea struck the resourceful Bruce. He went to the store and brought out an Edison Phonograph (\$5 down and \$1 a week, etc.), inserted a blank Record and got a fine imitation of the cackling of the laying hen. He then installed the Phonograph in his own hen house and started it going. The first day the hens were greatly excited. The next day they got down to business and ground out an egg every time the Phonograph cackled. The hens, however, have themselves stopped cackling and when the Phonograph stops the hens stop laying and poor Bruce has to sit in the coop all day long to keep the Phonograph going, and Grinnell Bros. are thinking maybe they will have to get a new Phonograph manager.—*Saginaw (Mich.) Courier*.

(Mr. Carpenter was formerly connected with the Chicago office of the National Phonograph Co., and is now manager of Grinnell Bros. Phonograph store at Saginaw, Mich.)

GOOD ADVERTISING.

Babson Bros., of Chicago, who are making a feature of selling Edison Phonographs by mail on the instalment plan, recently issued a sheet as large as a page of an ordinary daily newspaper, printed on both sides in small type, with testimonials from people in all parts of the country to whom they have sold Edison Phonographs. There are over 250 of these testimonials and all speak in the

highest terms of praise concerning their machines. These sheets are sent to all prospective buyers and they present an argument of tremendous weight.

DEALER'S LETTERS TO PROSPECTIVE PURCHASERS.

FROM BROWN & DURHAM, NEW HAVEN, CONN.

Dear Sir:—We have recently received a complete line of Edison Phonographs, and all the Records now published, numbering 1300. We will also have the twenty-four new Records, which are published each month as soon as they appear.

We have fitted up the department, which is on the first floor near the front door, with comfortable chairs, and we cordially invite you to call and hear the Records.

If you have not heard the improved Edison you will be surprised and pleased at the clearness of tone and the absence of the metallic sound so noticeable in the earlier machines.

We have selected your name from those on our books to whom we would like to sell an Edison Phonograph, and we offer you an instrument on exceptional terms at the regular cash prices, \$10.00, \$20.00 and \$30.00.

If you are paying on an account we will add the Phonograph by the additional payment of one dollar weekly. If your account is closed at present, we will accept three dollars or five dollars as you please for the first payment, and one dollar a week.

If you already own a Phonograph, we hope you will find our store a pleasant and convenient place to hear and select new Records. You are welcome whether you purchase or not, but we are sure that you and your family would be delighted with an Edison, and that it would prove a great source of entertainment and education.

FROM CARL F. MILLER, FREMONT, O.

Dear Sir:—Your inquiry to the National Phonograph Co. has been referred to me, as I carry the largest line of Edison goods in northwestern Ohio.

There are several advantages in buying your Edison machine and Records from us. We carry the entire catalogue and you can therefore select just what you want. You have no express charges to pay. You can see and hear the different styles, something you cannot do if you order from catalogue.

We sell machines on easy payments if you care to purchase in that way. We also keep your machine in repair, free of charge, providing you get it from us. The fact that the National Phonograph Co. has referred your inquiry to us should in itself be enough to convince you that we carry the most complete line of Edison goods in this section of the country.

We sell all kinds and makes of talking machines but I am pleased to state that the Edison is the most perfect and best machine on the market.

I shall be delighted to have you call at my store and hear this twentieth century marvel, and I feel you will agree with me when I say that the Edison Phonograph is the best machine on the market. "Seeing is believing; hearing will mean buying."

Hoping you will call and thanking you for interest shown in the Edison Phonograph, I remain,

N. B.—If you will kindly drop me a line in stamped envelope herewith enclosed advising when you will call, the writer will make it a point to meet you personally and to explain to you the different styles of Edison Phonographs, and play you the latest Records.

FROM THOMAS H. LEONARD, COLTON, CAL.

Dear Sir:—Your name is on my books as a prospective customer for a genuine Edison Phonograph, and, if you knew all the real pleasure to be had in being the possessor of one, you certainly would get one at the earliest possible time. You can have more pleasure with an Edison Phonograph than anything else you could buy with twice the amount of money.

I have been handling Phonographs for fourteen years, and can truthfully say I become more in love with them every year. You never tire of them, for there is always something new to be had, and for the small sum of 35 cents. The Home Phonograph seems to be the favorite, and the one I consider the best value for the money. It would be quite a trip for me to come up to see you, but if you would rather have me come I will do so; you can set a time suitable for yourself, tell your friends I am coming, and perhaps I could get some of them interested also, for I will certainly make things lively if I come up.

Let me hear from you as soon as convenient; you may rest assured I will do my best to please you.

THE DEALERS' CORNER.

The demand for Edison Phonographs and Records continues good, with "Everybody Happy." There is no talking machine equal to the Edison, and ranchmen and others are enjoying it to the fullest extent, and every day we are having inquiries for new Records.—*S. L. S. Smith, San Angelo, Texas.*

In two months after we received our first order of Edison Phonographs and Records, we sold nearly \$300 worth of Edison goods. Pretty fair for a small town, isn't it? The sales include seven machines, four Homes, two Standards and one Gem, over 250 Records, besides horns, cranes, etc. With the exception of two Standards and outfits, all of the sales have been made for cash. We are rather proud of the business done in two months on an invested capital of only \$80. Dealers who have been skeptical about taking hold of Edison goods should hesitate no longer.—*Frank H. Reid & Sons, Suffield, Conn.*

Although but a beginner in this line of work, I feel very much interested in it and shall push the Edison Goods ahead of anything else. Of their merit I am convinced, and anyone of good sound judgment, after having examined them in comparison with other makes, would do the same.—*C. M. Webster, Fishers, N. Y.*

We find the Edison the only machine in this territory and are pushing the sale to the limit. We are fitting up a parlor for the exclusive use of these goods.—*J. L. Field, Pittsfield, Ill.*

We wish to report the sale of Edison goods is exceptionally good with us at present, and we hope to be able to build up a still larger business than we are doing now. We began the handling of your goods last July, and have occupied space in the rear of our jewelry store, only 8 x 18 feet, but the past month our sale of these goods run up to almost \$2,000.—*Taylor Bros, Houston, Texas.*

I have been handling the Edison only forty days and in that time have sold more Edison goods than I have of the other machines and Records in the last six months. I was prejudiced against the cylinder machine for some reason, but was finally induced to try them. As soon as I advertised that I had a line of Edison Machines and Records, the people began to come in so fast that I have been unable to keep them supplied. I am now fully convinced that the Edison is the machine to handle.—*C. E. Mudge, Caro, Mich.*

Your one price policy, and that price a fair price, should make your line an attractive proposition to piano men. Piano manufacturers would do well to study your policy and adopt it.—*Roy B. Hetzel, Avoca, Iowa.*

This is only a small town, about 800 to 1,000 population and we sold as high as \$100 worth of Edison goods in a single day, which I think is good for this sized place. We sell only Edison goods.—*C. F. Schroeder, Syracuse, Neb.*

I am proud to say that my Phonograph business is increasing every day. The past month has been the best yet. The only thing that troubles me, I cannot get half the Records I order, although I order from three

different Jobbers. It is the same everywhere. *Herbert P. French, Potsdam, N. Y.*

I am proud to count myself among your agents and admirers of Edison's great inventions. The more I see of your great machine the Phonograph, the better I like it and the more wonderful it becomes to me. I believe I shall be able to sell quite a few.—*S. B. Gjerde, Hobart, Wash.*

Since I have put in the stock of Edison goods I have had a very good trade on them. I find that they are an excellent line of goods, the Records being more natural tone, and the machines run more steady than other makes.—*Edwin J. Hoover, Kenton, O.*

VIRTUES OF THE PRICE AGREEMENT.

New or ill-informed talking machine dealers, and even jobbers are wont to question the utility of the agreement exacted by the manufacturing companies owning basic inventions and process patents; in fact, a large percentage do not thoroughly understand the price agreement. Many look upon it as being somewhat dictatorial or as a scheme of the strong manufacturer to coerce the dealer into doing something for the sole gain of the former. This feeling has now almost entirely disappeared, and the reputable dealer now sees the price agreement in an entirely different light and knows by practical demonstration that it is an instrument designed primarily for the good of the dealer, and that he is the greater gainer by its protection. As a matter of fact the manufacturer gets comparatively little benefit, except in so far as it prevents the wholesale cutting of prices which ultimately would destroy the reputation of his product that would otherwise be maintained.

Where is there a person who doubts that a manufacturer now selling his wares under price agreement principles could sell more goods (and get just as much for them wholesale) if he should lay aside the price agreement? And who is the real beneficiary under such a scheme? It must necessarily be the one who sells the article to the retail customer and gets the fair profit that the price agreement guarantees. Where there is no price maintaining agreement covering an article it is most often, if not always, sold by the stores at a reduction in price that the dealer cannot meet. History proves that the price agreement has done more good for the legitimate talking machine dealer than anything else that has ever been discovered since price cutting became popular. Of course the benefit derived from such a measure depends largely, if not wholly, on its rigid maintenance, and it is the wise dealer who sticks to the manufacturer whose agreement affords him the greatest protection.—*Talking Machine World.*

The advertising being done by this company has never been more attractive than at the present time. It is appearing in all the standard magazines, with a combined circulation of many millions. Then, too, the newspaper advertising being done in the most prominent papers in the large cities is having a great influence in creating business for the trade.

A MODEL LETTER TO PROSPECTIVE DEALERS.

The following excellent letter was recently written by the O. K. Houck Piano Co., Memphis, Tenn., to an individual who wanted to become an Edison Dealer:

We are just informed by the National Phonograph Co. that you contemplate putting in a stock of Edison Phonographs, Records and accessories for same.

We shall be very glad to arrange with you to put in a stock of Edison goods, and in order to secure the Dealer's discounts on the Edison line it is only necessary to place an initial order for three (3) machines each of a different type, and one hundred and fifty (150) Records. The Edison Standard, Home and Triumph carry a Dealer's discount of 40 per cent. and the Gem 30 per cent. The Edison Records retail at 35 cents each and cost Dealers 21 cents each. Terms: Two per cent. ten days, thirty days net, f. o. b. Memphis.

An initial Dealer's order for Edison goods is as follows:

	Retail.	Cost.	Profit.
1 Gem	\$10.00	\$7.00	\$3.00
1 Standard	20.00	12.00	8.00
1 Home	30.00	18.00	12.00
150 Records at 35c. each.....	52.50	31.50	21.00
	\$112.50	\$68.50	\$44.00

We have quoted the three cheapest styles, but you are, of course, at liberty to select any three of the four different styles. After placing the initial order you will be entitled to the full discount on all future orders.

We are confident that you will not make a mistake in putting in the Edison line, as you can see by the above illustration, there is a handsome margin of profit for the Dealer. There are also many accessories, such as brass and flower horns, Record carrying cases, horn stands, cranes, etc., on which there would be a splendid profit for you. You also have the satisfaction of knowing that you are absolutely protected against price cutting. All Edison goods are sold throughout the United States at strictly one price, thus giving protection to the Dealer and insuring him against the loss of legitimate profits consequent on handling goods that are not sold under the one price system. The prices on Edison goods are so thoroughly established and are so well known to the public, that you would rarely ever have a customer ask for a reduction on the price of either a machine or Record.

The talking machine business is unquestionably one of the cleanest and most profitable lines a Dealer can take up. The possibilities of the business are practically unlimited. Wherever a stock of these goods has been put in, especially in the smaller towns, the Dealer has been simply surprised at the volume of business to be done. Many Dealers throughout the United States who have put in talking machines as a side line are now devoting their entire attention to the talking machine business, and are making an unqualified success of it. We furnish our Dealers with plenty of advertising matter free of charge.

We are mailing you to-day, under separate cover, a complete set of catalogues of the Edison product, and trust you will think the matter over carefully and let us hear from you on the subject. We shall be glad to go over with you in detail all matters pertaining to the line, and give you the benefit of our own personal experience in the talking machine business.

It will probably interest you to know that we have secured a long lease on a building at No. 160 South Second street, located one block and a half from our Main street establishment, which is devoted exclusively to our wholesale talking machine business. This department is under thoroughly capable management, and we intend to spare no pains nor expense to give our Dealers the best possible service.

We have in stock at the present time between thirty and forty thousand (30,000 and 40,000) EDISON GOLD MOULDED RECORDS, and intend to maintain an average stock of from thirty to fifty thousand (30,000 to 50,000) Edison Records, according to the season of the year.

We merely mention these details so that you

may feel assured that we are in a position to fill your orders promptly and complete.

We hope this matter will have your careful consideration and that you will decide to go into the business; in which event we shall be very glad to go over with you all details pertaining to it.

There are many ways in which we can assist you in getting business, and we want you to feel that you are at perfect liberty to call on us at any time. If you decide to take up the line, we assure you that we will do everything in our power to assist you in making the business a success.

Trusting to be favored with a reply as early as convenient, we remain.

A DEALER'S RECORD RACK.

D. Roberts, an Edison Dealer at Hastings, Neb., sends the following description of a handy and cheap rack for carrying a stock of Edison Records:

Go to the lumber yard and select the thickest corn-crib strips, and as free from knots as possible. Get them split with a circular saw so that each strip makes two strips which are four inches wide and a half inch thick. Have one side and one edge planed. Before putting together saw across the strips, making grooves 5 6-8 inches apart on both sides of the strip, and be sure to have the grooves exactly opposite each other. An eighth of an inch is deep enough for the grooves. Five and three-quarters inches will accommodate two records. Cut the strips the length you want your rack and use the same stuff for upright or end-pieces. Nail these shelves or strips exactly two and three-quarters inches apart. Go to a tin-smith and get him to cut up tin into pieces the right length and width to shove into the grooves that you sawed. Before shoving in these tin partitions, cut the corners off of the ends you shove in, and they will shove into the grooves more readily. Made in this way each box or pigeon-hole holds two records in a horizontal position, which is safer than standing them on end. I got up this kind of a rack as I was hard up and could not afford to hire it done and pay for first class lumber. My rack occupies a little room 12x13 and ten feet high, and I have now on hand 3,000 Edison Records, and have room for more in this rack, for there are 1,600 pigeon-holes in it, each one of which holds two Records, which are numbered by the Numerical Catalogue from 1 to 9,100, and I never allow any one of them to stay empty any length of time. I order Records every week, and it is no trouble to make up an order. With this rack all you have to do is to commence at number two and look the rack over, and where you find a box empty order two Records; but if there is one Record in the box order one only, for that box. This rack cost me about \$15, but if I had bought best lumber and hired it done, it would have cost four times that amount. Of course the strips are not as wide quite as the length of the Record boxes or cartons, but that is easily remedied, as one can nail a piece on each end of the rack which will hold it back from the wall a little; so by pushing the Records clear back against the wall, everything is smooth in front.

JOBBERERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.
Birmingham—Talking Machine Co., 2007 Second ave.
Mobile—W. H. Reynolds, 167 Dauphin street.
Montgomery—R. L. Penick, 119 Dexter ave.

CALIFORNIA.
San Francisco—P. Bacigalupi & Sons, 1113 Fillmore St.

COLORADO.
Denver—Denver Dry Goods Co., 619 16th street.
 Hext Music Co., 15th and California streets

CONNECTICUT.
New Haven—Pardee-Ellenberger Co., 96 State street

DISTRICT OF COLUMBIA.
Washington—E. F. Droop & Sons Co., 925 Pennsylvania avenue, N. W.
 S. Kann Sons & Co., 8th and Pennsylvania avenues.

GEORGIA.
Atlanta—Atlanta Phonograph Co., 50 Peachtree St.
 Phillips & Crew Co., 37-39 Peachtree St.
Waycross—George R. Youmans.

ILLINOIS.
Chicago—Babson Bros., 148 Michigan Ave.
 Lyon & Healy, Wabash Ave. & Adams St.
 James I. Lyons, 192 Van Buren street.
 The Cable Co., Wabash avenue.
 The Vim Co., 68 E. Lake street.
 Montgomery Ward & Co., 111 Michigan ave.
 Rudolph Wurlitzer Co., 266 Wabash ave.
Peoria—Peoria Phonograph Co., 416 S. Adams street.
Quincy—Quincy Phonograph Co., 808 Hampshire street.

INDIANA.
Indianapolis—Indiana Phono. Co., 45 Virginia Avenue.
 Kipp-Link Phonograph Co., 217 N. Illinois Street.
 A. B. Wahl & Co., 119 S. Illinois street.
Lafayette—A. B. Wahl & Co., 304 Main street.

IOWA.
Des Moines—Hopkins Bros. Co., 620 Locust street.
 Vim Co., 704 West Walnut street.
Fort Dodge—Early Music House, 822 Central ave.

KENTUCKY.
Louisville—C. A. Ray, 650-652 Fourth avenue.

LOUISIANA.
New Orleans—William Bailey, 600 Frenchman street.
 National Automatic Fire Alarm Co., 614 Gravier street.

MAINE.
Bangor—S. L. Crosby Co., 186 Exchange street.
Portland—W. H. Ross & Son, 207 Commercial street.

MARYLAND.
Baltimore—E. F. Droop & Sons Co., 109 N. Charles St.

MASSACHUSETTS.
Boston—Boston Cycle & Sundry Co., 48 Hanover street.
 Eastern Talking Mach. Co., 177 Tremont st.
 Iver Johnson Sptg. Goods Co., 163 Washington street.
 C. E. Osgood Co., 744 Washington street.
 Read & Read, 630 Washington street.
Fitchburg—Iver Johnson Sptg. Goods Co., 247 Main st.
Lowell—Thomas Wardell, 111 Central street.
New Bedford—Household Furnishing Co., 170 Purchase street.
Springfield—Flint & Brickett Co., 439 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 304 Main st.

MICHIGAN.
Detroit—American Phono. Co., 106 Woodward ave.
 Grinnell Bros. 219 Woodward ave.

MINNESOTA.
Minneapolis—Thomas C. Hough, 714 Hennepin ave.
 Minnesota Phono. Co., 518 Nicollet avenue.
St. Paul—W. J. Dyer & Bro., 21-23 West 5th street.
 Thomas C. Hough, 392 Wabasha street.
 Minnesota Phonograph Co., 37 E. 7th street.

MISSOURI.
Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
 J. F. Schmelzer & Sons Arms Co., 710 Main street.

St. Louis—Conroy Piano Co., 11th and Olive streets.
 O. K. Houck Piano Co., 1118 Olive street.
 Western Talking Machine Co., 1110 Olive st.

MONTANA.
Helena—Frank Buser, Diamond Block, Sixth avenue.

Continued on page 15.

JOBBERERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

TENNESSEE.
Knoxville—Knoxville Typewriter and Phonograph Co., 421 Gay street.
Memphis—F. M. Atwood, 160 N. Main St.
 O. K. Houck Piano Co., 105 S. Main street.
Nashville—Nashville Talking Mach. Co., 510 Church st.
 Magruder & Co., 27 Arcade.
 O. K. Houck Piano Co.

TEXAS.
Dallas—Southern Talking Machine Co., 347 Main st.
El Paso—W. G. Walz Co., 101 El Paso street.
Fort Worth—Cummings, Shepherd & Co., 700 Houston st.
Houston—Texas Phono. Co., Capitol and Fannin Sts.
San Antonio—H. C. Rees Optical Co., 242 West Commerce St.

VERMONT.
Burlington—American Phono. Co., 34 Church St.

VIRGINIA.
Richmond—Magruder & Co., 729 E. Main st.

WASHINGTON.
Seattle—D. S. Johnston Co., 903 Second Ave.
Spokane—Spokane Phonograph Co., 7 Post St.

WISCONSIN.
Milwaukee—McGreal Bros., 173 3d street.

CANADA.
Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 121 Princess street.

SUSPENDED LIST, JUNE 1, 1906.
 SUPERSEDING ALL PREVIOUS LISTS.

GEORGIA.
Valdosta—H. K. McLendon, 109 West Central Ave.

ILLINOIS.
Champaign—Eggleston Bros.
Ottawa—Edward Hayne.
Wheaton—E. Irving.

INDIANA.
Logansport—F. M. Neff, 406 Broadway.
South Bend—EUGENE MARSH, 126 Vistula avenue.
 SOUTH BEND BOOK BINDERY, Robert Lebolt, Prop., 203 North Michigan street.

IOWA.
Burlington—JOHN P. WEISS, 711 Jefferson street.
Sioux City—HATTENBACH BROS. CO.
 A. V. LARIMORE, 518 Fifth street.
 *State Center—ORA SARGEANT.

KANSAS.
Clay Centre—E. M. GOWENLOCK.
Lawrence—BELL BROS.
Topeka—R. H. MOREHOUSE, 510 E. 4th street.

MAINE.
Biddeford—W. H. FIELD.
Lewiston—J. W. SKENE.
Monmouth—G. H. STETSON.
Waterville—FRANK BLANCHARD, 150 Main street.

MASSACHUSETTS.
Boston—E. C. PECK, 43 Milk st.
 T. SINGER, 60 Leverett street.
Franklin—E. P. Blackman.
Lawrence—LORD & CO., 314 Essex street.
 E. O. MOSHER, 420 Essex street.
Malden—A. T. FULLER.
Nantucket—ARTHUR M. TAYLOR.
New Bedford—H. B. DEWOLFF.
Somerville—E. J. WINCHESTER, 32 Summit avenue.
Worcester—JOSEPH TUKMAN, 44 Front street.
Woburn—OSBORN GILLETTE, or THE BOLTON JEWELRY CO., L. F. Maloney, Manager.

MICHIGAN.
Detroit—F. J. SCHWANKOVSKY.
Saginaw—GEO. W. EMENDORFER.
 JAMES V. CALAHAN, 217 Genessee st.
 TIERNEY BROS., 217 Genessee st.

MISSOURI.
Kansas City—THE WITTMANN CO.

NEBRASKA.
Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.
 PIANO PLAYER CO.

NEW HAMPSHIRE.
Hillsboro Bridge—E. M. BARNES.
Manchester—A. E. DUMAS
Nashua—F. A. MCMMASTER & CO.

NEW JERSEY.
Atlantic City—SAM'L D. WOLF, 32-34 Arkansas ave.
Bayonne—I. WIGDOR, 450 Avenue D.
Jersey City—W. L. HOFFMAN, 151 Montgomery st.
Newark—R. L. CORWIN; also New York City.
Passaic—I. HURWITZ.
Paterson—CHAS. H. KELLY, 25 N. Main street.
Plainfield—S. W. FRUCHT, or R. FRUCHT; also New York City.
 ELSTON M. LEONARD.

*Added since May 1, 1906.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

NEW YORK.
Albany—G. LINDE, 353 S. Pearl street.
Auburn—CHAS. C. CHIER CO., 18 Clark street.
Bedford Park—GEO. H. TYRRELL.
Brooklyn—WM. ALBRECHT, 294 Knickerbocker ave.
 H. HINDERMANN, BUSHWICK PHONOGRAPH EXCHANGE, 1421 Myrtle avenue.
 *EMIL SMITH, 634 Eleventh st. and 230 Summer avenue.
Hobart—F. H. MARSHALL.
Honkawk—ALBANY SPECIALTY CO., or CHAS. F. RICE, Main street.
Moravia—C. D. LOOMIS & CO., Union Block.
New York City—A. T. ARMSTRONG, or AMERICAN PHONO. CO., 106 Wall street.
 AUTOMATIC ZITHER CO., M. Cohen, Prop., 58 Second avenue.
 BERN BEARWALD, 373 W. 11th st.
 EDWARD BIELFELD, 481 Willis Ave.
 BRONX PHONO. CO. or DAVID SWITKY, 506 Willis ave.
 CENTRAL PHONO. CO., 160 E. 42d street.
 R. L. CORWIN; also Newark, N. J.
 EAGLE PHONO. CO., or C. LOWENTHAL, 83 Nassau street.
 EMPIRE PHONO. CO., 2 W. 14th street.
 S. W. FRUCHT, or R. FRUCHT, 7 Barclay st., or 68 Cortlandt st.; also Plainfield, N. J.
 O. HACKER, 2 Murray street.
 HAWTHORNE & SHEBLE, 297 Broadway also Philadelphia, Pa.
 HOLOBER BROS., 350, 421 and 491 West st.
 N. HORN, 148 E. 58th street.
 W. L. ISAACS, 114 Fulton street.
 S. LEMBURG & CO., 194 Broadway.
 J. McELLYNNE, 202 Broadway.
 RICHMOND PEASE, 44 W. 132d st.
 F. M. PRESCOTT, 44 Broad st.
 WINTHROP CYCLE CO., 2212 Seventh ave.

Rome—CHARLES TUTTLE.
Saratoga—W. J. TOTTEN.
Saratoga Springs—MARVIN A. COTE.
Watertown—HENRY A. HARDY, 24 Arsenal st.
 H. S. WARDWELL & CO., 39 Public Square.

NORTH CAROLINA.
Kinston—S. A. Quinley.

OHIO.
Cincinnati—J. L. ANDEM.
 SALM TALKING MACHINE CO., 639 Vine st.
Coshocton—BURNS & GOSSER.
Springfield—D. & M. VANDERPOOL.
Uhrichsville—F. A. MAZURIE.
Stuebenville—J. W. STEWART & CO.

PENNSYLVANIA.
Philadelphia—A. R. CASSIDY, 2783 Emerald street
 HAWTHORNE & SHEBLE, 604 Chestnut st., or Oxford and Mascher sts.; also New York City.
 A. KROUSE, 832 Arch street.
 PENN NOVELTY CO., 15 South 9th s
Phoenixville—KEINARD BROS.
Pittsburg—A. LIPPARD, 615 Wylie ave.

RHODE ISLAND.
Providence—F. P. MOORE.
Rockville Center—O. A. CLARK.

WISCONSIN.
Milwaukee—J. C. BLATZEK.

What is the Difference Between An Edison and an Edison with I. C. S. Equipment?

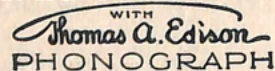
Do you know the difference between an ordinary Edison Standard Phonograph and an Edison Standard Phonograph with the I. C. S. Language Equipment?

We use the new type Edison Standard, but each machine is equipped with our own patented Repeating Attachment—with a set of head band Hearing Tubes—with a Recorder, Brush and Horn. And the speed screw is above the bed-plate—ease in regulating the speed of the machine is essential, as Language records are run at ninety revolutions per minute. The machine is designed specially for double service—LANGUAGE STUDY AND AMUSEMENT.

Now about the special equipment. It is all necessary in connection with language study, and, if sold separately, would cost \$10.00, in addition to the price of the regular Edison Standard Machine. With the hearing tubes, much greater concentration of mind is possible, the ear is trained to sounds of foreign words as they are spoken by natives and, again, none of the sound is lost. There is a sound modifier in the Hearing Tubes, so that the volume of sound can be regulated to suit the listener.

Absolutely correct pronunciation is acquired by repetition. With the I. C. S. Repeating Attachment the same word can be repeated over and over again without touching the speaker arm—simply operate the Repeating Attachment and listen. **YOU CAN GUARANTEE ABSOLUTELY CORRECT PRONUNCIATION.**

I.C.S. LANGUAGE SYSTEM



To learn to speak a foreign language, it is necessary to talk, therefore, to the Recorder—make records—hear yourself talk—compare your pronunciation with the pronunciation on the instruction records. This is a strong talking point in selling Language Outfits.

Two blanks are furnished with each Outfit, so that the party making the purchase has everything ready to start with his studies. The I. C. S. Language Outfit is complete and you will never have a dissatisfied purchaser.

IF YOU ARE NOT SELLING THESE OUTFITS, WRITE FOR PARTICULARS AND PRICES

INTERNATIONAL TEXTBOOK CO., Box 920, Scranton, Pa.

EDISON Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY THE NATIONAL PHONOGRAPH CO.

VOL. IV.

ORANGE, N. J., JULY, 1906.

No. 5.

NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.
340 KENT STREET, SYDNEY, N. S. W.
CALLE PROLONGACION DEL CINCO DE MAYO, NO. 67-77, MEXICO CITY.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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NO LET-UP IN MANUFACTURING.

Judging by the reports from the trade in general, and also in measure by the somewhat smaller number of imperative orders for goods, we are aware that the more quiet months of summer are at hand, and that the demands of the trade are going to be less for a few weeks than they have been for the past ten months. This is the natural order of things. When so many persons are bent on summer pleasures and vacations, it is not to be expected that as many of them will want Phonographs or any other device for indoor amusement. Consequently the volume of sales is smaller in summer than at any other time of the year. This decrease is not without its benefits from a manufacturing standpoint. If the demand of months past was to continue unchanged right through the summer it would mean a shortage of machines and Records next fall compared to which the past shortage would be a trifle.

The present demand for Phonographs does not equal the number being made every week, and we are able, therefore, to begin accumulating a surplus stock that we hope will aid in relieving the great demand that will come in the fall. Our factories are being pushed to the limit just as they have been for a long time and the output of machines is as large as when the trade was clamoring for them. The difference between present orders and the weekly output is not large, but it will help some a little later.

Record orders also show a lower tendency, but we are still so far behind on current orders, and the orders for new Records are so heavy that we hardly expect to any more than break even by the time the fall rush comes. This does not matter so much. We shall have Record facilities by that time that will, we believe, meet any demand. Even allowing for an increase of a third more business than the phenomenal demand of last fall and winter, we shall still have ample facilities to meet it.

THE ADVANCE LIST OF SEPTEMBER RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR SEPTEMBER, 1906.

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before **August 27th**, all things being favorable, but they **must not be placed on sale by Jobbers or re-shipped to Dealers before 8 A. M. on August 27th**. Supplements, Phonograms and Bulletins will be shipped with Records, and these also must not be distributed in any manner before **August 27th**. Jobbers are required to place orders for September Records on or before **July 10th**. Dealers should place September orders with Jobbers before **July 10th** to insure prompt and complete shipment when Jobbers' stock is received.

- | | | |
|------|---|---------------------------|
| 9338 | Ride of the Valkyries (<i>Wagner</i>)
<i>From Richard Wagner's Music Drama "The Valkyrie"</i> | Edison Concert Band |
| 9339 | Bull-Frog and the Coon (<i>Nathan</i>) <i>Descriptive coon love song, Orch. accom.</i> | Ada Jones |
| 9340 | Waltz Me Around Again, Willie (<i>Shields</i>)
<i>'Round, 'Round, 'Round, Comic waltz song, Orch. accom.</i> | Billy Murray |
| 9341 | American Cake Walk (<i>De Veau</i>) <i>Accordion solo, Piano accom.</i> | John Kimmble |
| 9342 | Is There Any Room in Heaven for a Little Girl Like Me? (<i>Helf</i>)
<i>Descriptive song, Orch. accom.</i> | Harry Anthony |
| 9343 | I'm Crazy 'Bout It (<i>Edmonds</i>) <i>Coon song, Orch. accom.</i> | Collins and Harlan |
| 9344 | Where the River Shannon Flows (<i>Russell</i>)
<i>Irish descriptive ballad, Orch. accom.</i> | Harry MacDonough |
| 9345 | Manhattan Beach March (<i>Sousa</i>) <i>Performed "A la Sousa"</i> | Edison Military Band |
| 9346 | Give My Love to Dixie (<i>Keith</i>)
<i>Descriptive ballad with march refrain, Orch. accom.</i> | Irving Gillette |
| 9347 | I'd Rather Be Outside a-Lookin' In Than on the Inside a-Lookin' Out (<i>Rose</i>)
<i>Coon song, Orch. accom.</i> | Bob Roberts |
| 9348 | Spoontime (<i>Albert von Tilzer</i>) <i>Xylophone solo, Orch. accom.</i> | Albert Benzler |
| 9349 | Two Jolly Irishmen (<i>Original</i>)
<i>Irish vaudeville sketch, Orch. incidental effects.</i> | Spencer and Porter |
| 9350 | Good Old U. S. A. (<i>Morse</i>)
<i>New March song by the writer of "Keep on the Sunny Side" Orch. accom.</i> | Byron G. Harlan |
| 9351 | Jubilee Overture (<i>Bach</i>) | Edison Symphony Orchestra |
| 9352 | The Umpire is a Most Unhappy Man (<i>Howard</i>)
<i>Comic song hit from the musical comedy "The Umpire," Orch. accom.</i> | Edward M. Favor |
| 9353 | I Surrender All (<i>Weeden</i>) <i>Sacred selection, unaccompanied</i> | Edison Mixed Quartette |
| 9354 | Old Heidelberg (<i>Mills</i>)
<i>Characteristic march, introducing Xylophone, Bells and Male Chorus</i> | Edison Concert Band |
| 9355 | When Love is Young (<i>Ellis</i>)
<i>Descriptive song from "Brown of Harvard," Orch. accom.</i> | Frank C. Stanley |
| 9356 | Shall We Meet Beyond the River? (<i>Rice</i>)
<i>Sacred duet, Orch. accom.</i> | Anthony and Harrison |
| 9357 | I Don't Know Where I'm Goin', But I'm on My Way (<i>Bren</i>)
<i>Coon song, Orch. accom.</i> | Arthur Collins |
| 9358 | Kiss of Spring Waltz (<i>Rolfe</i>) <i>Whistling solo, Orch. accom.</i> | Joe Belmont |
| 9359 | Peaches and Cream (<i>Original</i>)
<i>Vaudeville sketch, introducing the new waltz song, "Peaches and Cream," (Lowitz and Blumenthal,) Orch. accom.</i> | Ada Jones and Len Spencer |
| 9360 | One Called Mother and the Other Home, Sweet Home (<i>Morse</i>)
<i>Descriptive song, Orch. accom.</i> | Edison Male Quartette |
| 9361 | Afloat on a Five Dollar Note Medley (<i>Original</i>)
<i>Introducing "Afloat on a Five Dollar Note," "I Like Your Way," "After they Gather the Hay" and "I'm Up in the Air About Mary"</i> | Edison Military Band |

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

THE JOBBERS' ENTERTAINMENT.

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

It is hoped to have representatives present from every Jobbing firm in the country and, as many firms will send more than one, it is expected that about 200 Jobbers will take part. A number of export houses will also be represented. The general management of the affair is in the hands of F. K. Dolbeer, manager of the Credit Department, and he will have the assistance of every official and important employe who can be spared from his duties while the entertainment is in progress. All of the salesmen will also be on hand. J. R. Schermerhorn, Assistant General Manager, who is now in charge of the London and European offices, has returned home to take part in the entertainment.

As has already been announced, the headquarters for our visitors will be the Waldorf-Astoria Hotel, Fifth avenue and 34th street, New York City. From the time the visitors arrive on the afternoon of Tuesday, July 17th, until they leave on the morning of Saturday, July 21st, they will be the guests of this company. Upon their arrival they will be met by Mr. Dolbeer and a number of his assistants. They will be required to register in the company's own registry book as well as on the hotel register. The Reception Committee will supply them with tickets and such data as may be essential for their comfort while in the city. They will be assigned rooms as rapidly as possible and nothing left undone that will add to their pleasure. Special rooms will be provided where Jobbers may conduct their correspondence with the aid of Edison Business Phonographs and a corps of stenographers. The afternoon and evening of July 17th will, therefore, be taken up in seeing that the arriving guests are comfortably housed.

The formal entertainment will really begin on the morning of July 18th, when the guests will leave the hotel at 9.30 o'clock and be taken in automobiles to the 23rd street ferry of the

Erie Railroad. On the Jersey City side of the ferry a special train will be in waiting to carry the party to the Edison laboratory and factories at Orange. Here the party will be met by another section of the Reception Committee and under the escort of men familiar with the factory, a tour of inspection will be made of the laboratory and the various factory buildings. Work on our new office building is being hurried with the idea of serving luncheon to the party on the third floor. It is expected that Mr. Edison and Mr. Gilmore will assist in receiving the visitors at Orange. The party will return in the special train about 4 o'clock, arriving at the hotel in time for dinner. In the evening a visit will be paid to one of the leading theatrical attractions in the city.

The second day's programme will consist of seeing New York by water and paying a visit to the U. S. Military Academy at West Point. Automobiles will leave the hotel at 9.30 o'clock for the foot of East 31st street, where the Iron Steamboat Cepheus, which has been chartered for the occasion, will be in waiting. Leaving the pier at 10 o'clock the party will be taken up the East River to and around Blackwell's Island; then back and down the East River, through the Narrows to New York Bay, passing many points of interest. At a point opposite Coney Island the boat will turn and sail up the Hudson River to West Point. There the party will spend some time in inspecting the Academy. The daily dress parade will take place about 6.30 o'clock and the guests will be given an opportunity of seeing it. The boat will then return to the city, reaching its destination about 10 o'clock. Luncheon, dinner and other refreshments will be served on the boat and suitable music will be provided by the Edison Concert Band.

It is expected that this boat trip will furnish a splendid opportunity for the entire Edison trade to become better acquainted than would be possible under any other circumstances. The entire day will be informal.

The principal features of the third day will be seeing New York by land in the afternoon and a banquet in the evening. The sight seeing trip will be made in automobiles and the route will cover the most interesting points in New York City, including Fifth avenue, Central Park, Grant's Tomb, Riverside Drive, etc. The automobiles will leave the hotel at 2 o'clock and will return in ample time for the evening's banquet. This will be held in the Astor Gallery of the hotel at 7 o'clock. Mr. Edison and Mr. Gilmore will be present. A musical programme will be rendered by the Edison Symphony Orchestra during the banquet, and later a short entertainment will be given by well-known Edison artists.

The more detailed arrangements that Mr. Dolbeer has made for the comfort of our guests seems to leave no question that the affair will be notable and well worth the time that it will take many Jobbers to participate, especially those who come from the far West and South. Many Jobbers will attend at considerable sacrifice of time and personal interest, but we feel sure they will never regret coming. Aside from the opportunity that it gives us to express our good-will toward Jobbers, it cannot fail to be of benefit to the latter from a purely business standpoint.

THINK IT OVER IN JULY.

It is, of course, too early for Jobbers or Dealers to take active measures toward stocking up for the fall and winter. They have only just reached a breathing spell after months of strenuous business endeavor and must naturally rest a little before beginning again. It is not too early, however, to *think* of the coming season. The month of July can safely be taken to review the past and plan, in a preliminary way at least, for the future. We doubt if a longer time can be taken, for every indication now points to an unusually early beginning of the fall campaign. A number of large Jobbers have already signified their intention of ordering early and in much larger quantities than ever before. They have declared their determination not to be caught "without the goods" as they were last fall, although they then thought they had builded big.

It behooves every progressive Jobber and Dealer to look over the events of the past ten months and put down: 1. The number of Edison Phonographs and Records that he sold. 2. The approximate additional number he might have sold had he had the stock. 3. Wherein he failed to provide in advance for an adequate supply of goods. If he learns the lesson that this exhibit places before him he will in the coming twelve months do the greatest Edison business in his career.

If he is a Jobber he will place his fall orders earlier than usual and for a larger number of machines than ever, determining the number by his review of the past, and arranging for monthly shipments to cover all contingencies. Early orders may seem to give him more machines than he wants, but he should bear in mind that the interest on the cost of a considerable number of machines is small, and it is much better to make the outlay and have the goods ahead of time than not to be prepared when they are wanted. The shrewd Jobber will also decide in advance if his method of ordering Records is the best that can be found. Some Jobbers do not have a good system for keeping track of their Record sales and rely almost entirely upon their racks or bins to tell them when to order a new lot. It is possible to keep a set of cards or books that will tell at a glance how each Record sells, the stock on hand and when to order without the head of the firm ever seeing the racks or bins. There is an art in keeping up a Jobber's stock of Records, and any Jobber who doesn't know how should plan it out this or next month.

Edison Dealers may also learn useful lessons from their exhibit. Theirs is not so large or so complex a task as the Jobber's, but it none the less requires careful consideration and is quite as likely to produce results when so considered. The arguments as to ordering early and planning for improvements apply quite as much to the Dealer as the Jobber. He should not later than next month give his Jobber a stock order, requiring him to deliver so many machines each month for the remainder of the year. The sales of the past will tell how many

it is safe to order, allowing for an increase that seems certain to come. Summed up, our advice is: Plan in July and act in August.

EXIT CHICAGO OFFICE.

The closing of our Chicago office on May 31st was accomplished without much trouble or inconvenience to any of the Dealers buying through that office. Dealers who had before bought only from our Chicago branch, have since signed with Jobbers close to their cities or towns and are getting goods in a satisfactory manner. F. K. Dolbeer, credit manager, spent several days in Chicago right after June 1st, and accompanied each statement with a specially dictated letter, pointing out the new conditions and stating that accounts due would be payable direct to Orange. He also arranged to have the Jobbers in Chicago take nearly all of the stock carried by our branch office. The remainder was returned to Orange. The closing of this branch office has met the hearty approval of all Western Jobbers, and we look for a largely increased business from this territory because of it. Dealers who have been buying through our branch office are again reminded that all matters pertaining to such business should be addressed to the company at 31 Union Square, New York. Supplies of printed matter must come from their new Jobbers.

WE BUY A NEW YORK OFFICE.

The four-story brown-stone residence building at the north corner of Fifth avenue and 8th street, New York City, has just been purchased by the National Phonograph Company, which will occupy it as its New York headquarters in the near future. The house was recently the New York home of C. H. McCormick, of Chicago, the present American Ambassador to France. It is a beautiful old brown stone mansion, with solid mahogany doors and stairways. The company obtained possession July 1st, and plans are now being made for remodelling the interior to fit its needs. All of the departments now quartered at 31 Union Square will be accommodated at the new location. In addition the Foreign Department will use the basement for repacking and reshipping for export. This is now being done at 251 West Broadway. It is probable that the building will not be occupied till the close of the year. Until then the present offices at 31 Union Square will be retained.

NEW PLAN NOW ON TRIAL.

In accordance with the new plan for shipping, the July Records were placed on sale by Jobbers and reshipped to Dealers on June 27th, this date being the same throughout the entire country. So far as we now know, the Records reached every Jobber in time to permit him to repack them and have them all ready for shipment to Dealers on June 27th. This work was done without the hustle and

bustle incident to the former plan. The success of the new method depends entirely upon the trade. If all Jobbers and Dealers give it the co-operation they should it cannot fail to benefit every one.

PRINTED MATTER.

We are mailing a copy of a new Record Catalogue, Form 940. This succeeds No. 840 and contains all Records listed to and including July. The selections cut out in the May issue of the PHONOGRAPH MONTHLY have been eliminated from this catalogue. A number of selections have been made over by new talent and appear in this catalogue for the first time. Other selections have been made over by the same talent and, although they are much better Records than before, the catalogue shows no change in the title or talent. Orders for Record Catalogues after this date will be filled with the new issue, but it will not be possible to furnish large quantities to any one Jobber. With nearly 150 Jobbers wanting the new edition, it will be necessary in a measure to limit the shipments of each. This is because of the difficulty in getting catalogues fast enough. Even an average of 2,000 to a Jobber makes 300,000 catalogues, a quantity not easy to produce in a short time.

Copies of a new edition of the Numerical Catalogue, Form No. 930, is being mailed with this issue of the PHONOGRAPH MONTHLY. It includes all Records to July and those cut out in the May issue of the PHONOGRAPH MONTHLY have been dropped. Copy of this catalogue is being mailed to every Dealer, who is expected to preserve it for store use. It cannot be supplied in quantities for retail distribution, being intended only for trade purposes. Jobbers will save correspondence by not ordering large quantities.

Because of a slight error in the new Discount Sheet, dated May 1st, a second copy is being mailed to the entire trade. In the first sheet the discount on accessories was given at 33% when it should have been 33⅓%.

With the June issue the *New Phonogram* completed its second year. From an edition of 90,000 two years ago, this little publication has increased to 410,000 each month and is to-day regarded as one of the most useful forms we have for increasing business. When it is stated that, with the exception of less than 10,000 copies used for our own mailing, this edition is paid for by the trade, it will be realized that the form must be a useful one in getting Edison business. It seems quite probable that the edition of the *Phonogram* will reach a half million copies within the next year.

"THE PHONOGRAPH"

Shipping instructions have been forwarded to the firm in Chicago who are making frames for the Massani picture, "The Phonograph," and it is now too late to make any changes in these instructions so as to include Dealers' orders sent in by Jobbers since June 10th. After shipment has been made from Chicago, an effort will be made to fill these late orders

from Orange. If possible, framed copies will be supplied. Otherwise, we will take the liberty of mailing an unframed copy. Jobbers may continue to send in orders from Dealers and they will be given such attention as circumstances will permit. We really regret that all Dealers did not embrace this opportunity to get a framed copy of this picture, for it frames up in a most attractive manner and will be an interesting feature in the store of every Dealer who will have one.

GRAND OPERA RECORDS.

Dealers who have not given their Jobbers an order for at least one each of the ten Grand Opera Records in Supplement No. 3 should lose no time in doing so. They should, by all means, have at least one of these and the Grand Opera selections previously listed, on hand for the possible demands of their trade. No Dealer can tell at what moment he will be asked for one or more of these selections and not to have them may mean a loss of business that in profit would pay the cost of one each of the entire thirty selections. To carry them represents too small an outlay of money to consider. Dealers who get their greatest business from selling the most popular selections should bear in mind that all do not prefer rag-time, but that here and there he will find individuals who want the better class of music. The announcement sent to the trade this month gives the titles of the entire thirty, and we trust that Dealers will give the matter of carrying at least one of them the attention it deserves.

AMONG THE JOBBERS.

During the past month interesting meetings have been held by the Eastern Talking Machine Jobbers Association and the Central States Talking Machine Jobbers Association. Matters of much importance to the trade in general have been discussed. Owing to the space that would be required to refer to these matters in an adequate way, and the further fact that many of them refer to other companies, it will not be possible to give much space in these columns to the doings of these associations. The meetings are being fully reported by the talking machine and music trade publications, and the general trade who desire to know more about them can get the information from these publications. The function of the PHONOGRAPH MONTHLY is not to provide information of a general character about the talking machine industry, but simply to exploit the Edison end of it and furnish information for our own trade. As a company, however, we are greatly interested in the organization and progress of these associations and believe that they will be of great benefit to the entire industry if conducted on broad lines. We shall do all that we can to further their growth and will cooperate with them as much as possible.

The Vim Co., Edison Jobbers at Des Moines, Iowa, have moved from 704 West Walnut street to 808 West Walnut street.

NO AGENTS OR TERRITORIAL RIGHTS.

It is becoming quite common for Dealers to designate themselves as Edison Phonograph Agents and generally making use of the word agent in a way to create the belief that they are the direct agents of the National Company. Whenever this has come to our attention, we have requested the Dealer to discontinue such designation; but the cases which come to our attention are probably few compared to the many numbers of Dealers we have, and we fear that a considerable percentage of them make use of that designation.

We want it clearly understood that we employ no agents and grant no territorial rights. Dealers who are designating themselves as agents must discontinue the practice at once. We would also call attention to the last clause of our Dealers' agreement, which reads as follows:

"I also understand that this agreement gives me no exclusive right whatsoever either as to agency or territory."

Anyone continuing the practice of designating himself as agent, violates the agreement and makes himself liable to suspension from the advantages and privileges of our Dealer's agreement.

DEATH OF A. T. E. WANGEMANN.

A. Theodore E. Wangemann, who for many years had been connected with Mr. Edison in experimental work on the Edison Phonograph and Edison Records, was killed while attempting to board a moving train at Bath Beach, Long Island, on June 2d. Mr. Wangemann was born at Berlin, Germany, February 13th, 1855. He had lived in this country many years. He entered Mr. Edison's employ in the early days of the Phonograph and had been identified with nearly every phase of its later evolution. He was connected with the Edison laboratory at the time of his death. He was a skilled pianist, a fine musician and possessed an excellent musical education. He was a member of the committee of Edison officials who meet twice each month to pass upon Records before they are formally listed and his musical ability made him a useful member. He is survived by a wife. He was a member of the Pleiades Club, of New York city, which had charge of his funeral in Brooklyn on June 5th. In accordance with his own wishes his body was cremated at Fresh Pond, Long Island, on June 6th.

FOREIGN SELECTIONS CUT OUT.

We have no more moulds of the foreign selections named below and, when our present stock of these Records is exhausted, we will be unable to fill orders for them:

12124—Im Grunewald ist Holzauktion (German) *Gottschall*
12921—Girl Wanted There (British) *MacKay*

CHANGE IN CONCERT EQUIPMENT.

Hereafter all Edison Concert Phonographs and all other machines on which a twenty-four-inch horn, or larger, is used will be equipped with a new horn crane, the bracket of which

will be fastened to the rear of the cabinet. This crane will take the place of the horn stand, now shown as part of the concert equipment in our machine catalogue. This change will be shown in the next edition of the machine catalogue.

PHONOGRAPHS AND RECORDS IN A WRECK.

A consignment of 400 Edison Phonographs and 30,000 Edison Records, shipped to our Sydney office, was lost on the steamer Oakburn, from New York, which was wrecked near Cape Town on May 21st. The loss was covered by insurance. As soon as our Foreign Department learned of the loss it duplicated the shipment.

AUSTRALIAN BUSINESS GROWING.

A total of 1746 cases of Edison Phonographs and Records were shipped to our Sydney branch in May. This is excellent evidence of the growth of the Edison business in Australia.

A GOOD LETTER.

Following is a letter being sent by the Reading Phonograph Co., of Reading, Pa., to prospective Dealers:

MR. DEALER;—

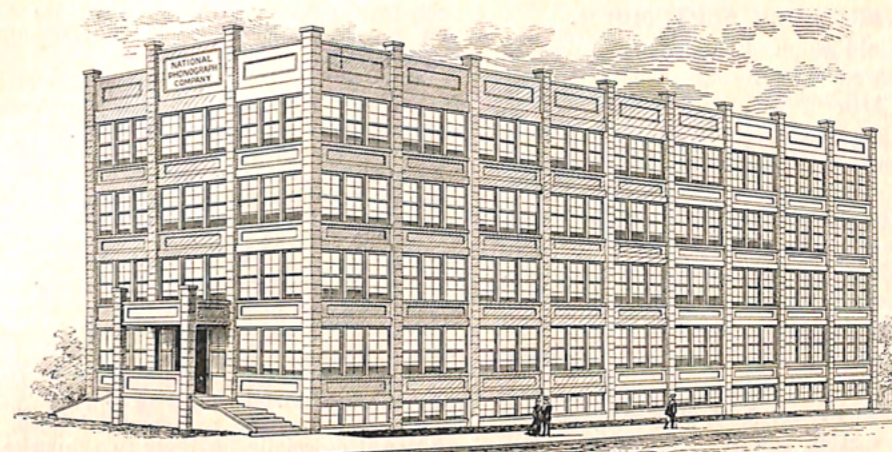
INCREASE YOUR BANK ACCOUNT.

Do you know that Edison machines *stand first*?
" " " records are *perfection*?
" " " dealers are *protected*?
" " " goods are one price *the world over*?
Have the *complete catalogue* of Edison records on your shelves, keep your stock well arranged, have an effective window display, change the display *at least* once a week, or even better—twice a week. Familiarize yourself with the records, a suggestion here, a word there, will very often sell a record when least expected.

GET IN LINE.

June 15, 1904, we started a dealer in a near-by-town of 358 population. His first investment was \$110.00, two weeks later, feeling that his venture would be a success, he invested another \$106.00. In six weeks he had the complete catalogue on his shelves. To August 15, 1905, he had bought "at Dealers discount" \$1,738.00 worth of goods of us—all Edison. From August 1, 1905 to January 1, 1906 his success was greater than ever. Keep up your stock—advertise the fact and you are sure to get the business.

The PHONOGRAPH MONTHLY is a great source of knowledge to the Dealers, and I always read it from beginning to end. We have been selling the Edison Phonographs and Records for two months now, and we are very enthusiastic over our steadily increasing business. The company's new plan as to the time new Records are to be placed on sale ought to meet with the approval of every Edison Dealer all over the country, as it gives each one an equal chance, and your strict enforcement of the rules laid down in contracts with Dealers is a good thing. We have now over 600 selections in Edison Records, and before winter we hope to have all the Records made so that we may have a complete line of them.—Henry L. L'Entremont, Peabody, Mass.

**NEW OFFICE BUILDING AT ORANGE.**

The new concrete office building of the Edison companies at Orange, shown above, is rapidly nearing completion. The time department has already taken possession of its quarters on the ground floor. The departments that are to occupy the first and second floors expect to move in before August 1st. The third and fourth floors will be occupied later.

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

PUBLISHERS OF MUSIC IN SEPTEMBER LIST.

The publishers of the compositions made for our September list of Records, so far as we can obtain them, are given below. Where the numbers are omitted they are either not published or we are unable to give the names of the publishers:

- 9339 "The Bull-Frog and the Coon," Leo Feist, New York.
- 9340 "Waltz Me Around Again Willie," F. A. Mills, New York.
- 9342 "Is There Any Room in Heaven for a Little Girl Like Me?" Helf and Hager, New York.
- 9343 "I'm Crazy 'Bout It," Shepard N. Edmonds Music Co., New York.
- 9344 "Where the River Shannon Flows," M. Witmark & Sons, New York.
- 9345 "Manhattan Beach March," The John Church Co., New York.
- 9346 "Give My Love to Dixie," Walter Jacobs, Boston, Mass.
- 9347 "I'd Rather be Outside a-Lookin' In Than on the Inside a-Lookin' Out," F. A. Mills, New York.
- 9348 "Spoontime," The York Music Co., New York.
- 9350 "Good Old U. S. A.," F. B. Haviland Pub. Co., New York.
- 9351 "Jubilee Overture," Standard Music Co., New York.
- 9352 "The Umpire is a Most Unhappy Man," Chas. K. Harris, New York.
- 9354 "Old Heidelberg," F. A. Mills, New York.
- 9355 "When Love is Young," M. Witmark & Sons, New York.
- 9356 "Shall We Meet Beyond the River," Hymn Book Publishers.
- 9357 "I Don't Know Where I'm Going, But I'm on My Way," Jos. K. Bren & Co., Kansas City, Mo.
- 9358 "Kiss of Spring Waltz," Walter Jacobs, Boston, Mass.
- 9360 "One Called Mother and the Other Home, Sweet Home," F. B. Haviland Pub. Co., New York.

A MISTAKE SOME DEALERS MAKE.

Indications would tend to show that not more than half of the Edison Dealers of the country reach the pages of the PHONOGRAPH MONTHLY and look over the literature mailed them by this company once or more each month. This is a serious mistake on their part and one that is undoubtedly causing them losses in money and business all the time. Everything we send out to the trade contains information or instruction of unquestioned interest and value to all, and it should be read by every Dealer. It is fair to assume that every individual or firm that has invested enough money in Edison goods to become a Dealer, did so with the idea of making money on the line. He cannot, therefore, be too well informed on the business and cannot afford to slight any opportunity to gain information or ideas that will enable him to become successful. Most of the matter in the PHONOGRAPH MONTHLY is dry reading and much of the literature dull from a fiction standpoint, but a careful reading or inspection of every bit of it will pay. Try it, Mr. Dealer, and apply what you learn.

F. K. Dolbeer, Credit Manager of the Edison companies, attended the national convention of Credit Men's Associations at Baltimore, June 12th to 19th, as a delegate from the New York association.

COMMENTS ON EDISON GOLD MOULDED RECORDS FOR SEPTEMBER.

Edison Gold Moulded Records have reached such a high standard for excellence that it is difficult to believe that a new month's list can be better than its predecessor, and yet so carefully do our recording experts carry on their work that there is an improvement each month. This fact is recognized at the Edison factories, although the difference from month to month may not be noticed by the public. Edison Records do not stand still. When to high quality is added excellent variety and attractiveness you have a monthly list that cannot fail to suit all Phonograph owners. Such is the Edison list for September—the opening of the fall season.

No. 9338, "Ride of the Valkyries," by the Edison Concert Band, is a selection from Wagner's music drama, "The Valkyrie," that has been made in response to numerous requests from lovers of high-class music. We feel sure that it will meet the approval of all admirers of music of this character, and it will also find favor among those not ordinarily interested in classical music. This selection is very difficult to perform by a band or orchestra, and it is much more difficult than most music to make a Record of. We feel especially proud of the success achieved by our Recording Department, for we doubt if a better piece of recording has ever been done by this or any other company. The clarinet work is especially brilliant.

No. 9339, "The Bull-Frog and the Coon," is a new coon song by Ada Jones. A coon went wooing his Susan, on a night when the moon looked on with envy, and the stars seemed rather friendly. As they wandered by a brook they saw two frogs a-wooing. The chorus cutely sings of the love-making of the frogs. The song has a charming air, and it goes without saying that Miss Jones has given the song a splendid rendition. A feature is the natural frog imitation in the chorus. The Record is made with orchestra accompaniment. The music of this song was written by Jos. S. Nathan and the words by Felix F. Feist.

No. 9340, "Waltz Me Around Again, Willie," by Billy Murray, was written by Ben Shields (music), and Will D. Cobb (words). Willie was a dry goods clerk and was required to be on his feet the live long day. He grew spoony on Madeline Mooney, who would rather dance than eat. Madeline tagged him to a dance hall every night, and despite his protests she would grab tired Willie, steer him to the floor and sing, "Waltz Me Around Again, Willie; Round, Round, Round." Mr. Murray makes the Record with his usual clear enunciation. He has the assistance of the orchestra.

No. 9341, "American Cake Walk," by John Kimble, is an accordion solo, with piano accompaniment, and is the first Record of the kind that we have ever listed. Mr. Kimble is an especially fine player on this instrument, probably one of the best in the country, and

he has chosen for his initial selection a non-published composition by Edward De Veau, that is well adapted to this popular musical instrument.

No. 9342, "Is There Any Room in Heaven for a Little Girl Like Me?" by Harry Anthony, tells a pathetic story about a little girl whose mother was too taken up with social calls and whose father was too worried with business cares to give her any attention. Their daily injunction to "run along, you're in the way," causes the child to sing, "Is There Any Room in Heaven for a Little Girl Like Me?" Mr. Anthony's splendid voice clearly brings out the meaning of the song. The music of this composition was written by J. Fred Helf and the words by C. M. Denison.

No. 9343, "I'm Crazy 'Bout It," is by Collins and Harlan. If Shepherd N. Edmonds, who wrote the music and words of this song, had written it especially for these two favorite Edison singers he could not have produced a selection better adapted to their attractive method of singing coon songs. Unlike the usual run of coon songs, this one is sung by a lady coon, who tells how she is crazy about her man. The Record is made with orchestra accompaniment.

No. 9344, "Where the River Shannon Flow," by Harry MacDonough, is a descriptive Irish ballad that tells in tender words and sweet music of the attractions of a pretty spot in Ireland where the river Shannon flows and where lives the singer's little Irish rose. Mr. MacDonough, with the assistance of the orchestra, sings this selection in a manner that will make it one of the most popular numbers on the September list. The words and music are by James I. Russell. The music is similar in character to Harrigan's well-known song, "Where Poverty Tears Ebb and Flow."

No. 9345, "Manhattan Beach March," by the Edison Military Band, is a popular march by Sousa, that was listed when our Records were made by the wax process, but it was not made over by the Gold Mould process. Many Phonograph enthusiasts have told us it was a mistake not to do so and have repeatedly requested that it be re-listed. We now take pleasure in doing so. Many regard "Manhattan Beach March" as better than any of Sousa's recent compositions. The manner in which our Military Band renders the selection for our Record is quite a departure, being played "a la Sousa," with all the lights and shades characteristic of the "March King."

No. 9346, "Give My Love to Dixie," by Irving Gillette, is a descriptive tenor ballad, with march refrain, by Lester W. Keith (music) and John Kemble (words). As the title indicates, it is the song of a Southerner longing for a glimpse of his Dixie home. Like all Dixie songs, it cannot fail to be popular. Mr. Gillette has been most successful in his rendition of songs of this character. The orchestra accompaniment is attractive.

No. 9347, "I'd Rather Be Outside a-Lookin' In Than On the Inside a-Lookin' Out," by Bob Roberts, is a coon song that should find a wide sale if for no other reason than to find out how the song writers can produce an attractive selection with such a title. Mr. Roberts renders effective assistance in making a good Record

of the selection by making every word unmistakably clear. The music of this song was written by Edward Rose, the words by Ted Snyder, and the Record is made with orchestra accompaniment.

No. 9348, "Spoon-time," by Albert Benzler, is a xylophone solo, with orchestra accompaniment, of a very catchy composition now quite the go throughout the country. Albert Von Tilzer, who wrote it, is a brother of Harry Von Tilzer, and he has contributed a number of successes to our catalogue. "Spoon-time" is written in march tempo.

No. 9349, "Two Jolly Irishmen," by Len Spencer and Steve Porter, is another Irish vaudeville sketch. These sketches have become features of our supplements whenever they appear. Their contribution this month presents a witty dialogue between two Irishmen, and closes with a laughing chorus that will become infectious whenever the Record is played.

No. 9350, "Good Old U. S. A.," is a song by Byron G. Harlan, in which a lad asks his father what causes the crowd to cheer. The father replies that it is because the band plays "My Country 'Tis of Thee." He tells the lad that "no matter where he wanders, no matter where he roams, he will not have to stop and ponder for a place to call his home." When asked where he was born, he must be proud to say that his home is the land of Uncle Sam, "The Good Old U. S. A." Theodore Morse wrote the music of this composition and Jack Driplane the words. They also produced "Keep on the Sunny Side," (our Record No. 9271).

No. 9351, "Jubilee Overture," by the Edison Symphony Orchestra, is a remarkably fine and clean-cut Record of this composition by Chr. Bach. Bound to please admirers of orchestra music.

No. 9352, "The Umpire is a Most Unhappy Man," is a laughable topical song by Edward M. Favor. The baseball public will so universally agree with the title of this song that it seems hardly necessary to attempt to describe it. In the language of Hough and Adams, who wrote the words, "the umpire is a cross between a bullfrog and a goat; he has a mouth that is flannel-lined, with brass tubes in his throat"; "work like his is merely play, he don't even have to ask for all the things that come his way." Jos. E. Howard wrote the music of this song, which is one of the most popular numbers in the musical comedy, "The Umpire."

No. 9353, "I Surrender All," by the Edison Mixed Quartette, is a most attractive sacred selection by W. S. Weeden (music), and J. H. Van De Venter (words). Two stanzas are given. The contralto and tenor sing a duet, the quartette coming in on the refrain. It is not surprising that this selection has been much called for, it being one of unusual attractiveness.

No. 9354, "Old Heidelberg," by the Edison Concert Band, is a characteristic march, introducing xylophone, bells and male chorus, the whole comprising a novel effect never before attempted on a Record. Kerry Mills, who has written a number of other successful composi-

tions in our catalogue, is the writer of "Old Heidelberg."

No. 9355, "When Love is Young," by Frank C. Stanley, is a song with which Harry Woodruff made such a success in "Brown of Harvard." It is already widely popular and fully deserves its popularity. It has a catchy air and Mr. Stanley's fine baritone voice makes a splendid Record of it. He is accompanied by the orchestra. The music of this song was written by M. Melville Ellis and the words by Rida Johnson Young.

No. 9356, "Shall We Meet Beyond the River," by Anthony and Harrison, is a hymn by Elihus S. Rice and Horace L. Hastings, and it is too well known throughout the Christian world to need comment. Messrs. Anthony and Harrison have made the Record up to their usual high standard of excellence. They have the assistance of the orchestra.

No. 9357, "I Don't Know Where I'm Goin', But I'm On My Way," by Arthur Collins, tells how Sam Jackson led a quiet married life until he became unruly. His wife then took him in hand and said that they must separate, making some remarks by ways of explanation, which caused Sam to sing, "I Don't Know Where I'm Goin', But I'm On My Way." Mr. Collins not only sings in good coon style, but he enlivens the Record with a funny talk between the choruses. Joe Bren wrote both the words and music of this song.

No. 9358, "Kiss of Spring Waltz," is a whistling solo by Joe Belmont. It is an excellent addition to his Records already listed in our catalogue. The orchestra accompaniment is quite as attractive a feature of the Record as Mr. Belmont's clever whistling. This composition is the work of Walter Rolfe.

No. 9359, "Peaches and Cream," by Ada Jones and Len Spencer, is a vaudeville sketch, with orchestral incidental effects, introducing the new waltz song "Peaches and Cream." The scene of the sketch is laid in the Bowery and the dialogue is distinctly of the Bowery. It gives a very hearable talk by Chimmy and his "goil" Maggie, and the song "Peaches and Cream" fits the scene as though built for it. These vaudeville sketches are arranged by Mr. Spencer, and the Phonograph public will agree with us that he has made a great success with them.

No. 9360, "One Called Mother and the Other Home, Sweet Home," by the Edison Male Quartette, is a descriptive ballad, the music of which was written by Theodore Morse and the words by William Cahill. It is artistically sung with orchestra accompaniment by our famous quartette. The singer tells of his two best friends, his mother and his home. The words are set to an attractive bit of music and combined they make a most desirable Record.

No. 9361, "Afloat on a Five Dollar Note Medley," by the Edison Military Band, is a medley of waltz songs and introduces the following popular airs: "Afloat on a Five Dollar Note" (our Record No. 9316), "I Like Your Way" (our Record No. 9298), "After They Gather the Hay" (our Record No. 9318) and "I'm Up in the Air About Mary" (our Record No. 9329).

MR. BACIGALUPI'S OWN STORY.

[On the day after the June PHONOGRAPH MONTHLY went to press we received from Peter Bacigalupi, Edison Jobber at San Francisco, the interesting story of his experiences and losses in the great disaster in his city in April. Although somewhat delayed in its publication, we feel sure that the entire Phonograph trade will be interested in it.]

On the morning of the 18th of April I was awakened very rudely from a sound slumber by a terrific trembling, which acted in the same manner as would a bucking broncho. I sat up in bed with a start. My bed was going up and down in all four directions at once, while all about me I heard screams, wails, and crashing of breaking china-ware and nick-nacks. I was very quietly watching the clock on the mantel, which was doing a fancy stunt, while the ornaments in the parlor could be heard crashing to the floor. A great portion of the plaster right over the head of my bed fell all around me, and caused a cloud of dust, which was very hard to breathe through.

I did not get up until the quake was over, then dressed in a hurry, with the thought in my mind that there must have been a great deal of damage done down town. I managed to get a cup of coffee with the gas that remained in the pipes, which was very slow work, indeed. After this I rushed to the street, and looked all round for a car, but there were no cars running that morning.

I started to walk down town, and arriving within about eight blocks of the business section, noticed that there were hardly any panes of glass left in any of the show windows. When I got still further down I began to see still further vagaries of this sleeping giant, which had so disturbed us. Buildings were tumbled over on their sides, others looked as though they had been cut off short with a cleaver, the whole front having fallen through the sidewalk into the basement.

On seeing this my first thought was of the condition of the Records in my store. I hurried as much as possible, but did not make much headway, owing to the fact that the majority of the people were hurrying in the opposite direction to which I was going. They were taking to the hills. Some were dragging trunks; others carrying valises on their shoulders. I saw more talking machines in that one day than I believe I will ever see all together again at one time. It seems that the first thought of the owners of these machines was to save them first in preference to anything else.

There were also a great many comical sights, such as women carrying ironing boards and an iron. One woman carried a parrot's cage in one hand, while in the other was a bundle of clothes, hurriedly gathered together. I noticed that the bottom of the cage was gone, having doubtlessly dropped out on the way, without being missed. It is needless to say anything further regarding this, as the papers were full of it, and they have been read by all.

On reaching 7th street, I noticed that Mission street, one block from Market, the street on which I was walking, was in flames. I

again hurried on, and reaching 6th street, still saw a massive wall of flame eating up that section of the town. Seeing this I broke into a run, and continued running over bricks on the sidewalk, and dodging automobiles, which were doing ambulance duty, until I reached my store on 4th and Mission streets.

Immediately across the street from my store was a brand new building, lately finished, and which had never been occupied, six stories in height. This was one sheet of flames, bearing down on my side of the street. I ran down to my store, trying to unfasten the door, but the lock was so hot that in trying to unfasten same I scorched my fingers. I worked for what seemed to be an hour, but which in reality must have been from twenty to thirty seconds. Some of my men who had gotten there before me motioned to the show window. Then I noticed that the plate glass was in splinters on the sidewalk. I climbed through this into the store.

We immediately started to work moving such machines as we had in front of the store towards the back to get them away from the heat of the fire, thinking that perhaps our place might be saved. Later we packed all our books in a large basket, such as those used in a dry-goods store, taking them to the back of the store, awaiting the arrival of our express wagon, which we expected every minute. When all of this was ready, I took a trip through the whole store for one last look. You can imagine my feelings on going to the second floor where my Phonograph salesroom was located, and seeing every Record standing on its shelf in perfect order, just as though there had been no earthquake at all. This was the greatest wonder to me of all—to think that Pianos had been thrown down on their faces, and Records, which stood by the thousands on our shelves, had not been moved.

After locking all doors securely to keep out the draught, I went to the third floor, which we had just had plastered and fixed up as a show-room for musical instruments. I was all alone in this trip, and feeling the great heat that came from the front of the store, shoved three or four pianos the whole length of the store. I then locked this floor, and went through the fourth and fifth floors in the same manner, locking the doors and windows securely, and then up to the roof. As soon as I got there I saw how hopeless was my chance of saving our building from the fire, which was then burning in front. It was consuming a building on either side of us, and as I stood there I saw the flames break through the roof, and attack our walls. When I turned around to go down the fire escape at the back of the building, I saw that the fire was also coming on the opposite side of the alley, on which the back entrance of our store faced. The fire was consuming a row of frame buildings, which had stood for years and years, and were now burning like so much paper. The fire was then so hot that I decided it was better for us to get away.

The basket containing our books and papers we shoved from Mission street to our Penny Arcade, which was on Market street, and which we did not think for a moment was in any danger of fire. Aside from this all we

saved was a small hand basket, also containing books. We placed implicit reliance upon a large safe that we had in our office, and which contained all of our valuable books and papers, and they were left just as they were. On Market street automobiles were going at the rate of forty or fifty miles an hour, carrying the wounded and the dead, so we had quite a task in getting indoors, which we finally succeeded in doing.

Near the Penny Arcade, where we were now quartered, there were great stacks of clothing; in fact, goods of all kinds, which had been taken into the streets by the crazed owners. I was so overcome with my feelings that I sunk into an office chair, from which I could watch my place on Mission street, which seemed to be withstanding the fire at that time. A great many of my employees were around me, trying to say a cheering word. I watched the wholesale house burn; first the roof falling, then floor after floor.

The fire kept on coming, never stopping, reaching Market street, opposite the Arcade, until it got so hot that we had to move, carrying our books with us, which we were bound to save. It took about eight of my men to move this basket to the store of a friend of mine, about four blocks away, where we thought they would be in safety. We could not carry them any further if we wanted to, as we were all tired out. I have discovered a friend, who took a snap at us as we were shoving the basket on Market street, near Taylor street, three blocks away from our store, and am enclosing same. We could not stay to see whether the Arcade burned or not, as we were ordered off Market street by the militia, which had been called out, being put in charge of the city. The next day I learned that the Arcade burned about 11 o'clock that night. I did not hear for about two days later that my third place on Kearny street had also burned.

The same morning of the earthquake, while standing across the street from the fire, I saw a merchant of the city, who was sobbing as though he were in mortal agony. I was feeling pretty bad at the time, but could not help asking him what his troubles were. He said, "Don't you see the fire right next to my store? I have \$10,000 that I will lose if my store is burned." I thought that I saw a chance for a store in a good location, and offered him \$500 for the lease of his place just as it stood, and, after much thinking and deliberation, he refused my offer. While we stood there fifteen minutes later his place was burning fiercely.

I then went home to my wife and children, whom I knew were worried about me, and in terror of more earthquakes. I could not stay very long, being restless, and went around town watching the city burn. For two days and two nights the fire ate its way gradually towards my home, but was finally stopped within six blocks of my residence. This was all that was spared me, with the exception of my son's house, which is also standing. For this I am thankful.

The earthquake was on the 18th, and on the 20th, of the same month, and while the fire was still burning close to the store from which I am now writing, I secured this good location at a nominal cost for my Phonograph business. One week later I was offered three times what

I am paying for rent, but I refused.

I am now engaged in the real estate business; have opened a market place two blocks from the main street of New 'Frisco, and am also interested in a restaurant, cigar stand, and last and most important of all—the Phonograph business. My store is now only 22 x 60 feet—very small in comparison with my old store, which was five stories high, with basement, all 25 x 165 feet. I have decided to use this store, which is centrally located, in which to retail talking machines of all the leading makes, and am putting up my own building on leased ground, two blocks from here, in which to conduct the business of jobbing Edison Phonographs, which has been my chief occupation for the last eight years.

I am fifty-one years old now, and it seems hard for me to start business anew, just as I did thirty-five years ago, but I am game, and intend to go to it now as I did then. I have taken into the firm my two sons, with the aid of whom I believe I will be able to do a better and larger business in talking machines than has ever been done in the West.

I wish to take this opportunity to thank all parties who have written to me sympathizing with me, and especially to those from whom I have received help in a more substantial manner, and to those Dealers who have been so kind as to furnish me with statements of



SOME OF MR. BACIGALUPI'S FORCE MOVING A LARGE BASKET OF BOOKS FROM THE MISSION STREET FIRE TO A PLACE OF SAFETY, WHERE THEY WERE LATER DESTROYED.



MISSION STREET, LOOKING EAST FROM FOURTH STREET. THE CROSS SHOWS WHERE MR. BACIGALUPI'S FIVE-STORY BUILDING STOOD.

their accounts, with which to start in my

books, for, I have neglected to state, that every paper, book and record of any kind that I ever had was destroyed inside of my safe.

Regardless of all these ordeals I AM GOING TO STICK TO 'FRISCO.

MR. EDISON AUTOMOBILING IN THE SOUTH

It is undoubtedly true that the average person evinces as great an interest in the private lives and doings of prominent men as in their public labors and successes. For, naturally enough, a knowledge of the more intimate personal characteristics and a closer view of the life at home, at work, or at leisure appears to bring the celebrity closer to us and to make his achievements appeal the more strongly to the individual.

The accompanying photographs of Thomas A. Edison [not reprinted for want of space] show the dean of the inventors of America, if not of the world, in situations that are as interesting as they are unconventional. They were taken during a vacation trip planned some time ago and carried out recently. It is not strictly correct to designate this automobile trip as a vacation, for the word vacation is almost unknown to the great electrician whose working days often last for eighteen or twenty hours. And even in this instance the vacation tour was undertaken with a view to study and investigation, and the causes that gave rise to it were these: For the last few years Edison has been working steadily and enthusiastically at his alkaline storage battery, and while he has succeeded in developing a cell that is decidedly superior to the lead accumulator for many purposes, a great deal still remains to be accomplished before his success can be called complete. In the course of his investigations Edison has employed and tested a great variety of different metals, and among these recently was cobalt. As this metal is comparatively rare, and consequently expensive, the inventor has been on the lookout for possible sources of cobalt-bearing minerals which would make it better available for his purposes.

It was reported that cobalt existed in considerable quantities in the neighborhood of Charlotte, N. C., and thereupon Edison dispatched three prospectors to search through this region for the metal. Favorable reports having been received from these investigators, Edison determined to see for himself whether or not the reports were warranted, and so undertook this trip. For several years past the inventor has been an enthusiastic automobilist, and he decided to make the journey from his home in Orange to Charlotte by means of his two White steam cars with which he last year accomplished the Glidden tour, though in a reverse direction from that taken by the various contestants. He strongly favors the steam machine for long and rough trips, and declares that it is far superior to the gasoline car for such purposes.

The party consisted of Edison, his son Charles, and a Mr. Miller, in one car, and two

laboratory assistants in the second car. The machine driven by Edison was in the usual condition for touring with tonneau and Cape cart top. The tonneau of the second machine, however, was removed and replaced by a box-like structure in which was packed a complete camping outfit, baggage, provisions, and a small amount of laboratory apparatus for use in mineralogical investigations. Needless to say, provision was made for the repair of almost all possible injury to mechanism or tires. The tourists, of course, encountered tire troubles, but there were practically no difficulties with the engines. That the trip was rather strenuous will be understood by all those familiar with the roads in that section of the South traversed by tourists. The departure from Orange was made on May 16 and from there the route lay through Philadelphia, Baltimore, Washington, through the Shenandoah Valley, over the mountains across Virginia, into North Carolina to Charlotte. The Shenandoah Valley and mountain trip is one that is not often undertaken, for the roads are unusually unspeakable. Edison, however, revels in a tour of this kind and thoroughly enjoyed even the most difficult portions of the country. Fortunately the weather was uniformly good, and rain and mud were not added difficulties. Gasoline was easily procurable along the route, and no trouble was encountered in supplying the engines with the water available.

Edison is unquestionably one of the most unassuming and democratic of our great men and he makes a splendid companion for such a trip. He sturdily objects to posing for pictures, however, and the accompanying photograph of the inventor asleep was taken during a noon rest near Leesburg, Va. It is probably the first of Edison taken under such circumstances. The idea appeals to us as rather novel; our conceptions of Edison are usually of the inventor as very "wide awake." Wherever necessary the tourists camped alongside the road and only availed themselves of hotels or inns where such were reached without trouble. It is not the intent of the party to return in the same manner. The machines will be shipped north, and after a stay of several weeks in the region around Charlotte, the party will return by rail.—*Scientific American*.

The above account was published while Mr. Edison was on his trip South. He has since returned to his laboratory, none the worse for his novel experience.

GOOD MATERIAL.

In a recent railroad case in the Superior Court in Boston a Phonograph Record was accepted as a vital witness and won the suit. The name of Edison is and will be held in the highest esteem by present and future generations. His achievements have so revolutionized the world's work and pleasure that he is rightly termed the wizard. In all the successful efforts of his fertile brain, none have proven more generally useful and entertaining than the Phonograph. Its scope and influence is, although world wide, not yet fully ap-

preciated. It has already entered the lists as an unrivalled instructor of languages. It is a complete storehouse of the expressed thought of the world's deepest thinkers and brightest minds rendered in the actual tones of voice of the author. The possibilities of this wonderful machine are almost limitless. Almost every day brings new importance to the machine. The reproduction of familiar voices and sounds of daily life are not the least important features of the Phonograph. How many white haired hard headed business men would gladly stop, in the whirl of money getting, and listen to the voice of their younger days. There was no Phonograph then, however, and there are but memories faint and fading of their boyhood home. Voices stilled forever live only in the memory that year by year grows more hazy. Had the Phonograph been known, when these men were young, the voices could have been preserved and their tones repeated now as fresh as the first utterances.

In the home of the present day, the prattling of the little ones, or the feeble tones of cherished age, may be preserved in all their natural intonations for the coming generations. This alone is a valuable and important argument in favor of the machine that reaches the heart, instead of looking at the cold silent letters of the pen or type. A Phonograph Record forwarded across ocean or continent, will bring the voices of distant loved ones into the family circle. And would you listen to the gifted orator, the noted divine, or the charming minstrel, you may have their voices in your home. Would you enjoy the best of the world's vocal or instrumental music? It is at hand if you possess a Phonograph and without expense and travel from your own fireside. And with all these advantages, this can be accomplished by the man of moderate means as easily as by the millionaire.

The Edison Phonograph stands at the head of the list of these instruments. Its clearness of tone, purity of pronunciation and absence of blurred or scratchy sounds, make it pre-eminently the machine for either the fireside or the public hall. Its moderate price places it within the reach of all. From \$10 up are the quotations. Every machine possesses the qualifications of excellence whether of the lowest or highest price, and the Edison Phonograph represented by Joseph H. Robusto, of Croton Falls, comes direct from the manufactory and are new, tested and perfect. He does not handle imperfect or second machines.—*Advertisement of a New York State Dealer*.

DEALER'S FOLLOW-UP LETTERS.

FROM L. R. PORTER, BROCKTON, MASS.

We are in receipt of a communication from the National Phonograph Co. advising us of your inquiry in regard to Phonographs and Records, and we take great pleasure in sending you under separate cover the latest catalogues of Edison Phonographs and Records, together with certain other printed matter relative to same. Should it be convenient, we should very much appreciate a visit from you at our store and our Phonograph Department where we carry in stock every Edison Record made, also the following Edison Phonographs, e. g.: Gem, \$10; Standard, \$20; Home, \$30; Triumph, \$50, and will give you easy terms of \$1.00 down and \$1.00 a week on either machine.

We also carry a very large stock of supplies, including all the latest and improved Horns, Stands,

Record cases, etc., and can make you up an outfit which we feel sure would please you. If you so desire, it will give us the greatest pleasure to demonstrate this line of goods at your home at any time convenient to you. We are located at Porter's Turn-out, 855 Center St., where we are open every day and evening in the year except Sundays and should appreciate a call from you at any time, and permit us to show you the finest machines and Records on the market. We feel sure you can make no better investment than in an Edison outfit.

Trusting to be favored with your valued patronage, I remain,

Very truly yours,

FROM O. A. REYNOLDS T. M. CO., SPRINGFIELD, ILL.

The National Phonograph Co. have written us in regard to your inquiry as to the Phonograph. They say they have sent you catalogues which you no doubt have received by this time.

We have in stock all the machines that you find listed in their catalogue—our store being the only one in Central Illinois where you can see and hear all the different size Edison machines. We also have them equipped with the Edison repeating attachment, which is quite a feature. We also carry a full line of Edison Gold Moulded Records from which to make your selection of music.

As this is a very busy time on the farm, and if you cannot spare the time to call at our store we would be glad to ship you any machine you should select on approval.

We have the largest sales on the \$30.00 Home. For \$7.50 extra we can furnish you the Home with repeating attachment. We also have the Triumph with repeater at \$57.50. This machine you can put a Record on and start it going and have music all during your dinner hour; as it plays over and over about three-quarters of an hour without attention.

Should you decide to start with a cheaper machine than either one of the above, remember we will allow you an exchange for the larger without any additional expense, except the difference in price.

So confident are we that you would be satisfied with any machine of the Edison manufacture that you may select, we will allow you a week's trial and if not perfectly satisfied in every way, we will return you the purchase price upon your request.

Thanking you for interest shown and asking for an early reply, we are,

Yours very respectfully,

I wish to relate a little incident which happened to me, and how it proved successful.

A few days ago one of our customers came over to me and said if I wanted to try to sell a Phonograph he would take me to the place, and if the party would like it they might buy it.

I packed up a few Records, took along a Standard Phonograph and started for the house. Upon my arrival I found my intended customer to be so drunk that she could not stand on her legs. I set up the Phonograph, started to play Harlan's "Keep on the Sunny Side," and she nearly threw me out because the tune was not Irish. I put on the "Wearing of the Green," which I happened to bring along, and that worked fine, but she wanted "The Girl I Left Behind Me," "The Minstrel Boy," and many other Irish tunes, which I told her I would get. I returned to the store and thought it would be a good idea to take along "Paddy's Day." When I came back, the first Record I put on was "Paddy's Day," and it worked fine. She started to jig and sing; she made me participate, which I did to keep on the right side. As a result I made a cash sale. I have had some pretty hard cases, but this one I will never forget.—*Jos. Schwetz, Manager Phonograph Department, I. Davega, Jr., Third avenue, New York*.

JOBBER'S OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—Talking Machine Co., 2007 Second ave.
Mobile—W. H. Reynolds, 167 Dauphin street.
Montgomery—R. L. Penick, 119 Dexter ave.

CALIFORNIA.

San Francisco—P. Bacigalupi & Sons, 1113 Fillmore St.
COLORADO.

Denver—Denver Dry Goods Co., 610 16th street.
 Hext Music Co., 15th and California streets

CONNECTICUT.

New Haven—Pardee-Ellenberger Co., 95 State street
DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 925 Pennsylvania avenue, N. W.
 S. Kann Sons & Co., 8th and Pennsylvania avenues.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 50 Peachtree St.
 Phillips & Crew Co., 37-39 Peachtree St.
Waycross—George R. Youmans.

ILLINOIS.

Chicago—Babson Bros., 148 Michigan Ave.
 Lyon & Healy, Wabash Ave. & Adams St.
 James I. Lyons, 192 Van Buren street.
 The Cable Co., Wabash avenue.
 The Vim Co., 68 E. Lake street.
 Montgomery Ward & Co., 111 Michigan ave.
 Rudolph Wurlitzer Co., 266 Wabash ave.
Peoria—Peoria Phonograph Co., 416 S. Adams street.
Quincy—Quincy Phonograph Co., 808 Hampshire st.

INDIANA.

Indianapolis—Indiana Phono. Co., 45 Virginia Avenue.
 Kipp-Link Phonograph Co., 217 N. Illinois Street.
 A. B. Wahl & Co., 119 S. Illinois street.
Lafayette—A. B. Wahl & Co., 304 Main street.

IOWA.

Des Moines—Hopkins Bros. Co., 620 Locust street.
 Vim Co., 808 West Walnut street.
Fort Dodge—Early Music House, 822 Central ave.

KENTUCKY.

Louisville—C. A. Ray, 650-652 Fourth avenue.

LOUISIANA.

New Orleans—William Bailey, 600 Frenchman street.
 National Automatic Fire Alarm Co., 614 Gravier street.

MAINE.

Bangor—S. L. Crosby Co., 186 Exchange street.
Portland—W. H. Ross & Son, 207 Commercial street.

MARYLAND.

Baltimore—E. F. Droop & Sons Co., 109 N. Charles St.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 48 Hanover street.
 Eastern Talking Mach. Co., 177 Tremont st.
 Iver Johnson Sptg. Goods Co., 163 Washington street.
 C. E. Osgood Co., 744 Washington street.
 Read & Read, 630 Washington street.

Fitchburg—Iver Johnson Sptg. Goods Co., 247 Main st.
Lowell—Thomas Wardell, 111 Central street.
New Bedford—Household Furnishing Co., 170 Pur chase street.
Springfield—Flint & Brickett Co., 439 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 304 Main st.

MICHIGAN.

Detroit—American Phono. Co., 106 Woodward ave.
 Grinnell Bros. 219 Woodward ave.

MINNESOTA.

Minneapolis—Thomas C. Hough, 714 Hennepin ave.
 Minnesota Phono. Co., 518 Nicollet avenue.
St. Paul—W. J. Dyer & Bro., 21-23 West 5th street.
 Thomas C. Hough, 302 Wabasha street.
 Minnesota Phonograph Co., 37 E. 7th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
 J. F. Schmelzer & Sons Arms Co., 710 Main street.
St. Louis—Conroy Piano Co., 11th and Olive streets.
 O. K. Houck Piano Co., 1118 Olive street.
 Western Talking Machine Co., 1110 Olive st.

MONTANA.

Helena—Frank Buser, Diamond Block, Sixth avenue.

NEBRASKA.

Lincoln—H. E. Sidles Cycle Co., 1317 O street.
Omaha—Nebraska Cycle Co., 15th and Harney streets.
 Omaha Bicycle Co., 16th & Chicago sts.

NEW JERSEY.

Hoboken—Eclipse Phono. Co., 203 Washington st.
Newark—Douglas Phonograph Co., 20 New street.
 A. O. Petit, New and Halsey streets.
 V. H. Rapke, 287 Bank street.
Paterson—James K. O'Dea, 117 Ellison street.
Trenton—Stoll Blank Book and Stationery Co., 30 E. State street.
 John Sykes, 105 N. Broad street.

NEW YORK.

Albany—Finch & Hahn, 92 State street.
Astoria—John Rose.
Brooklyn—A. D. Matthews' Sons, 394 Fulton street.
Buffalo—Robert L. Loud, 613 615 Main street.
Elmira—Elmira Arms Co., 117 Main street.
Gloversville—American Phono. Co., 99 W. Fulton st.
Kingston—Forsyth & Davis, 307 Wall street.
New York City—Bettini Phono. Co., 156 W. 23d street.
 Blackman Talking Machine Co., 97 Chambers street.
 J. F. Blackman & Son, 2737 3d avenue.
 Sol Bloom, 3 E. 42d street.
 I. Davega, Jr., 125 W. 125th St.
 S. B. Davega, 32 E. 14th street.
 Douglas Phono. Co., 89 Chambers st.
 H. S. Gordon, 1241 Broadway.
 Jacot Music Box Co., 39 Union Square.
 Victor H. Rapke, 1661 Second avenue.
 Siegel-Cooper Co.
 John Wanamaker.
 Alfred Weiss, 1622 First avenue.

Oswego—Frank E. Bolway, 32 W. Bridge street.
Rochester—A. J. Deninger, 345 North street.
 Mackie Piano, O. & M. Co., 100 State street.
 Giles B. Miller, 63 State street.
 Talking Machine Co., 97 Main st., E.

Schenectady—Finch & Hahn, 504 State street.
 Jay A. Rickard & Co., 253 State street.

Syracuse—W. D. Andrews, 216 E. Railroad street.
Troy—Finch & Hahn, 3 Third street.
Utica—Clark-Horrocks Co., 54 Genesee street.
 Arthur F. Ferriss, 89 Washington street.
 William Harrison, 50 Columbia street.
 Utica Cycle Co., 31 Columbia street.

OHIO.

Canton—Klein & Heffelman Co., 216 N. Market street.
Cincinnati—Ilsen & Co., 25 W. 6th street.
 Rudolph Wurlitzer Co., 10-12 W. 4th st.
Cleveland—Eclipse Musical Co., 714 Prospect ave.
Columbus—Perry B. Whitsit Co., 213 S. High street.
Dayton—Niehaus & Dohse, 35 E. 5th street.
Newark—Ball-Fintze Co.
Toledo—Hayes Music Co., 608 Cherry street.

OREGON.

Portland—Graves & Co., Inc., 328 Washington St.

PENNSYLVANIA.

Allegheny—Henry Braun, 500 Federal street.
Allentown—G. C. Aschbach, 539 Hamilton street.
Easton—William Werner, 432 Northampton street.
Harrisburg—S. K. Hamburger, 12-14 N. Market sq.
Philadelphia—C. J. Heppie & Son, 1117 Chestnut street.
 Lit Bros., Market and 8th streets.
 Penn Phonograph Co., 17 S. 9th street.
 John Wanamaker, 13th and Market sts.
 Wells Phonograph Co., 45 N. 9th street.
 Western Talking Mach. Co., 128 S. 9th st.
 H. A. Weymann & Son, 923 Market st.

Pittsburg—Theo. F. Bentel Co., Inc., 435 Wood street.
 H. Kleber & Bro., 513 Wood street.
 C. C. Mellor Co., 319 Fifth avenue.
 Pittsburg Phono. Co., 937 Liberty street.
 Powers & Henry Co., 619 Penn ave.

Reading—Reading Phonograph Co., 911 Penn street.
Scranton—Ackerman & Co., 217 Wyoming avenue.
 Technical Supply Co.
Sharon—W. C. DeForest & Son.
Williamsport—W. A. Myers, 145 W 3d st.

RHODE ISLAND.

Pawtucket—Pawtucket Furniture Co., 39 N. Main St.
Providence—J. M. Dean Co., 785-795 Westminster street.
 J. A. Foster Co., Weybosset st.
 Household Furniture Co.
 J. Samuels & Bro., 154 Weybosset street.
 A. T. Scattergood & Co., 106 Main st.

UTAH.

Ogden—Proudfit Sporting Goods Co., 351 24th street.
Salt Lake City—Clayton Music Co., 109 S. Main street.

JOBBER'S OF EDISON PHONOGRAPHS AND RECORDS—Continued.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Co., 421 Gay street.
Memphis—F. M. Atwood, 160 N. Main St.
 O. K. Houck Piano Co., 105 S. Main street.
Nashville—Nashville Talking Mach. Co., 510 Church st.
 Magruder & Co., 27 Arcade.
 O. K. Houck Piano Co.

TEXAS.

Dallas—Southern Talking Machine Co., 347 Main st.
El Paso—W. G. Walz Co., 101 El Paso street.
Fort Worth—Cummings, Shepherd & Co., 700 Houston st.
Houston—Texas Phono. Co., Capitol and Fannin Sts.
San Antonio—H. C. Rees Optical Co., 242 West Commerce St.

VERMONT.

Burlington—American Phono. Co., 34 Church St.

VIRGINIA.

Richmond—Magruder & Co., 729 E. Main st.

WASHINGTON.

Seattle—D. S. Johnston Co., 903 Second Ave.
Spokane—Spokane Phonograph Co., 7 Post St.

WISCONSIN.

Milwaukee—McGreal Bros., 173 3d street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited,
 143 Yonge street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 121 Princes street.

SUSPENDED LIST, JULY 1, 1906.

SUPERSEDING ALL PREVIOUS LISTS.

CALIFORNIA.

*Petaluma—Thomas McGuire, 875 Main street.

GEORGIA.

Valdosta—H. K. McLendon, 109 West Central Ave.

ILLINOIS.

Champaign—Eggleston Bros.
Ottawa—Edward Hayne.
Wheaton—E. Irving.

INDIANA.

Logansport—F. M. Neff, 406 Broadway.
South Bend—EUGENE MARSH, 126 Vistula avenue.
 SOUTH BEND BOOK BINDERY, Robert
 Lebolt, Prop., 203 North Michigan street.

IOWA.

Burlington—JOHN P. WEISS, 711 Jefferson street.
Sioux City—HATTENBACH BROS. CO.
 A. V. LARIMORE, 518 Fifth street.
State Center—ORA SARGEANT.

KANSAS.

Clay Centre—E. M. GOWENLOCK.
Lawrence—BELL BROS.
Topeka—R. H. MOREHOUSE, 510 E. 4th street.

MAINE.

Biddeford—W. H. FIELD.
Lewiston—J. W. SKENE.
Monmouth—G. H. STETSON.
Waterville—FRANK BLANCHARD, 150 Main street.

MASSACHUSETTS.

Boston—E. C. PECK, 43 Milk st.
 T. SINGER, 60 Leverett street.
Franklin—E. P. Blackman.
Lawrence—LORD & CO., 314 Essex street.
 E. O. MOSHER, 420 Essex street.
Malden—A. T. FULLER.
Nantucket—ARTHUR M. TAYLOR.
New Bedford—H. B. DEWOLFF.
Somerville—E. J. WINCHESTER, 32 Summit avenue.
Worcester—JOSEPH TILKMAN, 44 Front street.
Woburn—OSBORN GILLETTE, or THE BOLTON
 JEWELRY CO., L. F. Maloney, Manager.

MICHIGAN.

Detroit—F. J. SCHWANKOVSKY.
Saginaw—GEO. W. EMENDORFER.
 JAMES V. CALAHAN, 217 Genessee st.
 TIERNEY BROS., 217 Genessee st.

MISSOURI.

Kansas City—THE WITTMANN CO.

NEBRASKA.

Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.
 PIANO PLAYER CO.

NEW HAMPSHIRE.

Hillsboro Bridge—E. M. BARNES.
Manchester—A. E. DUMAS
Nashua—F. A. MCMASTER & CO.

NEW JERSEY.

Atlantic City—SAM'L D. WOLF, 32-34 Arkansas ave.
Bayonne—I. WIGDOR, 450 Avenue D.
Jersey City—W. L. HOFFMAN, 151 Montgomery st.
Newark—R. L. CORWIN; also New York City.
Passaic—I. HURWITZ.
Paterson—CHAS. H. KELLY, 25 N. Main street.
Plainfield—S. W. FRUCHT, or R. FRUCHT; also
 New York City.
 ELSTON M. LEONARD.

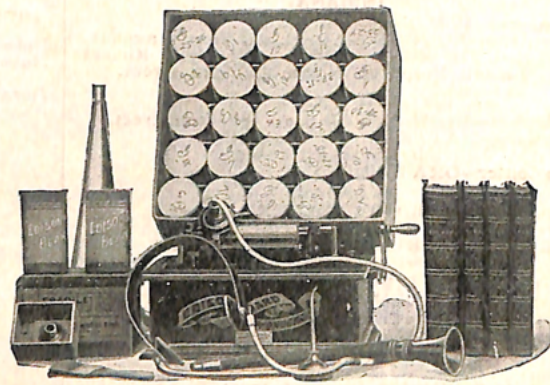
*Added since June 1, 1906.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

What IS the I. C. S. Language Outfit?

The I. C. S. Language Outfit consists of an Edison Standard Phonograph with I. C. S. repeating attachment, recorder, special head-band hearing tubes with patent sound modifier, 14-inch brass horn, brush, 25 conversational gold-mould records, and four textbooks for the study of French, German, or Spanish. The records and textbooks may be sold separately to those who already have a cylinder phonograph.

This Outfit forms the most perfect language teacher in the world, and enables the student to speak the foreign language as the natives speak it, with a pronunciation guaranteed to be absolutely correct.



Complete I. C. S. Language Outfit

The I. C. S. system is indorsed by the French, German, and Spanish embassies and all the leading educators. *For you* it is a proposition that will appeal not only to new trade, and to people who would not invest in a phonograph for amusement purposes, but to every phonograph owner in your section as well, who will be only too glad to find a profitable as well as a pleasurable use for their phonograph.

Past experience has proven that it *will* increase *your* business. For proof, ask the dealer who has tried it. Write today for particulars and prices.

I.C.S. LANGUAGE SYSTEM

WITH
Thomas A. Edison
PHONOGRAPH

International Correspondence Schools

BOX 920, SCRANTON, PA.

EDISON Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH CO.

VOL. IV.

ORANGE, N. J., AUGUST, 1906.

No. 6.

NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL
ROAD, LONDON, ENG.
340 KENT STREET, SYDNEY, N. S. W.
CALLE PROLONGACION DEL CINCO DE MAYO, NO. 67-77,
MEXICO CITY.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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NOW ACT.

The time has come for every Edison Dealer to give his fall business most careful consideration. It will not do to say that there is plenty of time and put off planning until the fall is here. The Jobbers began in July to stock up and also to place orders for future shipments. It is doubtful if there will be a single Jobber on September 1st who has not placed with our sales department his orders for immediate and future deliveries. Jobbers generally have learned by past experience that early orders are necessary if goods are wanted later. Orders now received are for much larger numbers of machines that at any similar time in the past and we are assured that Jobbers yet to be heard from will also order much heavier than ever before.

If Jobbers order from the manufacturer this early in the season so as to get their share of the machines when the fall rush comes, why is it not equally necessary for big Dealers to similarly stock up and place advance orders in anticipation of their own trade? To do so helps the Jobber and enables the Dealer to keep up his stock. It does not involve the outlay of much capital to order in advance, whereas having a stock means the making of many a sale to people who will not wait till your Jobber fills your order.

During the past two months we have been able to make a few more Phonographs than were needed to fill orders and we thus accumulated a stock that seemed large compared to the shortage of the past six months. This stock, however, is now disappearing like dew under a summer sun to fill the orders of Jobbers who are taking time by the forelock. Long before September 1st this surplus will be entirely used up and thereafter the weekly output must take care of all orders. The output of machines has never been so large and we have the added advantage of having every department of the factory in fine running order and turning out the maximum of work every

THE ADVANCE LIST OF OCTOBER RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR OCTOBER, 1906.

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before **September 27th**, all things being favorable, but they **must not be placed on sale by Jobbers or re-shipped to Dealers before 8 A. M. on September 27th**. Supplements, Phonograms and Bulletins will be shipped with Records, and these also must not be distributed in any manner before **September 27th**. Jobbers are required to place orders for October Records on or before **August 10th**. Dealers should place October orders with Jobbers before **August 10th** to insure prompt and complete shipment when Jobbers' stock is received.

- 9362 Torch Dance (Fackeltanz in B \flat) (*Meyerbeer*) Edison Concert Band
 9363 The Stars, The Stripes and You (*Wheeler*) March song, Orch. accom. Frank C. Stanley
 9364 When a Poor Relation Comes to Town (*Keñdis and Paley*) Arthur Collins
Coon song, Orch. accom.
 9365 Is Your Mother In, Molly Malone? (*Mills and Everard*) Helen Trix
Comic waltz song, Orch. accom.
 9366 Simple Confession (Simple Aveu) (*Thome*) 'Cello solo, Piano accom. Hans Kronold
 9367 Softly and Tenderly (*Thompson*) Miss Hinkle and Mr. MacDonough
Sacred soprano and tenor duet, Orch. accom.
 9368 Grand-Pa, I'm Going to be a Soldier (*Rogers*) Byron G. Harlan
March song, Orch. accom.
 9369 Sisseretta's Visit to the North (*Original*) Billy Golden
Vaudeville specialty, Orch. accom.
 9370 Irish Hearts March (*Evans*) Characteristic selection Edison Military Band
 9371 Love Me, and the World is Mine (*Ball*) Harry Anthony
Sentimental song, Orch. accom.
 9372 If the Man in the Moon were a Coon (*Fischer*) Coon song, Orch. accom. Ada Jones
 9373 Foolishness (*Peters*) Comic song, Orch. accom. Edward M. Favor
 9374 La Balladora—Pirouette (*Tobani*) Edison Symphony Orchestra
By the composer of "Hearts and Flowers"
 9375 Sweet Julianne (*Havez*) W. H. Thompson
Sentimental song, as sung in Dockstader's Minstrels, Orch. accom.
 9376 Why Don't You Write When You Don't Need Money? (*Edwards*) Bob Roberts
Coon song, Orch. accom.
 9377 Susan, Kiss Me Good and Hard (*Helf*) Coon song, Orch. accom. Collins and Harlan
 9378 Champagne Galop (*Lumbye*) Edison Concert Band
 9379 Somewhere (*Harris*) Irving Gillette
Charles K. Harris' new sentimental song, Orch. accom.
 9380 Come Take a Skate with Me (*Browne and Edwards*) Billy Murray
Characteristic waltz song, Orch. accom.
 9381 Come Down McGinty (*Rogers*) Irish sketch, Orch. accom. Campbell and Roberts
 9382 Belle of the East (*Liberati*) Bells solo, Orch. accom. Albert Benzler
 9383 Let Me See You Smile (*Original*) Ada Jones and Len Spencer
*Vaudeville sketch with orchestra incidental music and introducing the song
 hit, "Let Me See You Smile" (Fischer)*
 9384 Good Old Songs (*Original*) Edison Male Quartette
*Introducing "Twinkling Stars are Laughing Love" (Ordway), "When I
 Saw Sweet Nellie Home" (Fletcher), "Would I Were with Thee"
 (Bossetti), and "There's Music in the Air" (Root) unaccompanied*
 9385 Chicken Chowder (*Giblin*) Characteristic march Edison Military Band

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

day. The difficulties of past summers in laying off part of our force, cutting down the output, then putting on new men and working up to the capacity again, has this year been entirely obviated by operating the factory to the limit right through the summer.

We shall probably make fifty per cent. more Edison Phonographs between now and January 1st, than ever before in the same period, and yet we are convinced that even this great output will not meet the demand of the public for them. We are going to spend more money than ever before to send the American public to the stores of Edison Dealers and we should regret if Dealers did not have the goods when wanted. We are going to spend more for magazine advertising; will have another and larger newspaper campaign. We are going to post every state in the Union; we are putting up painted bulletins along the principal railroads; the editions of all catalogues and other printed matter will be larger. Our large corps of salesmen will hustle as never before, making it easy for Dealers to get Phonographs and Records quickly, and in such quantities as they need. But more important than all, the quality of the goods will be uniformly maintained, no matter how great the demand may be. We say "more important" advisedly for without the quality no amount of advertising or hustling could long maintain the present prestige of Edison Phonographs and Edison Gold Moulded Records.

Speaking of Records recalls the necessity of saying a word about the Record situation. We never were so well equipped in this department as at present. Several new crews are at work and every crew is working together like a piece of well-oiled machinery. As a result the output grows each day. During July all past totals for a day's output have been broken several times. If Jobbers do not begin to place stock orders too early we shall by September be nearly caught up on back orders. Thereafter it seems as if we could not get far behind. Still the prospects for the fall and winter are so good that even our present Record-making facilities may not meet the demand. The foresighted Jobber and Dealer will take no chances but will keep ahead with orders.

MR. WHITE RESIGNS.

James H. White resigned on June 15th as managing director of the National Phonograph Co., Ltd., London, England. His connection with the company ceased on that date. Mr. White had been managing director of our London office since February, 1903. Mr. White takes with him the best wishes of his former associates both in London and in this country.

JOBBERS ENTERTAINMENT A GREAT SUCCESS.—PRESENTATIONS BY JOBBERS TO MR. EDISON AND MR. GILMORE.

The entertainment of the Edison Jobbers of the United States and Canada by the National Phonograph Company, at New York City and Orange, from July 17th to 20th, has passed into history. And we believe that it is the kind of history that will endure. To a large extent this event was unique in the careers of commercial houses. It was a success beyond the most sanguine expectations of its promoters. Even St. Swithin, upon whose day it rained this year, felt the necessity of departing from his time-honored practice of causing it to rain on each day for forty days thereafter, for on none of the days did it rain enough to mar a moment's pleasure of any of the company's guests. The weather was as near ideal for a gathering of this kind as the middle of July usually produces. That the event will further increase the bond of good feeling that exists between Edison Jobbers and the organization back of the Edison Phonograph cannot be doubted. We believe that the former will be benefited by their graciousness in becoming our guests on this occasion. We know that our own people will be better able to perform their duties because of their three days' intercourse with the men to whose business efforts the Edison interests owe so much. In no other way than a personal visit to Orange could Edison Jobbers have gained such an impression of the magnitude of the business being done in Edison Phonographs and Records. Only by a personal inspection of the varied processes of manufacturing Phonographs and Records could they be convinced of the care and skill necessary to the production of goods to meet the Edison standard. Nothing but a visit of this kind could show our executive, selling and manufacturing forces as a whole how cordial are the feelings of the trade toward the Edison product.

Mr. Edison himself, anxious that nothing should be left undone that would add to the success of the affair, dropped his work and for three days mingled with the company's guests in a most democratic manner. Since Mr. Edison rarely does anything of this kind it may be accepted as indicating the marked regard he feels toward those engaged in furnishing music and amusement for the world by means of the Edison Phonograph.

The entire entertainment was a personal triumph for Frank K. Dolbeer, Manager of our Credit Department, upon whom as chairman of the Committee of Arrangements devolved practically the entire burden of planning the affair. The editor of the PHONOGRAPH MONTHLY voices the views of his associates in according him all credit for its success. We early found that he knew better than we and that he was willing, so we con-

tented ourselves by offering counsel while he did the work. We are not flattering Mr. Dolbeer when we say that he is the only man in the National Company who could have made such a success of this entertainment.

TUESDAY—REGISTRATION.

The Waldorf-Astoria Hotel, 34th street and Fifth avenue, New York City, was selected as the headquarters for the visitors. Room 151 was used for registration purposes and two large rooms on the corner of Fifth avenue and 34th street were used as reception rooms. Mr. Dolbeer and several members of the committee took possession of these rooms on the morning of July 17th and began to get ready for the affair. The registration bureau was in charge of Frank E. Madison, Manager of our Contract Department. The reception rooms were equipped with Edison Business Phonographs and facilities were provided for dictating and writing letters.

E. A. Link, of the Kipp-Link Phonograph Co., Indianapolis, Ind., was the first Jobber to register at headquarters. As each visitor registered, he was handed a badge pin, bearing the words "Edison—1906," and containing an Edison Record, done in relief in blue and black enamel on a gold field; tickets for the various entertainments that were to follow, together with a number of souvenirs of the occasion were also provided. By night nearly 200 visitors had arrived and been assigned to rooms. The afternoon and evening were spent in making all hands acquainted.

WEDNESDAY—VISIT TO FACTORY AND PRESENTATIONS.

The sight-seeing began at 9.30 o'clock Wednesday morning when the party was taken in large motor cars to the 23d street ferry of the Erie railroad. From Jersey City a special train conveyed them to the factory at Orange, reaching there at 10.30 o'clock. Here the visitors were met by President Gilmore. They were at once divided into groups of about twenty and shown through part of the factory buildings, each group being in charge of a guide familiar with the different work carried on. The visitors manifested great interest in what they saw, and all who were visiting the plant for the first time were amazed at its magnitude and at the amount of work being done. They found 3,300 employes at work, requiring \$40,000 a week to meet the pay roll. They saw the plant turning out Phonographs at the rate of 1,000 a day and Records at the rate of 100,000 every twenty-four hours. They found 102 automatic screw machines at work and were told that fifty more would be installed in August. Within the past three months orders had been placed for \$100,000 worth of machinery, exclusive of special machinery and tools made in our own tool room and not including the new equipment of the power plant, which cost \$40,000. Since December, 1900, eight concrete buildings had been started and partially completed at an expenditure of \$175,000 to date. All this concrete work is being done by our own force. Some of the other improvements to be begun in the near future were also explained.

The factory inspection was partially completed at noon and the visitors were then taken to the new office building now nearing

completion. The first floor had been converted into a dining room and here lunch was served by a New York caterer. Mr. Edison joined the party at this point and held a reception, each visitor being introduced and shaking his hand.

The lunch over, Mr. Edison was led to one corner of the room, where stood a Triumph Phonograph, equipped with a large horn. He was at once surrounded by the expectant visitors, whose faces plainly showed that something was "doing." W. D. Andrews, of Syracuse, N. Y., mounted a small platform alongside of the Phonograph, and addressed Mr. Edison as follows:

We are gathered here together at the invitation of the National Phonograph Co., not as exclusive representatives of their interests, for we represent the trade in all its branches—all companies. But I want to assure you that we consider your company *the* company. (Applause.) We are familiar with your methods and have approved your policy and the execution of the same, which is designed to benefit the trade. I have attended several meetings of the Jobbers' associations, and the conclusion arrived at is that your company is our company; your interests are our interests. (Great applause.) It is in this spirit that we have conceived the idea of a gift to you, Mr. Edison—a slight token of our high personal regard and appreciation of your eminent labors in the development and perfection of the Phonograph. I was a member of the committee who had the matter in charge, but C. V. Henkel, President of the Douglas Phonograph Co., was the first to consider the propriety of presenting you with this souvenir. If you do not approve of the gift you must look to Mr. Henkel, but I feel sure you will accept it in the same spirit in which it is given. Therefore, Mr. Edison, on behalf of the Jobbers of the United States and Canada, I present you with this solid gold record. May it always be a reminder of this momentous occasion for the spirit which fittingly expresses our feelings to you is on the record.

The gold record was then placed upon the Phonograph and Mr. Edison heard the following address:

Mr. Edison: The record of pure gold which addresses these words to you is a gift from the Jobbers engaged in the distribution of the Edison Phonograph and Records. They have come from the East, the West, the North and the South of this fair land of ours. They are your loyal and admiring friends, your ambassadors of commerce, whose mission it is to distribute your product to the four quarters of the globe. By the touch of your colossal inventive genius you have created industries giving employment to countless thousands the world over. The wheels of commerce occupied in the production of your inventions sing a never-ending song of praise to your magnificent achievements. To the seven existing wonders of the world you added the Phonograph, which is the eighth wonder of the world. It speaks every language uttered by human tongue, and in the field of language study it is the greatest educator the world has ever known. With song and story it will continue till the end of time to entertain the multitudes of the earth who place the name of Thomas A. Edison at the head of the column of the world's greatest captains of industry.

The record closed with a band rendition of "Auld Lang Syne," in which all present joined most heartily. Mr. Edison smilingly bowed his thanks. A replica of the record, moulded in the usual manner, was later given to every visitor.

The stand supporting the gold record presented to Mr. Edison is made in solid sterling silver, ornamented with solid gold inlay and surmounted with three beautifully modelled figures, representing music, art and progress. On the sides of three panels are imbedded a portrait of Mr. Edison and appropriate inscriptions of the event. The style followed throughout was that of the celebrated Louis XV period, the rococo design

with its graceful flowers and scrolls artistically intermingled, showing intricate chasing. Above the decorative work was the holder for the record, the entire affair being mounted on an ebony base and being in all about twelve inches high.

When the applause had subsided Geo. Ilsen, of Cincinnati, mounted the platform and said:

We all know that Mr. Edison gave the world the Phonograph, but the man who made the Phonograph a commercial product—a man who has surrounded himself with assistants as able as himself—is William E. Gilmore. (Tremendous cheering.) He is the right-hand man of Mr. Edison, and we honor Mr. Gilmore in presenting him with this magnificent silver loving-cup—not a small one, by any manner of means—for perhaps it might take three men to handle it in action. (Here the flag shrouding the cup was removed with more cheering.) As you will notice, Mr. Gilmore, each leaf on the cup bears the name of some Jobber, a contributor, and therefore a lasting testimony of his high esteem for you and who honors the distinguished president of the National Phonograph Co. Not many men know Mr. Gilmore as well as I. He has the biggest heart of any man I know, and he has the love and esteem of the Jobbers, and it is in this spirit we take the greatest pleasure in presenting you with this elegant cup.

Mr. Gilmore acknowledged the gift in these words:

Gentlemen, you take me off my feet. I did not know that anything like this was contemplated. On behalf of Mr. Edison, who never makes a speech, and who does in deeds what we do in words, I thank you. As to myself I thank you most heartily. I can assure you that I shall always endeavor in the future to treat you just the same as I have in the past. We are going to try to maintain the movements that we started of upholding prices. We will also continue to believe in living and let live. We started with those adages before us. We propose to continue following them.

The solid sterling silver loving cup presented to Mr. Gilmore is of the massive Grecian style, being about twenty inches wide and placed on an ebony base about two feet high. The bowl of the cup is set in foliage of repoussed laurel leaves and berries, with the name of a different firm on each leaf (about 160 in all), representing donors. In center of leaf work, on one side, is a bas-relief of Mr. Gilmore; on the second side is the picture of the old couple listening to a Phonograph, and on the third side, etching of the inscription presentation. The cup is surmounted by three beautifully carved handles. Between the different handles are three panels, each showing a bas-relief of cherubs representing music, progress and art. The cup is a handsome example of the modern silversmith's art. The inscription on the cup is as follows: "Presented to William E. Gilmore, July 18th, 1906, by the Edison Phonograph Jobbers of the United States and Canada as an expression of their personal esteem."

These ceremonies over, the entire party was photographed in a group with Mr. Edison's main laboratory building as a background. The remainder of the afternoon was spent in completing the inspection of the factory, going through Mr. Edison's various laboratory buildings and exchanging business views with each other. A part of the factory that the visitors found very interesting was the building in which Records are moulded. Some of them found it difficult to leave its attractions.

Returning to New York by the special train the party was met at the 23d street ferry by the automobiles and taken back to the Waldorf-Astoria. The entire party sat down in the Fifth avenue dining room to an informal dinner. This was followed by witnessing a

performance of "The Governor's Son" at the Aerial Gardens on the roof of the New Amsterdam Theatre.

THURSDAY—WATER TRIP TO WEST POINT.

Thursday was taken up with seeing New York by water and a trip by boat up the Hudson to West Point. The iron steamboat Cepheus had been chartered for the occasion, and the start was made from the foot of East 34th street, East River. The large automobiles, which seemed ever to be at the call of the party, carried the guests from the hotel to the dock. They found to their great surprise that Mr. Edison had arrived before them and was to make the trip with them.

While the boat lay at the pier, some one among the excursionists threw a coin into the crowd of children gathered at the dock and immediately several hundred typical street gamins were struggling like teams of college football players as coin after coin was thrown to them. This sport amused the Jobbers till the boat left the pier, a considerable sum being distributed among the struggling boys. Coins were handed to numbers of girls who could not join in the scramble, and some pale and sickly mothers, giving their equally pale and sickly children an airing, were handed bills by several of the party.

Before proceeding up the Hudson river the boat proceeded down New York bay to a point off Coney Island and turned, giving the excursionists opportunity of seeing the "sky line" and shipping of the great city. The trip up the historic and scenic "Rhine of America" was very enjoyable. The Edison Concert band accompanied the party and its playing was a delightful feature. Luncheon, dinner and other refreshments were served. A landing was made at West Point, and through the courtesy of Capt. H. C. Wilson the party was given an opportunity of inspecting the United States Military Academy and its historic setting. After the dress parade of the cadets, which was witnessed by the excursionists, they re embarked for the return to New York City, which was reached at 11 o'clock.

The day was marked by many interesting and amusing incidents, and the utmost good feeling prevailed. Mr. Edison was at all times the center of an interested group and apparently no one enjoyed the trip to a greater degree. At midnight, when he left for his home at Orange, he declared that he was not a bit fatigued.

FRIDAY—AUTOMOBILE TRIP AROUND NEW YORK AND BANQUET.

To use a theatrical term, Friday morning was "open." The Jobbers held a meeting at the hotel and discussed the advisability of organizing a national association. Matters of mutual interest and profit were also discussed, informally. In the afternoon a tour of the city was made in the automobiles, a trip that proved quite as interesting to New Yorkers as to the visitors. Grant's Tomb was visited and a stop made at the historic Claremont Inn.

The closing feature of the entertainment was the banquet, which was served in the famous Astor gallery of the Waldorf-Astoria Hotel at 7 o'clock. The banquet hall was decorated with potted flowering plants and flags

and the dinner was served on round tables, to the number of twenty-four, each seating eight guests. On the 34th street side was the head table, at which were seated Mr. Edison, Mr. Gilmore and other prominent men in the company and trade. The menu cards were unusually handsome and artistic. They included a photogravure of Mr. Edison, each one of which had been personally signed by Mr. Edison. Other pages bore the menu, the names of guests, committee and of the artists who were to appear after the dinner. Each guest also found at his plate a bronze bust statuette of Mr. Edison. The menu was as follows:

- Clovissees
Graves Superieur
Potage a l'Oseille
Amontillado Pasado
Radis Olives
Celeri Amandes saalees
Filet de Kingfish, Sauce de Homard
Salade de Concombres
Niersteiner
Mousse de Ris de Veau
Sauce aux champignons
St. Estephe
Mignons de filet de boeuf, Sauce a la rose
Pommes de terre, Palestine
Haricots verts nouveaux
G. H. Mumm & Co.'s Selected Brut
Sorbet de Fantaisie
Pigeonneaux de Philadelphie rotis
Salade de Saison
Apollinaris
Glaces de Fantaisie
Petits fours
Fruits
Cafe
Liqueurs

During the progress of the dinner the Edison Symphony Orchestra, under the leadership of Conductor Eugene A. Jaudas, rendered the following selections, which were interspersed with other numbers of a timely and popular character:

- Coronation March from "The Prophet"....Meyerbeer
Overture, "William Tell".....Rossini
Paraphrase, Melody in F.....Rubinstein
Selection from "Faust".....Gounod
Sextette from "Lucia".....Donizetti
Grand Fantasia America.....Tobani

It had been announced that there was to be no spechmaking, but Mr. Bowers, of Lyon & Healy, Chicago, violated this rule by securing the attention of the company, at the close of the dinner, and after a few words of explanation offered a set of resolutions, expressing the appreciation and thanks of the Jobbers, which were adopted by a rising vote:

WHEREAS, The National Phonograph Company has taken occasion to entertain as its guests in New York City the Jobbers of the United States and Canada in its line of manufacture, and

WHEREAS, Such invitation has been accepted by the leading Jobbers in the trade in this country and Canada to the number of two hundred and fifty or more, and

WHEREAS, While it might reasonably be anticipated that the entertainment offered by the National Phonograph Company to its guests would be of the high character warranted by the standing and reputation of the company, and

WHEREAS, The entertainment has far surpassed the warmest anticipation held in regard to it, therefore be it

Resolved, That the Jobbers of the product of the National Phonograph Company in meeting assembled at the Waldorf-Astoria Hotel in New York City do hereby tender to Thomas A. Edison, William E. Gilmore, Carl H. Wilson and Frank K. Dolbeer, and their great corps of assistants, their sincere and heartfelt thanks for the magnificent entertainment and splendid courtesy extended to them by the National Phonograph Company; and be it further

Resolved, That a copy of these resolutions, suitably

engrossed, be sent to the National Phonograph Company for preservation in its archives as a memento of one of the most agreeable and highly enjoyable occasions in the lives of all its participants.

- J. F. BOWERS,
ROBERT L. LOUD,
R. WURLITZER,
W. D. ANDREWS,
SOL BLOOM,
Committee on Resolutions.

Then the visitors were given an opportunity of seeing and hearing several of the Edison talent so well known to them by their Records. As each artist appeared he or she was greeted with rounds of applause, and the efforts of the artists were most cordially rewarded. This part of the entertainment was arranged by W. H. A. Cronkhite, Assistant Manager of the Recording Department. The programme was as follows:

- EDISON SYMPHONY ORCHESTRA.
College Life March, Frantzen.
HARRY MACDONOUGH.
I'll Sing Three Songs of Araby.
Will You Love Me in December as You Do in May.
BYRON G. HARLAN.
Cheer Up, Mary.
The Good Old U. S. A.
ADA JONES.
Just Plain Folks.
I'm the Only Star that Twinkles on Broadway.
My Word.
ARTHUR COLLINS.
Pretty Desdemone.
Rufus Rastus Johnson Brown.
EDISON MALE QUARTETTE.
Beauty's Eyes.
Breeze of the Night.
Teacher and the Tack.
ADA JONES AND LEN SPENCER.
Mandy and Her Man.
Heinie.
Peaches and Cream.
COLLINS AND HARLAN.
It's Up to You to Move.
Nigger Loves His Possum.
When Mose with His Nose Leads the Band.

The evening's entertainment concluded with an exhibition of motion pictures by the Edison Kinetoscope, including a motion picture of the party, taken as it was leaving the hotel for the trip to Orange on Wednesday.

Many of the guests did not leave until Saturday, and it was not until Saturday afternoon that the last of the entertained and the entertainers left the hotel and the affair became history. The visitors were lavish in their praise over the success of the entertainment. Without exception, they declared that they had not had a dull moment from beginning to end of the affair. Many said that it was the most enjoyable event of its kind they had ever taken part in.

ENTERTAINING THE LADIES.

A feature of the week was an entertainment arranged at short notice for the ladies accompanying some of the visitors. It was announced that the Jobbers' entertainment was to be a "stag," but when it was learned that a number of the Jobbers had brought their wives with them it was realized that we could hardly take the husbands away and leave the wives to amuse themselves. Consequently a programme of drives, lunches and dinners at famous New York restaurants and hotels; visits to theatres and Manhattan Beach, was arranged. Nelson C. Durand, Manager of the Commercial Department, consented to see that the ladies were taken care of. For three days he was a most popular man. The ladies voted him the best ever, and the men were no less

grateful, because he relieved them of all care in the matter. The party comprised about twenty ladies, the wives of several company officials assisting Mr. Durand in entertaining the visitors. This part of the week was brought to a close about 9 o'clock Friday night, when the party returned to the hotel in time to hear the entertainment part of the banquet. At the close Mr. Edison was introduced by Mr. Gilmore to all of the ladies, an event that gave them much pleasure, for they had hardly expected an opportunity to meet Mr. Edison.

THE GUESTS.

The guests of the company during the week were:

- G. L. Ackerman, Scranton, Pa.; C. N. Andrews, Syracuse, N. Y.; W. D. Andrews, Syracuse, N. Y.; C. J. Andrews, Boston, Mass.; G. C. Aschbach, Allentown, Pa.; E. Percy Ashton, Detroit, Mich.; F. M. Atwood, Memphis, Tenn.
F. K. Babson, Chicago, Ill.; Wm. Bailey, New Orleans, La.; E. F. Ball, Newark, O.; B. R. Barklow, New York City; T. W. Barnhill, Philadelphia, Pa.; W. H. Bassett, New Bedford, Mass.; Theo. F. Bentel, Pittsburg, Pa.; R. Beraniji, New York City; John F. Blackman, New York City; John W. Blackman, New York City; J. N. Blackman, New York City; F. A. Bliss, Fitchburg, Mass.; Sol. Bloom, New York City; F. Bockhorst, New York City; F. E. Bolway, Oswego, N. Y.; A. R. Boone, Birmingham, Ala.; J. F. Bowers, Chicago, Ill.; Frank S. Boyd, Boston, Mass.; J. R. Bradlee, New York City; Henry Braun, Allegheny, Pa.; J. C. Brickett, Springfield, Mass.; Winchester Britton, New York City; F. J. Buckowitz, New Orleans, La.; Louis Buehn, Philadelphia, Pa.; Frank Buser, Helena, Mont.
L. E. Caldwell, Quincy, Ill.; J. C. Caldwell, Quincy, Ill.; W. F. Carroll, Utica, N. Y.; J. Carstens, Spokane, Wash.; T. P. Clancy, St. Louis, Mo.; A. M. Collins, Philadelphia, Pa.; P. E. Conroy, St. Louis, Mo.; Chas. F. Craig, Indianapolis, Ind.; W. O. Crew, Elmira, N. Y.; B. L. Crew, Atlanta, Ga.; E. E. Currier, Boston, Mass.
E. H. Dakin, Bangor, Me.; L. M. Darling, Pawtucket, R. I.; I. Davega, Jr., New York City; S. B. Davega, New York City; Olney Davies, Nashville, Tenn.; Wm. H. Davis, Kingston, N. Y.; J. Foster Davis, Scranton, Pa.; J. J. Daynes, Jr., Salt Lake City, Utah; M. V. De Forest, Sharon, Pa.; W. C. De Forest, Sharon, Pa.; A. J. Deninger, Rochester, N. Y.; E. F. Dohse, Dayton, O.; E. H. Droop, Washington, D. C.
H. L. Ellenberger, New Haven, Conn.; H. P. Emory, Worcester, Mass.
J. L. Fairbanks, Utica, N. Y.; W. S. Ferguson, Denver, Colo.; Arthur F. Ferriss, Utica, N. Y.; S. M. Field, Little Rock, Ark.; Chas. Fifield, Pawtucket, R. I.; W. C. Finch, Schenectady, N. Y.; James Fintze, Newark, O.; Geo. W. Flint, Springfield, Mass.; J. A. Foster, Providence, R. I.; T. J. Foster, Scranton, Pa.; W. H. Foster, Spokane, Wash.; S. J. Francis, Boston, Mass.
Edw. A. Gicker, Reading, Pa.; N. Goldfinger, New York City; Harry Goodman, Philadelphia, Pa.; C. E. Goodwin, Chicago, Ill.; H. A. Gordon, New York City; H. S. Gordon, New York City; John F. Griffin, Rochester, N. Y.; N. D. Griffin, Gloversville, N. Y.; C. A. Grinnell, Detroit, Mich.; I. L. Grinnell, Detroit, Mich.; Thos. Graff, Berlin, Germany.
W. E. Hahn, Schenectady, N. Y.; S. K. Hamburger, Harrisburg, Pa.; J. W. Harrison, Chicago, Ill.; C. B. Harris, Dallas, Tex.; Wm. Harrison, Utica, N. Y.; F. J. Hart, Los Angeles, Cal.; D. R. Harvey, Boston, Mass.; J. M. Hayes, Toledo, O.; E. J. Heffelman, Canton, O.; G. H. Heinrichs, St. Paul, Minn.; C. V. Henkel, New York City; W. E. Henry, Pittsburg, Pa.; Thos. Hext, Denver, Colo.; H. M. Holleman, Houston, Tex.; W. M. Hollins, New York City; D. F. Hopkins, Des Moines, Ia.; J. O. Hopkins, Des Moines, Ia.; O. K. Houck, Memphis, Tenn.; Thos. C. Hough, Minneapolis, Minn.; S. A. Howland, Providence, R. I.
Geo. Ilsen, Cincinnati, O.; Samuel Insull, Chicago, Ill.
A. H. Jacot, New York City; C. H. Jacot, New York City; A. C. Jones, Waycross, Ga.
Lipman Kaiser, New York City; Sigmond Kann, Washington, D. C.; O. F. Kauffman, Reading, Pa.; John P. Kelsey, Brooklyn, N. Y.; A. R. King, Knoxville, Tenn.; W. E. Kipp, Indianapolis, Ind.; Chas. B. Klein, Canton, O.; Chas. Klimper, New York City; Geo. W. Koehler, St. Paul, Minn.
E. A. Link, Indianapolis, Ind.; F. M. Linscott,

Boston, Mass.; Otto Lion, New York City; F. G. Loeffler, New York City; Robt. L. Loud, Buffalo, N. Y.; L. H. Lucker, St. Paul, Minn.; S. G. Lucker, St. Paul, Minn.; Jas. I. Lyons, Chicago, Ill.

E. H. McFall, New Orleans, La.; Hugh J. McGreal, Milwaukee, Wis.; L. E. McGreal, Milwaukee, Wis.; J. Macfarquhar, Washington, D. C.; J. T. Maclean, New York City; B. F. Magruder, Goshen, Ky.; Geo. W. Mairs, St. Paul, Minn.; Marc K. Mermod, New York City; Geo. E. Mickel, Omaha, Neb.; F. E. Miles, Memphis, Tenn.; G. B. Miller, Rochester, N. Y.; H. F. Miller, Philadelphia, Pa.; John B. Miller, Philadelphia, Pa.; R. J. Minchweiller, Philadelphia, Pa.; W. A. Myers, Williamsport, Pa.

Chas. F. Niehaus, Dayton, O.
Jas. K. O'Dea, Paterson, N. J.; Robt. C. Ogden, New York City; L. A. Olmstead, Chicago, Ill.; F. Olmhausen, Pittsburg, Pa.; Daniel Orndorff, Knoxville, Tenn.; C. E. Osgood, Boston, Mass.

W. O. Pardee, New Haven, Conn.; W. E. Peck, New York City; R. L. Penick, Montgomery, Ala.; M. J. Peters, Allentown, Pa.; A. P. Petit, New York City; A. O. Petit, Newark, N. J.; S. E. Philpitt, Washington, D. C.; P. A. Powers, Buffalo, N. Y.; A. T. Prouditt, Ogden, Utah.

A. G. Quade, St. Louis, Mo.
V. H. Rapke, New York City; C. A. Ray, Louisville, Ky.; W. H. Reynolds, Mobile, Ala.; J. A. Rickard, Schenectady, N. Y.; J. P. Riley, Atlanta, Ga.; M. C. Robinson, Utica, N. Y.; Chas. D. Rodman, Providence, R. I.; John Rose, New York City; W. O. Ross, Portland, Me.

J. Samuels, Providence, R. I.; E. E. Saul, Providence, R. I.; Eugene M. Sawin, Providence, R. I.; A. T. Scattergood, Providence, R. I.; C. J. Schmelzer, Kansas City, Mo.; D. Shepherd, Fort Worth, Tex.; H. Shields, Denver, Colo.; Wm. C. Shields, New York City; D. W. Shultz, Omaha, Neb.; H. E. Sides, Lincoln, Neb.; F. C. Smith, Portland, Me.; W. J. Smith, Rochester, N. Y.; E. B. Smyth, Rochester, N. Y.; H. G. Stanton, Toronto, Can.; Chas. Stayman, Fort Dodge, Ia.; O. P. Stickney, St. Paul, Minn.; A. F. Stoll, Trenton, N. J.; Max Strassburg, Detroit, Mich.; John Sykes, Trenton, N. J.

E. F. Taft, Boston, Mass.; A. W. Toennies, Jr., Hoboken, N. J.; A. W. Toennies, Sr., Hoboken, N. J.; T. H. Towell, Cleveland, O.
Edw. H. Uhl, Chicago, Ill.
Wm. L. Veale, Boston, Mass.; G. Vintschger, New York City.

D. M. Wagoner, Pittsburg, Pa.; J. L. Wagoner, Pittsburg, Pa.; A. B. Wahl, Indianapolis, Ind.; E. B. Walthal, St. Louis, Mo.; W. G. Walz, El Paso, Tex.; Thos. Wardell, Lowell, Mass.; P. L. Waters, New York City; Alfred Weiss, New York City; Adolph Weiss, Philadelphia, Pa.; L. M. Weller, Columbus, O.; Wm. Werner, Easton, Pa.; A. C. Weymann, Philadelphia, Pa.; Harry W. Weymann, Philadelphia, Pa.; J. W. White, Schenectady, N. Y.; P. B. Whitsit, Columbus, O.; R. S. Williams, Jr., Toronto, Canada; S. T. Williams, Rochester, N. Y.; Clement Williams, Ogden, Utah; T. Williams, Birmingham, Ala.; John N. Willys, Elmira, N. Y.; H. Wonderlick, Providence, R. I.; Howard E. Wurlitzer, Cincinnati, O.; Rudolph H. Wurlitzer, Cincinnati, O.
Eugene Zimmerman, Peoria, Ill.

THE COMMITTEE OF ARRANGEMENTS.

The committee in charge of the arrangements were:

- F. K. Dolbeer, Chairman
I. C. Loy
E. L. Aiken
F. E. Madison
J. W. Aylesworth
L. C. McChesney
W. G. Bee
J. F. McCoy
F. S. Brown
H. F. Miller
W. J. Buehler
H. K. Miller
A. V. Chandler
J. V. Miller
W. H. A. Cronkhite
W. H. Miller
E. E. Davidson
A. T. Moore
N. C. Durand
J. H. Moran
F. L. Dyer
C. S. Osborne
M. E. Elliott
W. C. Patrick
F. L. Fritchey
William Pelzer
I. A. Harrison
Louis Reichert
C. B. Haynes
George Renner
G. A. Hedden
H. M. Root
J. E. Helm
I. W. Scott
C. L. Hibbard
C. C. Squire
A. M. Hird
Walter Stevens
W. P. Hope
H. A. Turner
W. H. Hug
Peter Weber
A. C. Ireton
C. H. Wilson
A. H. Kloehr
J. B. Wilson, Jr.
M. G. Kreuzsch
G. E. Youmans
H. T. Leeming

ABOUT THE SUIT OF THE NEW YORK PHONOGRAPH CO.

Our readers in the State of New York have, no doubt, from time to time, during the past three or four years, received threatening circulars from the New York Phonograph Company, in which they have been solemnly warned under the pain of suits for injunctions and damages against selling Edison Phonographs and Records in that State. Regarding such threats, we have always assured Jobbers and Dealers who handle our goods that we will protect them fully by defending any suits which may be brought against them for the sale of our goods and by the payment of any costs or damages which may be recovered. It is not necessary to go into the details of the litigation in which this company has been involved ever since early in the year 1901.

Briefly stated, the claims of the New York Phonograph Company are based on a license granted to that concern by the defunct North American Phonograph Company under certain early Edison patents. When the assets of the North American Phonograph Company were sold they were acquired by Mr. Edison and turned over to the National Phonograph Company, and among these assets were the patents that were contemplated in the license of the New York Phonograph Company. This was in 1896, at which time the Phonograph business was in a depressed condition, but it developed slowly until the advent of the moulded Record in 1902, when it reached enormous proportions.

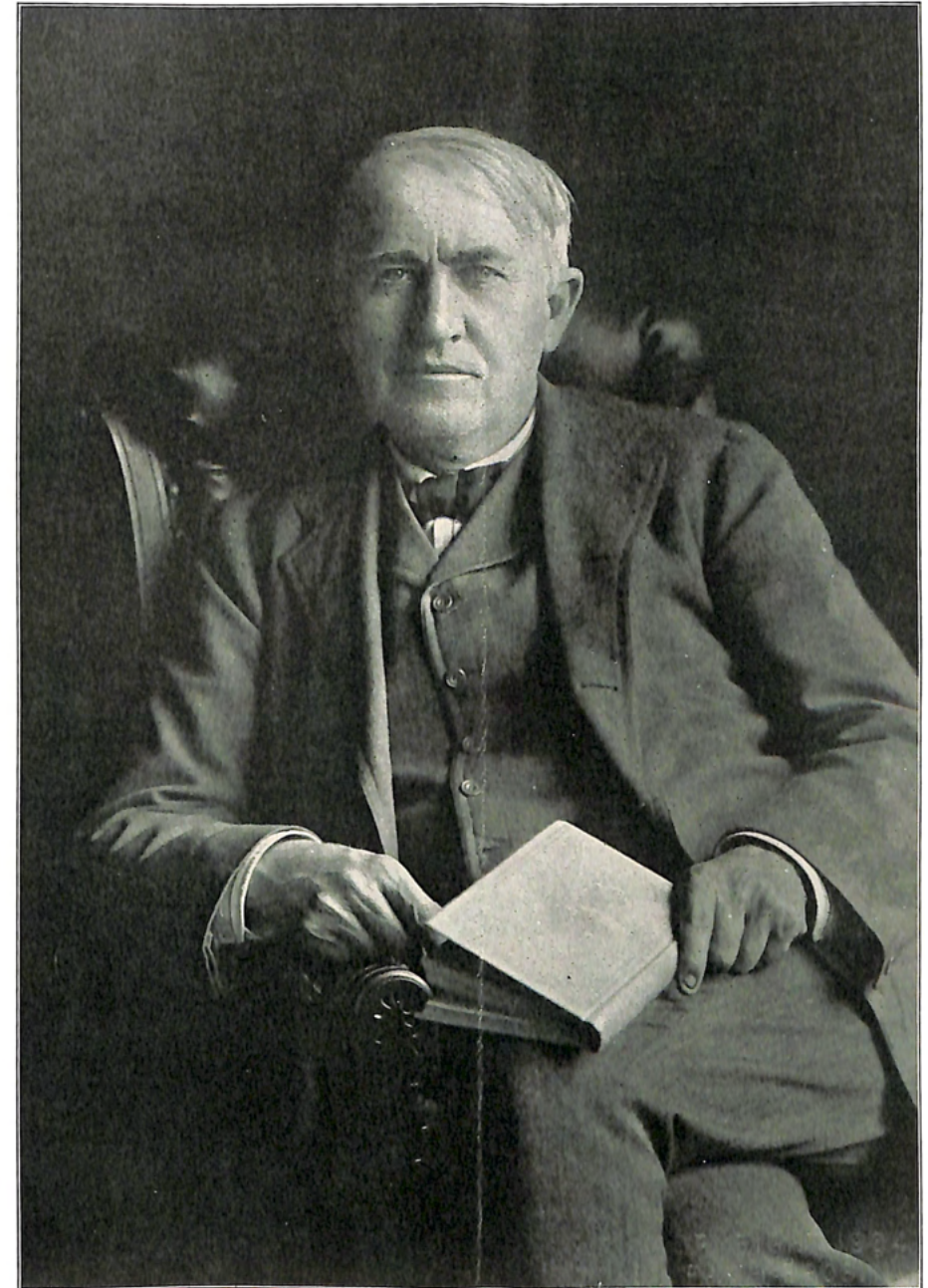
In 1901 the New York Phonograph Company brought suit against the National Phonograph Company, alleging that its territory was invaded. That suit was vigorously fought, and was finally decided last year by Judge Hazel, whose decision was affirmed by the Circuit Court of Appeals last spring. By this decision it was held that the New York Phonograph Company did, in fact, have a license under certain early Edison patents, but by the time the final decision was rendered, all of these patents had expired, except two of them, which were promptly discarded by this company. At the present time, therefore, the National Phonograph Company does not make use of a single patent for which the New York Phonograph Company holds a license, and manifestly, therefore, cannot infringe any rights of the New York Phonograph Company. We are advised by our counsel that so far as Jobbers and Dealers within the State of New York are concerned the New York Phonograph Company has no possible claim against them. In fact, it has been decided by the United States Supreme Court that where patented goods are purchased outside of a restricted territory, as is the case of the sale of our goods at Orange, N. J., they can be taken and sold anywhere in the United States, free of restriction, even within the exclusive territory of a licensee.

It is not necessary for us to call attention to the misleading statements which have been extensively circulated in the trade by the New York Phonograph Company. The cry of "wolf" has been so frequently made that it no longer creates any excitement or interest. After the decision of the Circuit Court of Appeals the statement was industriously circulated that the National Phonograph Company had been enjoined from selling Phonographs and Records in the State of New York, when, as a matter of fact, that company was only enjoined from selling Phonographs and Records *in violation of certain contracts, the rights to which have expired*, as we have before stated. As proof of this fact, it is only necessary for us to say that, although the injunction was issued on March 26, 1906, the company continued to do business, dispensing only with the two patented features, before referred to, without the slightest move being made by the New York Phonograph Company to punish us for contempt, which of course they would have done had there been any invasion of their rights as thus defined by the Federal courts.

Realizing the hopelessness of proceeding against the National Phonograph Company, the New York Phonograph Company started on a campaign of misrepresentation with the apparent purpose of intimidating jobbers and dealers engaged in the sale of our goods and forcing some sort of a settlement with us. To this end notices were served broadcast throughout the State of New York to the effect that the National Phonograph Company and its dealers had been enjoined from selling Phonographs and supplies therefor in that State, which statements were intentionally and deliberately misleading, since, as we have already stated, no such injunction was ever issued. Like all the notices which the New York Phonograph Company has circulated since its apparent rejuvenation for the purpose of litigation, these notices were received by the Jobbers and Dealers with the contempt they deserved.

The next step in the campaign of the New York Phonograph Company was the bringing of upwards of two hundred and twenty-five suits against Jobbers and Dealers, when it would be apparent to any one that no more than two of such suits were necessary if it were only sought to test the questions presented in a legal way. Undoubtedly these numerous suits were brought with the hope that the business might be embarrassed and some sort of a settlement thereby forced out of this company. The scheme, however, failed of effective consummation, because at the hearing before Justice Keogh at New Rochelle on June 30th, 1906, he refused to consider more than two of the cases and held the others in abeyance until the test cases thus selected were disposed of. The argument before Justice Keogh was on a motion for a preliminary injunction, it evidently being the hope of the New York Phonograph Company to thereby tie up the business of Jobbers and Dealers in such a way that the National Phonograph Company would be compelled to buy them off. At the argument Justice Keogh was plainly impressed with the fact that the rights of the

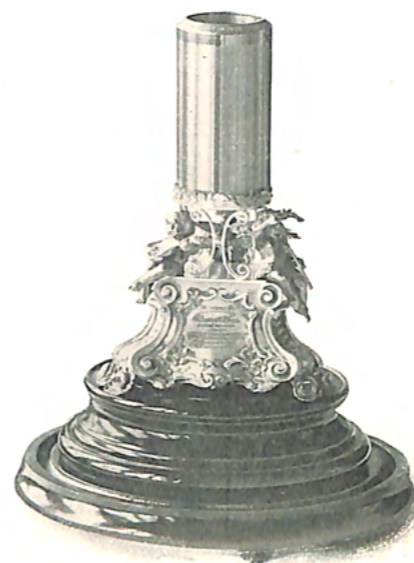
[Continued on page 17.]



THOMAS A. EDISON,
Inventor of the Phonograph.



WILLIAM E. GILMORE,
President and General Manager.



Solid Gold Record pre-
sented to Mr. Edison
by the Jobbers.



Massive loving cup
presented to Mr.
Gilmore by the
Jobbers.



Photo by the Geo. R. Lawrence Co., New York.

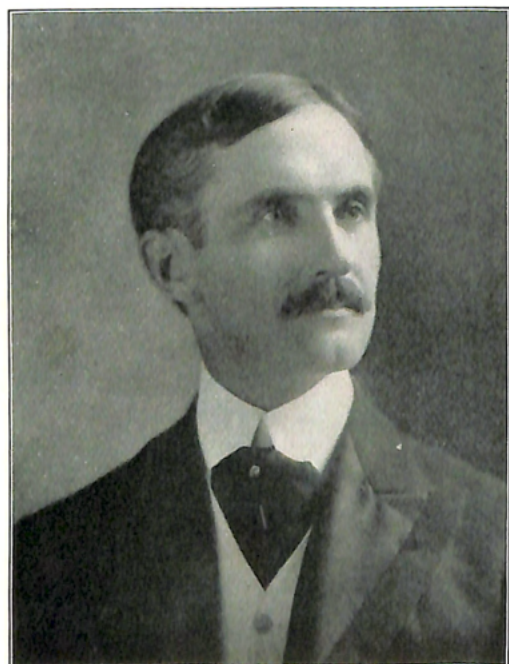
BANQUET AT WALDORF-ASTORIA HOTEL.



J. R. SCHERMERHORN,
Assistant General Manager.



FRANK K. DOLBEER,
Manager Credit Department.



C. H. WILSON,
General Manager of Sales.



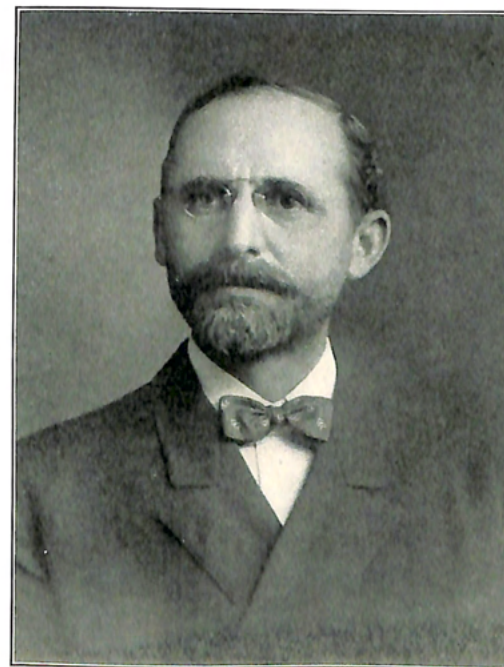
WALTER STEVENS,
Manager Foreign Department.



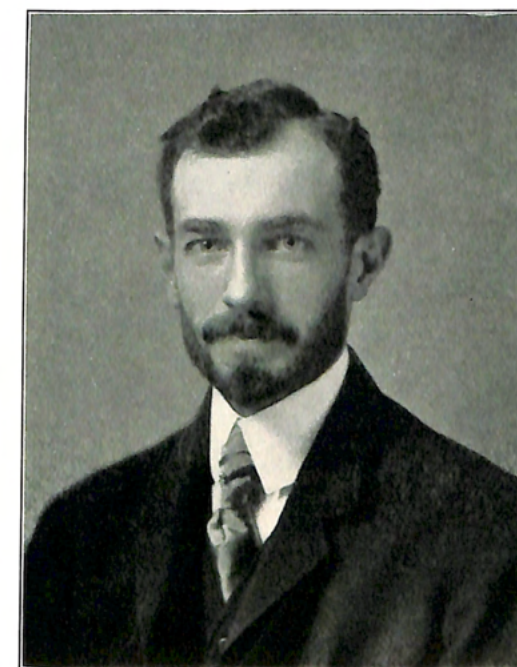
FRANK L. DYER,
Head of Legal Department.



WILLIAM PELZER,
Legal Department.



PETER WEBER,
Factory Superintendent.



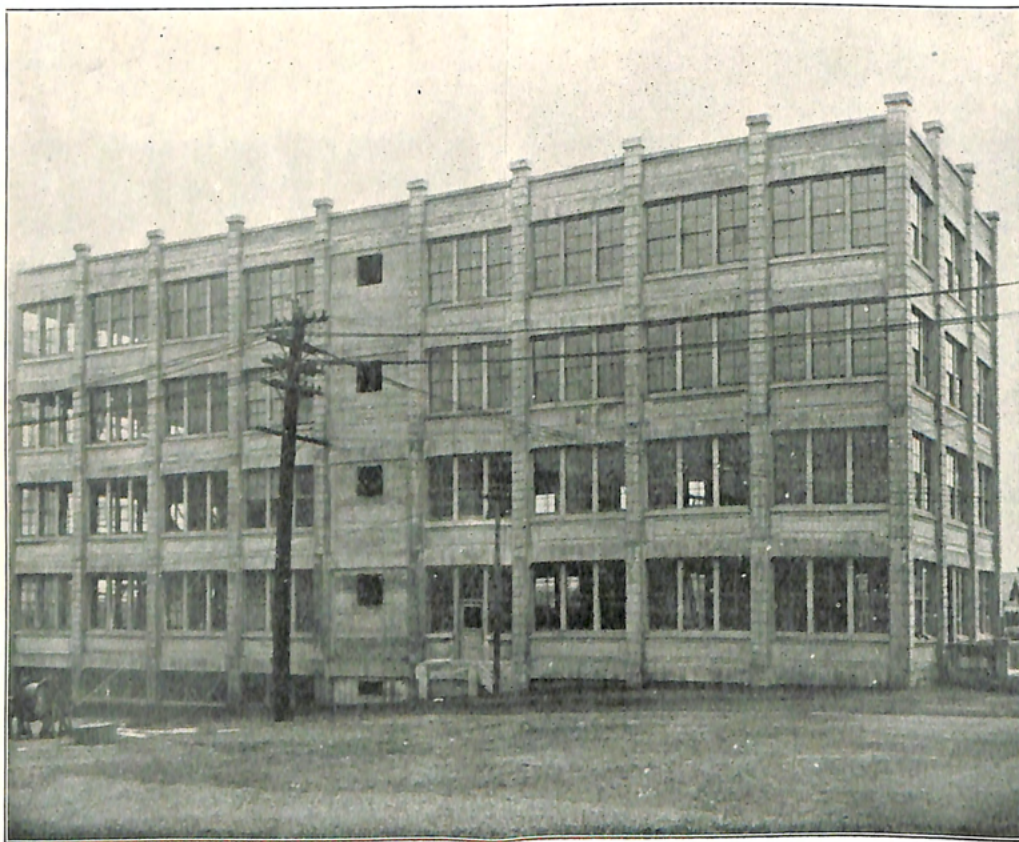
NELSON C. DURAND,
Manager Commercial Department.



WALTER H. MILLER,
Manager Recording Department.



L. C. MCCHESENEY,
Manager Advertising Department.



NEW OFFICE BUILDING (not yet completed) IN WHICH JOBBERS' PRESENTATIONS TOOK PLACE.

[Continued from page 8.]

New York Phonograph Company were, to say the least, of doubtful effect, and hence, his decision "that no injunction should issue before a decision by the court after a trial on the merits of the many serious questions of fact made by the opposing affidavits" was no surprise, but was expected.

The meaning of this decision of Justice Keogh is, of course, that if the New York Phonograph Company proceeds with the two test suits, the questions will have to be threshed over again through the courts of the State of New York, and possibly on appeal to the United States Supreme Court. As a result of a trial of the cases on the merits, we think no Jobber or Dealer in the State of New York need have the slightest fear; first, because, as we have said, so far as modern Phonographs and Records are concerned, the rights of the New York Phonograph Company have expired; and second, because even if those rights had not expired Jobbers and Dealers would, under the decisions of the Supreme Court, be always free to purchase goods at Orange and sell them in New York, or anywhere else.

After the decision of Justice Keogh, refusing to grant a preliminary injunction, articles appeared in some of the daily papers to the effect that the Justice had "signed an order temporarily restraining the National Phonograph Company and 1,500 agents from selling Phonographs and Records of that company in the State of New York." We cannot, of course, say that these false and misleading articles originated with the New York Phonograph Company, although, as we have before pointed out, that concern has not hesitated in the past to circulate statements that have been just as erroneous and as far from the truth. If, however, the articles were circulated by the New York Phonograph Company, the desperate condition of their case must be apparent to Jobbers and Dealers in the State of New York.

Therefore, we say, first, that no injunction has been issued, restraining the National Phonograph Company from selling Phonographs and Records as now made; second, that no injunction, provisional or permanent, has been issued against any Jobber or Dealer in the State of New York, restraining him from selling Edison Phonographs and Records; third, that no injunction can issue against a Jobber or Dealer for selling Edison Phonographs or Records until the present test cases have been finally concluded, and as to the result of those cases we have not the slightest uneasiness; fourth, that if, contrary to our confident belief, and to the assurances of the ablest counsel the country affords, the New York Phonograph Company is successful in any suit against a Jobber or Dealer for the sale of our goods, we stand ready to protect him to the full extent of any costs or damages that may be recovered. Under no circumstances do we propose to permit the New York Phonograph Company to force us into any settlement or compromise, by which the business of any Jobber or Dealer within the State of New York will be affected. We say now, as was said more than a century ago, "Millions for defence, but not one cent for tribute."

PUBLISHERS OF MUSIC IN OCTOBER LIST.

The publishers of the compositions made for our October list of Records, so far as we can obtain them, are given below. Where the numbers are omitted they are either not published or we are unable to give the names of the publishers:

- 9362 Torch Dance—Carl Fischer, New York.
- 9363 The Stars, The Stripes and You—M. Witmark & Sons, New York.
- 9364 When a Poor Relation Comes to Town—Cooper, Kendis & Paley, New York.
- 9365 Is Your Mother In, Molly Malone?—Francis, Day & Hunter, New York.
- 9366 Simple Confession—G. Schirmer, New York.
- 9368 Grand-Pa, I'm Going to be a Soldier—Ed. Rogers Music Publishing Co., New York.
- 9370 Irish Hearts March—F. B. Haviland Publishing Co., New York.
- 9371 Love Me, and the World is Mine—M. Witmark & Sons, New York.
- 9372 If the Man in the Moon were a Coon—Conn & Fischer, New York.
- 9373 Foolishness—M. Witmark & Sons, New York.
- 9374 La Balladora (Pirouette)—Carl Fischer, New York.
- 9375 Sweet Julienne—Lew Dockstader Publishing Co., New York.
- 9376 Why Don't You Write When You Don't Need Money?—Gus Edwards Music Publishing Co., New York.
- 9377 Susan, Kiss Me Good and Hard—Helf & Hager, New York.
- 9378 Champagne Galop—Carl Fischer, New York.
- 9379 Somewhere—Chas. K. Harris, New York.
- 9380 Come Take a Skate With Me—Gus Edwards Music Publishing Co., New York.
- 9381 Come Down McGinty—Harry Von Tilzer Music Publishing Co., New York.
- 9382 Belle of the East—Brand Publishing Co., Cincinnati, Ohio.
- 9383 Let Me See You Smile—Conn & Fischer, New York.
- 9385 Chicken Chowder—Jerome H. Remick Co., New York.

DEALERS' CORNER.

Frost & Goffe, Edison Dealers at Brockport, N. Y., send a clipping from their local paper, showing the picture of a house at Brockport that was completely wrecked in a wind storm. They state that a Standard Phonograph was about the only article in the house not ruined. This was taken with its cabinet broken, but the mechanism was in good condition.

The other day I was playing Record No. 9296, "Here is Our Absent Brother," when a band of gypsies were going down the street. They heard the music and came back. They asked me to play that Record, and then bought an Edison Phonograph. Record No. 9296 had done the work and I sent them on their way rejoicing.—*Samuel Lee, Bunker Hill, Ill.*

Long live the Edison Phonograph for it has proven the victor in our city, being tested by competitors of other makes. I wish to push it with energy, for it brings sunshine to homes where darkness prevails. We have had on hand another style machine for at least two months, and we not only fail to dispose of it but our people do not even want to hear it.—*J. E. Lescher & Son, Sikeston, Mo.*

PRINTED MATTER.

The new Record Catalogue, Form No. 940, shows a change in arrangement of several departments that we think will meet with the approval of the public as well as the trade. The various classifications of band selections have been abolished and all are now included under one heading. The same is true of the orchestra selections. All vocal solos are now arranged under one heading, with notations to show the accompaniment where it varies from the heading. The vocal duets are also grouped together, the sub-classifications being abolished. These changes will make it easier to find any selection by name without interfering with the other good features of the catalogue. A large number of these catalogues have already been supplied to Jobbers and all orders received in the future will be filled as rapidly as possible. This catalogue will be in force until November 1st.

We are about to mail to the trade a new Catalogue of Parts, Form No. 920, in which the various parts of the Gem, Standard, Home and Triumph machines are illustrated with separate drawings. This catalogue is intended only for the use of the trade and a copy is being mailed to every Dealer. It has been gotten out at considerable expense and trouble, and we must ask Dealers to preserve the copy being mailed to them. Nor will we attempt to fill large orders so that Jobbers may duplicate to their Dealers the copy already mailed. We will take the liberty of cutting down any order placed for these catalogues without advising Jobbers of the fact. A number of the prices given in this catalogue are different from those that have prevailed for some time past. The new catalogue, therefore, must be considered as superseding the previous editions. No electros of any parts shown in this catalogue will be furnished without charge. Wherever required they must be made to order and a charge will be made for the full cost.

REWARDED THE PLAYER.

We recently received from A. Macrow & Sons, of Bendigo, Victoria, a letter containing the following little story, which we thought would be of interest to the trade:

"We were playing Record No. 8635 the other day, when an old fellow, close up to the seventies, stood in the doorway, made a right turn, gave us a step, wheeled back again, and threw some coppers into the store. Evidently the Phonograph not only suits the grave and the gay, but revives the old fellows' vitality, makes them bright and happy. So much for bright, crisp and catchy Records; they catch on and sell like green peas."—*National Phonograph Co. of Australia, Limited, W. W. Wyper, Manager.*

PERSONAL.

J. R. Schermerhorn, Assistant General Manager of this company, and now chairman of the Board of Directors of the National Phonograph Co., Ltd., London, returned to the latter place on July 21st, after a three weeks' business visit here. He took an active part in the Jobbers' entertainment.

Thomas Graff, manager of the Berlin office of the National Phonograph Co., has been making a three weeks' visit to this country, principally on business. He was also an interested participant in the Jobbers' entertainment.

Frank E. Madison, manager of the Contract Department, with an office at 31 Union Square, New York, has been promoted to the management of the Boston branch of our Commercial Department. He will take charge this month. E. E. Davidson of the Sales Department will succeed to his former post.

"THE PHONOGRAPH" PICTURES.

The framed copies of the Massani painting, "The Phonograph," are now being shipped to Jobbers by the firm in Chicago that manufactured them and all shipments should be made within a few days. Those Dealers who took advantage of our offer and sent orders to their Jobbers will receive the framed copies from the latter as fast as they can handle them. Dealers who did not fill in and forward orders may have an unframed picture mailed to them upon request. Believing that this picture will be sought by the public, and not being in a position to supply copies gratuitously, we have decided to furnish them in quantities to the trade on the following basis:

Unframed—1 to 100, 15 cents each; 100 to 250, 12½ cents each; 250 or more, 10 cents each.

Framed copies, specially boxed, \$1.50 each, F. O. B. Orange.

FROM NEW ZEALAND.

Contributions from "The Talkeries," Wellington, the only exclusive talking machine Jobbers in New Zealand.

One customer writes: "Please send me the 'Phonogram' for one year, and I'm very pleased with the 'Gem'; it has many admirers here."

Another one writing for Records says "Any other but Edison no use."

And a third country customer says: "It gives me great pleasure to let you know what we all think of the Edison Standard Phonograph I purchased from you last month. We are all delighted with it. It is very clear and seems to be getting better every day. Please find enclosed order for another four dozen Records."

FACTORY CHANGES.

Contrary to expectations, we were not able to get into the new office building at the Orange factory in July. Work on the interior was pushed night and day by Superintendent Weber, and much has been accomplished, but considerable work still remains before the building can be occupied. It looks now as if September 1st would be about the date. The new polishing building has been completed and is now being equipped with machinery. The exterior of the five-story concrete extension to the cabinet and case-making building, No. 18, has been completed. It will be ready for occupancy in another month. The new five-story concrete Record building was fairly started during July. Owing to its great size, it will require five months to finish. Other buildings in contemplation will be begun at once in the hope that they can be enclosed before freezing weather sets in.

During the past month the scenery in our factory yard has undergone considerable changes. Several old frame buildings, relics of the early days of the factory, or buildings formerly used for experimental purposes by Mr. Edison, have been torn down. A vast amount of unused machinery and "junk" has been removed and the grounds graded and generally "tidied" up. Other improvements to follow will make the factory a different looking place than it has been in the past.

AMONG JOBBERS.

G. C. Aschbach, the progressive music dealer, has started operations for the enlargement and rebuilding of his well-known music house and when completed he will have one of the largest and most complete of its kind to be found in Pennsylvania. On account of his largely growing music business Mr. Aschbach has found it necessary to add more room to his already extensive building and the new improvements of three additional floors of 100 feet in depth and 21 feet in width, which will be added, making a total of five floors, each 170 feet in depth will give an idea of the magnitude of his building, all of which will be used for the display of musical wares—*Allentown (Pa.) Call.*

The new Edison Jobbers during the past month are Koehler & Hinrichs, of 255 East 3d street, St. Paul, Minn.; the Southern California Music Co., 332-334 South Broadway, Los Angeles, Cal., and the A. J. Pommer Co., 9th and J streets, Sacramento, Cal. All of these firms are among the largest in their respective lines. All expect to do a large jobbing business in Edison goods.

The Reading Phonograph Co., Reading, Pa., has removed to 48 N. 8th street.

EDISON GOLD MOULDED RECORDS FOR OCTOBER, 1906.

It is doubtful if any previous supplement of Edison Gold Moulded Records has contained a greater number of what are considered popular selections than this October list of twenty-four Records. Every selection has been chosen to fit the special talent of the singer, player or organization making it. The list introduces a new singer in Miss Helen Trix, who possesses an excellent contralto voice and of whom much is expected. There are also new duet combinations in Miss Florence Hinkle and Harry MacDonough, Campbell and Roberts.

No. 9362, "Torch Dance," by the Edison Concert Band, is a classical composition by Meyerbeer, played in the artistic manner characteristic of our Concert Band. Each member of this organization is a picked musician—most of them being soloists on their respective instruments—and their Record work is always of the highest standard.

No. 9363, "The Stars, the Stripes, and You," by Frank C. Stanley, is a new patriotic march song that possesses all the elements essential to a big musical success. Its words were written by George J. Green and Edward P. Moran, and the music is by Justin Wheeler. It tells of a soldier who is about to leave for the front, and in bidding good-bye to his sweetheart he declares his determination of fighting for "The Stars, the Stripes, and You." The chorus has an especially good swing that cannot fail to meet popular approval. Some of Mr. Stanley's most popular Records have been of patriotic songs, his fine baritone voice being peculiarly fitted to the music of these compositions. The Record is made with orchestra accompaniment.

No. 9364, "When a Poor Relation Comes to Town," by Arthur Collins, is a song by Kendis and Paley that graphically describes the difference between the greetings accorded the wealthy and the poor relatives when they come on a visit. When the poor one arrives no one meets him at the station and he is left alone with the wintry winds and his hunger. But let some rich uncle come and his greetings are very different. This difference in the reception accorded the poor and the rich is most humorously brought out in the Record. Incidental to the arrival of the poor one there are winds that make you shiver, and cold effects that make you want an overcoat. When the rich uncle comes the band plays and the waiting relatives cheer. The composer of this song also wrote "Sympathy," our Record No. 9164.

No. 9365, "Is Your Mother In, Molly Malone?" by Miss Helen Trix, presents to the army of Phonograph owners a new singer in Miss Trix, whose clear, well modulated contralto voice will, we believe, gain her a firm place in the galaxy of Edison stars. Her first offering is a song in Irish dialect, telling of the Irish lover, who, whenever he went to court Molly Malone, felt it his duty to first

inquire if her father and mother were in. The song is one that will be re-demanded wherever heard. It is the work of Mills and Everard. Miss Trix is accompanied by the orchestra.

No. 9366, "Simple Confession," is a 'cello solo by Hans Kronold. Modern music contains nothing more charming than this dainty composition by Thomé. It is also well known by the title "Simple Aveu." Mr. Kronold's rendition of it on this delightful solo instrument is quite as graceful as the composition itself. Since an orchestra would detract from the attractiveness of the 'cello as a solo instrument Mr. Kronold plays "Simple Confession" with piano accompaniment.

No. 9367, "Softly and Tenderly," by Miss Hinkle and Mr. MacDonough, is a sacred duet by a new combination of Edison talent. Miss Florence Hinkle was heard last month as one of the Edison Mixed Quartette, although her name was not given. Mr. MacDonough is an Edison veteran. This is the first time they have sung together for an Edison Record. Their voices blend finely, they sing with excellent expression and we are sure that the public will vote them a most desirable addition to the list of Edison duet singers. The words and music of "Softly and Tenderly" are by Will L. Thompson.

No. 9368, "Grand-Pa, I'm Going to be a Soldier," by Byron G. Harlan, is a new march song. A child sitting by his grandfather's side tells proudly how his father died defending the flag of his country and he manfully declares that when he grows up he is going to be a soldier. He is going to place Daddy's gun on his shoulder and fight for liberty. The words and music of this song were written by Ed. Rogers, the composer of many song successes. It is sung with much feeling by Mr. Harlan. He is accompanied by the orchestra.

No. 9369, "Sisseretta's Visit to the North," by Billy Golden, is the first Record that Mr. Golden has made for our catalogue in some time. He comes back with renewed vigor and makes this vaudeville specialty perhaps better than anything he has previously done. This Record is a combination of talking, laughing and singing. Sisseretta is so fat that it is hard to tell her from a round-house. She made a trip to the North and the talking part of the Record tells in a laughable manner of what happened. To hear Mr. Golden do the telling is to laugh heartily. The singing is characteristic of Mr. Golden's best style.

No. 9370, "Irish Hearts March," by Edison Military Band, a march by Everett J. Evans, that is decidedly Irish in its favor. Closely woven into the melody are bits of well-known Irish airs—airs that are dear to the hearts of Erin's sons and descendants. Ireland may never know the satisfaction of self-government, but its music will for all time be cherished by its loyal sons. As played by the Edison Military Band our Record does full justice to the selection. Not since "A Bit of Blarney," (our Record No. 8742) has there been written a selection of this character so entertaining and tuneful.

No. 9371, "Love Me, and the World is Mine," by Harry Anthony, is a sentimental

song by Ernest R. Ball (music) and Dave Reed, Jr., (words) that is above the average ballad in musical merit. Mr. Anthony's rendition of it is also above the average. Between the song and its rendition the Record is unusually attractive. "I care not for the stars that shine," sings the lover. "I dare not hope to e'er be thine; I only know I love you; love me, and the world is mine."

No. 9372, "If the Man in the Moon were a Coon," by Ada Jones, treats of the things that would happen "if the man in the moon were a coon." He would fade with his shade the silvery moon away. There would be no roaming in the park at night and no spooning in the bright moonlight. It would also be dangerous to henroosts if the man in the moon were black. The words and music of this song were written by Fred Fischer, author of "Every Little Bit Helps," (our Record No. 9016) and other song hits. Miss Jones, as usual, has made a most striking Record of the song.

No. 9373, "Foolishness," by Edward M. Favor, is a song that is quite in keeping with its title. It was sung last winter in the farcical Japanese opera, "The Mayor of Tokio" and was the subject of many encores each night. It is practically impossible to describe the silliness of the words of this song. The Record must be heard to do it justice. We believe that the Record will almost equal in popularity the noted "Fol-the-roll-lol," (Record No. 9142), also sung by Mr. Favor. The words of "Foolishness" were written by Arthur Gillespie and the music is by Wm. Frederick Peters. The Record is made with orchestra accompaniment.

No. 9374, "La Balladora" (*Pirouette*) by Edison Symphony Orchestra, is a composition by Theodore Moses-Tobani, that may not equal the fame of the latter's "Hearts and Flowers," (our Record No. 7742), but it is nevertheless a charming selection. Sweetly delicate is its melody, featuring the clarinets, oboes, and other reed instruments.

No. 9375, "Sweet Julianne," by W. H. Thompson, is a sentimental ballad that was featured in Dockstader's Minstrels, and all who hear it will recognize it as one of great attractiveness, both in words and in music. Mr. Thompson's splendid voice makes it a delightful Record. "Sweet Julianne" was written by Jean C. Havez, composer of "Everybody Works But Father" (our Record No. 9100), and "Uncle's Quit Work Too," (our Record No. 9251). It is entirely unlike either of the latter two songs. Mr. Thompson is accompanied by the orchestra.

No. 9376, "Why Don't You Write When You Don't Need Money?" by Bob Roberts, tells the old story of the coon girl who never hears from her lover until he wants money. The lover is a minstrel man, and all goes well until the troupe "busts" up on the road and he goes broke. Then he writes a touching appeal to his girl. She replies in these words:

"Why don't you write when you don't need money?
All your notes sound alike too much;
All of 'em starts with I love you, Honey,
But they ends with the same old touch,
Just for a change try to send a loving letter,
And cut out that 'please remit'.
Why don't you write when you don't need money?
Honey, that would cert'n'y make a hit."

Those familiar with Mr. Robert's songs will realize how well he can render one like this. The music of this song is by Gus Edwards and the words by Raymond A. Browne. The orchestra accompanies the singer.

No. 9377, "Susan, Kiss Me Good and Hard," by Collins and Harlan, is a new coon song by J. Fred Helf (music) and Robert F. Roden (words). If written especially for Messrs. Collins and Harlan it could not have been better adapted to their peculiar style of making Records of coon songs. Sung with orchestra accompaniment.

No. 9378, "Champagne Galop," by the Edison Concert Band, is descriptive of the popping of corks, the effervescence of champagne, the clink of glasses and the laughter and merriment of the drinkers. This composition is by H. C. Lumby. As interpreted by the Edison Concert Band it makes a Record worthy of a place in the most artistic collections.

No. 9379, "Somewhere," by Irving Gillette, is Charles K. Harris' new ballad and it has made rapid strides towards popularity since it first appeared. As usual, in Mr. Harris' songs, the words are sentimental. The music is, in our opinion better than anything Mr. Harris has produced in some time. It would seem as if this song might equal in popularity "After the Ball" and other of Mr. Harris' successes. Mr. Gillette's voice seems especially adapted to sentimental songs of this kind and his rendition of this one is well nigh perfect.

No. 9380, "Come Take a Skate With Me," by Billy Murray, is a song of the roller skating fad, which promises to be as great a craze in the coming winter as it has been at any time in the past. The scene is laid in a skating rink and the song is an invitation to Katie to take a skate with the singer. Between the verses there is a very funny dialogue, introducing the skating ring expert in his specialties on "two feet," "one foot," "no feet." The words and music of this song are by Browne and Edwards. The Record is made with orchestra accompaniment.

No. 9381, "Come Down McGinty," by Campbell and Roberts, is an Irish sketch, with orchestra accompaniment, that introduces a new vaudeville team in Campbell and Roberts, who though well known as makers of solo Records have not before sung together. McGinty was at work on a building on a windy day and, being thin, was carried in the air. On his way up his shoes came down and struck McGuire on the head, causing the latter to exclaim:

"Come down McGinty, I'll whip you where I'm standing,
Come down, McGinty, yes, come down from that landing
I'll whip you, I'll not kick you,
But I'll break your back, you Mick you,
If you come down, come down here, McGinty."

No. 9382, "Belle of the East," by Albert Benzler, is a bells solo, with orchestra accompaniment, of a composition by A. Liberti and previously listed in the catalogue as a band selection, with cornet solo. It makes a much more entertaining Record in its new dress. The composition is written in schottische tempo, which perhaps of all movements makes the best bells Records.

No. 9383, "Let Me See You Smile," by Ada Jones and Len Spencer, is another of Mr.

Spencer's clever vaudeville specialties. The dialogue is between a pair of colored lovers. He has worked overtime, because they did not wake him up at quitting time and he slept two hours after six o'clock. He lost his job, consequently the times are out of joint. In his misery he says that he must leave his girl and go to work. After an exchange of witty remarks she gets him to cheer up as she sings, "Let Me See You Smile," a song written by Fred Fischer.

No. 9384, "Good Old Songs," by the Edison Male Quartette, is a medley of songs that will meet with a cordial reception if for no other reason than the fact that it has been a long time since this group of artists have made a Record containing more than one song. The Record includes, "Twinkling Stars Are Laughing, Love" (*Ordway*); "When I Saw Sweet Nellie Home" (*Fletcher*); "Would I Were Thee" (*Bossetti*), and "There's Music in the Air" (*Root*). This combination will make a good seller. The singers are unaccompanied.

No. 9385, "Chicken Chowder," by Edison Military Band, is a characteristic march selection by Irene M. Giblin, in which the crowing of roosters and cackling of hens are mingled with music otherwise suggested by its title. Will be popular with all seeking odd effects in Records.

GOOD ADDITION TO ANY BUSINESS.

The following letter was written by R. L. Penick, Edison Jobber at Montgomery, Ala., to a business friend who wanted his advice as to the feasibility of carrying talking machines in connection with sewing machines, Mr. Penick having carried both with marked success:

NEW YORK, June 11, 1906.

Mr. R. L. PENICK.

Dear Sir:—I wish to obtain, for publication, the opinion of a few of the representative sewing machine dealers founded on personal experience with talking machines as side lines. Kindly tell me what you think of that branch as a money-maker and of its effect on the machine trade to which it may be added.

Thanking you in advance, I am

Very truly yours,

E. H. CRAIGE.

My Dear Sir:—Yours in regard to sewing machines and talking machines being handled together received to-day. I have been handling sewing machines and musical instruments for the past twenty years. Recently I have taken a great interest in the Edison Phonograph. While my sewing machine men have very little interest, so far as waiting on customers, I think it is a good addition to any business. Understand me, I mean the Edison Phonograph. The others are too loud, and get the sewing machine customers rattled. I know because I have the different makes of talking machines in stock.

Respectfully yours,

R. L. PENICK.

JOBBERERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.
Birmingham—Talking Machine Co., 2007 Second ave.
Mobile—W. H. Reynolds, 167 Dauphin street.
Montgomery—R. L. Penick, 119 Dexter ave.

ARKANSAS.
Little Rock—O. K. Houck Piano Co.

CALIFORNIA.
Los Angeles—Southern California Music Co., 332 South Broadway.
Sacramento—A. J. Pommer Co., 9th and J Sts
San Francisco—P. Bacigalupi & Sons, 1113 Fillmore St.

COLORADO.
Denver—Denver Dry Goods Co., 619 16th street.
 Hext Music Co., 15th and California streets

CONNECTICUT.
New Haven—Pardee-Ellenberger Co., 96 State street

DISTRICT OF COLUMBIA.
Washington—E. F. Droop & Sons Co., 925 Pennsylvania avenue, N. W.
 S. Kann Sons & Co., 8th and Pennsylvania avenues.

GEORGIA.
Atlanta—Atlanta Phonograph Co., 50 Peachtree St.
 Phillips & Crew Co., 37-39 Peachtree St.
Waycross—George R. Youmans.

ILLINOIS.
Chicago—Babson Bros., 148 Michigan Ave.
 Lyon & Healy, Wabash Ave. & Adams St.
 James I. Lyons, 192 Van Buren street.
 The Cable Co., Wabash avenue.
 The Vim Co., 68 E. Lake street.
 Montgomery Ward & Co., 111 Michigan ave.
 Rudolph Wurlitzer Co., 266 Wabash ave.
Peoria—Peoria Phonograph Co., 416 S. Adams street.
Quincy—Quincy Phonograph Co., 808 Hampshire street.

INDIANA.
Indianapolis—Indiana Phono. Co., 45 Virginia Avenue.
 Kipp-Link Phonograph Co., 217 N. Illinois St.
 A. B. Wahl & Co., 119 S. Illinois street.
Lafayette—A. B. Wahl & Co., 304 Main street.

IOWA.
Des Moines—Hopkins Bros. Co., 620 Locust street.
 Vim Co., 808 West Walnut street.
Fort Dodge—Early Music House, 822 Central ave.
Sioux City—Early Music House.

KENTUCKY.
Louisville—C. A. Ray, 650-652 Fourth avenue.

LOUISIANA.
New Orleans—William Bailey, 600 Frenchman street.
 National Automatic Fire Alarm Co., 614 Gravier street.

MAINE.
Bangor—S. L. Crosby Co., 186 Exchange street.
Portland—W. H. Ross & Son, 207 Commercial street.

MARYLAND.
Baltimore—E. F. Droop & Sons Co., 109 N. Charles St.

MASSACHUSETTS.
Boston—Boston Cycle & Sundry Co., 48 Hanover street.
 Eastern Talking Mach. Co., 177 Tremont st.
 Iver Johnson Sptg. Goods Co., 163 Washington street.
 C. E. Osgood Co., 744 Washington street.
 Read & Read, 630 Washington street.
Fitchburg—Iver Johnson Sptg. Goods Co., 247 Main st.
Lowell—Thomas Wardell, 111 Central street.
New Bedford—Household Furnishing Co., 170 Purchase street.
Springfield—Flint & Brickett Co., 439 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 304 Main st.

MICHIGAN.
Detroit—American Phono. Co., 106 Woodward ave.
 Grinnell Bros, 219 Woodward ave.

MINNESOTA.
Minneapolis—Thomas C. Hough, 714 Hennepin ave.
 Minnesota Phono. Co., 518 Nicollet avenue.
St. Paul—W. J. Dyer & Bro., 21-23 West 5th street.
 Koehler & Hinrichs, 255 E. 3d St.
 Thomas C. Hough, 392 Wabasha street.
 Minnesota Phonograph Co., 37 E. 7th street.

MISSOURI.
Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
 J. F. Schmelzer & Sons Arms Co., 710 Main street

St. Louis—Conroy Piano Co., 11th and Olive streets.
 O. K. Houck Piano Co., 1118 Olive street.
 Western Talking Machine Co., 1110 Olive st.

MONTANA.
Helena—Frank Buser, Diamond Block, Sixth avenue.

NEBRASKA.
Lincoln—H. E. Sidles Cycle Co., 1317 O street.
Omaha—Nebraska Cycle Co., 15th and Harney streets.
 Omaha Bicycle Co., 16th & Chicago sts.

NEW JERSEY.
Hoboken—Eclipse Phono. Co., 203 Washington st.
Newark—Douglas Phonograph Co., 20 New street.
 A. O. Petit, New and Halsey streets.
 V. H. Rapke, 287 Bank street.
Paterson—James K. O'Dea, 117 Ellison street.
Trenton—Stoll Blank Book and Stationery Co., 30 E. State street.
 John Sykes, 105 N. Broad street.

NEW YORK.
Albany—Finch & Hahn, 92 State street.
Astoria—John Rose.
Brooklyn—A. D. Matthews' Sons, 394 Fulton street.
Buffalo—Robert L. Loud, 613 615 Main street.
Elmira—Elmira Arms Co., 117 Main street.
Gloversville—American Phono. Co., 99 W. Fulton st.
Kingston—Forsyth & Davis, 307 Wall street.
New York City—Bettini Phono. Co., 156 W. 23d street.
 Blackman Talking Machine Co., 97 Chambers street.
 J. F. Blackman & Son, 2737 3d avenue.
 Sol Bloom, 3 E. 42d street.
 I. Davega, Jr., 125 W. 125th St.
 S. B. Davega, 32 E. 14th street.
 Douglas Phono. Co., 89 Chambers st.
 H. S. Gordon, 1241 Broadway.
 Jacot Music Box Co., 39 Union Square.
 Victor H. Rapke, 1661 Second avenue.
 Siegel-Cooper Co.
 John Wanamaker.
 Alfred Weiss, 1622 First avenue.

Oswego—Frank E. Bolway, 32 W. Bridge street.
Rochester—A. J. Deninger, 345 North street.
 Mackie Piano, O. & M. Co., 100 State street.
 Giles B. Miller, 63 State street.
 Talking Machine Co., 97 Main st., E.
Schenectady—Finch & Hahn, 504 State street.
 Jay A. Rickard & Co., 253 State street.

Syracuse—W. D. Andrews, 216 E. Railroad street.
Troy—Finch & Hahn, 3 Third street.

Utica—Clark-Horrocks Co., 54 Genesee street.
 Arthur F. Ferriss, 89 Washington street.
 William Harrison, 50 Columbia street.
 Utica Cycle Co., 31 Columbia street.

OHIO.
Canton—Klein & Heffelman Co., 216 N. Market street.
Cincinnati—Ilsen & Co., 25 W. 6th street.
 Rudolph Wurlitzer Co., 10-12 W. 4th st.
Cleveland—Eclipse Musical Co., 714 Prospect ave.
Columbus—Perry B. Whitsit Co., 213 S. High street.
Dayton—Niehaus & Dohse, 35 E. 5th street.
Newark—Ball-Fintze Co.
Toledo—Hayes Music Co., 608 Cherry street.

OREGON.
Portland—Graves & Co., Inc., 328 Washington St.

PENNSYLVANIA.
Allegheny—Henry Braun, 500 Federal street.
Allentown—G. C. Aschbach, 539 Hamilton street.
Easton—William Werner, 432 Northampton street.
Harrisburg—S. K. Hamburger, 12-14 N. Market sq.
Philadelphia—C. J. Heppe & Son, 1117 Chestnut street.
 Lit Bros., Market and 8th streets.
 Penn Phonograph Co., 17 S. 9th street.
 John Wanamaker, 13th and Market sts.
 Wells Phonograph Co., 45 N. 9th street.
 Western Talking Mach. Co., 128 S. 9th st.
 H. A. Weymann & Son, 923 Market st.

Pittsburg—Theo. F. Bentel Co., Inc., 435 Wood street.
 H. Kleber & Bro., 513 Wood street.
 C. C. Mellor Co., 319 Fifth avenue.
 Pittsburg Phono. Co., 937 Liberty street.
 Powers & Henry Co., 619 Penn ave.

Reading—Reading Phonograph Co., 48 N. 8th St.
Scranton—Ackerman & Co., 217 Wyoming avenue.
 Technical Supply Co.

Sharon—W. C. DeForeest & Son.
Williamsport—W. A. Myers, 145 W. 3d st.

RHODE ISLAND.
Pawtucket—Pawtucket Furniture Co., 39 N. Main St.
Providence—J. M. Dean Co., 785-795 Westminster street.
 J. A. Foster Co., Weybosset st.
 Household Furniture Co.
 J. Samuels & Bro., 154 Weybosset street.
 A. T. Scattergood & Co., 106 Main st.

UTAH.
Ogden—Proudfit Sporting Goods Co., 351 24th street.
Salt Lake City—Clayton Music Co., 109 S. Main street.

JOBBERERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

TENNESSEE.
Knoxville—Knoxville Typewriter and Phonograph Co., 421 Gay street.
Memphis—F. M. Atwood, 160 N. Main St.
 O. K. Houck Piano Co., 105 S. Main street.
Nashville—Nashville Talking Mach. Co., 510 Church st.
 Magruder & Co., 27 Arcade.
 O. K. Houck Piano Co.

TEXAS.
Dallas—Southern Talking Machine Co., 347 Main st.
El Paso—W. G. Walz Co., 101 El Paso street.
Fort Worth—Cummings, Shepherd & Co., 700 Houston st.
Houston—Texas Phono. Co., Capitol and Fannin Sts.
San Antonio—H. C. Rees Optical Co., 242 West Commerce St.

VERMONT.
Burlington—American Phono. Co., 34 Church St.

VIRGINIA.
Richmond—Magruder & Co., 729 E. Main st.

WASHINGTON.
Seattle—D. S. Johnston Co., 903 Second Ave.
Spokane—Spokane Phonograph Co., 7 Post St.

WISCONSIN.
Milwaukee—McGreal Bros., 173 3d street.

CANADA.
Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 121 Princes street.

SUSPENDED LIST, AUGUST 1, 1906.

SUPERSEDING ALL PREVIOUS LISTS.

CALIFORNIA.
Petaluma—Thomas McGuire, 875 Main street.

GEORGIA.
Valdosta—H. K. McLondon, 109 West Central Ave.

ILLINOIS.
Champaign—Eggleston Bros.
Ottawa—Edward Hayne.
Wheaton—E. Irving.

INDIANA.
Logansport—F. M. Neff, 406 Broadway.
South Bend—EUGENE MARSH, 126 Vistula avenue.
 SOUTH BEND BOOK BINDERY, Robert Lebolt, Prop., 203 North Michigan street.

IOWA.
Burlington—JOHN P. WEISS, 711 Jefferson street.
Sioux City—HATTENBACH BROS. CO.
 A. V. LARIMORE, 518 Fifth street.
State Center—ORA SARGEANT.

KANSAS.
Clay Centre—E. M. GOWENLOCK.
Lawrence—BELL BROS.
Topeka—R. H. MOREHOUSE, 510 E. 4th street.

MAINE.
Biddeford—W. H. FIELD.
Lewiston—J. W. SKENE.
Monmouth—G. H. STETSON.
Waterville—FRANK BLANCHARD, 150 Main street.

MASSACHUSETTS.
Boston—E. C. PECK, 43 Milk st.
 T. SINGER, 60 Leverett street.
Franklin—E. P. Blackman.
Lawrence—LORD & CO., 314 Essex street.
 E. O. MOSHER, 420 Essex street.
Malden—A. T. FULLER.
Nantucket—ARTHUR M. TAYLOR.
New Bedford—H. B. DEWOLFF.
Somerville—E. J. WINCHESTER, 32 Summit avenue.
Worcester—JOSEPH TUKMAN, 44 Front street.
Woburn—OSBORN GILLETTE, or THE BOLTON JEWELRY CO., L. F. Maloney, Manager.

MICHIGAN.
Detroit—F. J. SCHWANKOVSKY.
Saginaw—GEO. W. EMENDORFER.
 JAMES V. CALAHAN, 217 Genessee st.
 TIERNEY BROS., 217 Genessee st.

MISSOURI.
Kansas City—THE WITTMANN CO.

NEBRASKA.
Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.
 PIANO PLAYER CO.

NEW HAMPSHIRE.
Hillsboro Bridge—E. M. BARNES.
Manchester—A. E. DUMAS.
Nashua—F. A. MCMASTER & CO.

NEW JERSEY.
Atlantic City—SAM'L D. WOLF, 32-34 Arkansas ave.
Bayonne—I. WIGDOR, 450 Avenue D.
Jersey City—W. L. HOFFMAN, 151 Montgomery st.
Newark—R. L. CORWIN; also New York City.
Passaic—I. HURWITZ.
Paterson—CHAS. H. KELLY, 25 N. Main street.
Plainfield—S. W. FRUCHT, or R. FRUCHT; also New York City.
 ELSTON M. LEONARD.

NEW YORK.
Albany—G. LINDE, 353 S. Pearl street.
Auburn—CHAS. C. CHIER CO., 18 Clark street.
Bedford Park—GEO. H. TYRRELL.
Brooklyn—WM. ALBRECHT, 204 Knickerbocker ave.
 H. HINDERMANN, BUSHWICK PHONOGRAPH EXCHANGE, 1421 Myrtle avenue.
 EMIL SMITH, 634 Eleventh st. and 230 Summer avenue.
Hobart—F. H. MARSHALL.
Mohawk—ALBANY SPECIALTY CO., or CHAS. F. RICE, Main street.
Noravia—C. D. LOOMIS & CO., Union Block.
New York City—A. T. ARMSTRONG, or AMERICAN PHONO. CO., 106 Wall street.
 AUTOMATIC ZITHER CO., M. Cohen, Prop., 58 Second avenue.
 BERN BEARWALD, 373 W. 11th st.
 EDWARD BIELFELD, 481 Willis Ave.
 BRONX PHONO. CO. or DAVID SWITKY, 506 Willis ave.
 CENTRAL PHONO. CO., 160 E. 42d street.
 R. L. CORWIN; also Newark, N. J.
 EAGLE PHONO. CO., or C. LOWENTHAL, 83 Nassau street.
 EMPIRE PHONO. CO., 2 W. 14th street.
 S. W. FRUCHT, or R. FRUCHT, 7 Barclay st., or 68 Cortlandt st.; also Plainfield, N. J.
 O. HACKER, 2 Murray street.
 HAWTHORNE & SHEBLE, 297 Broadway also Philadelphia, Pa.
 HOLOBER BROS., 350, 421 and 491 West st.
 N. HORN, 148 E. 58th street.
 W. L. ISAACS, 114 Fulton street.
 S. LEMBURG & CO., 194 Broadway.
 J. MCELLYNN, 202 Broadway.
 RICHMOND PEASE, 44 W. 132d st.
 F. M. PRESCOTT, 44 Broad st.
 WINTHROP CYCLE CO., 2212 Seventh ave.
Rome—CHARLES TUTTLE.
Saratoga—W. J. TOTTEN.
Saratoga Springs—MARVIN A. COTE.
Watertown—HENRY A. HARDY, 24 Arsenal st.
 H. S. WARDWELL & CO., 39 Public Square.

NORTH CAROLINA.
Kinston—S. A. Quinerly.

OHIO.
Cincinnati—J. L. ANDEM.
 SALM TALKING MACHINE CO., 639 Vine st.
Coshocton—BURNS & GOSSER.
Springfield—D. & M. VANDERPOOL.
Uhrichsville—F. A. MAZURIE.

PENNSYLVANIA.
Philadelphia—A. R. CASSIDY, 2783 Emerald street.
 HAWTHORNE & SHEBLE, 604 Chestnut st., or Oxford and Mascher sts.; also New York City.
 A. KROUSE, 832 Arch street.
 PENN NOVELTY CO., 15 South 9th s
Pittsburg—A. LIPPARD, 615 Wylie ave.

RHODE ISLAND.
Providence—F. P. MOORE.
Rockville Center—O. A. CLARK.

WISCONSIN.
Milwaukee—J. C. BLATZKEK.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

To Whom You Can Sell I. C. S. Language Outfits

Any dealer who gives the matter serious and thoughtful consideration must admit that there is an enormous field for I. C. S. Language Outfits. The average person who purchases a phonograph and records for amusement purposes sooner or later becomes tired of his fad and stops investing in records. If he can put his now unused phonograph to some profitable use by purchasing an I. C. S. Outfit, he will readily do so. Here is one big field for the I. C. S. Language Outfit.

Next, there is a class of people, which consists of the wealthy and highly cultured, whom you can never interest at all in the phonograph for amusement purposes, but who are the easiest to sell I. C. S. Language Outfits to, since nearly all of them are desirous of learning a foreign language either for purposes of travel or culture. Here is the second big field.

The third field consists of all present phonograph owners, including your steady customers, who would only be too glad to find a profitable as well as a pleasurable use for their phonograph.

In addition to this large and ready market, you have an article to sell which is of real worth, and which would naturally appeal to any person. The I. C. S.

I.C.S. LANGUAGE SYSTEM

WITH
Thomas A. Edison
PHONOGRAPH

Language system is indorsed by the best educators in the country. The pronunciation is the purest of native tongues, guaranteed to be absolutely correct, and indorsed by the French, German, and Spanish Embassies. The phonograph is an Edison Standard phonograph with the I. C. S. attachments specially designed for Language study.

Could anything be more conducive to increased business for *YOU* than such a field, and such a meritorious article? Dealers who have tried them out, heartily indorse the I. C. S. Language Outfits. Have you ever given them a trial? If not, send now for particulars and prices.

International Correspondence Schools

BOX 920, SCRANTON, PA.

EDISON Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH CO.

VOL. IV. ORANGE, N. J., SEPTEMBER, 1906. No. 7.

NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL
ROAD, LONDON, ENG.
340 KENT STREET, SYDNEY, N. S. W.
CALLE PROLONGACION DEL CINCO DE MAYO, NO. 67-77,
MEXICO CITY.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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THE BUSINESS YEAR OPENS.

September is practically the last call to the enterprising man who would plan to do a prosperous business in the coming fall and winter. The man who does not complete his plans this month may be set down as indifferent to his own best interests. To an unusual extent those engaged in the sale of Edison Phonographs and Records have been buying goods and laying plans for two months past. They are the ones who will be found doing the business a few months hence. They will have the stock and be taking good care of their trade, while others are clamoring for goods. There are still many others who have put off stocking up or arranging to do so, believing that they will be taken care of somehow if the demand comes, and they continue skeptical as to the demand being as good as it was last fall, winter and spring. To such, this article is especially addressed.

The Sales Department and all others connected with the National Phonograph Company can see nothing in the next nine months but a period of unexampled demand for Edison goods. Every indication points to such a condition. We have kept our factories running to their utmost limit right through the summer, making more Phonographs and Records than at any time in the history of the company. The little surplus gained over the regular demands of the trade has already disappeared into the stores of the forehanded Jobbers and we begin September on practically an even basis. From now on the weekly output must take care of the trade. This output is something tremendous and will go a long way toward meeting the demand. Yet we know that it will not fully do so. We shall a little later be getting an increased output by reason of the new buildings being erected and new machinery installed. Still we are confident that the demand will exceed the supply.

Our advice to the trade, therefore, is to order well in advance. If you are a Jobber

(Continued on page 3.)

THE ADVANCE LIST OF NOVEMBER RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR NOVEMBER, 1906.

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before **October 27th**, all things being favorable, but they **must not be placed on sale by Jobbers or leave their places of business, or be re-shipped to Dealers before 8 A. M. on October 27th.** Supplements, Phonograms and Bulletins will be shipped with Records. These may be distributed to Dealers after October 20th, but must not be circulated among the public before **October 27th.** Jobbers are required to place orders for October Records on or before **September 10th.** Dealers should place October orders with Jobbers before **September 10th** to insure prompt and complete shipment when Jobbers' stock is received.

- | | | |
|------|--|---------------------------|
| 9386 | Bohemian Festival (Fete Boheme) (<i>Massenet</i>)
<i>From Massenet's suite "Scenes Pittoresque"</i> | Edison Concert Band |
| 9387 | The Moon Has His Eyes on You (<i>Albert Von Tilzer</i>)
<i>Descriptive song, Orch. accom.</i> | Ada Jones |
| 9388 | The Bee that Gets the Honey Doesn't Hang Around the Hive (<i>Help</i>)
<i>Coon song, as sung by Lew Dockstader in Dockstader's minstrels, Orch. accom.</i> | Bob Roberts |
| 9389 | Medley of Reels (<i>Original</i>)
<i>Accordion solo, Piano accom.</i> | John Kimbble |
| 9390 | Face to Face (<i>Herbert Johnson</i>)
<i>Sacred song, Orch. accom.</i> | Harry Anthony |
| 9391 | Songs of the Rag Time Boy (<i>Von Tilzer</i>)
<i>Coon song, Orch. accom.</i> | Collins and Harlan |
| 9392 | The Next Horse I Ride On (<i>Murray and Everard</i>)
<i>Vesta Victoria's vaudeville comic song hit, Orch. accom.</i> | Helen Trix |
| 9393 | Blue Ribbon March (<i>Ecke</i>)
<i>Conducted by the composer</i> | Edison Military Band |
| 9394 | Won't You Come Over to My House (<i>Williams & Van Alstyne</i>)
<i>New descriptive song by the writers of "In the Shade of the Old Apple Tree," Orch. accom.</i> | Irving Gillette |
| 9395 | Are You Coming Out To-night, Mary Ann? (<i>Von Tilzer</i>)
<i>An Irish serenade, Orch. accom.</i> | Billy Murray |
| 9396 | Draw Me Nearer (<i>Doane</i>)
<i>Sacred duet, Orch. accom.</i> | Anthony and Harrison |
| 9397 | Happy Lena Polka (<i>Heidelberg</i>)
<i>Xylophone solo, Orch. accom.</i> | Albert Benzler |
| 9398 | Not Because Your Hair is Curly (<i>Adams</i>)
<i>Sentimental song, Orch. accom.</i> | Harry MacDonough |
| 9399 | The Rube and the Country Doctor (<i>Original</i>)
<i>Rube sketch, introducing the old time song, "Sally Come Up," and incidental effects.</i> | Harlan and Stanley |
| 9400 | Lover and the Bird (<i>Guglielmo</i>)
<i>Soprano song, with bird imitations by Joe Belmont, Orch. accom.</i> | Florence Hinkle |
| 9401 | Frau Louisa (<i>Pryor</i>)
<i>A comedy waltz.</i> | Edison Concert Band |
| 9402 | Song of the Nations (<i>Belmont</i>)
<i>Descriptive song, introducing "Wacht am Rhein," "Wearing of the Green" and "Red, White and Blue," whistled by Joe Belmont, Orch. accom.</i> | Edward Meeker |
| 9403 | Cheer Up, Mary (<i>Kendis and Paley</i>)
<i>Descriptive song, Orch. accom.</i> | Byron G. Harlan |
| 9404 | Jingles, Jokes and Rhymes (<i>Burt</i>)
<i>Comic song, Orch. accom.</i> | Edward M. Favor |
| 9405 | Golden Crown Overture (<i>Herman</i>) | Edison Symphony Orchestra |
| 9406 | Everybody Have a Good Old Time (<i>Rogers</i>)
<i>Coon song, Orch. accom.</i> | Arthur Collins |
| 9407 | Jim Jackson's Last Farewell (<i>Original</i>)
<i>With orchestra incidental effects, and introducing the Coon song, "I've Said My Last Farewell" (Fisher).</i> | Ada Jones and Len Spencer |
| 9408 | Since Nellie Went Away (<i>Taylor</i>)
<i>Male Quartette, unaccompanied.</i> | Edison Male Quartette |
| 9409 | Waiting at the Church Medley (<i>Original</i>)
<i>Introducing "Waiting at the Church," "Somewhere," "The Stars, the Stripes, and You" and "Bill Simmons."</i> | Edison Military Band |

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

(Continued from page 1.)

arrange for periodical shipments covering several months at least. If you are a Dealer get your Jobber to promise you a certain number of machines each month and as many Records as you may need. At the same time put in a stock as large as you can afford. We are quite selfish in offering this advice, and yet the trade will later find that it will benefit them quite as much as it will us.

Don't think, however, Mr. Jobber or Mr. Dealer, that all you have got to do is put in the goods. That's a good start, but it's only part of the game. We are going to do a whole lot ourselves to make selling easy, by extensive advertising to get people to your stores, but you have got to do your share, too. If you are a Jobber you must follow up Dealers. Get them to put in a good stock and show them how to handle and push its sale. If you are a Dealer you must seek to interest the people in your locality by various kinds of advertising. The Dealer who heretofore waited for people to come to him will be surprised to find the business he will do in Edison goods if he goes after it in the right way.

AT THE FACTORY.

The old red one-story frame building which has sheltered the office force at Orange ever since Mr. Edison's companies began to manufacture the Phonograph was abandoned on August 4th. On that date the various executive departments were moved into temporary quarters on the third floor of the new concrete office building. Here they are practically camping out in one large room occupying a full floor. They will eventually occupy the first and second floors, and although the interior work is going rapidly forward it will be two months before they will be ready for occupancy. The old frame office building had scarcely been abandoned before it was dismantled and moved to a neighboring street. Where it stood in the factory grounds another large five-story concrete building is already under way. This building will connect the extensions to buildings Nos. 17 and 18. When completed these buildings will occupy three sides of a parallelogram about 450 feet long and 200 feet wide.

Work on other new buildings has also made fine progress during the month. The new Record moulding building is up to the fourth floor. It will be enclosed in another six weeks. This building is being pushed more rapidly than others because it is hoped to occupy it before January 1st and thus greatly increase our Record making facilities and greatly aid in handling shipments.

THE PHONOGRAM.

There seems to be no limit to the popularity of the little *Phonogram* among Jobbers and Dealers. Its monthly edition is rapidly nearing the half million mark—a most remarkable showing considering the circumstances under which it is being distributed. For the benefit of new Jobbers and Dealers we print below the schedule of prices at which it is sold to the trade. These prices are alike to Jobber and Dealer. The former handle them without a margin, realizing that the more printed matter of this kind their Dealers use the greater will be the Dealers' business with them. Dealers desiring to get a supply of *Phonograms* to mail to their customers must order them of Jobbers two months in advance, and we cannot agree to fill Jobber's orders unless placed with us a similar period in advance.

DELIVERED WITH GOODS.
Blank, per 1,000 copies.....\$2.50
Smaller quantities pro rata.
25 cents additional for imprinting with Dealer's name and address, without regard to quantity.
No orders filled for less than 500 copies requiring imprint, and all imprinting orders must be for multiples of 500.

BY MAIL.
Single copies, per year.....\$.20
Five copies to one address, per year......40
Twenty-five copies to one address, per year..... 1.80
Fifty copies to one address, per year..... 3.60

Unless they have open accounts on our books, Dealers ordering *Phonograms* sent by mail are requested to send cash or stamps with their orders. The amounts are too small to handle in any other way.

OUR SEPTEMBER ADVERTISING.

On page 13 of this issue we print a copy of our full page advertisement in September magazines and weeklies. The publications in which it is appearing are the leading ones of the country and they go into many million homes. This advertising cannot fail to arouse a greater and ever growing interest in the Edison product. The public knows that Mr. Edison will not stand behind anything that he does not regard as the best of its kind. When to this fact is added widespread advertising, the trade will realize why the Edison business is growing so tremendously. A Dealer who does not carry the Edison line is only half equipped for doing a successful business.

THE JOBBERS' ENTERTAINMENT.

An aftermath of the Jobbers' entertainment in July was a lot of splendid letters from the company's guests on that occasion, all speaking in the highest terms of the success of the affair and of the delightful time they had as individuals.

ONLY NAME "EDISON" ON CABINETS.

For several years the popular styles of Edison Phonographs have had the cabinets marked in large gold and black letters with the words "Edison Gem Phonograph," "Edison Standard Phonograph," etc. Since most Edison Phonographs now occupy prominent places in homes, objection has often been made to the lettering as being too prominent. Consequently this lettering has been abandoned, and all Phonographs now being shipped from Orange bear on the front of the cabinet only the name "Edison," printed in gold in imitation of Mr. Edison's own signature. This change very much improves the appearance of the cabinet. The new transfer does not in any manner effect the construction of the machines.

DEALERS' LABELS ON CARTONS.

We have had occasion several times to write Dealers on the Pacific coast in reference to making use of small labels on Record boxes, some of which obliterate our restriction notice. In each instance we have taken the position that the company had no objection to the trade making use of a small label to indicate to the purchaser where the Record was bought, so long as the Dealer's label was used in a way not to obliterate any part of our own label, and suggested that such labels be affixed either to the bottom or the cover of the carton. We have particularly suggested that such a label be used in the form of a narrow strip which could be pasted around the rim of the cover. Dealers desiring to use special labels of their own should comply with the above suggestions.

NET THIRTY DAYS, TWO PER CENT. TEN DAYS.

Our attention has been called to alleged violations of the terms under which goods of our manufacture are sold to Dealers. It is claimed that Jobbers are offering to deliver goods to Dealers on better terms than thirty days net, or 2 per cent. ten days; and in some instances, are making immediate delivery and giving advanced dating on invoices.

The sale of goods of our manufacture under such terms is a positive violation of the Jobber's Agreement, and all Jobbers are hereby warned not to allow Dealers better terms than thirty days net, or 2 per cent. ten days, as specified in the agreement, and they are further warned that upon receipt of positive evidence of violations of these terms, we will immediately take such action against the Jobber as the case may warrant.

AMONG THE JOBBERS.

The Powers & Henry Co., of Pittsburg, have removed from 619 Penn avenue to 101 Sixth street.

W. D. Andrews and the Neal, Clark & Neal Co., have become Jobbers in Edison goods at Buffalo, N. Y., during the past month. Mr. Andrews is also a Jobber at Syracuse, N. Y., but under the new rules of the National Phonograph Co. he was required to sign a new agreement and purchase the initial quantity to become a Jobber at Buffalo. Hereafter Jobbers will not be permitted to do a jobbing business at branch stores in other cities except on the same conditions as a new Jobber. The Early Music House, of Fort Dodge, Ia., also opened a new jobbing branch at Sioux City, Ia., under the new conditions last month.

The Musical Echo Co., of 1217 Chestnut street, Philadelphia, have joined the ranks of Edison Jobbers and plan to make a hustling campaign for business.

Kobler & Chase, Inc., of Oakland, Cal., have just become Edison Jobbers.

The Kipp-Link Phonograph Co., Edison Jobbers at Indianapolis, have just added 2,000 feet more to their wholesale department, and have added an extensive quantity of machines, Records and supplies to their stock. All of this is in anticipation of the great increase of business which is coming this fall, and so that they may be in a position to give the Dealers better service.

PHONOGRAPH IN PULPIT.

The Rev. Jay N. Taft, Ph. D., an uncle of Rev. Clinton J. Taft, will preach at the East Side Congregational church to-morrow morning on "Common Sense Religion." The evening meeting will consist of a sacred concert on the Phonograph, to be followed by a lecture by Dr. Taft on "Following Old Glory," illustrated by Phonograph.—*Binghamton Republic, August 11th, 1906.*

For the use of Dealers at fairs in September we have printed a good sized edition of a little folder in four colors, Form 945, and another large edition of the popular imitation theatre ticket, Form No. 875. Jobbers are being supplied with quantities of both forms and will in a few days be in a position to fill the wants of Dealers. Since all of our shipments to Dealers direct are F. O. B. Orange, Dealers can save transportation charges by getting all printed matter from Jobbers.

SIX NEW HEBREW SELECTIONS.

We beg to advise the trade that we have just made six new Hebrew selections as named below. These Edison Records will be ready for shipment on and after September 1st. Advance orders may be placed at any time and shipment will be made after September 1st, with other goods by freight, unless different shipping instructions are given. A limited number of a special supplement will be printed and where orders for them are given by Jobbers they will be shipped with Records. The selections are as follows:

SOLOS BY SOLOMON SMULEWITZ, TENOR.

- 18852 Freitag of der Nacht.
Comic song, Orch. accom.
- 18853 Sommer bei Nacht auf die decher (Rooney)
Comic song, Orch. accom.
- 18854 Donki Monki Bisnes (von die Grine Kinder)
(Friedsell) *Comic song, Orch. accom.*
- 18855 Ot asei schmeistmen jüden (Smulewitz)
Comic song, Orch. accom.
- 18856 Besetzins (Mogulesko)
Comic song, Orch. accom.
- 18857 Der Pastuchil von Palestine (Smulewitz)
Patriotic song, Orch. accom.

All of these songs have been selected because of special demands, each composition being very popular among Hebrews. Mr. Smulewitz, who sings them for our Records, is very prominent in the musical world. He is the author of about 250 musical compositions, including three successful operettas. Mr. Smulewitz is a very fine tenor and his voice is especially suitable for Record singing.

PUBLISHERS OF MUSIC IN NOVEMBER LIST.

The publishers of the compositions made for our November list of Records, so far as we can obtain them, are given below. Where the numbers are omitted they are either not published or we are unable to give the names of the publishers.

- 9387 The Moon Has His Eyes on You—York Music Co., New York.
- 9388 The Bee that Gets the Honey Doesn't Hang Around the Hive—Helf & Hager, New York.
- 9390 Face to Face—Waldo Music Co., Boston, Mass.
- 9391 The Songs of the Rag Time Boy—Harry Von Tilzer, New York.
- 9392 The Next Horse I Ride On—Francis, Day & Hunter, New York.
- 9394 Won't You Come Over to My House—Jerome H. Remick Co., New York.
- 9395 Are You Coming Out To-night, Mary Ann?—Harry Von Tilzer Music Publishing Co., New York.
- 9398 Not Because Your Hair is Curly—Victor Kremer Co., Chicago, Ill.
- 9400 The Lover and the Bird—Oliver Ditson Co., Boston, Mass.
- 9401 Frau Louisa—Carl Fischer, New York.
- 9403 Cheer Up, Mary—Cooper, Kendis & Paley Music Publishing Co., New York.
- 9404 Jingles, Jokes and Rhymes—M. Witmark & Sons, New York.
- 9405 The Golden Crown Overture—Thompson & Odell, Boston, Mass.
- 9406 Everybody Have a Good Old Time—Ed. Rogers Music Publishing Co., New York.
- 9408 Since Nellie Went Away—New York Publishing House, New York.

PERSONAL.

Mr. and Mrs. Thomas A. Edison and family are making a five weeks' automobile trip in Canada. They left Orange on August 7th and will make the entire trip both ways in automobiles.

When too late to note the fact in the August PHONOGRAPH MONTHLY, a decision was reached to retain Frank E. Madison as manager of the Agreement Department at the New York office, instead of sending him to Boston to take charge of the branch office of the Commercial Department.

MICA DIAPHRAGMS CANNOT BE FURNISHED.

Now that the copper diaphragm has been adopted as the standard in connection with Edison Reproducers, the trade is hereby advised that we are unable to furnish reproducers equipped with mica diaphragms or to furnish mica diaphragms as extras. Orders for either of the latter will be returned unfilled. The trade will save correspondence by not sending such orders.

FOREIGN SELECTIONS CUT OUT.

We have no more moulds of the foreign selections named below and, when our present stock of these Records is exhausted, we will be unable to fill orders for them:

- 12127—Ist denn kein Stuhl da für meine
Hulda (German) *Gottschall*
- 12182—Aria del Trovador (Spanish) *Vargas*

HOW HE BECAME A DEALER.

It was along in the infancy of the Phonograph that I and some friends were invited into a store to listen to a church choir make a Record. It was the first Phonograph that I had ever heard. After the choir had made the Record the Dealer, to amuse us, played a familiar hymn on the machine. In the meantime I had noticed a lady who was purchasing some other articles in the store who seemed amazed at the voices as they came from the Phonograph. Presently she broke into a flood of tears and departed from the store. Curious to know of the cause I followed her and persuaded her to return to the store, when we learned that the boy whose voice we heard in the hymn was her son who had been dead for two months. I was so impressed with the usefulness of the Phonograph and how that it would supplant the photograph in keeping the voices of departed ones in place of their faces that I became an Edison Dealer. I have any amount of Records that have been made by those who have gone, and friends call at my store to hear the voices of some loved ones.—*Wallace Duncan, 2852 Kensington avenue, Philadelphia, Pa.*

DEALERS MAY NOW GET PRINTED MATTER AHEAD OF RECORDS.

Realizing the justice of the claim of Dealers, that they should be permitted to have *Phonograms*, supplements, etc., in advance of Records, so as to get their mailing lists ready, the following letter was, on August 4th, mailed to all Jobbers, and a similar notice was mailed to all Dealers:

DEAR SIR:—Beginning with the September issues, you may supply your Dealers with *Phonograms*, supplements, etc., at any time after the 20th of the month, provided such Dealers will agree not to mail or distribute the same before the 27th. Should any of your Dealers fail to comply with the latter restriction, you will be expected to refuse to let them have monthly printed matter in advance of Records.

The above decision has been reached because of complaints of Dealers that the new shipping plan placed them at a disadvantage with Jobbers, in that it gave the latter an opportunity to get their mailing lists ready in advance and denied the same privilege to Dealers.

Please advise your Dealers concerning this new arrangement, and caution them against mailing the matter in advance.

We hope that no Dealers will abuse this privilege by sending out *Phonograms* or other printed matter before they get their Records for the month. Those who do abuse it will be denied the right to get it in advance.

Many Dealers have written their appreciation of this new plan for handling printed matter.

RECORD CARTONS FIVE CENTS EACH.

Owing to the demand for the new style felt lined Record boxes we have placed a list price of five cents each on them, less fifty per cent. discount to the trade, F. O. B. Orange, N. J.

NOTICE TO THE TRADE CONCERNING PHONOGRAPH EQUIPMENTS.

The following letter, which has just been mailed to the entire trade, is self explanatory:

DEAR SIR:—Referring to the option allowed in the equipment of Edison Phonographs, whereby a speaking-tube or hearing-tube may be included in place of the 14-inch horn, please take notice that beginning this date this option is withdrawn, and that hereafter we will supply all machines with the regular equipment only listed to go with them, that is:

"Gem" with Model C Reproducer, 10-inch horn, winding crank, oak carrying cover, camel's-hair chip brush.

"Standard" with Model C Reproducer, 14-inch horn, camel's-hair chip brush, winding crank, antique oak cabinet.

"Home" with Model C Reproducer, improved Edison Recorder, 14-inch horn, antique oak cabinet and cover, winding crank, camel's-hair chip brush.

"Triumph" with Model C Reproducer, improved Edison Recorder, 14-inch horn, sapphire shaving-knife, antique oak cabinet and oak cover, winding crank, camel's-hair chip brush.

"Balmoral" with Model C Reproducer, improved Edison Recorder, 14-inch horn, sapphire shaving-knife, camel's-hair chip brush.

"Conqueror" with the same equipment as the "Balmoral."

"Concert" with Model D Reproducer, improved Edison Recorder, sapphire shaving-knife, oak body box and cover, 24-inch black and gold horn, and stand (support), winding crank, camel's-hair chip brush.

"Opera" and "Oratorio" with the same equipment as the "Concert."

Also please take notice that all Phonographs must be delivered with the horn and other parts or acces-

sories furnished by us; and that under no circumstances or conditions can a credit be allowed in any way, shape or manner for the horn or other parts furnished by us as part of the equipment; neither can any allowance whatever be made for the horn or other accessories in exchange for a horn of different size or style, or for any other article not regularly included by us as a part of the Phonograph outfit. In other words, the outfits must be sold by you as furnished by us, and at the regular scale of prices. In cases where a larger or a different style horn, or any other accessory or article is desired, it must be sold entirely separate from the Phonograph outfit, and at the full price of such horn, accessory or other article.

Any violation of these requirements will be considered a violation of our conditions of sale.

Yours truly,

C. H. WILSON,
Genl. Mgr. of Sales.

EDISON AND THE ROENTGEN RAYS.

The Roentgen Rays, though not, in the first instance, an American discovery, is responsible to Edison for the state of practical utility to which its operations have been brought. If Edison had never done anything in developing science beyond this, he would have placed the world and humanity under the greatest obligation. Inventors as a class are generally a jealous and reticent community. They keep their discoveries so carefully locked up that the majority of inventors pass on to the next world unheard of, and the few who show any enterprise only succeed so far as to produce something that will merely benefit posterity. Edison is not one of this class. He is the co-worker with, not the rival of, any man. He is "at home" to all who have a serious object in view. Men who would have gone down to posterity as mediocrities, perhaps as nonentities, owe their position and wealth to his assistance, encouragement, and advice; they have personally prospered and benefited the world by entrusting their confidence to him. Giants are usually modest men, and Edison is a typical example.—*Irish Weekly Independent*.

BETTER THAN A BAND.

If the Edison Phonograph was not in existence the town of Laguna, New Mexico, would not have had half the Fourth of July celebration its people had figured on. After the day's festivities were concluded we had arranged for a grand ball to take place in the large warehouse of the S. Bibo Mercantile Co. Under a misunderstanding the band of music engaged for the occasion failed to arrive, and after much skirmishing an Edison Phonograph owned by Mrs. Gus. Weiss was brought into use and from 9 p. m. until 4 a. m. a merry crowd danced to the music of the machine. The music was as good as could have been had if that engaged had arrived and all gave a vote of thanks to Mr. Edison for providing music. During the evening and between dances numerous selections were played for the entertainment of the people. You should have been here to see the faces of some of the audience. This being an Indian village lots of native Indians were in attendance as lookers-on and the way they opened their eyes and enjoyed the music of the machine was a sight to see.—*Gus Weiss, Manager S. Bibo Mercantile Co.*

ADVANCE LIST.

GRAND OPERA SUPPLEMENT No. 4, NOVEMBER, 1906.

The fourth list of Edison Grand Opera Records comprises Nos. B-31 to B-40 and includes selections by ten different artists of high rank in the grand opera world. From every standpoint these are most desirable Records. Each song is one of the most popular airs in the opera from which it is taken. All are rendered just as the artists sing them on the stage. They are recorded in that smooth and natural manner so characteristic of the Edison product.

These Records will be shipped with the regular monthly Records for November and will be placed on sale at the same time, i. e., October 27. In order that shipments may be made so as to reach all Jobbers in ample time, the latter are required to place advance orders for Grand Opera Records on or before September 10. It is equally desirable that Dealers should place advance orders with their Jobbers at the same time.

Compared to the demand for regular Records, there never will be a large sale for Grand Opera Records, but every Dealer striving to build up a business in Edison goods should make it his duty to carry one or more of the entire forty thus far listed. One of each represents an outlay of only \$18.00, a sum easily within the means of every live firm. Having them in stock, stamps a Dealer as being progressive and permits him to cater to all classes. Then, too, having them on hand may at any time mean the sale of a machine to a customer who could not be interested in popular music. Special supplements will be shipped to Jobbers with their Records. Get a few and mail them to your good customers. Send an order for Grand Opera Records to your Jobber at once.

- | | |
|---|---------|
| B. 31—Aria, "Durch die Wälder" ("Thro' the Forests") "Der Freischütz" | Weber |
| By ALOIS BURGSTALLER, Tenor. | |
| <i>Sung in German, Orchestra accompaniment</i> | |
| B. 32—Sortita d'Amonasro ("Amonasro's Air") "Aida" | Verdi |
| By ANTONIO SCOTTI, Baritone. | |
| <i>Sung in Italian, Orchestra accompaniment</i> | |
| B. 33—Balkon Scene, "Euch Lüften" ("Ye Breezes") "Lohengrin" | Wagner |
| By MME. RAPPOLD, Soprano. | |
| <i>Sung in German, Orchestra accompaniment</i> | |
| B. 34—Deserto Sulla Terra, ("Alone in the World") "Il Trovatore" | Verdi |
| By ROMEO BERTI, Tenor. | |
| <i>Sung in Italian, Orchestra accompaniment</i> | |
| B. 35—El mar sin playas ("The Sea Without Shores") | Sancedo |
| By GUSTAVE BERL RESKY, Baritone. | |
| <i>Sung in Spanish, Orchestra accompaniment</i> | |
| B. 36—Lohengrin's Abschied, ("Lohengrin's Farewell") "Lohengrin" | Wagner |
| By ANDREAS DIPPEL, Tenor. | |
| <i>Sung in German, Orchestra accompaniment</i> | |
| B. 37—L'aria di Gilda, "Caro Nome" ("That Dear Name") "Rigoletto" | Verdi |
| By MISS BESSIE ABBOTT, Soprano. | |
| <i>Sung in Italian, Orchestra accompaniment</i> | |
| B. 38—Siegmond's Liebeslied (Siegmond's Love Song) "Walküre" | Wagner |
| By HEINRICH KNOTE, Tenor. | |
| <i>Sung in German, Orchestra accompaniment</i> | |
| B. 39—L'air de Stephano (Stephano's Air) "Romeo et Juliette" | Gounod |
| By MME. JACOBY, Contralto. | |
| <i>Sung in French, Orchestra accompaniment</i> | |
| B. 40—Dei miei bollenti Spiriti ("Fervid and Wild My Dreams of Youth")
"La Traviata" | Verdi |
| By FLORENCIO CONSTANTINO, Tenor. | |
| <i>Sung in Italian, Orchestra accompaniment</i> | |

COMMENTS ON EDISON GOLD MOULDED RECORDS FOR NOVEMBER, 1906.

No better illustration of the great versatility of the Edison Phonograph could be had than this list of twenty-four Edison Gold Moulded Records for November. Twenty-two different artists or combinations of artists are represented, only the Edison Military Band and the Edison Concert Band having more than one selection. Seven of the selections are instrumental and seventeen vocal. In the latter there are twelve solos, four duets and one quartette. The list runs from classical to rag-time, from sacred to vaudeville, from grave to gay—truly a variety from which all may find something to suit.

No. 9386, "Bohemian Festival" (*Fete Boheme*), by the Edison Concert Band, is a decidedly characteristic composition from Massenet's celebrated suite "Scenes Pittoresques," that will appeal to those whose tastes run to the higher grade compositions. This particular selection is one of the best known in the suite. It is featured on the programmes of the best musical organizations.

No. 9387, "The Moon Has His Eyes on You," by Ada Jones, is a sentimental ballad by Billy Johnson (words) and Albert Von Tilzer (music), a class of songs in which she is quite as charming as she is in dialect or rag-time compositions. This song tells of the lover wooing in the moonlight. He entwines his arms around his sweetheart's waist, and when he asks her to be his, gets this reply:

The moon has his eyes on you,
So be careful what you do,
Every time you go a-strolling with your lady love,
Mister moon is watching from above.
Big eyes, way up in the skies,
So be wise, don't let him surprise,
Don't try to tease,
For way up thro' the trees
The moon has his eyes on you.

The words are set to a catchy melody, making a song of unusual merit. It is being featured by its publishers, The York Music Co., of New York, and is already very popular. Miss Jones sings it with orchestra accompaniment.

No. 9388, "The Bee That Gets the Honey Doesn't Hang Around the Hive," by Bob Roberts, is sung by Lew Dockstader, in Dockstader's Minstrels, and is one of the big hits of the show. The words are by Ed. Rose and the music is by Fred Helf. The song is another variation of the oft told tale of the lazy coon who sits around the house while his wife supports the family at the wash-tub. The wife points out his shortcomings in a decidedly personal manner, dwelling upon his purchase of a rocking-chair so that he could sit and dream, when she had sent him to buy a washing machine with her savings of a year, and closing with the statement that "The bee that gets the honey doesn't hang around the hive." Mr. Roberts' rendition of the song is a close imitation of Mr. Dockstader. The Record is made with orchestra accompaniment.

No. 9389, "Medley of Reels," is another accordion solo by John Kimble. Mr. Kimble's first Record was a great success. That this one will be equally as popular will be ad-

mitted by all who hear this selection. It is full of variety and well rendered.

No. 9390, "Face to Face," is a sacred selection by Harry Anthony. Mr. Anthony has sung ballads and sentimental songs and he has been heard numerous times in sacred duets with Mr. Harrison, but this is the first sacred solo that he has made for us. It is one of the most beautiful sacred selections that we have ever listed. The words and music are the kind that appeal to all hearers, and Mr. Anthony's training as a church singer enables him to make a Record of great attractiveness. He sings with orchestra accompaniment. Herbert Johnson wrote both the words and the music.

No. 9391, "Songs of the Rag Time Boy," by Collins and Harlan, is another song hit by Andrew B. Sterling (words), and Henry Von Tilzer (music), writers of some of the most popular songs of the present day. Many of them are listed in our catalogue. The rag time boy is the merriest of souls. He always knows the latest songs and is ever humming and whistling them. The chorus is quite unique, being made up of a line of music from seven different songs. Collins and Harlan sing it in their best style, being accompanied by the orchestra.

No. 9392, "The Next Horse I Ride On," by Helen Trix, is a new popular song by Fred Murray and George Everard, which has been chosen by Miss Trix as her second Edison Record. A young girl's father came into some money and he insisted that his daughter should learn to ride horseback. The first time she was put on the horse the wrong way, looking backward. Her position was more correct the second time, but the horse went so fast that the girl had a no less unhappy experience. Each time she declared that "The next horse I ride on, I am going to be tied on." The song has a good swing. Miss Trix has made a Record of it that will add to her popularity as an Edison artist. She sings with orchestra accompaniment. This song has been widely sung by Vesta Victoria, who also made a great success with "Waiting at the Church."

No. 9393, "Blue Ribbon March," by the Edison Military Band, is an unpublished composition by Frederick W. Ecker, the new leader of the Edison Military Band. Mr. Ecker is a musician of unusual talent, as all who hear this selection can testify. The air is characteristic of the riding-ring, with its high-stepping and stylish horses. It has the full ringing tone so much admired by many lovers of band Records.

No. 9394, "Won't You Come Over to My House," by Irving Gillette, is a brand new song by Egbert Van Alstyne (music), and Harry Williams (words), who became famous as the writers of "In the Shade of the Old Apple Tree." This fact will lend more than ordinary interest to this song, which, however, is more pathetic than sentimental. A young mother, who has lost her own little daughter, invites a lonesome little lass over the way to come to her house and play. Much popularity for this song is predicted by its publishers. Mr. Gillette has made a fine Record of it, the orchestra accompaniment being an attractive feature.

No. 9395, "Are You Coming Out To-night, Mary Ann?" by Billy Murray, is an Irish serenade written by Harry Von Tilzer (music) and Andrew B. Sterling (words). The words are an appeal from Mike McGee to his sweetheart and his soft words, or "blarney," are typical of his race. Sung with orchestra accompaniment.

No. 9396, "Draw Me Nearer," the sacred duet for November by Anthony and Harrison, is a beautiful composition by Fanny J. Crosby, set to music by W. H. Doane. The fame of this hymn makes comment unnecessary. It is also needless to say that our Record of it is artistically made. The orchestra accompanies the singers.

No. 9397, "Happy Lena Polka," by Albert Benzler, is another of Mr. Benzler's excellent xylophone solos and the first polka selection made by this instrument for our catalogue. It has a pleasing melody and is well played by Mr. Benzler, with orchestra accompaniment. The composition was specially arranged for our Record and has not yet been published.

No. 9398, "Not Because Your Hair is Curly," by Harry MacDonough, is a song by Bob Adams that is very popular in the West and its popularity is fast coming East. We have listed it in response to many calls from the West. It is a sentimental love song. He loves her, not because her hair is curly, not because her eyes are blue, but "'cause its you, just you." Mr. MacDonough makes the most of the attractive air, and he sings with orchestra accompaniment.

No. 9399, "The Rube and the Country Doctor," by Harlan and Stanley, is a Record that will be welcomed by the thousands of admirers of the Rube series made by these two Edison artists. This one gives a witty dialogue between Rube and the country doctor. It has the usual song duet and some realistic features new to these Records. "The Rube and the Country Doctor" must be heard to be appreciated.

No. 9400, "Lover and the Bird," by Florence Hinkle, is the first solo Record that Miss Hinkle has made for us, although she has been heard to advantage in the Edison Mixed Quartette. Miss Hinkle has a fine soprano voice and her Record of this composition by P. D. Guglielmo is most attractive. An incidental feature is some remarkably fine bird imitations. The Record is made with orchestra accompaniment.

No. 9401, "Frau Louisa," by the Edison Concert Band, is a composition written by Arthur Pryor, the well known band master, by whom it is styled a "comedy waltz." The music is characteristic of a German ball where the old style waltz is still popular, and where the modern two-step is unknown. In fact, the music is almost German enough to talk. A few words in German dialect give the Record a unique finish.

No. 9402, "Song of the Nations," by Edward Meeker, is a selection that was not published when our Record was made. Joe Belmont, who is so well known as a whistler, has tried his hand at composition. Those who hear the Record will agree that he has succeeded ad-

mirably. The words lead up to the "Wacht am Rhein," "The Wearing of the Green," and the "Red, White and Blue," all of which are played by the orchestra when introduced. This Record is quite different from anything listed in some time and because of its variety cannot fail to be popular. Mr. Meeker sings it with orchestra accompaniment.

No. 9403, "Cheer Up, Mary," by Byron G. Harlan, has become one of the popular sentimental ballads of the day. Its music was written by Kendis-Paley and the words are by Alfred Bryan. It is the sort of a song that suits Mr. Harlan's voice and he makes the most of it, being assisted by the orchestra.

No. 9404, "Jingles, Jokes and Rhymes," by Edward M. Favor, is a Record that includes three verses and two choruses of a topical song written by Benjamin Hapgood Burt and sung with orchestra accompaniment. Mr. Favor has made a great success with songs of this character, some of his Records in the past year being among the largest sellers we have had. It is safe to predict that this Record will be near the top of the November list. "Jingles, Jokes and Rhymes" treats of Washington and his hatchet, Dowie and religion on the installment plan, and Jonah and the whale.

No. 9405, "Golden Crown Overture," by the Edison Symphony Orchestra, is an excellent addition to the high-class orchestra selections already listed in our catalogue. The music is of a light, graceful character. It is one of those compositions that cannot be recorded by any other process than that employed in making our Records. This overture was written by A. Herman.

No. 9406, "Everybody Have a Good Old Time," by Arthur Collins, is a new coon song by Ed. Rogers, composer of "Grand-Pa, I'm Going to be a Soldier" (our Record No. 9368), "Why Don't You Write When You Don't Need Money" (our Record No. 9376). The burden of this song is an invitation of the coon, who has suddenly become very wealthy, to his many friends to have a good old time. He lives in the height of style. He has pajamas for his horse. He feeds him lamb and peas. He has fifty courses for every meal. His carpets and rugs are of finest seal. His money is stacked so high that he has to walk on stilts. He has a blanket made of fifty dollar notes. He uses ten dollar bills to line his coat. He lights his pipe with twenties when the fifties are shy. Consequently he can afford to invite everybody to have a good old time. Mr. Collins renders the song most effectively and he is accompanied by the orchestra.

No. 9407, "Jim Jackson's Last Farewell," by Ada Jones and Len Spencer, is another clever addition to the vaudeville Records made by these two talented artists. It contains the usual funny dialogue between Jim and his Dede-mona, and the customary duet singing. The Record must be heard to be appreciated. The singing is done with orchestra accompaniment.

No. 9408, "Since Nellie Went Away," by the Edison Male Quartette, is a very popular descriptive song made for the first time on a Record by a quartette. It sends the following

message to Nellie in the city, inviting her to return to the farm:

Tell her that the blue bells are growing on the heather,
And that her mother longs for her each day:
Just say at evening pray'r we gently speak her name together,
And say it's very lonely since Nellie went away.

The song is written by Herbert H. Taylor, and is most effectively sung by our quartette without accompaniment.

No. 9409, "Waiting at the Church Medley," by the Edison Military Band, is written to march time and introduces the following selections: "Waiting at the Church" (our Record No. 9315), "Somewhere" (our Record No. 9379), "The Stars, the Stripes and You" (our Record No. 9363), "Bill Simmons" (our Record No. 9320).

OFFENDING JOBBERS PUNISHED.

Below is printed part of a letter sent to all Jobbers on August 11th by General Manager of Sales C. H. Wilson. It refers to four violations of the agreement under which monthly Records are being shipped to Jobbers with the understanding that they will not be re-shipped to Dealers before 8 A. M. on the 27th of each month:

DEAR SIR:—FOR not complying with our conditions of sale in regard to the day (27th of the month), and hour (8 A. M.), on which new monthly Records could leave their store or possession, we will be compelled to hold up shipment of October Records to the following Jobbers until such time as will insure their not being delivered to them until September 28th, or one day later than the same Records can be shipped or leave the store or possession of other Jobbers.

Here were given the names of the four offending Jobbers, with the facts about each violation. In no case did the Records reach Dealers until after the prescribed time and in one instance they left the Jobbers' store only a few minutes before time. The letter continued as follows:

In each of these cases our conditions of sale were absolutely and unquestionably violated, inasmuch as each of the concerns named admit having received our letter advising that new monthly Records could not leave their store or possession until 8 o'clock on the morning of the 27th of the month.

Similar action will be taken in all cases where we receive complaints and evidence that Jobbers have shipped, or allowed to leave their store or possession new monthly Records before 8 o'clock on the morning of the 27th of the month preceding the month under which the Records are listed.

Yours very truly,

C. H. WILSON,
Genl. Mgr. of Sales.

In commenting upon the new plan in the EDISON PHONOGRAPH MONTHLY for May, we said:

"* * * At the same time it places the entire trade on its honor, and we trust that no one will be so indifferent to the welfare of the business as to violate the confidence reposed in him. The plan puts every Jobber on his honor not to allow new Records and printed matter referring to same to leave his possession before the specified date. It places every individual in his employ on his honor

to see that no surreptitious methods are employed to violate the full intent of the plan. It places every Dealer on his honor to do nothing that will in any wise tempt a Jobber or his employees to send them Records in advance of the selling date.

"We may seem to be laying special stress upon this feature, but to us it is very desirable that we shall not be called upon to impose the penalties for violation of contract. Those who do deliberately infringe are entitled to no sympathy, and yet it will be extremely difficult for us to impose penalties upon firms whose business with us aggregates many thousands of dollars each year. To enforce the plan, however, we shall do it without hesitancy, although we will deeply regret the circumstances that make it necessary. Violations of the conditions imposed will not benefit anyone and will cause much hardship to those taking part in the violation. We, therefore, sincerely trust that we shall have the coöperation of the entire trade to the extent that we shall not have a single violation reported to us."

The trade may rest assured that it has given no pleasure to impose the penalty referred to in Mr. Wilson's letter. All of the offending Jobbers are enterprising Edison firms and their purchases of Edison goods each year entitle them to every consideration. Then, too, the personal relations between them and our people are of the most cordial character. If the matter in question was not, in our opinion, of the gravest importance we would gladly have passed the violations by with a caution not to do it again. It was realized, however, that others would expect the same clemency and that the only certain way of stopping further violation was to apply the remedy at once.

We trust that we shall not again be called upon to issue a letter like the above. However, an absolute compliance with the conditions of the new shipping plan is necessary to its success, and we shall unhesitatingly impose a similar or more drastic penalty on any Jobbers who do not keep faith.

IT PAYS TO GO AFTER THEM.

ALLEGHENY, PA., Aug. 15, 1906.

About eight months ago you sent us the name and address of a prospective customer for an Edison Phonograph. This customer lived in Sewickley, Pa., which is about fourteen miles below our place. We did not waste time by writing and sending catalogues, etc., but sent one of our agents to see him, taking a Home and twelve Records with him. To cut a long story short, we sold the outfit. This customer tells us that he has been in the notion of purchasing a Phonograph these past two years but could never make up his mind to come to the city to buy one. Now had we written him instead of taking a machine to him, chances are that that sale would still be hanging fire.

SMITH & PITNER.

BELIEVES IN THE GOODS.

The following is an extract from a letter received from B. Corrington, Blue Ash, Ia., dated August 8th:

"Blue Ash is a town of about 150 souls. In the past two months I have sold 5 Homes, 2 Standards, 1 Triumph, 2 Gems, and have a sale for a Balmoral as soon as I find out exactly what it will cost per hour to operate it.

"I have often wondered why you do not establish an agency for your machines in every town of the United States. I believe a hustler could open an agency in every town in the country if he thoroughly realized how much your machines are superior to all others and could convince the best man in each locality that it is very little trouble to sell your goods. I am sure that you have an agency in all the larger cities, but am afraid you neglect the cities from 1,000 to 10,000 population. I will sell more machines in twenty-five places of 1,000 population than I could in Chicago with its 2,500,000 people. People in the smaller cities buy Phonographs quicker than they do in the large cities. There are less poor people probably than in the small towns. In the large cities there are many other products."

This letter is printed to show the faith that Dealers have in the Edison Phonograph as being a desirable line in small places. Mr. Corrington is assured that we do not neglect cities of from 1,000 to 10,000 population. As a matter of fact there are few cities of 1,000 or more population that do not have at least one Edison Dealer.

NOTICE TO DEALERS CONCERNING EDISON MODEL D REPEATING ATTACHMENTS.

The following letter was mailed to all Dealers in August, accompanied by copies of instruction sheets:

Enclosed we send you direction sheets for attaching the Edison Model D Repeating Attachment to the various types of Edison Phonographs. We would suggest that you file these sheets away so that they may be readily found when needed.

In this connection we would call your attention to the advantages of repeating attachments on Phonographs. Every Dealer should have his exhibition machine equipped with them. There is something fascinating about the almost human manner in which they cause a Phonograph to play the same Record over and over, and few Phonograph owners can resist the desire to own one. They are also useful to a Dealer in enabling him to perform other duties while the machine runs itself and sells Records.

You are making a mistake if you do not have one of your machines equipped with an Edison Repeating Attachment and make an effort to sell them to your customers. They retail at \$7.50 each, are easy to attach to any style Phonograph, and the trade discounts enable you to make an excellent profit on each sale. We are selling thousands of these devices each year. Your Jobber will tell you more about them.

NATIONAL PHONOGRAPH CO.

August 10, 1906.

A BUSINESS MARVEL.

As the year grows apace the development of the talking machine business is causing manufacturers to marvel. The principal Job-

bers throughout the country are enlarging their stocks in a manner quite unexpected, and it is to meet this demand for Records and machines that factories have not only increased their output and facilities, but are being operated continuously, night and day. Traveling salesmen are turning in orders from entirely new sources, not to mention duplicates from regular customers. Jobbers in turn are arranging their business on a larger scale than ever before, securing more commodious quarters so as to store and handle stock of the general line to better advantage. In brief, the entire trade only since the opening of the year seems to have broadened out in obedience to current selling conditions and is occupying a new high level. Dealers are imbued with the same spirit and especially is this apparent in the music trade. Recognizing the peculiar fitness of thus having a talking machine department, they are now going ahead with commendable enterprise in order to make up for lost time and to regain what they have missed by an opportunity too long neglected.—*Music Trade Review.*

"FOL-THE-ROL-LOL" AGAIN A WINNER

Believing that it might interest some of the readers of the PHONOGRAPH MONTHLY to learn how Record No. 9142 sold a Phonograph, I submit the following:

I carry a line of Edison Machines and Records and also a few disc records and needles to supply the wants of some of the people here who own disc "squeaking" machines, which were given away as premiums here last summer. A customer who owns one of these nerve-wrecking grinders, came in several weeks ago to get some supplies when I was playing "Fol-the-rol-lol," your Record No. 9142, on an Edison Triumph Phonograph. "Why!" he said, "that piece is made up of some verses I used to speak at school." He wanted to know if I could get the piece in a disc record. I told him that I could not, and he went away, but came in again several times and asked me to play it for him.

Last week he came in again and wanted to know the prices of the different outfits. He wanted to know if I would send him out a Home machine, crane, 30-in. horn, and a dozen Records on approval. As I knew him to be responsible, I did so. The next day he came in and wanted 18 more Records to take out and try. I let him take them, and the day following he came in again and picked out nine more Records, and said he guessed he would keep the outfit and all the Records, giving me his check for \$49.65 in payment. He also gave me an order for seven Records I was out of at the time.

I credit that one Record with making the sale, as I had tried several times to show him that it was very poor policy to pay a high price for disc records to play on such a "bum" machine as those premium machines are, but he thought as he already had that machine, that he would keep it, until he heard No. 9142.—*E. T. Gossett, Cerro Gordo, Ill.*

HIS LAUGH IS ECHOING OVER THE WORLD.

"Wa—al, a, ha, ha, ha, ha,—a, ha, ha, ha, ha—I am old but I'm awfully tough!"

To sing this and other laughing songs, the selling agent for talking machines hunted high and low, over the whole United States. And where do you think he found the man? Right here in Albany. There may have been another man capable of singing these songs, but after a search of months and after trying some of the most talented performers on the vaudeville stage, the right man was found here in the Capital city of the Empire State, in the person of Andrew Keefe, once a junk dealer, and now conducting a retail stove store.

Possessing a hearty laugh that is infectious; a voice that is musical and versatile, capable of imitating the female voice, from contralto to soprano range, or the male from baritone to tenor, Mr. Keefe also tells "Rube" stories into the Phonograph, one of his best, but which has not yet made its appearance on the market, being held for the summer months, is "The Visit of Uncle Josh to a Department Store." The story recites a number of funny little incidents that happen in a large drygoods store, and after each incident Keefe sets you laughing as he makes the point of the story reach you by emphasizing it with his inimitable laugh.

The discovery of Keefe by the talking machine men was quite an accident. While a Phonograph traveling man—Mr. Hedden—was visiting W. J. Killea's store here, about three months ago, Keefe came strolling in.

"Say, I want to make a Phonograph Record for you," said Keefe. At the time a Record was being played, sung by Miss Ada Jones. The recording of a woman's voice is one of the hardest tasks for the Phonograph men, but Miss Jones's voice is perfect for the machine.

"Say," said Keefe, "I can sing like that." Now, to anybody acquainted with the Phonograph business this sounded like a boast, for be it known that Miss Jones is simply in a class by herself. However, Keefe sprung a surprise. Twisting his mouth into a peculiar shape, he started in on "Just Plain Folks." It was Miss Jones's voice almost perfect.

However, it was in his own natural laughing songs that Keefe made his hit. He was instructed to sing in his own way a song, being accompanied by a piano. The experts agreed that they had found a star performer. Keefe was told to return to the laboratory three days later, when they would start making some of his Records, with the band accompaniment.

He did not know what was in store for him when he arrived at the laboratory at the time specified to begin making his Records for the largest audience a singer can ever have—the Phonograph audience. Andy Keefe's songs, which he sung then and there in the Phonograph are now being sung through that instrument in over a million homes—throughout America, from ocean to ocean. His delightful laughter is cheering our soldiers in the Philippines, is making happy the people of England, and in fact every civilized country on the globe.

Keefe was ushered into the record-making

room, which is a sound-proof apartment, but constructed in such a way as to avoid all echo. He was instructed to take his position in front of a horn, about 30 inches long, with a bell opening of about six inches. The various players of the band took their places, but not the same as a regular band. All the instruments but the basses were placed behind the horn and all were pointing directly at Keefe's ears. It was here that Keefe showed his aptitude for record making.

The band started the introductory bars and there was a terrific din in the room. He started to sing, but his voice was lost down in the long narrow horn, and all he could hear was the tremendous sound from the band. Of course the first attempt was a failure—it always is.

As Keefe put it: "If I could only have heard myself sing the first word, so I could get started, I would have been all right."

The reason for this arrangement is in the fact that the human voice is many times weaker than a brass band. Every Record is now made with band accompaniment. As the singer is directly in front of the horn it cuts off a great deal of the sound and the music from the band must be very loud.

For a day and a half Keefe, the Phonograph band, and the experts persevered until they obtained a perfect master-record of the laughing song, from which millions of other Records can be duplicated by the gold mould process. Thus an Albany laugh is sent echoing all over the world—*Albany, N. Y., Exchange.*

THE PHONOGRAPH AS A BAND TEACHER.

Nearly everything that is good comes from the country. Even the men who make the cities great originated in the rural districts. The latest musical novelty from the outlying section is the use of the Phonograph as a teacher for bands and orchestras. It makes rehearsals delights rather than tortures. It helps the musician who is not as clever as the others by giving him the correct time and expression at once. What would take half a dozen rehearsals to properly learn, can be accomplished in a few with the aid of the Phonograph.

A good feature about the automatic instrument is that the selection can be repeated until the musicians are sure that they have the right swing and emphasis. It is possible to secure Records of all compositions that possess merit, and as they reproduce the playing of skilled musicians they can always be relied upon. Thus the country band has simplified a labor that used to be onerous. In the Phonograph it has found a device that will save time, toil, wear and tear.

It will not be long before bands and orchestras throughout the entire country will be using the Phonograph as a sort of critic at rehearsals. Its use in this connection should be encouraged. Its value can easily be recognized.

Hats off to the new leader, the Phonograph! —*Musical Advertiser.*

WHAT you want is your kind of music. It may be classical or it may be "rag-time." It may be the "hit" of the latest musical comedy or it may be a selection from "Faust."

With the



Edison Improved Phonograph

you can have your kind of music and your friends can have their kind. This wonderful music-maker has no single specialty. It is a versatile entertainer. It produces, with fidelity, the songs of all singers; the music of the masters; the old tunes as well as the popular airs of the day.

"The American Nights Entertainment," a booklet which will suggest many ways of making home more desirable than the club, which will help entertain friends, which will give ideas for money-making programs, sent free on request.

National Phonograph Co.

18 Lakeside Ave., Orange, N. J.

New York London Paris Berlin Brussels Sydney Mexico City

[Full page advertisement
in September Magazines.]

JOBBER OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.
Birmingham—Talking Machine Co., 2007 Second ave.
Mobile—W. H. Reynolds, 167 Dauphin street.
Montgomery—R. L. Penick, 119 Dexter ave.

ARKANSAS.
Little Rock—O. K. Houck Piano Co.

CALIFORNIA.
Los Angeles—Southern California Music Co., 332 South Broadway.
***Oakland**—Kohler & Chase, Inc., 1013 Broadway.
Sacramento—A. J. Pommer Co., 9th and J Sts.
San Francisco—P. Bacigalupi & Sons, 1113 Fillmore St.

COLORADO.
Denver—Denver Dry Goods Co., 619 16th street.
 Hext Music Co., 15th and California streets

CONNECTICUT.
New Haven—Pardee-Ellenberger Co., 96 State street

DISTRICT OF COLUMBIA.
Washington—E. F. Droop & Sons Co., 925 Pennsylvania avenue, N. W.
 S. Kann Sons & Co., 8th and Pennsylvania avenues.

GEORGIA.
Atlanta—Atlanta Phonograph Co., 50 Peachtree St.
 Phillips & Crew Co., 37-39 Peachtree St.
Waycross—George R. Youmans.

ILLINOIS.
Chicago—Babson Bros., 148 Michigan Ave.
 Lyon & Healy, Wabash Ave. & Adams St.
 James I. Lyons, 192 Van Buren street.
 The Cable Co., Wabash avenue.
 The Vim Co., 68 E. Lake street.
 Montgomery Ward & Co., 111 Michigan ave.
 Rudolph Wurlitzer Co., 266 Wabash ave.
Peoria—Peoria Phonograph Co., 416 S. Adams street.
Quincy—Quincy Phonograph Co., 808 Hampshire st.

INDIANA.
Indianapolis—Indiana Phonograph Co., 45 Virginia Avenue.
 Kipp-Link Phonograph Co., 217 N. Illinois St.
 A. B. Wahl & Co., 119 S. Illinois street.
Lafayette—A. B. Wahl & Co., 304 Main street.

IOWA.
Des Moines—Hopkins Phonograph Co., 620 Locust street.
 Vim Co., 808 West Walnut street.
Fort Dodge—Early Music House, 822 Central ave.
Sioux City—Early Music House.

KENTUCKY.
Louisville—C. A. Ray, 650-652 Fourth avenue.

LOUISIANA.
New Orleans—William Bailey, 600 Frenchman street.
 National Automatic Fire Alarm Co., 614 Gravier street.

MAINE.
Bangor—S. L. Crosby Co., 186 Exchange street.
Portland—W. H. Ross & Son, 207 Commercial street.

MARYLAND.
Baltimore—E. F. Droop & Sons Co., 109 N. Charles St.

MASSACHUSETTS.
Boston—Boston Cycle & Sundry Co., 48 Hanover street.
 Eastern Talking Mach. Co., 177 Tremont st.
 Iver Johnson Sptg. Goods Co., 163 Washington street.
 C. E. Osgood Co., 744 Washington street.
Fitchburg—Iver Johnson Sptg. Goods Co., 247 Main st.
Lowell—Thomas Wardell, 111 Central street.
New Bedford—Household Furnishing Co., 170 Pur chase street.
Springfield—Flint & Brickett Co., 439 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 304 Main st.

MICHIGAN.
Detroit—American Phonograph Co., 106 Woodward ave.
 Grinnell Bros., 219 Woodward ave.

MINNESOTA.
Minneapolis—Thomas C. Hough, 714 Hennepin ave.
 Minnesota Phonograph Co., 518 Nicollet avenue.
St. Paul—W. J. Dyer & Bro., 21-23 West 5th street.
 Koehler & Hinrichs, 255 E. 3d St.
 Thomas C. Hough, 302 Wabasha street.
 Minnesota Phonograph Co., 37 E. 7th street.

MISSOURI.
Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
 J. F. Schmelzer & Sons Arms Co., 710 Main street.
St. Louis—Conroy Piano Co., 11th and Olive streets.
 O. K. Houck Piano Co., 1118 Olive street.
 Western Talking Machine Co., 1110 Olive st.

MONTANA.
Helena—Frank Buser, Diamond Block, Sixth avenue.

Continued on page 15.

NEBRASKA.

Lincoln—H. E. Sidles Phonograph Co., 13th and P streets.
Omaha—Nebraska Cycle Co., 15th and Harney streets.
 Omaha Bicycle Co., 16th & Chicago sts.

NEW JERSEY.
Hoboken—Eclipse Phonograph Co., 203 Washington st.
Newark—Douglas Phonograph Co., 20 New street.
 A. O. Petit, New and Halsey streets.
 V. H. Rapke, 287 Bank street.
Paterson—James K. O'Dea, 117 Ellison street.
Trenton—Stoll Blank Book and Stationery Co., 30 E. State street.
 John Sykes, 105 N. Broad street.

NEW YORK.
Albany—Finch & Hahn, 92 State street.
Astoria—John Rose.
Brooklyn—A. D. Matthews' Sons, 394 Fulton street
Buffalo—W. D. Andrews, Seneca and Wells streets.
 Robert L. Loud, 613 Main street.
 *Neal, Clark & Neal Co., 647 Main street.
Elmira—Elmira Arms Co., 117 Main street.
Gloversville—American Phonograph Co., 99 W. Fulton st.
Kingston—Forsyth & Davis, 307 Wall street.
New York City—Bettini Phonograph Co., 156 W. 23d street.
 Blackman Talking Machine Co., 97 Chambers street.
 J. F. Blackman & Son, 2737 3d avenue
 Sol Bloom, 3 E. 42d street
 I. Davega, Jr., 125 W. 125th St.
 S. B. Davega, 32 E. 14th street.
 Douglas Phonograph Co., 89 Chambers st.
 Jacot Music Box Co., 39 Union Square.
 Victor H. Rapke, 1661 Second avenue.
 Siegel-Cooper Co.
 John Wanamaker.
 Alfred Weiss, 1622 First avenue.
Oswego—Frank E. Bolway, 32 W. Bridge street.
Rochester—A. J. Deninger, 345 North street.
 Mackie Piano, O. & M. Co., 100 State street
 Giles B. Miller, 63 State street.
 Talking Machine Co., 97 Main st., E.
Schenectady—Finch & Hahn, 504 State street.
 Jay A. Rickard & Co., 253 State street.
Syracuse—W. D. Andrews, 216 E. Railroad street.
Troy—Finch & Hahn, 3 Third street.
Utica—Clark-Horrocks Co., 54 Genesee street.
 Arthur F. Ferriss, 89 Washington street.
 William Harrison, 50 Columbia street.
 Utica Cycle Co., 31 Columbia street.

OHIO.
Canton—Klein & Heffelman Co., 216 N. Market street
Cincinnati—Ilsen & Co., 25 W. 6th street.
 Rudolph Wurlitzer Co., 10-12 W. 4th st.
Cleveland—Eclipse Musical Co., 714 Prospect ave.
Columbus—Perry B. Whitsit Co., 213 S. High street.
Dayton—Niehaus & Dohse, 35 E. 5th street.
Newark—Ball-Fintze Co.
Toledo—Hayes Music Co., 608 Cherry street.

OREGON.
Portland—Graves & Co., Inc., 328 Washington St.

PENNSYLVANIA.
Allentown—G. C. Aschbach, 539 Hamilton street.
Easton—William Werner, 432 Northampton street.
Harrisburg—S. K. Hamburger, 12-14 N. Market sq.
Philadelphia—C. J. Hepp & Son, 1117 Chestnut street
 Lit Bros., Market and 8th streets.
 *Musical Echo Co., 1217 Chestnut street.
 Penn Phonograph Co., 17 S. 9th street.
 John Wanamaker, 13th and Market sts.
 Wells Phonograph Co., 45 N. 9th street
 Western Talking Mach. Co., 128 S. 9th st.
 H. A. Weymann & Son, 923 Market st.
Pittsburg—Theo. F. Bentel Co., Inc., 435 Wood street
 Pittsburg Phonograph Co., 937 Liberty street.
 Powers & Henry Co., 101 Sixth street.
Reading—Reading Phonograph Co., 48 N. 8th St.
Scranton—Ackerman & Co., 217 Wyoming avenue.
 Technical Supply Co.
Sharon—W. C. DeForest & Son.
Williamsport—W. A. Myers, 145 W. 3d st.

RHODE ISLAND.
Pawtucket—Pawtucket Furniture Co., 39 N. Main St.
Providence—J. M. Dean Co., 785-795 Westminster street.
 J. A. Foster Co., Weybosset st.
 Household Furniture Co.
 J. Samuels & Bro., 154 Weybosset street.
 A. T. Scattergood & Co., 106 Main st.

UTAH.
Ogden—Proudfit Sporting Goods Co., 351 24th street.
Salt Lake City—Clayton Music Co., 109 S. Main street.

JOBBER OF EDISON PHONOGRAPHS AND RECORDS—Continued.

TENNESSEE.
Knoxville—Knoxville Typewriter and Phonograph Co., 421 Gay street.
Memphis—F. M. Atwood, 160 N. Main St.
 O. K. Houck Piano Co., 105 S. Main street.
Nashville—Nashville Talking Mach. Co., 510 Church st.
 Magruder & Co., 27 Arcade.
 O. K. Houck Piano Co.

TEXAS.
Dallas—Southern Talking Machine Co., 347 Main st.
El Paso—W. G. Walz Co., 101 El Paso street.
Fort Worth—Cummings, Shepherd & Co., 700 Hous- ton st.
Houston—Texas Phonograph Co., Capitol and Fannin Sts.
San Antonio—H. C. Rees Optical Co., 242 West Com- merce St.

VERMONT.
Burlington—American Phonograph Co., 34 Church St.

VIRGINIA.
Richmond—Magruder & Co., 729 E. Main st.

WASHINGTON.
Seattle—D. S. Johnston Co., 903 Second Ave.
Spokane—Spokane Phonograph Co., 7 Post St.

WISCONSIN.
Milwaukee—McGreal Bros., 173 3d street.

CANADA.
Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 121 Princes' street.
 *Added since August 1st.

SUSPENDED LIST, SEPTEMBER 1, 1906.

SUPERSEDING ALL PREVIOUS LISTS.

CALIFORNIA.
Petaluma—THOMAS MCGUIRE, 875 Main street.

GEORGIA.
Valdosta—H. K. McLENDON, 109 West Central Ave.

ILLINOIS.
Champaign—EGGLESTON BROS.
Ottawa—EDWARD HAYNE.
Wheaton—E. IRVING.

INDIANA.
Logansport—F. M. NEFF, 406 Broadway.
South Bend—EUGENE MARSH, 126 Vista avenue.
 SOUTH BEND BOOK BINDERY, Robert Lebolt, Prop., 203 North Michigan street.

IOWA.
Burlington—JOHN P. WEISS, 711 Jefferson street.
Sioux City—HATTENBACH BROS. CO.
 A. V. LARIMORE, 518 Fifth street.
State Center—ORA SARGEANT.

KANSAS.
Clay Centre—E. M. GOWENLOCK.
Lawrence—BELL BROS.
Topeka—R. H. MOREHOUSE, 510 E. 4th street.

MAINE.
Biddeford—W. H. FIELD.
Lewiston—J. W. SKENE.
Monmouth—G. H. STETSON.
Waterville—FRANK BLANCHARD, 150 Main street.

MASSACHUSETTS.
Boston—E. C. PECK, 43 Milk st.
 T. SINGER, 60 Leverett street.
Franklin—E. P. Blackman.
Lawrence—LORD & CO., 314 Essex street.
 E. O. MOSHER, 420 Essex street.
Malden—A. T. FULLER.
Nantucket—ARTHUR M. TAYLOR.
New Bedford—H. B. DEWOLFF.
Somerville—E. J. WINCHESTER, 32 Summit avenue.
Worcester—JOSEPH TUKMAN, 44 Front street.
Woburn—OSBORN GILLETTE, or THE BOLTON JEWELRY CO., L. F. Maloney, Manager.

MICHIGAN.
Detroit—F. J. SCHWANKOVSKY.
Saginaw—GEO. W. EMENDORFER.
 JAMES V. CALAHAN, 217 Genessee st.
 TIERNEY BROS., 217 Genessee st.

MISSOURI.
Kansas City—THE WITTMANN CO.

NEBRASKA.
Lincoln—THE WITTMANN CO.
Omaha—THE WITTMANN CO.
 PIANO PLAYER CO.

NEW HAMPSHIRE.
Hillsboro Bridge—E. M. BARNES.
Manchester—A. E. DUMAS
Nashua—F. A. MCMASTER & CO.

NEW JERSEY.
Atlantic City—SAM'L D. WOLF, 32-34 Arkansas ave.
Bayonne—I. WIGDOR, 450 Avenue D.
Jersey City—W. L. HOFFMAN, 151 Montgomery st.
Newark—R. L. CORWIN; also New York City.
Passaic—I. HURWITZ.
Paterson—CHAS. H. KELLY, 25 N. Main street.
Plainfield—S. W. FRUCHT, or R. FRUCHT; also New York City.
 ELSTON M. LEONARD.

VERMONT.
Burlington—American Phonograph Co., 34 Church St.

VIRGINIA.
Richmond—Magruder & Co., 729 E. Main st.

WASHINGTON.
Seattle—D. S. Johnston Co., 903 Second Ave.
Spokane—Spokane Phonograph Co., 7 Post St.

WISCONSIN.
Milwaukee—McGreal Bros., 173 3d street.

CANADA.
Toronto—R. S. Williams & Sons Co., Limited, 143 Yonge street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 121 Princes' street.
 *Added since August 1st.

WEST HOBOKEN—EMIL HOLLANDER, or THE WEST HOBOKEN BICYCLE & PHONO. CO., 169 Spring street.

NEW YORK.
Albany—G. LINDE, 353 S. Pearl street.
Auburn—CHAS. C. CHIER CO., 18 Clark street.
Bedford Park—GEO. H. TYRRELL.
Brooklyn—WM. ALBRECHT, 294 Knickerbocker ave.
 H. HINDERMANN, BUSHWICK PHONO- GRAPH EXCHANGE, 1421 Myrtle avenue.
 EMIL SMITH, 634 Eleventh st. and 230 Summer avenue.
Hobart—F. H. MARSHALL.
Hoboken—ALBANY SPECIALTY CO., or CHAS. F RICE, Main street.
Moravia—C. D. LOOMIS & CO., Union Block.
New York City—A. T. ARMSTRONG, or AMERI- CAN PHONO. CO., 106 Wall street.
 AUTOMATIC ZITHER CO., M. Cohen, Prop., 58 Second avenue.
 BERN BEARWALD, 373 W. 11th st.
 EDWARD BIELFELD, 481 Willis Ave.
 BRONX PHONO. CO. or DAVID SWITKY 506 Willis ave.
 R. L. CORWIN; also Newark, N. J.
 EAGLE PHONO. CO., or C. LOWENTHAL 83 Nassau street.
 EMPIRE PHONO. CO., 2 W. 14th street.
 S. W. FRUCHT, or R. FRUCHT, 7 Barclay st. or 68 Cortlandt st.; also Plainfield, N. J.
 O. HACKER, 2 Murray street.
 HAWTHORNE & SHEBLE, 297 Broadway also Philadelphia, Pa.
 HOLOBER BROS., 350, 421 and 491 West st.
 N. HORN, 148 E. 58th street.
 W. L. ISAACS, 714 Fulton street.
 S. LEMBURG & CO., 194 Broadway.
 J. MCELLYNNE, 202 Broadway.
 RICHMOND PEASE, 44 W. 132d st.
 F. M. PRESCOTT, 44 Broad st.
 WINTHROP CYCLE CO., 2212 Seventh ave.
Rome—CHARLES TUTTLE.
Saratoga—W. J. TOTTEN.
Saratoga Springs—MARVIN A. COTE.
Watertown—HENRY A. HARDY, 24 Arsenal st.
 H. S. WARDWELL & CO., 39 Public Square.

NORTH CAROLINA.
Kinston—S. A. Quinerly.

OHIO.
Cincinnati—J. L. ANDEM.
 SALM TALKING MACHINE CO., 639 Vine st.
Coshocton—BURNS & GOSSER.
 *Middleton—OTTO GRAU & CO., 135 E. 3d street.
Springfield—D. & M. VANDERPOOL.
Uhrichsville—F. A. MAZURIE.

PENNSYLVANIA.
Philadelphia—A. R. CASSIDY, 2783 Emerald street.
 HAWTHORNE & SHEBLE, 604 Chestnut st., or Oxford and Mascher sts.; also New York City.
 A. KROUSE, 832 Arch street.
 PENN NOVELTY CO., 15 South 9th st
Pittsburg—A. LIPPARD, 615 Wylie ave.

RHODE ISLAND.
Providence—F. P. MOORE.
Rockville Center—O. A. CLARK.

WISCONSIN.
Milwaukee—J. C. BLATZKEK.

*Added since August 1st, 1906.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

To Whom You Can Sell I. C. S. Language Outfits

Any dealer who gives the matter serious and thoughtful consideration must admit that there is an enormous field for I. C. S. Language Outfits. The average person who purchases a phonograph and records for amusement purposes sooner or later becomes tired of his fad and stops investing in records. If he can put his now unused phonograph to some profitable use by purchasing an I. C. S. Outfit, he will readily do so. Here is one big field for the I. C. S. Language Outfit.

Next, there is a class of people, which consists of the wealthy and highly cultured, whom you can never interest at all in the phonograph for amusement purposes, but who are the easiest to sell I. C. S. Language Outfits to, since nearly all of them are desirous of learning a foreign language either for purposes of travel or culture. Here is the second big field.

The third field consists of all present phonograph owners, including your steady customers, who would only be too glad to find a profitable as well as a pleasurable use for their phonograph.

In addition to this large and ready market, you have an article to sell which is of real worth, and which would naturally appeal to any person. The I. C. S.

I. C. S. LANGUAGE SYSTEM

WITH
Thomas A. Edison
PHONOGRAPH

Language system is indorsed by the best educators in the country. The pronunciation is the purest of native tongues, guaranteed to be absolutely correct, and indorsed by the French, German, and Spanish Embassies. The phonograph is an Edison Standard phonograph with the I. C. S. attachments specially designed for Language study.

Could anything be more conducive to increased business for *YOU* than such a field, and such a meritorious article? Dealers who have tried them out, heartily indorse the I. C. S. Language Outfits. Have you ever given them a trial? If not, send now for particulars and prices.

International Correspondence Schools

BOX 920, SCRANTON, PA.

EDISON Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH CO.

VOL. IV.

ORANGE, N. J., OCTOBER, 1906.

No. 8.

NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.

NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL
ROAD, LONDON, ENG.

340 KENT STREET, SYDNEY, N. S. W.

CALLE PROLONGACION DEL CINCO DE MAYO, NO. 67-77,
MEXICO CITY.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY
should be addressed to the Advertising Department,
Orange, N. J.

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RETAIL SEASON OPENING STRONG.

October may be set down as the opening month for retail trade in Edison Phonographs and Records, and judging by reports from Jobbers and Dealers generally, the season is beginning fully up to the expectations of the most sanguine. It also promises to be all that has been predicted for it, namely, the greatest season in the history of the business. With the retail season fairly opened, greater activity may be looked for in the entire trade. Orders thus far placed with us for Edison goods have been largely from Jobbers with plenty of capital and ample room to store a large stock of machines and Records. These Jobbers have exhausted our surplus stock of machines and kept our Record making plant on the jump to fill their orders. Now will come the Jobbers, whose facilities will not enable them to carry a heavy stock. The demands of the retail trade will cause the stock of these Jobbers to move quickly and then will follow the usual fall demand for goods.

We never have been in such good condition as at present to meet the requirements of the trade, and the demand must be great indeed that we cannot handle reasonably quickly. Both the machine and Record making departments are in splendid shape. They have been working up to their capacity right through the summer and consequently are turning out the maximum number of Phonographs and Records, avoiding the delays of previous years incident to putting on and breaking in new men and gradually working up the weekly output. The trade will recall the delay of a year ago, due to the working up process. The output is now and for months has been considerably greater than the best months of last year. For months we have averaged over a thousand Phonographs a day. The present output is still greater. This will be maintained and probably increased through the fall

(Continued on page 3.)

THE ADVANCE LIST OF DECEMBER RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR DECEMBER, 1906.

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before **November 27th**, all things being favorable, but they **must not be placed on sale by Jobbers or leave their places of business, or be re-shipped to Dealers before 8 A. M. on November 27th**. Supplements, Phonograms and Bulletins will be shipped with Records. These may be distributed to Dealers after November 20th, but must not be circulated among the public before **November 27th**. Jobbers are required to place orders for November Records on or before **October 10th**. Dealers should place November orders with Jobbers before **October 10th** to insure prompt and complete shipment when Jobbers' stock is received.

- 9410 Joy to the World (*Handel-Ecke*) Edison Concert Band
A Christmas instrumental number. Specially arranged for the occasion.
- 9411 O Leave Me Not Dear Heart (*Tito Mattei*) Harry Anthony
A standard sentimental song. Always new. Orchestra accompaniment.
- 9412 He's a Cousin of Mine (*Smith*) Bob Roberts
Marie Cahill's coon song hit from "Marrying Mary." Orchestra accom.
- 9413 The Swan (*Saint-Saëns*) Hans Kronold
'Cello solo from Camille Saint-Saëns' "The Carnival of Animals." Piano accom.
- 9414 I'll Do Anything in the World for You (*Cobb and Edwards*) Harry MacDonough
A cute serio-comic song. Orchestra accom.
- 9415 Camp Meeting Time (*Williams and Van Alstyne*) Collins and Harlan
The new coon song duet. Orchestra accom.
- 9416 Meister's Musical Masterpiece (*Original*) A humorous vaudeville specialty Len Spencer
- 9417 Iola—Intermezzo (*Johnson*) Edison Military Band
Another "Hiawatha" say its publishers
- 9418 Hottentot Love Song (*Hein*) Ada Jones
Marie Cahill's other song hit in "Marrying Mary." Orchestra accom.
- 9419 Norma Darling (*Ball*) Sentimental ballad. Orchestra accom. Irving Gillette
- 9420 Two Little Sailor Boys (*Jardon*) Harlan and Stanley
Male duet. A pretty story and catchy melody. Orchestra accom.
- 9421 Danube Waves Waltz (*Ivanovici*) Edison Symphony Orchestra
An old favorite in a new dress.
- 9422 Annie Laurie (*Dunn*) Marie Narelle
The old Scotch song by soprano. Orchestra accom.
- 9423 Abraham Jefferson Washington Lee (*Von Tilzer*) Arthur Collins
New coon song. Orchestra accom.
- 9424 Eternity (*Bliss*) Tenor and baritone duet. Orchestra accom. Anthony and Harrison
- 9425 Persia—Oriental Intermezzo (*Darnell*) Edison Concert Band
A Western success, the popularity of which is rapidly spreading.
- 9426 A Chip of the Block (*Kelley*) Helen Trix
Comic song. You'll find yourself humming it. Miss Trix's whistling will also interest you. Orchestra accom.
- 9427 Your Eyes So Dear (*Bennett*) W. H. Thompson
A splendid sentimental song. Orchestra accom.
- 9428 In the Evening by the Moonlight, Dear Louise (*Von Tilzer*) Byron G. Harlan
One of the newest popular songs by the writers of many successes. Orchestra accompaniment.
- 9429 Dearie (*Kummer*) A bells solo played in a new style. Orchestra accom. Albert Benzler
- 9430 My Mariuccia Take-a Steamboat (*Piantadosi*) Billy Murray
Comic Italian dialect song. Something new. Orchestra accom.
- 9431 Down on the Farm (*Original*) Ada Jones and Len Spencer
A Christmas scene with all incidental effects. Miss Jones sings "I've Grown So Used to You."
- 9432 Stop Knocking at the Door (*Winnermore*) Edison Male Quartette
One of the first of the old minstrel songs. Unaccompanied.
- 9433 Bombasto March (*Farrar*) Edison Military Band
A stirring march descriptive of its title.

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

(Continued from page 1.)

and winter. Stock orders now on file from Jobbers will take about three-quarters of the output till January at the present rate of manufacture. The orders yet to come from Jobbers must be filled out of the remaining quarter and the additional machines and Records gained by an increased output as we get possession of our new buildings. It will, therefore, be seen that in spite of the greatly improved manufacturing situation it is going to be a struggle to keep up with the demand of the next six months or more. It is not too late to urge Jobbers still hanging back to arrange with our Sales Department for periodical shipments of Phonographs and for sufficient Records to make their stock complete. To defer it much longer will be to take chances that may later cause much regret. The Record exchange proposition referred to on other pages is also going to complicate the Record situation for some time and make it even more desirable to arrange for future shipments.

ADVERTISING—PRESENT AND FUTURE.

The advertising that the National Phonograph Co. is now doing and will do during the fall and winter is going to be an important factor in creating a demand for Edison goods. We shall not only advertise as much as ever in the general magazines and periodicals of large circulation, but we shall also spend an equal sum in one of the largest and most thorough newspaper campaigns in the history of the trade. This takes no account of the many million pieces of printed matter that will be placed in the hands of Dealers for the purpose of getting business. All of this advertising is going to be so distributed that it will benefit the entire trade. Remote indeed will be the Dealer whose business will not be improved by it. Dealers generally will benefit by it according to their preparedness. If they are carrying a stock sufficient in size and variety to meet ordinary demands it will do them much good. If the public cannot find what it wants in Dealers' stores the latter will get little out of the advertising. The moral of this is: Stock up. This does not mean that the small Dealer must carry every Record in the catalogue, but he can put in a stock that will supply most of the requirements of his trade.

On page 13 is printed a copy of our advertisement in the October magazines and weeklies, copies of which probably go into half the homes of the United States and Canada. Mr. Dealer, are you doing all you can to get the good of this advertising?

PRINTED MATTER.

Dealers in the large cities, where many Hebrews live, should make an effort to push the sale of the six new Hebrew Records listed September 1st. Copies of the Hebrew supplement may be had from Jobbers. These should be mailed to special lists and especially to Hebrews who own Edison Phonographs.

Copies of a very pretty card printed in four colors and gold are being mailed to the trade with this copy of the PHONOGRAPH MONTHLY. It is a reproduction of the now famous Massini painting "The Phonograph," showing the old couple listening in amazed delight to an Edison Phonograph. It is Form No. 935. Orders from Jobbers are now being filled and most of them will be in a position to supply Dealers by October 15th. This card is so nicely printed that it should be used for a better grade of distribution than throwing them around the street. We believe that Dealers would get the best results from them by mailing copies to prospective customers.

Between August 1st and September 15th nearly four million pieces of printed matter were shipped by our Advertising Department to Jobbers for use by Dealers at county fairs. The demand by Dealers has been enormous. It had exhausted our entire stock of forms printed for fair use by September 15th. We could readily have disposed of much greater quantity had it been available.

No more orders from Jobbers can be filled for Forms Nos. 635, 690, 746, 825, 875, 898 and 945. The editions are exhausted and will not be reprinted.

In ordering Record catalogues, Jobbers should remember that a new issue will appear in November and not order a stock to last longer than November 15th. The new issue will contain all Records to and including the November supplement. None of the new issue will be shipped till November 1st. The new edition will be in use till March.

PERSONAL.

B. R. Barklow, former manager of the Bettini Phonograph Co., New York City, is now attached to the Sales Department of the National Phonograph Co., with headquarters in New York. Mr. Barklow, while comparatively new in the talking machine trade, has had a wide and varied business experience.

An Edison Phonograph and a selection of 100 Records have been purchased for six-year-old B. Forney Wiley, Jr., a musical prodigy of Atlanta, Ga. The youngster has created a mild sensation among those who know him by playing difficult piano accompaniments to the music of his Phonograph.

AMONG JOBBERS.

E. F. Droop & Sons have secured larger accommodations in Washington, where they are going to devote an entire floor to exclusive wholesale trade. They are also negotiating for larger quarters in Baltimore, so that they may be in a better position to cater to the wholesale trade this season than ever before.

Koehler & Hinrichs, of St. Paul, Minn., among the most recent of Edison Jobbers, wrote under date of September 5th as follows:

"We are having a very fine trade on Edison machines and Records, and it is surprising to see how quickly they sell. We received a letter from one of our customers this morning which read as follows: 'We are glad you have had such luck with the Records. Is it luck though or good business? We congratulate you on your being able to fill such a large percentage of the order, which is the best we have ever had since we started in the business.' This would indicate that we ought to get some business from these parties."

C. B. Haynes, who for several years has represented the National Phonograph Co. as a salesman in New York and later in the South, has become a Jobber in Edison Phonographs and Records at 602 East Main street, Richmond, Va. Mr. Haynes has been in the Phonograph business for eight years, in which time he has become one of the best informed men in his line. He has a store 20x100 in one of the most prominent parts of Richmond and is now hard at work getting his stock in shape. He will sell Edison goods only, his experience having shown that they meet every ordinary requirement. He will carry every Edison Record, making a special feature of being able to fill every order of his Dealers out of stock. Mr. Haynes's knowledge of the mechanical side of the business will also be useful to his trade.

The Early Music House, of Fort Dodge, Iowa, have moved their Phonograph department into a separate building, and have increased their capacity about four times as large as it has been. They now have a building that they are using exclusively for their wholesale Phonograph business, and have one of the best arranged stocks to be found anywhere.

George M. Nisbett, formerly at the head of the Chicago office of the National Phonograph Co., which position he held when this company decided to abolish the Chicago office, has been secured by Babson Bros., of Chicago, to manage the wholesale department of their business. Mr. Nisbett's knowledge of the Phonograph business is second to none. This, combined with excellent executive ability,

should enable him to make a success of his new position. Babson Bros. have secured the third floor of 304 Wabash avenue, formerly the Chicago office of the National Phonograph Co., for their wholesale business and are now putting in a very large stock of Edison goods, which will be handled exclusively.

NOT EARLIER THAN THE 27th.

Although Jobbers are now permitted to let Dealers have Record supplements and *Phonograms* as early as the 20th of each month, it is important that neither Jobbers or Dealers shall distribute them to the public before the 27th. This stipulation is made for the good of the trade itself and not because of any damage that might be done by sending them out earlier. If some Dealers are permitted to mail or distribute them on the night of the 26th, their competitors will next month send theirs out at noon on the 26th. This policy of trying to beat one another would eventually cause much confusion and trouble. Whenever we learn of any Jobbers or Dealers sending out this printing matter ahead of the 27th we shall endeavor to persuade them not to do so again. The best results from supplements and *Phonograms* will be secured by creating mailing lists of Phonograph owners; putting up the printed matter in advance and mailing it at 8 o'clock on the morning of the 27th. It will reach most customers the same day and when the Dealer has the new Records on his shelves.

DEALERS SHOULD ADVERTISE.

Among the plans that Dealers should consider for the fall is that of advertising. This includes newspapers and circularizing. Where the expense of advertising in newspapers is greater than a Dealer feels that he can afford, much may be accomplished by mailing printed matter to carefully prepared lists of people. Efforts should be made to get the names of all owners of cylinder machines and a copy of the Edison Record supplement or a copy of the *Phonogram* mailed to each every month. An excellent Record business may be secured in this way. An occasional letter will also prove profitable. Another list should be made up of people who are in a position to buy Phonographs and a letter, a circular or other piece of printed matter mailed to them at intervals. Advertising of this kind costs little but yields excellent return. Whenever a Dealer can afford it he should by all means advertise in the local papers. This directs to Dealers' stores the people who have become interested in the Edison Phonograph because of our national advertising.

JOBBER AND PHONOGRAMS.

A Jobber recently asked the Advertising Department if the giving away of *Phonograms* to Dealers by a Jobber constituted a violation of agreement. We replied that, although it was not technically a violation, the practice was to be deplored, because if continued it would sooner or later make Jobbers stand the entire expense of furnishing *Phonograms*, or possibly compel its eventual discontinuation. This reply was made without giving the matter much thought. A more careful consideration shows that giving away *Phonograms* in quantities to dealers does constitute a violation of that paragraph in the conditions of sale which forbids the giving away of premiums of any kind to induce the sale of goods. When a Jobber gives a Dealer a quantity of *Phonograms* without cost he certainly does so as an inducement to that Dealer to buy of him. If any Jobbers are sending *Phonograms* to Dealers in quantities without making the usual charge for them we hope that they will stop doing so.

GO AFTER NEW DEALERS.

E. F. Droop & Sons, Edison Jobbers at Washington, D. C., and Baltimore, used a one-quarter page in the Washington dailies of August 19th for the purpose of interesting firms in becoming Dealers in Phonographs and talking machines. The effort to get new Dealers, and assist them in establishing and building new a business in this line is worth more attention than given it by many Jobbers. The most successful Jobbers are those who find good territory unoccupied and bend their efforts toward establishing a Dealer in it. Every Jobber should make a careful canvass of the live towns in his territory and make it his duty to sign a Dealer in each.

NO MORE FRAMED PICTURES.

In order that a large amount of correspondence might be avoided concerning supplying framed copies of the Massani painting "The Phonograph," a letter was, on September 5th, mailed to all Jobbers, asking them to send in requests from all Dealers whom they knew had not received a framed copy. This letter has brought in requests that will exhaust our supply of these frames and with their shipment the subject will be closed. Because of the lack of interest on the part of Dealers we shall not attempt to get another supply of these frames, but will mail an unframed copy of the picture to all Dealers who have not had one.

RETURN RECORD PROPOSITION.

The return Record proposition, which goes into effect October 1st and lasts for six days, gives every Jobber and Dealer a great chance to get rid of his entire stock of surplus, cut-out and defective Records and to begin the season with a stock of live, good selling, perfect Records. The Dealer who carries over any unsalable stock has only himself to blame. Dealers have but to order two new Records for every one they return and they are given two months in which to place orders. A more generous return proposition has never before been made. All Jobbers and Dealers should carefully read the literature on the subject mailed to them. The letters are also printed in another column.

AUSTRALIAN JOBBERS IN NEW YORK.

Our Foreign Department was recently favored with a call from M. Francois Albert, of Albert & Son, Sydney, N. S. W., Australia. Albert & Son are important Jobbers of our apparatus in Sydney, and are veterans in the trade. Mr. Albert has since sailed for Europe and will spend about a month on the continent, expecting to reach home on or about January 1st, returning by way of the States. He is accompanied by Mrs. Albert and his two sons. W. J. Dean, of Sydney, N. S. W., Australia, also called on the Foreign Department last month. Mr. Dean is also a Jobber, and is spending his time in looking after his business interests in New York. During his stay he visited the Edison Laboratory at Orange and our Recording Department. Messrs. Albert and Dean bring splendid reports of the business being done in Australia, and are very optimistic about the business prospects in that territory.

AN INDIANA DEALER'S CIRCULAR.

If you have a Phonograph in your home you can listen to the best of music without owning a piano or organ and paying out fifty cents per week for lessons for ten years then have your daughter go and get married and leave you without any music. Get a Phonograph and enjoy songs, both sacred and secular, funny pieces, band, orchestra, fiddle solos, banjo, etc. Think what it would cost you to learn all these things and then think of getting them all in one investment.

I sell Phonographs cash or payment plan. Small cash deposit and so little per week that you do not miss it. Anyone who can afford it cannot afford to be without it. And anyone can afford it with our payment system. Visit my store and rest your weary bones while we play the sweetest music you ever listened to. Everything from "Nearer My God to Thee" to rag-time selections.—*Routh's Music House, Richmond, Indiana.*

EDISON GOLD MOULDED RECORDS FOR DECEMBER, 1906.

While this list of Edison Gold Moulded Records includes but two selections bearing upon the Christmas season, it abounds in music of a character quite as much in keeping with the holiday spirit. The entire twenty-four numbers will make an excellent present to the owner of a Phonograph, or will provide an evening's entertainment of unusual variety and attractiveness. All of the favorite Edison artists are represented in the list, each in a selection best adapted to his or her talent.

No. 9410, "Joy to the World," by the Edison Concert Band, is our principal Christmas number. Handel's old hymn is particularly appropriate for the season, and the special arrangement by Frederick W. Ecke, director of our Concert Band, introducing the chimes, makes an effective Record. The sacred numbers by band in our catalogue are not very numerous and we predict that this one will be gladly welcomed at this Christmas time.

No. 9411, "O Leave Me Not, Dear Heart," by Harry Anthony, is a song of exceptional merit by Tito Mattei and is sung by Mr. Anthony in a thoroughly artistic manner. This selection is well known among lovers of the best in music. It is also very popular among artists of the first class. Sung with orchestra accompaniment.

No. 9412, "He's a Cousin of Mine," is a coon song by Bob Roberts. When Julie Brown's lover came to call on her Sunday night he found her spooning with another man. He was offended, but she explained, "He's a cousin of mine, just a cousin of mine." When he said that the cousin didn't look like the one he met the week before she said she would send him away. As she joined her cousin the latter was heard to say, "Who is that freak?" At which Julie said, "Why he's a cousin of mine, just a cousin of mine." The song is one of the two hits being sung by Marie Cahill in "Marrying Mary." The music is by Chris Smith and the words by A. McPherson. Mr. Roberts's voice makes every word distinctly heard, and he sings with orchestra accompaniment.

No. 9413, "The Swan," by Hans Kronold, is one of Mr. Kronold's most popular 'cello solos. In his concert tours it is called for perhaps more than any other number in his extensive repertoire. The celebrated composer, Saint-Saëns, is new to our catalogue. "The Swan" is an extract from one of his famous works, entitled "Carnival of Animals," or as it is generally programmed, "Extrait du Carnaval des Animaux." Played with piano accompaniment.

No. 9414, "I'll Do Anything in the World for You," is sung by Harry MacDonough.

"Said Jill to Jack, 'If I marry you,
Some brave thing you must do.'
Said Jack, 'That's true, then I'll marry you,
That's the bravest thing a man can do.'"

Thus runs this new waltz song by Cobb and Edwards, writers of "If a Girl Like You Loved a Boy Like Me," and other song successes.

It is a strikingly attractive air and makes an excellent Record. Mr. MacDonough sings it with orchestra accompaniment.

No. 9415, "Camp Meeting Time," by Collins and Harlan, is a coon song descriptive of an old time colored camp meeting written by Egbert Van Alstyne and Harry Williams. One can almost see the tents in the woods surrounding an improvised pulpit, from which the parson is exhorting his flock to mend their ways. Mr. Collins adds a bit of clever humor in his imitation of the colored brother who wants the special prayers of the meeting in his hour of great trial. Being asked to give the cause of his trial he replied that he is about to repair a chicken-coop and build a fence around a watermelon patch for a white brother. It is real fun to hear Mr. Collins tell this incident. The singers are accompanied by the orchestra.

No. 9416, "Meister's Musical Masterpiece," by Len Spencer, is an original humorous vaudeville specialty in which Herr Meister performs with his band his great masterpiece, entitled "I'm Crazy 'bout a Big Brass Band." The professor is about overcome with musical enthusiasm over the work of some of his principal soloists and incidentally his own composition. The following are some of his great instrumentalists in the order in which they appear in the Record: Schnitzer, piccolo; Meyerhoff, trombone; Hoffer mann, clarinet; Herr Lochboehler, cornet; Yungermann, tuba, and Murph, drum. Mr. Spencer impersonates Herr Meister and members of our orchestra perform on the different instruments mentioned.

No. 9417, "Iola," by the Edison Military Band, is an intermezzo on the order of "Hiawatha." The publishers are the same that popularized that most widely known instrumental piece of recent years. Charles L. Johnson is the composer and our Edison Military Band makes a splendid Record of it.

No. 9418, "Hottentot Love Song," by Ada Jones, is one of the principal songs being sung by Marie Cahill, the star in "Marrying Mary," one of the most successful musical comedies of the season. It has "caught on" in New York and vicinity and will soon be sung and whistled all over the country. The song tells of the courtship of a Hottentot and a Zulu maid in a dime museum. It has a catchy air, with a character all its own. Miss Jones sings it in her customary delightful manner, being accompanied by the orchestra. Silvio Hein wrote the music and Benjamin Hapgood Burt wrote the words.

No. 9419, "Norma Darling," by Irving Gillette, is a new sentimental ballad that may be styled of the semi-popular kind. It is not so high class as to be uninteresting when first heard, yet not of that popular character that is short-lived. It tells a pretty little old but always new love story with a musical setting that lingers with you and that you find yourself humming unconsciously. Sung with orchestra accompaniment.

No. 9420, "Two Little Sailor Boys," is sung by Harlan and Stanley. A pretty story of the devotion of two lads to each other is told in this song by Dolly Jardon (music) and Ed-

ward Madden (words). When boys at play one fell into the water and was saved by his comrade. In later years they become captains of ships, and the rescuer of his boyhood days is rescued from his sinking ship by his comrade. The voices of Mr. Harlan and Mr. Stanley blend nicely in all their duet Records and this is no exception. Made with orchestra accompaniment.

No. 9421, "Danube Waves Waltz," by the Edison Symphony Orchestra, is an old favorite for which there have been many calls. It was formerly listed in the old style Records, and was extremely popular for its swingly waltz rhythm and delightful tunefulness. Those who admired it in the old days will be more than pleased with it in its new dress, as well as those to whom it is new.

No. 9422, "Annie Laurie," by Marie Narelle, is another of Miss Narelle's beautifully rendered selections, made before she returned to her home in Australia. Miss Narelle's Records have been among the most successful ever made for the Phonograph. Her charming voice has endeared her to many thousand lovers of the Phonograph throughout the civilized world. Those who have heard her previous Records will appreciate how artistic this one is of that old Scotch song, "Annie Laurie."

No. 9423, "Abraham Jefferson Washington Lee," by Arthur Collins, is a new coon song. Only a member of one race could have a name like this. This particular member is fond of the girls in spite of the fact that he has a hard working, loving wife. Her plaint against the shortcomings of her spouse is the burden of this song, the music of which was written by Harry Von Tilzer and the words by Andrew B. Sterling. In spite of the enumerations of his attentions to other girls she declares that "you ain't goin' to pick no fuss out of me." Clearly sung by Mr. Collins with orchestra accompaniment.

No. 9424, "Eternity," is a beautiful sacred number by Anthony and Harrison, who know so well how to sing this kind of music. The selection is much in vogue in some New York churches for year-end services. The music is by P. P. Bliss and the words by Ellen M. H. Gates. Sung with orchestra accompaniment.

No. 9425, "Persia," by the Edison Concert Band, an intermezzo by Robert Darnell, has a true oriental flavor and has already made its mark throughout the middle West. It is spreading in popularity rapidly. It is of a very tuneful and interesting character. The composer's meaning is well brought out in the rendition. The Record will doubtless be universally admired.

No. 9426, "A Chip of the Block," by Helen Trix, is a clever song about the father who raised a family of six of the good old-fashioned stock and they were all chips of the block. The two verses and chorus tell in a funny manner in what way each followed Dad's peculiarities. A feature of the Record is Miss Trix's clever whistling. She is an expert in the art and few members of the opposite sex are her equal. Made with orchestra accompaniment.

No. 9427, "Your Eyes So Dear," by W. H.

Thompson, is a new high-class sentimental ballad, just becoming known to those who discriminate in favor of the so-called better class of music. It has been published only a short time but is already attracting marked attention. It has doubtless come to stay as one of the standard ballads. In making the Record Mr. Thompson was accompanied by the orchestra.

No. 9428, "In the Evening by the Moonlight, Dear Louise," by Byron G. Harlan, is another well-written contribution to the numerous sentimental songs by Harry Von Tilzer (music) and Andrew B. Sterling (words). The old love story is here presented to the accompaniment of a delightful bit of melody. It is one of those songs so well suited to Mr. Harlan's voice and in which he has been so successful. Sung with orchestra accompaniment.

No. 9429, "Dearie," by Albert Benzler, is a bells solo with orchestra accompaniment of the widely popular and dainty sentimental ballad, entitled "Dearie." Mr. Benzler introduces a new style of bells solo in this number and one that will doubtless be much appreciated.

No. 9430, "My Mariuccia Take-a Steamboat," by Billy Murray, is a comic song in Italian dialect. It is becoming very popular wherever heard. It is built on new lines, or one might call it an Italian rag-time song. Mr. Murray's Italian dialect, although the first he has attempted for us, shows the artist, and we feel sure that the Record will be accepted as an interesting and clever piece of work. The words of the Record refer to "D. S. C.," meaning Department Street Cleaning. It is distinctly sung by Mr. Murray with orchestra accompaniment. The music is by Al. Piantadosi and the words by George Ronklyn.

No. 9431, "Down on the Farm," by Ada Jones and Len Spencer, is a vaudeville sketch depicting a scene on the old farm at Christmas time. Numerous incidental effects which add realism to the scene are introduced, such as the shaking and winding of the old clock, sleigh-bells, children's voices, Christmas horns, etc. Miss Jones also sings very appropriately, "I've Grown so Used to You," accompanied by the orchestra. Joy, sadness, pathos and mirth are intermingled, climaxing with the return of the old people's son Zeke in time to save the old farm by taking up old Skinner's mortgage—Dad's Christmas present from Zeke.

No. 9432, "Stop That Knocking at the Door," by the Edison Male Quartette, was especially arranged for our quartette. This old, old minstrel song was originally sung by the "Christy Minstrels" many years ago. It is probably new to many of the present generation. A. F. Winernmore wrote the words and music. We have had many requests for this selection. It was a song of great popularity in its day, and there is still in the melody that something that will make it just as popular with those who will perhaps now hear it for the first time. Sung without accompaniment.

No. 9433, "Bombasto March," by the Edison Military Band, is a stirring march to whose character its title is suggestive. The composer, O. R. Farrar, has not until now been represented in our catalogue. We are sure that he

will be regarded as a welcome addition. The bass passages are easily followed and the reed embellishments give a brilliant effect to a melody which the more you hear the better you like it.

AN INTERESTING SUGGESTION.

A Western Dealer recently made the following interesting suggestion:

"Now that the fun and frolic for the Jobbers is over I make a motion that you give your talent a trip on the road some time in the near future; let them give one or two nights' entertainment in the principal cities of the country; let the Jobbers be supplied with tickets, the Dealers to buy same and sell to all wishing to buy. Get them out early enough and in this way you could almost tell what a crowd you could expect before reaching any city. Understand me, have no complimentary tickets. Let the Jobber pay as well as the retail Dealer and his customers. I have talked this matter up time and again and found it approved by all. In this way the Edison people would supersede all others in a like venture and it would help the trade in many ways by gaining new customers."

If the Edison talent was under our exclusive control, like the members of a theatrical company, and could be spared from this work long enough, there is no doubt that performances such as suggested by this Dealer would be a tremendous advertising and financial success. Unfortunately most of our artists are busy with other professional work which they could not leave long enough to make such a trip.

SOMETHING DOING IN MAINE.

A double half-column advertisement of the O. L. Crosby Co., Bangor, Me., in the Bangor News on September 17th, contained the following copy of a letter written by C. H. Wilson, Manager of Sales of this company:

NATIONAL PHONOGRAPH CO.
Orange, N. J.
EDISON PHONOGRAPHS AND RECORDS.
31 Union Square, New York.
NEW YORK, Sept. 11, 1906.

The S. L. Crosby Company, Bangor, Maine.
Dear Sirs—We acknowledge with thanks receipt of your valued orders, through our Mr. Scott, calling for a total of 54,115 Records and 1,000 Phonographs, as follows: 85 Gems, 560 Standards, 325 Homes, 30 Triumphs.

We will endeavor to ship these orders promptly and complete, but cannot promise absolutely to do so, inasmuch as despite our increased factory facilities, the demand for both Edison Records and Phonographs has grown to such an extent that we fear we will be unable to meet it.

From a small retail Dealer in our line, you have certainly grown to be one of our largest and most energetic Jobbers, of which fact such orders as these are certainly good evidence, and we believe the end is not yet.

Thanking you most kindly for past patronage, and soliciting a continuance of your valued favors, we beg to remain, yours very truly,

C. H. WILSON,
Manager of Sales.

The advertisement was headed: "Thomas A. Edison wants an Edison Phonograph in Every Home in the State of Maine."

MR. SOUSA'S ATTACK.

John Philip Sousa, the well-known bandmaster, attracted much attention by an article written by him that appeared in the September issue of *Appleton's Magazine*, in which he bitterly attacked all mechanical music playing devices, including the Phonograph. His article provoked numerous replies from those who took issue with his views. One of the most pithy of these appeared in the musical department of the *New York Evening Post* of September 8th, as follows:

"Canned music" is the epithet applied by Mr. Sousa to the music made by phonographs and "piano-players." He strongly objects to it on the ground that it tends to blunt our national music sense. But it is a little difficult to see what there is to blunt in the musical sense of a nation which makes a hero of a Sousa, paying him \$50,000 for a mediocre march not worth \$50. The phonographs help to make life more worth living to farmers and villagers. They are not on a high aesthetic level, but neither are the Sousa pieces, which are the favorites of the phonograph audiences.

FAR SUPERIOR.

The sale of Edison Records has been fine and the demand for the coming season is promising. A mercantile house has been giving away plate machines made in Chicago with every thirty dollar purchase, and the sound of these scratchers can be heard all over town. The Edison machines are recognized by everybody as far superior in make and sound, and purchasers of other makes soon realize they have made a bad investment. Every one of our customers are more than satisfied with their machines and voluntarily say they would not part with them for three times as much as they paid for them.—S. L. S. Smith, *San Angelo, Texas.*

PUBLISHERS OF MUSIC IN DECEMBER LIST.

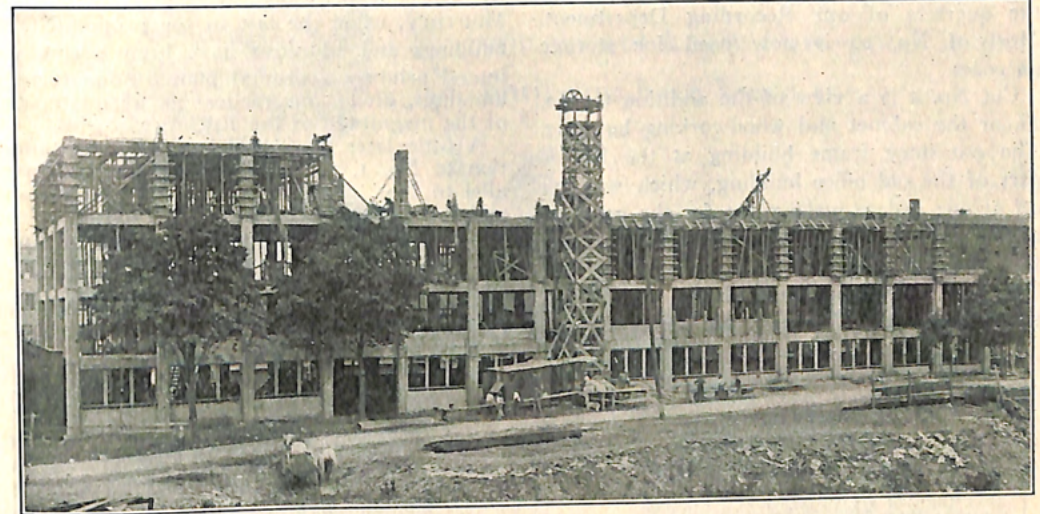
The publishers of the compositions made for our December list of Records, so far as we can obtain them, are given below. Where the numbers are omitted they are either not published or we are unable to give the names of the publishers.

- 9411 O Leave Me Not, Dear Heart—Oliver Ditson & Co., Boston.
- 9412 He's a Cousin of Mine—Gotham-Attucks Music Co., New York.
- 9414 I'll do Anything in the World for You—Gus Edwards Music Pub. Co., New York City.
- 9415 Camp Meeting Time—Jerome H. Remick & Co., New York.
- 9417 Iola—Jerome H. Remick & Co., New York.
- 9418 Hottentot Love Song—Jos. W. Stern & Co., New York.
- 9419 Norma Darling—M. Witmark & Co., New York.
- 9420 Two Little Sailor Boys—Jerome H. Remick & Co., New York.
- 9421 Danube Waves Waltz—Carl Fischer, New York.
- 9423 Abraham Jefferson Washington Lee—Harry Von Tilzer Music Pub. Co., New York.
- 9425 Persia—Lyon & Healy, Chicago.
- 9427 Your Eyes So Dear—William Maxwell Music Co.
- 9428 In the Evening by the Moonlight, Dear Louise—Harry Von Tilzer Music Pub. Co., New York.
- 9429 Dearie—Jos. W. Stern & Co., New York.
- 9430 My Maruiccia Take-a Steamboat—Barron & Thompson Co., New York.
- 9433 Bombasto March—Carl Fischer, New York.

FACTORY BUILDINGS.

We are very proud of the new concrete buildings being put up at our factory in Orange, by which the capacity of the plant will be largely increased, and we think that the

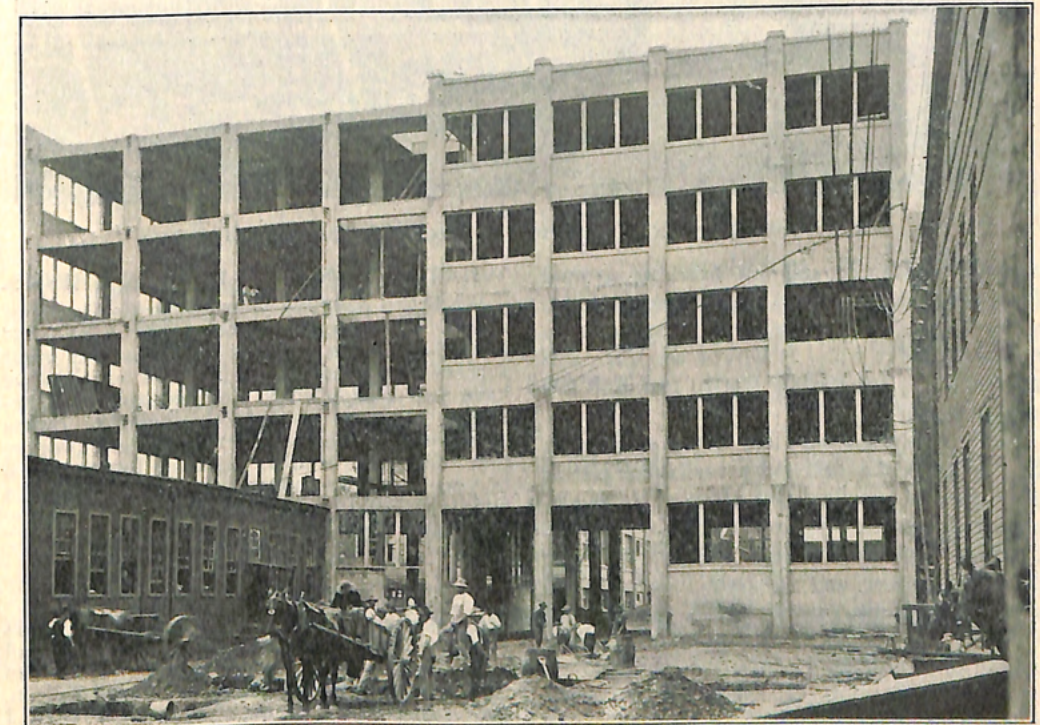
Record making plant, taken about eight weeks after ground was broken. This addition is fully three times as large as the present building. It is 70 feet wide by 240 feet long and will be five stories high when completed. When



No. 1. VIEW OF NEW RECORD BUILDING, ABOUT HALF COMPLETED.

Phonograph trade generally cannot help feeling interested in the progress being made with these improvements. Accordingly, we are printing herewith some views recently taken. No. 1 is a view of the new extension to the

this photograph was taken the main work on three stories was nearly done and the fourth floor had been fairly begun. This view was taken outside of the yard, from the Alden street side. In the background at the left may



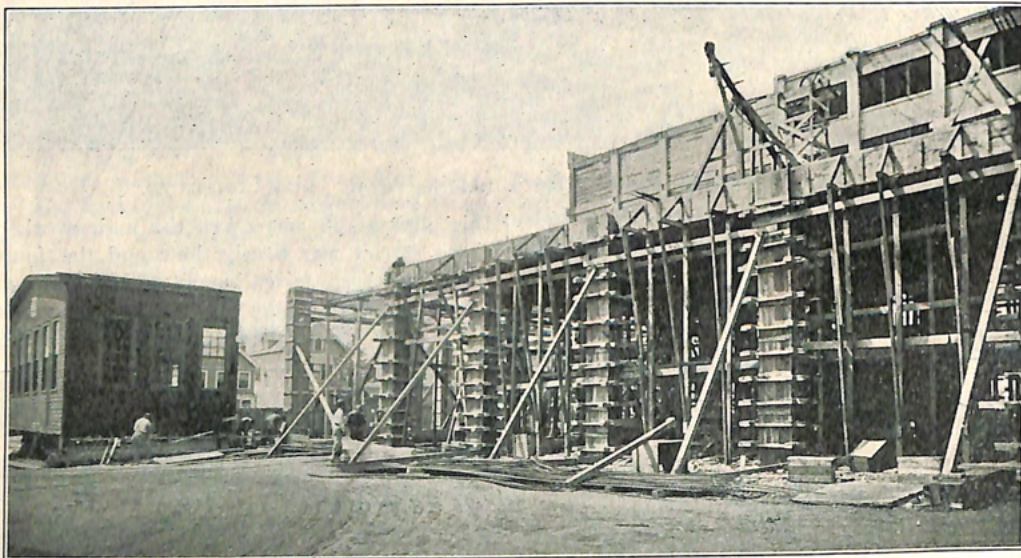
No. 2. NEW ADDITION TO No. 18, WOODWORKING AND CABINET BUILDING.

be seen a little of the new office building, while at the right stands the four-story frame building known as No. 20. The first floor of this building was originally occupied as a Record making plant. Part of the top floor was once the quarters of our Recording Department. Most of No. 20 is now used for storage purposes.

Cut No. 2 is a view of the addition to No. 18, or the cabinet and woodworking building. The one-story frame building at the left is part of the old office building, which was cut off at one end to make room for the concrete addition to No. 18. This new building is 120 feet long, 50 feet wide and five stories high. The building showing through the openings on the lower floor is the new office building. The

Above the first story of this building may be seen the top story of No. 18 addition. At the left is the last section left standing of the old office building. This has since been torn down. In some later issue of the PHONOGRAPH MONTHLY, when the last of the proposed new buildings and additions have been begun, we intend printing a ground plan of our factory buildings, giving our readers an adequate idea of the magnitude of the Edison factories.

A little later work will be started on addition to No. 1, another building standing parallel to Nos. 17 and 18. The three additions will stand fifty feet apart and be joined at the Lakeside avenue side by connecting buildings 50x60 feet in size. These three additions will form a letter E, the upright stem representing a length of 250 feet and the arms 120 feet long by 50 feet in thickness.



No. 3. BEGINNING NEW ADDITION TO NO. 17, ASSEMBLING BUILDING.

men in the foreground are breaking ground for a concrete addition to No. 17, which stands alongside of No. 18. The addition to No. 17 is now well under way. It will be the same size as that to No. 18, namely 50x120 feet, and five stories high.

No. 3 shows a close view of the addition to No. 17, with the first story partly completed. This gives an excellent idea of the methods employed in erecting these concrete structures. The five uprights are really long boxes, made of heavy timber and strongly braced on all sides to prevent spreading. A mixture of Portland cement, cracked stone and sand is poured into these boxes from the top, forming, when set, pillars of remarkable solidity and strength. On the ground may be seen a pile of twisted steel rods. These are inserted in the moulds before the concrete is poured in.

WHAT A FURNITURE DEALER THINKS.

We began handling your goods last January, placing an order for three machines and 150 Records and the business has proven a great success from the start. At this writing we have just completed a Record cabinet to accommodate 7,500 Records, this being necessary to carry on the business at its present proportion. We have sold as much as \$2,000 worth of your goods in one month. I consider it a fine line to carry with the furniture business.—*E. Dulitz, Galveston, Texas.*

WELL SATISFIED.

I am well satisfied with handling Edison goods. They are receiving praise from all who hear them. A number of people who have disk machines, after hearing the Edison, are selling theirs to buy Edisons. I wish I had capital enough to go into the business exclusively.—*Frank Schultz, North Oakland, Pa.*



[Full page advertisement
in October Mogazines.]

YOU may think you know what a Phonograph is; you may think you have heard one; but you do not know what a Phonograph will do—you do not know how good it can be until you have heard the

Improved Edison Phonograph

Thomas Alva Edison invented the Phonograph idea. The Edison is his own best development of the Phonograph idea. It possesses the marvelous quality of giving you "your kind of music" better—that is clearer, more entertainingly, more musically—than any other talking, singing or playing machine. "Your kind;" that is the keynote of the Edison Phonograph. You don't have to learn to like it. It plays what you like.

"The American Nights Entertainment," a booklet which will suggest many ways of making home more desirable than the club, which will help entertain friends, which will give ideas for money-making programs, sent free on request.

National Phonograph Co.

18 Lakeside Ave., Orange, N. J.

New York London Paris Berlin Brussels Sydney Mexico City

JOBBERERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.

Birmingham—Talking Machine Co., 2007 Second ave.
Mobile—W. H. Reynolds, 167 Dauphin street.
Montgomery—R. L. Penick, 119 Dexter ave.

ARKANSAS.

Little Rock—O. K. Houck Piano Co.

CALIFORNIA.

Los Angeles—Southern California Music Co., 332 South Broadway.
Oakland—Kohler & Chase, Inc., 1013 Broadway.
Sacramento—A. J. Pommer Co., 9th and J Sts.
San Francisco—P. Bacigalupi & Sons, 1021 Golden Gate Ave.

COLORADO.

Denver—Denver Dry Goods Co., 610 16th street.
 Hext Music Co., 15th and California streets

CONNECTICUT.

New Haven—Pardee-Ellenberger Co., 96 State street

DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 925 Pennsylvania avenue, N. W.
 S. Kann Sons & Co., 8th and Pennsylvania avenues.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 50 Peachtree St.
 Phillips & Crew Co., 37-39 Peachtree St.

***Savannah**—Youmans & Leete.

Waycross—George R. Youmans.

ILLINOIS.

Chicago—Babson Bros., 148 Michigan Ave.
 Lyon & Healy, Wabash Ave. & Adams St.
 James I. Lyons, 192 Van Buren street.
 The Cable Co., Wabash avenue.
 The Vim Co., 68 E. Lake street.
 Montgomery Ward & Co., 111 Michigan ave.
 Rudolph Wurlitzer Co., 266 Wabash ave.
Peoria—Peoria Phonograph Co., 416 S. Adams street.
Quincy—Quincy Phonograph Co., 803 Hampshire st.

INDIANA.

Indianapolis—Indiana Phonograph Co., 45 Virginia Avenue.
 Kipp-Link Phonograph Co., 217 N. Illinois St.
 A. B. Wahl & Co., 119 S. Illinois street.
Lafayette—A. B. Wahl & Co., 304 Main street.

IOWA.

Des Moines—Hopkins Bros. Co., 620 Locust street.
 Vim Co., 808 West Walnut street.
Fort Dodge—Early Music House, 822 Central ave.
Sioux City—Early Music House.

KENTUCKY.

Louisville—C. A. Ray, 650-652 Fourth avenue.

LOUISIANA.

New Orleans—William Bailey, 600 Frenchman street.
 National Automatic Fire Alarm Co.,
 614 Gravier street.

MAINE.

Bangor—S. L. Crosby Co., 186 Exchange street.
Portland—W. H. Ross & Son, 207 Commercial street.

MARYLAND.

Baltimore—E. F. Droop & Sons Co., 109 N. Charles St.

MASSACHUSETTS.

Boston—Boston Cycle & Sundry Co., 48 Hanover street.
 Eastern Talking Mach. Co., 177 Tremont st.
 Iver Johnson Sptg. Goods Co., 163 Washington street.
 C. E. Osgood Co., 744 Washington street.
Fitchburg—Iver Johnson Sptg. Goods Co., 247 Main st.
Lowell—Thomas Wardell, 111 Central street.
New Bedford—Household Furnishing Co., 170 Purchase street.
Springfield—Flint & Brickett Co., 439 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 304 Main st.

MICHIGAN.

Detroit—American Phonograph Co., 106 Woodward ave.
 Grinnell Bros., 219 Woodward ave.

MINNESOTA.

Minneapolis—Thomas C. Hough, 714 Hennepin ave.
 Minnesota Phonograph Co., 518 Nicollet avenue.
St. Paul—W. J. Dyer & Bro., 21-23 West 5th street.
 Koehler & Hinrichs, 255 E. 3d St.
 Thomas C. Hough, 392 Wabasha street.
 Minnesota Phonograph Co., 37 E. 7th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
 J. F. Schmelzer & Sons Arms Co., 710 Main street.

St. Louis—Conroy Piano Co., 11th and Olive streets.
 O. K. Houck Piano Co., 1118 Olive street.
 Western Talking Machine Co., 1110 Olive st.

MONTANA.

Helena—Frank Buser, Diamond Block, Sixth avenue.

NEBRASKA.

Lincoln—H. E. Sidles Phonograph Co., 13th and P streets.
Omaha—Nebraska Cycle Co., 15th and Harney streets.
 Omaha Bicycle Co., 16th & Chicago sts.

NEW JERSEY.

Hoboken—Eclipse Phonograph Co., 203 Washington st.
Newark—Douglas Phonograph Co., 20 New street.
 A. O. Petit, New and Halsey streets.
 V. H. Rapke, 287 Bank street.
Paterson—James K. O'Dea, 117 Ellison street.
Trenton—Stoll Blank Book and Stationery Co., 30 E. State street.
 John Sykes, 105 N. Broad street.

NEW YORK.

Albany—Finch & Hahn, 92 State street.
Astoria—John Rose.
Brooklyn—A. D. Matthews' Sons, 394 Fulton street.
Buffalo—W. D. Andrews, Seneca and Wells streets.
 Robert L. Loud, 613 Main street.
 Neal, Clark & Neal Co., 647 Main street.
Elmira—Elmira Arms Co., 117 Main street.
Gloversville—American Phonograph Co., 99 W. Fulton st.
Kingston—Forsyth & Davis, 307 Wall street.
New York City—Bettini Phonograph Co., 156 W. 23d street.
 Blackman Talking Machine Co., 97 Chambers street.
 J. F. Blackman & Son, 2737 3d avenue.
 Sol Bloom, 3 E. 42d street
 I. Davega, Jr., 125 W. 125th St.
 S. B. Davega, 32 E. 14th street.
 Douglas Phonograph Co., 89 Chambers st.
 Jacot Music Box Co., 39 Union Square.
 Victor H. Rapke, 1661 Second avenue.
 Siegel-Cooper Co.
 John Wanamaker.
 Alfred Weiss, 1622 First avenue.

Oswego—Frank E. Bolway, 32 W. Bridge street.
Rochester—A. J. Deninger, 345 North street.
 Mackie Piano, O. & M. Co., 100 State street.
 Giles B. Miller, 63 State street.
 Talking Machine Co., 97 Main st., E.

Schenectady—Finch & Hahn, 504 State street.
 Jay A. Rickard & Co., 253 State street.

Syracuse—W. D. Andrews, 216 E. Railroad street.
Troy—Finch & Hahn, 3 Third street.

Utica—Clark-Horrocks Co., 54 Genesee street.
 Arthur F. Ferriss, 81 Washington street.
 William Harrison, 10 Columbia street.
 Utica Cycle Co., 31 Columbia street.

OHIO.

Canton—Klein & Heffelman Co., 220 E. Tuscarawas St.
Cincinnati—Ilson & Co., 25 W. 6th street.
 Rudolph Wurlitzer Co., 10-12 W. 4th st.

Cleveland—Eclipse Musical Co., 714 Prospect ave.
Columbus—Perry B. Whitsit Co., 213 S. High street.
Dayton—Niehaus & Dohse, 35 E. 5th street.
Newark—Ball-Fintze Co.

Toledo—Hayes Music Co., 608 Cherry street.

OREGON.

Portland—Graves & Co., Inc., 328 Washington St.

PENNSYLVANIA.

Allentown—G. C. Aschbach, 539 Hamilton street.
Easton—William Werner, 432 Northampton street.
Harrisburg—S. K. Hamburger, 12-14 N. Market sq.
Philadelphia—C. J. Heppe & Son, 1117 Chestnut street.
 Lit Bros., Market and 8th streets.
 Musical Echo Co., 1217 Chestnut street.
 Penn Phonograph Co., 17 S. 9th street.
 John Wanamaker, 13th and Market sts.
 Wells Phonograph Co., 45 N. 9th street.
 Western Talking Mach. Co., 128 S. 9th st.
 H. A. Weymann & Son, 923 Market st.
Pittsburg—Theo. F. Bentel Co., Inc., 435 Wood street.
 Pittsburg Phonograph Co., 937 Liberty street.
 Powers & Henry Co., 101 Sixth street.
Reading—Reading Phonograph Co., 48 N. 8th St.
Scranton—Ackerman & Co., 217 Wyoming avenue.
 Technical Supply Co.
Sharon—W. C. DeForeest & Son.
Williamsport—W. A. Myers, 145 W. 3d st.

RHODE ISLAND.

Pawtucket—Pawtucket Furniture Co., 39 N. Main St.
Providence—J. M. Dean Co., 785-795 Westminster street.
 J. A. Foster Co., Weybosset st.
 Household Furniture Co.
 J. Samuels & Bro., 154 Weybosset street.
 A. T. Scattergood & Co., 106 Main st.

UTAH.

Ogden—Proudfit Sporting Goods Co., 351 24th street.
Salt Lake City—Clayton Music Co., 109 S. Main street.

JOBBERERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Co., 421 Gay street.
Memphis—F. M. Atwood, 160 N. Main St.
 O. K. Houck Piano Co., 105 S. Main street.
Nashville—Nashville Talking Mach. Co., 510 Church st.
 Magruder & Co., 27 Arcade.
 O. K. Houck Piano Co.

TEXAS.

Dallas—Southern Talking Machine Co., 347 Main st.
El Paso—W. G. Walz Co., 101 El Paso street.
Fort Worth—Cummings, Shepherd & Co., 700 Houston st.
Houston—Texas Phonograph Co., Capitol and Fannin Sts.
San Antonio—H. C. Rees Optical Co., 242 West Commerce St.

VERMONT.

Burlington—American Phonograph Co., 34 Church St.

VIRGINIA.

Richmond—Magruder & Co., 729 E. Main st.
 *C. B. Haynes, 602 E. Main St.

WASHINGTON.

Seattle—D. S. Johnston Co., 903 Second Ave.
Spokane—Spokane Phonograph Co., 7 Post St.

WISCONSIN.

Milwaukee—McGreal Bros., 173 3d street.

CANADA.

Toronto—R. S. Williams & Sons Co., Limited,
 143 Yonge street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 121 Prince street.

*Added since September 1st.

SUSPENDED LIST, OCTOBER 1, 1906.

SUPERSEDING ALL PREVIOUS LISTS.

CALIFORNIA.

Petaluma—THOMAS MCGUIRE, 875 Main street.

GEORGIA.

Valdosta—H. K. McLENDON, 109 West Central Ave.

ILLINOIS.

Champaign—EGGLESTON BROS.

Ottawa—EDWARD HAYNE.

Wheaton—E. IRVING.

INDIANA.

Logansport—F. M. NEFF, 406 Broadway.
South Bend—EUGENE MARSH, 126 Vistula avenue.
 SOUTH BEND BOOK BINDERY, Robert
 Lebolt, Prop., 203 North Michigan street.

IOWA.

Burlington—JOHN P. WEISS, 711 Jefferson street.

Sioux City—HATTENBACH BROS. CO.

A. V. LARIMORE, 518 Fifth street.

State Center—ORA SARGEANT.

KANSAS.

Clay Centre—E. M. GOWENLOCK.

Lawrence—BELL BROS.

Topeka—R. H. MOREHOUSE, 510 E. 4th street.

MAINE.

Biddeford—W. H. FIELD.

Lewiston—J. W. SKENE.

Monmouth—G. H. STETSON.

Waterville—FRANK BLANCHARD, 150 Main street.

MASSACHUSETTS.

Boston—E. C. PECK, 43 Milk st.
 T. SINGER, 60 Leverett street.

Franklin—E. P. Blackman.

Lawrence—LORD & CO., 314 Essex street.
 E. O. MOSHER, 420 Essex street.

Malden—A. T. FULLER.

Nantucket—ARTHUR M. TAYLOR.

New Bedford—H. B. DEWOLFF.

Somerville—E. J. WINCHESTER, 32 Summit avenue.

Worcester—JOSEPH TUKMAN, 44 Front street.

Woburn—OSBORN GILLETTE, or THE BOLTON
 JEWELRY CO., L. F. Maloney, Manager.

MICHIGAN.

Detroit—F. J. SCHWANKOVSKY.

Saginaw—GEO. W. EMENDORFER.

JAMES V. CALAHAN, 217 Genessee st.

TIERNEY BROS., 217 Genessee st.

MISSOURI.

Kansas City—THE WITTMANN CO.

NEBRASKA.

Lincoln—THE WITTMANN CO.

Omaha—THE WITTMANN CO.
 PIANO PLAYER CO.

NEW HAMPSHIRE.

Hillsboro Bridge—E. M. BARNES.

Manchester—A. E. DUMAS

Nashua—F. A. MCMASTER & CO.

NEW JERSEY.

Atlantic City—SAM'L D. WOLF, 32-34 Arkansas ave.

Bayonne—I. WIGDOR, 450 Avenue D.

Jersey City—W. L. HOFFMAN, 151 Montgomery st.

***Long Branch**—A. N. Alexander, 103 Broadway.

Newark—R. L. CORWIN; also New York City.

Passaic—I. HURWITZ.

Paterson—CHAS. H. KELLY, 25 N. Main street.

Plainfield—S. W. FRUCHT, or R. FRUCHT; also
 New York City.

ELSTON M. LEONARD.

*Added since September 1st, 1906.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

What the "Other Fellow" Is Accomplishing

LANGUAGE STUDY IN CHICAGO.

Lyon & Healy Doing a Big Business With the Course Directed by the International Correspondence Schools.

(Special to The Talking Machine World.)

L. L. Lewis, representing the International Correspondence Schools of Scranton, Pa., is in charge of a special branch in the retail department of Lyon & Healy's devoted to the exploitation of language teaching through the medium of the talking machine. It is said that so far Lyon & Healy have disposed of over 300 outfits, mostly to the better class of customers, the facilities offered by the talking machine plan for studying at odd hours appealing directly to the busy man of affairs. All told, the International Correspondence Schools have disposed of 20,000 outfits, valued at \$1,000,000.

Another story of a "dealer who has tried it." And a prominent firm in Atlanta is going to open a regular school of language study with the aid of our phonograph system. They are waking up all along the line to the possibilities of the language feature of the business. How about YOU? Do you realize what I. C. S. Language Outfits will do for YOUR business? Do you know that with these outfits you can reach a class of trade that would not think of using

a phonograph for ordinary purposes, that you can reach those people who have become tired of their phonographs as an amusement fad, and that you can quickly interest your regular customers in this PROFITABLE use for the phonograph? "Dealers who have tried it" have increased their business from 10 to 30 per cent. and more. Don't be slow. Get into the game and get YOUR share of this trade. Write TODAY for further particulars.

International Correspondence Schools

Box 920, SCRANTON, PA.

I.C.S. LANGUAGE SYSTEM

WITH
Thomas A. Edison
PHONOGRAPH

EDISON Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY
THE NATIONAL PHONOGRAPH CO.

VOL. IV. ORANGE, N. J., NOVEMBER, 1906. No. 9.

NATIONAL PHONOGRAPH CO.
ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.
NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL
ROAD, LONDON, ENG.
340 KENT STREET, SYDNEY, N. S. W.
CALLE PROLONGACION DEL CINCO DE MAYO, NO. 67-77,
MEXICO CITY.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY
should be addressed to the Advertising Department,
Orange, N. J.

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READY FOR THE HOLIDAYS?

So smoothly do the orders come in and the Phonographs and Records go out that it is difficult to realize that the volume of business being done by this company is nearly fifty per cent. greater than it was a year ago at this time, when we were way behind on orders and the entire trade was clamoring for goods. The orders for machines have been running ahead of the output for several weeks but no one has yet been seriously inconvenienced. The Record situation is in good shape. Running the factory at its full capacity right through the summer and increased factory room are the two important reasons for the present condition of affairs.

With the approach of the holiday season we would urge Dealers and Jobbers to see that their stock of machines and Records is adequate to meet the demand. Bear in mind that as the weeks go on it will be a little more difficult for Jobbers to get quick shipments from us and for Dealers to get their orders promptly filled by Jobbers. It is, therefore, advisable to order somewhat farther in advance than usual.

It would seem as if the demand for Edison Phonographs and Records would be greater than ever during the holiday season this year. The interest of the public in "canned music" continues to grow in spite of Mr. Sousa's denouncement, and with our country's present great prosperity more Phonographs than ever should be sold.

Don't forget the trouble you had a year ago in getting machines and Records. Remember the sales you lost because you did not have the goods in stock. Don't get caught in the same straits again. Add fifty per cent. to the sales you made in November and December of last year and stock up accordingly. What if you don't sell out? The stock is as salable as flour and last January the business was fully as good as in December.

THE ADVANCE LIST OF JANUARY RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR JANUARY, 1907.

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before **December 27th**, all things being favorable, but they **must not be placed on sale by Jobbers or leave their places of business, or be re-shipped to Dealers before 8 A. M. on December 27th**. Supplements, Phonograms and Bulletins will be shipped with Records. These may be distributed to Dealers after December 20th, but must not be circulated among the public before **December 27th**. Jobbers are required to place orders for January Records on or before **November 10th**. Dealers should place December orders with Jobbers before **November 10th** to insure prompt and complete shipment when Jobbers' stock is received.

- 9434 The Mouse and the Clock (*Whitney*) *Listen to the mouse* Edison Concert Band
9435 Just Because (*Burleigh*) Harry Anthony
A fine sentimental ballad beautifully rendered
- 9436 Gwendolyn (*Hein*) *Comic song hit from Marie Cahill's "Marrying Mary"* Ada Jones
9437 Believe Me, If All Those Endearing Young Charms (*Stevenson-Benzler*) Albert Benzler
Another piano solo—it's a transcription, same as "Violets"
- 9438 When the Flowers Bloom in Springtime (*Von Tilzer*) Harry MacDonough
A new song. It will be a big success
- 9439 Tramp! Tramp! Tramp! (*Root*) Harlan and Stanley
A male duet. You can hear "The Boys are Marching" too
- 9440 I'm Getting Ready for My Mother-in-law (*Norworth*) Bob Roberts
A comic song on a familiar theme
- 9441 Colonial Guard March (*Bonk*) *A catchy military march* Edison Military Band
9442 Moses Andrew Jackson Good-Bye (*Snyder*) Arthur Collins
A new coon song in which, to employ a popular expression, Mister M. A. J.'s better half "hands him a lemon"
- 9443 It is Well With My Soul (*Bliss*) Edison Mixed Quartette
Sacred quartette by mixed voices
- 9444 Seems to Me I've Always Loved You (*Ball*) Irving Gillette
A beautiful song. The same composer wrote "Will You Love Me in December as You Do in May"
- 9445 Hermsillo (*Schuh*) *A characteristic Mexican dance* Edison Symphony Orchestra
9446 Why Can't a Girl Be a Soldier? (*Halle*) W. H. Thompson
The song puts up a good argument in the affirmative
- 9447 Arrah Wanna (*Morse*) *An Irish-Indian matrimonial venture* Collins and Harlan
9448 Spring-Tide Revels (*Harper*) Mrs. Alice Shaw and Twin Daughters
A whistling trio novelty
- 9449 Ballet Music from William Tell (*Rossini*) Edison Concert Band
It's the prettiest part of this celebrated ballet music
- 9450 The Bird on Nellie's Hat (*Solman*) *A new comic song* Helen Trix
9451 When "Tommy Atkins" Marries "Dolly Gray" (*Cobb and Edwards*) Billy Murray
The "Hands Across the Sea" song feature from Lew Fields' "About Town"
- 9452 I Love the Last One Best of All (*Hein*) Frank C. Stanley
One of the most talked of songs in Marie Cahill's "Marrying Mary"
- 9453 March "Jose" (*Blum*) Albert Benzler
A xylophone solo that merits fully the highest praise
- 9454 Bonnie Jean (*Snyder*) Byron G. Harlan
A brand new march song in which "Annie Laurie" is effectively introduced
- 9455 Jealous Julie (*Original*) Ada Jones and Len Spencer
Another refreshing coon vaudeville sketch. Miss Jones sing the new coon song "Jealous" by F. J. Brown
- 9456 When Daddy Sings the Little Ones to Sleep (*Vogel*) Edison Male Quartette
Introduces the well known lullaby "Hush! hush my babe, lie still and slumber, holy angels guard thy sleep," unaccompanied
- 9457 On the Rocky Road to Dublin (*Ephraim*) Edison Military Band
A bright Irish intermezzo

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

GIVE PHONOGRAPH CONCERTS.

One of the most effective methods of advertising and selling Records by Dealers is to give public concerts once or twice each month. It is advisable to give two concerts, one upon the arrival of the new Records and the second about two weeks later. A formal invitation should be sent out in each instance. A few days before the arrival of the new Records a printed invitation should be sent to each Phonograph owner known to the Dealer, asking him or her to hear the latest additions to the Edison list. The invitation should state the hours of the concert and make it clear that during its progress no goods would be sold and no one solicited to buy. Copies of the *Phonogram*, containing brief descriptions of the new Records, make excellent programmes. After the new Records have been played over the guests should be asked to name selections they would like played. The second concert should be for the benefit of those not owning Phonographs and here again it should be clearly stated that no goods would be sold during the evening. At this concert the Dealer should make a little talk on the merits of the Phonograph as an amusement maker. Pains should be taken to make these concerts popular as possible. Don't let your guests think you too eager to sell them. Don't be discouraged if a man or woman comes again and again without buying. The fact that they continue to come shows that they are interested and sooner or later they will succumb to the charms of the Phonograph. Check those who attend with your invitation list and try other means to get the missing ones to come next time. There is no Dealer's town so small that it will not yield good results from giving concerts, especially if continued long enough to make them looked forward to as events of interest. If a Dealer happens to be an advertiser in the local newspaper it will lend him excellent assistance in giving his concerts publicity.

FACTORY BUILDING PROGRESS.

Splendid progress has been made during the past month on the work of erecting the new concrete buildings at the factory of the National Phonograph Co. Every effort is being made to get the buildings up and enclosed before freezing weather sets in. To this end all the work is concentrated on three buildings, namely the new Record building, the addition to building No. 17, which connects with the addition to No. 18, and the gas making plant. As many men are employed on each as possible without getting in their own way. The five stories of the Record building are com-

pleted and the roof is nearly finished, only the parapet walls remaining to be done. The side walls are being put in. The windows are in on the second and third floors, completely enclosing these floors. The supporting construction of three floors of the addition to No. 17 is completed and the side walls are being put in at the same time. The gas making plant is completely enclosed. Another month will see the work on all of the buildings advanced to a stage that cannot be affected by freezing weather.

The buildings already completed, including the burnishing department, the wax department extension and the five-story addition to No. 18, are almost entirely occupied. The added room is materially increasing our facilities for turning out machines, the new floors being occupied by departments that have long been crowded.

H. I. Moyer, the engineer in charge of the construction of these concrete buildings, is establishing a record with them that will make him one of the foremost men in his line in the country. He is not only demonstrating that great factory buildings can be erected with almost unprecedented rapidity, but he is almost daily solving heretofore unknown problems in concrete construction. These buildings to-day represent the most advanced efforts in reinforced concrete work. Their reputation is already bringing engineers from all parts of the country. Perhaps the most striking feature about the work is the small number of skilled mechanics required to do it. Our own buildings are being erected by our own force of workmen, under the personal direction of Mr. Moyer.

SETTING A GOOD EXAMPLE.

The following letter from Koehler & Hinrichs, Edison Jobbers at St. Paul, Minn., is representative of how the trade as a whole view our exchange proposition:

We received your circular letter in regard to allowing Dealers to exchange or send back to you Records that were cut out, over stock, etc., and can say if the writer was in your city he would like to take you by the hand and tell you that you are the right sort of people.

While we have nothing particular to send back ourselves, excepting the Mexican Records, which we wrote you about a short time ago, at the same time it is a grand thing for those who have a big stock of cut out Records, surplus, etc., on hand so that they can have an opportunity to clean up.

You certainly are setting an example for other manufacturers to follow and deserve every success. This little act on your part is going to do very much towards getting all Dealers to push hard on Edison goods.

ABOUT SPECIAL OUTFITS.

The attention of our Legal Department was recently called to the advertisement of a Southern Jobber, in which the latter had inadvertently failed to give prices of several accessories when included in a special outfit at a given sum. Since this is a feature of selling Edison goods not understood by all Dealers, we print the letter of our Legal Department in full, as follows:

"Your letter of the 15th instant has been called to the attention of this department; and we wish to direct your attention to Section 2 of the Jobber's Agreement, and particularly to the following:

"When other goods are included with an Edison Phonograph or Records and are advertised or sold as an outfit at a special or fixed price, the price of the Phonograph or Records, or both, also of each and every other article in the outfit, must be given and must be the same whether included in an outfit or sold separately."

"In your description of the Gem, Standard, Home and Triumph outfits, you omit to specify the prices at which the flower horn and crane are included in the outfit. We must insist that this must be done in all cases; but if you have a catalogue or price list of your own in which the prices of the horns and cranes included in the several outfits are specified, and if you will refer the reader to such catalogue or price list, there will be no objection to your advertisement as it now stands.

"The object of the requirement to specify the price of each article included in the outfit is to show that the extra articles are included at the same prices at which such articles are sold separately. Therefore, if under each outfit you refer to a special catalogue which gives the prices of these articles, this object would be carried out, since the trade and the public will be in position to ascertain at what prices the extra articles are included."

FALL AND WINTER ADVERTISING.

The copy of our full page advertisement in November magazines, printed on page 21, is the first of a series that will appear in magazines and newspapers for the next six months. The style of the series is wholly unlike any other talking machine advertising now before the public. No matter what the first impressions of the critical may be, we believe that before the series is half completed it will be recognized as advertising of unusual merit and value. We believe that it is going to be of great benefit to the trade in all parts of the country, for where the magazines do not reach the newspapers will. We have made contracts to have these advertisements appear in one or more newspapers in every jobbing city for several months. This advertising will be entirely general. No firm, no matter what its volume of business may be, will be permitted to appropriate its benefits by having its name appear in the copy. All Edison Dealers, great and

small, will share in its benefits. Dealers themselves, however, can get the maximum amount of good from it by doing some advertising on their own account and otherwise letting the local public know that they have the goods, for which we are creating the demand. Edison goods sell readily and easily, but they will sell even better if the local Dealers will do their part.

RECORD RETURN PROPOSITION.

The Record exchange proposition in effect in this country from October 1st to 6th has been universally proclaimed by the trade to be the most satisfactory of any ever promulgated by this company. The conditions imposed were all that could be expected. They were easily understood, and compared to the large number of shipments the friction and errors were of no consequence. The number of cut out, surplus and defective Records returned by many Dealers was surprisingly small for each. The aggregate, however, has given the specially created "Exchange Department" at Orange a most busy month. Probably two-thirds of our 9,000 Dealers took advantage of the exchange proposition and made shipments to Orange. All of these arrived by freight within two weeks. With the arrival of the first shipment a score or more of trucks and wagons were put into commission. Yet at one time fourteen carloads stood on the siding awaiting the trucks and wagons. For a time the local freight officials were literally "up in the air." At the factory the "Exchange Department" worked like beavers, checking the cases, getting them opened, taking the Records out of the cartons, inspecting them and filling in the necessary blanks. It is difficult to imagine in advance the magnitude of a task of this kind. It is practically over now, and since the trade is so well satisfied we are greatly pleased.

An exchange proposition like this gives a new impetus to the Record business. It gives every Dealer an opportunity to return all his unsalable stock and put in a supply of newer and more up-to-date selections, for which there is a greater demand.

A Record exchange proposition, similar to the above, will go into effect in Canada from November 1st to 6th. Its general conditions will be the same as the United States arrangement, except that the Records must be returned to R. S. Williams & Sons' Co., Ltd., 143 Yonge street, Toronto, Canada, and not to Orange. Printed matter explaining the matter fully was mailed to all Canadian Dealers on October 24th.

Be sure that your holiday stock is complete.

PRINTED MATTER.

A Jobber suggests that we point out to Dealers that numerical catalogues should not be used as copy when ordering a supply of Records. Numerical catalogues are issued for store use only and, as Jobbers are held down in the quantity shipped to them, it is not always an easy matter for them to supply extra copies. The Record order sheets, printed especially for the purpose, are much more convenient for ordering Records. Jobbers will supply them as needed.

A new edition of the Foreign Record Catalogue, Form No. 990, has been printed and is now being supplied on all orders received from the trade. Copies are not being mailed, for with the exception of the addition of the six new Hebrew selections and the omission of a few cut out selections it does not differ from the last edition. The difference is not sufficient to warrant those having a supply of the last edition on hand throwing them away and getting a new lot.

We are mailing to the entire trade a sample copy of a four-page folder printed especially for use at the holiday season. It is printed in two colors. On the first page is Santa Claus, with his reindeer team, flying over the rooftops. The most conspicuous article in his sleigh-load is an Edison Phonograph. On the following pages, under the caption of "A Gift Worth While," is an argument on the merits of an Edison Phonograph as a Christmas present. In order that these folders may be in the hands of Jobbers in ample time to redistribute them, we are sending a quantity to each Jobber without waiting for his order. In some cases these may be shipped with the December Record printed matter, but they may be put in circulation as soon as received.

Owing to a delay in printing the new edition of our Record Catalogue No. 1000, we shall be compelled to continue to fill orders with the present edition No. 940 for about two weeks longer. Those who have been waiting for the new issue should order small quantities of the present edition to tide them over until No. 1000 comes out.

AMONG THE JOBBERS.

E. F. Ball, of the Ball-Fintze Co., Edison Jobbers at Newark, O., recently made a sworn statement that the company had in stock over 163,000 records. The company contemplate carrying in stock over 300,000 records during the winter, as large shipments are already being received.

The Western Talking Machine Co., Philadelphia, have removed to 41 and 43 No. 9th street.

SUPPLEMENT NO. 4 GRAND OPERA RECORDS.

A supply of supplements for List No. 4 of the Edison Grand Opera Records, together with the Records themselves, are in the hands of all Jobbers in the United States and Canada. Many Dealers have put in a stock of these Records and are meeting with much success in selling them to high class musical trade. All other Dealers should follow their example. They should make up a mailing list of the best people in their towns and send a Grand Opera supplement to each, putting in one or more of each Grand Opera Record to meet the demand. No one expects the sale of these Records to approach the sale of regular Records, but every Dealer should carry them in stock and constantly use them to gain the interest of those of good musical tastes. Following is a reprint of supplement No. 4:

- B. 31—Arie, "Durch die Wälder" ("Thro' the Forests") "Der Freischütz"Weber
By ALOIS BURGSTALLER, Tenor.
Sung in German, Orchestra accompaniment
- B. 32—Sortita d'Amonarso, ("Amonarso's Air")
"Aida"Verdi
By ANTONIO SCOTTI, Baritone.
Sung in Italian, Orchestra accompaniment
- B. 33—Balkon Scene, "Euch Lüften" ("Ye Breezes") "Lohengrin"Wagner
By MME. RAPPOLD, Soprano.
Sung in German, Orchestra accompaniment
- B. 34—Deserto Sulla Terra, ("Alone in the World") "Il Trovatore"Verdi
By ROMEO BERTI, Tenor.
Sung in Italian, Orchestra accompaniment
- B. 35—El mar sin playas, ("The Sea Without Shores")Sancedo
By GUSTAVE BERL RESKY, Baritone.
Sung in Spanish, Orchestra accompaniment
- B. 36—Lohengrin's Abschied, ("Lohengrin's Farewell") "Lohengrin"Wagner
By ANDREAS DIPPELL, Tenor.
Sung in German, Orchestra accompaniment
- B. 37—L'aria di Gilda, "Caro Nome" ("That Dear Name") "Rigolotto"Verdi
By MISS BESSIE ABBOTT, Soprano.
Sung in Italian, Orchestra accompaniment
- B. 38—Siegmond's Liebeslied, (Siegmond's Love Song) "Walküre"Wagner
By HEINRICH KNOTE, Tenor.
Sung in German, Orchestra accompaniment
- B. 39—L'air de Stephano, (Stephano's Air)
"Romeo et Juliette"Gounod
By MME. JACOBY, Contralto.
Sung in French, Orchestra accompaniment
- B. 40—Dei miei bollenti Spiriti, ("Fervid and Wild My Dreams of Youth")
"La Traviata"Verdi
By FLORENCIO CONSTANTINO, Tenor.
Sung in Italian, Orchestra accompaniment

George B. Dillon, Edison Dealer at McArthur, O., prints the following at the top of his letterheads:

Dear Friend:—The clear, rich tone of a good Phonograph or talking machine in your home will be a source of never-failing and never-tiring pleasure. At a small cost you can hear songs or marches, classical or rag-time, band or orchestra music, rendered by the trained and skilled musicians of the world. These charming entertainers will take you to the wharf at Memphis,—you can hear the bells and escaping steam of the river boat, while the deck-hands sing, "Nigger Loves His Possum." In the old church house (so dear to grandpa) a trained quartette is singing, "When the Roll is Called Up Yonder I'll be There." Can you afford to go through life without the melody of song?

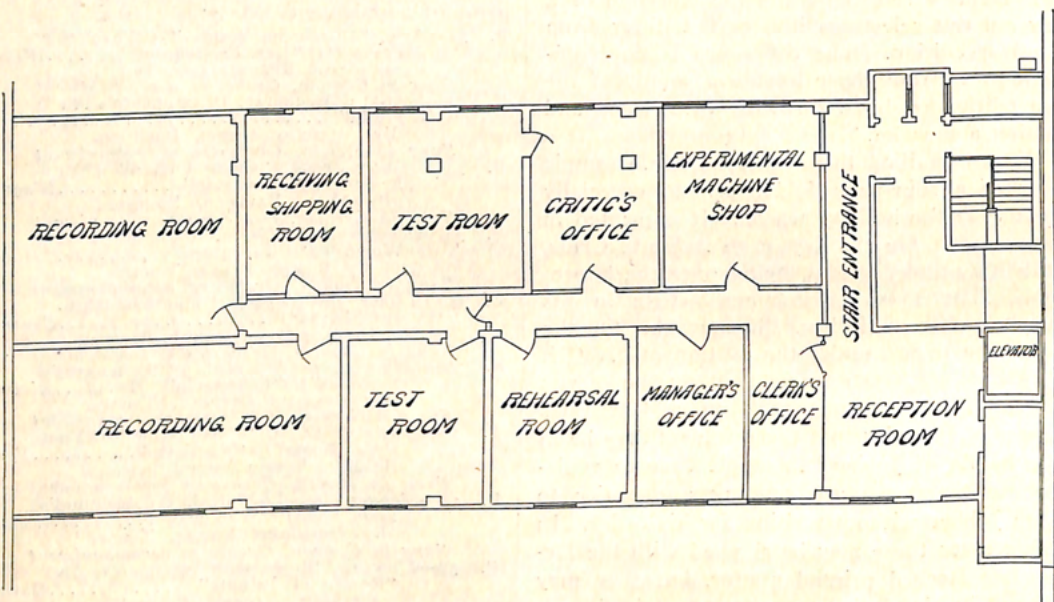
OUR NEW YORK RECORDING PLANT.

Seventeen stories above the ground, on the top of the Knickerbocker building, at the corner of Fifth avenue and 16th street, New York, stands the new Recording Department of the National Phonograph Co. We believe that it is beyond a doubt the finest and most completely equipped recording plant in the world. It was built especially for the uses of our department. It comprises a suite of ten rooms, each arranged for some special feature of the department's work. The arrangement of the rooms is shown by the accompanying diagram. Entering by the elevator or staircase, the visitor finds himself in a handsomely furnished reception-room. It is finished in hard woods. Expensive rugs cover the floor and interesting

ject. Mr. Miller's work and experiences would make a most interesting volume. He is the only manager that our Recording Department has ever had. The present high standard of Edison Gold Moulded Records shows how successful he has been.

Mr. Miller is at his desk as we enter. As he greets us with a pleasant smile and cordial handshake we cannot fail to observe his quiet, unassuming manner. Knowing what he has accomplished in his unique vocation, we are impressed by his modesty. Rugs, mission furniture, a handsome desk and more pictures of special interest comprise the room's fittings. Except for a recorder or two on his desk it might be the office of a broker or any professional man.

Passing along the corridor the next door on the left opens into the rehearsal room. Here the regular Edison artists "run over" their music with a pianist if they feel uncertain about



ARRANGEMENT OF THE ROOMS.

pictures hang on the walls. One of the latter is a mammoth frame containing the photographs of all the Edison talent. Having stated our business to the clerk on duty in the reception-room, we are allowed to enter the sacred and somewhat mysterious precincts. Here the first operations of making "canned music," so objectionable to Mr. Sousa, are carried on. The first door on the left opens into the private office of Walter H. Miller, manager of the department. Mr. Miller entered the employ of Mr. Edison when the latter built his laboratory at Orange, nearly twenty years ago. He has since been continuously in the service. He has taken part in all of the important experimental work in record making at the Edison Laboratory. Few men in the harness to-day have had as many years experience in record making as he and none in the entire world are better informed on the sub-

ject. Mr. Miller's work and experiences would make a most interesting volume. Here, too, the new vocalists get their first "try-out." Here they are given an opportunity to join the ranks of the men and women who by means of the Phonograph have become known in the most remote corners of the globe.

Beyond the rehearsal room is one of the test rooms. This in turn adjoins the largest of the two recording rooms. It is the recording-room used for band, orchestra and other instrumental work. This recording-room is equipped with devices, hangings, etc., that remind one of the rear of a theatre stage. The Edison Military Band is making a Record as we enter. The day is warm and the work is arduous and unromantic. Sans coats and vests the men are quite prosaic in appearance. But how they can play. It is evident that a dress suit and a diamond bedecked shirt front are not necessary to musical ability. When the recorder reaches the end of the



VIEWS IN NEW YORK RECORDING PLANT.

1. Reception-room. 2. Manager Miller at His Desk. 3. Mr. Cronkhite's Private Office. 4. The Rehearsal Room. Mr. Benzler at the Piano. 5. Making a Band Record. 6. Making a Vocal Record with Orchestra Accompaniment. 7. Listening for Defects. 8. Making a Singing Record with Piano Accompaniment.

Record the band stops. The Record is removed and carried by an assistant back to the test room. A Triumph Phonograph stands on a table at one end of the room. The horn faces several men sitting on the opposite side. These are W. H. A. Cronkhite and his assistants. Their function is to pass judgment upon the work of all Edison artists. Mr. Cronkhite is the official critic of the department. Since he entered the employ of the company nearly five years ago no master record has been turned over to the manufacturing department that has not first had his seal of approval. Mr. Cronkhite is a trained musician, a cornet player of no mean ability, and he possesses a well rounded, varied musical knowledge that makes him invaluable in his position. He has had a most interesting theatrical experience, which must, however, be the subject of another story some time later. Mr. Cronkhite's demeanor is no more assuming than that of his chief and it is not easy to get him to talk about himself and his experiences.

As the wax master record is played over all present listen intently and critically. Defects are pointed out and suggestions made. It may be too loud or too weak as a whole. One instrument may be too strong or the balance may be off. Or it may have any one of a dozen other defects. Back to the recording-room go the men. The errors are explained to the band, individually or as a whole, and another record is made. Another test, and more criticisms and suggestions. Back and forth go the wax masters until the right results are secured. Then the required number of masters are made for the factory. It's no easy task to make master records up to the Edison standard; records that must later be played at the Edison Laboratory before a committee of twenty men, most of whom have devoted years to the mastery of record making problems of all kinds. This committee test is also another story.

Diagonally across the hall is another and somewhat smaller recording room. This is used for vocal work. It also has its own peculiar equipment of traps and things that look odd to the uninitiated. A partition runs across one corner. A recording horn projects through a curtained opening in this partition. The artists see only this horn into which they sing. The Phonograph attached to the horn stands back of the partition. How it is equipped and how it does its work are department secrets that even the artists are not permitted to know.

Adjoining this recording-room as we work back toward the entrance is the receiving and shipping room. Its name tells its function. Then another testing room. Circumstances occasionally make it necessary to have two "dates" at the same time. Therefore the reason for two recording rooms and two test rooms. When two "dates" are on at the same time Mr. Cronkhite and his people have a strenuous day.

The next room toward the entrance is Mr. Cronkhite's private office, quietly but handsomely furnished. A feature of this room is a cabinet containing the music of nearly every Record in the Edison catalogue. The remaining room of the suite is the experimental ma-

chine shop, with lathes and other machinery, microscopes and a lot of other paraphernalia only to be found in a department of this peculiar character.

Our Recording Department came into an official existence shortly after the incorporation of the National Phonograph Co. For several years its work was conducted at the Edison factories in Orange. This was eventually found inconvenient for the "talent" and three years ago the top floor of 65-69 Fourth avenue was leased and fitted up for the work of the department. These quarters proved inadequate to meet the demands of our rapidly growing business and some months ago the department moved to its present location.

WHY SOME DEALERS CANNOT SELL.

A successful jobber in talking machines recently made a tour among the retail trade incognito, to study the methods employed in making sales, and details his general impressions thus: "There are a number of dealers scattered throughout this part of the country who have not the slightest idea of how to sell talking machines or records against keen competition. They seem to have an idea that the mechanism of all machines is much the same, and that the name on their goods is its chief selling merit. The consequence is that they lose many good sales to the other fellow who has familiarized himself with what may be termed the talking points of the machine in his stock. He will dilate on the springs in the motor, the ease of regulating speed and many minor technicalities, all of which will convince the customer that he is dealing with a man who has made a study of all machines, and carries in stock what he believes to be the best. Another point I scored against the first mentioned class of dealers is that they show their low-priced machines first. This is a poor policy. They should reverse the process, as it is far easier to come down than go up a hill of prices. A customer who has heard the best machine is never satisfied with a cheap one, and will almost invariably compromise between the machine he intended buying and the one he would buy if he could. This is human nature. Another bad feature in some of the stores is the employment of ignorant salesmen to play records. In the heart of this city I had an amusing experience recently. A young man of perhaps eighteen was showing records, and among them was the 'Ave Maria.' 'Who is singing that?' asked the customer. 'Miss Gounod,' he replied. 'And who is it by?' asked his patron with a smile. The young man looked at it hastily and answered, 'Mr. Sembrich.' Such ignorance is inexcusable, and unless the customer had a keen sense of humor, would result in the loss of future sales. Dealers and salesmen cannot become too familiar with their line, and if they are wise, will carefully study the line of their opponent so as to be able to intelligently answer any question put to them. The successful men in the trade I found to be those who have studied out every detail of the business, and such men always receive the backing of their jobbers."—*Talking Machine World.*

GRAND OPERA RECORDS.

Now and then Dealers will come across a would-be customer whom they find is a very difficult one to please with Records. He doesn't care for comic songs; band pieces and marches have little interest for him; duets and quartettes do not appeal to him; in fact, perhaps the only thing which seems to please him is the operatic selections played by the Edison Concert Band. This is the customer to whom you can very well offer the Edison Grand Opera Records. If you have a few in stock we should certainly advise you to play them over to him, pointing out the magnificent way in which they reproduce and, as a final argument, the exceptionally low price. If this customer is one who appreciates good music and especially grand opera, as sung by some of the world's most renowned artistes, he is practically certain to take away with him a few of these Records. Of course, this kind of customer is not the only one who will buy Edison Grand Opera Records—not by a long way. The great majority of Edison Phonograph owners should certainly have two or three of these Records, and you can often induce a customer to purchase them by pointing out that even if he does not care for such music himself, there is doubtless someone at home or among his friends who will certainly appreciate listening to them.

NO LONGER A SIDE LINE.

G. M. Nisbett, manager of the Edison wholesale department of Babson Bros., at 304 Wabash avenue, Chicago, and formerly Western Manager for the National Phonograph Co., recently made a business trip through Wisconsin. He found the dealers already enjoying a fine fall trade, and looking forward to a record breaking holiday business. "One thing that impresses me forcibly in viewing the trade situation," said Mr. Nisbett in a trade paper interview, "is the fact that the Phonograph is rapidly graduating from the side line class even in the country. For instance, I had four Edison Dealers call on me to-day. They were all from small Western towns, and three of them were exclusive talking machine dealers. The third is a jeweler, but his talking machine trade is rapidly forming a very vital factor in his business. While perhaps not in the proportion indicated by my visitors, this tendency is growing very rapidly, and it speaks volumes for the progress of the business."

According to the London edition of the EDISON PHONOGRAPH MONTHLY, Dr. Page Robertson, of 2 Cathedral street, Glasgow, Scotland, has a collection of 3,834 Records and it quotes Dr. Robertson as saying that he has a special weakness for Edison Gold Moulded Records.

PUBLISHERS OF MUSIC IN JANUARY, 1907, LIST.

The publishers of the compositions made for our January list of Records, so far as we can obtain them, are given below. Where the numbers are omitted they are either not published or we are unable to give the names of the publishers:

- 9434 The Mouse and the Clock—M. Witmark & Sons, New York.
- 9435 Just Because—William Maxwell Music Co., New York.
- 9436 Gwendolyn—Jos. W. Stern & Co., New York.
- 9438 When the Flowers Bloom in Spring Time—Harry Von Tilzer Music Pub. Co., New York.
- 9440 I'm Getting Ready for My Mother-in-Law—York Music Co., New York.
- 9441 Colonial Guard March—E. Rueffer, New York.
- 9442 Moses Andrew Jackson, Good-Bye—F. A. Mills, New York.
- 9444 Seems to Me I've Always Loved You—M. Witmark & Sons, New York.
- 9445 Hermosillo—Thos. Goggan & Bro., Galveston, Texas.
- 9446 Why Can't a Girl Be a Soldier—Jos. W. Stern & Co., New York.
- 9447 Arrah Wanna—F. B. Haviland Pub. Co., New York.
- 9448 Spring-Tide Revels—Metzler & Co., London, England.
- 9449 Ballet Music from William Tell—John Church Co., New York.
- 9450 The Bird on Nellie's Hat—Jos. W. Stern & Co., New York.
- 9451 When "Tommy Atkins" Marries "Dolly Gray"—Gus Edwards Music Pub. Co., New York.
- 9452 I Love the Last One Best of All—Jos. W. Stern & Co., New York.
- 9453 March "Jose"—Vandersloot Music Co., Williamsport, Pa.
- 9454 Bonnie Jean—F. A. Mills, New York.
- 9457 On the Rocky Road to Dublin—M. Witmark & Sons, New York.

THE PHONOGRAPH AMONGST THE ESQUIMAUX.

When Commander Peary, the celebrated Arctic explorer, went on his last journey to the Arctic regions he took with him an Edison Phonograph and he also took his little daughter, who had been born in the Arctic regions on a previous journey. She was christened "Marie Ah-ni-ghi-to," which is Esquimaux for "Snow Baby." She is now nine years of age, but when she returned from her last journey she published a book called "The Children of the Arctic," by "The Snow Baby and her mother," and it is really a collection of letters and portions of a diary of the Snow Baby, edited by Mrs. Peary. In it she tells us how her father made the Esquimaux women sing into the Phonograph and then made the Phonograph sing their song to them. "You ought to have seen them laugh," she says. Commander Peary, however, is not the only Arctic explorer to take the Phonograph to amuse himself and his fellow explorers during the long Arctic nights, for Captain Bernier, the head of an expedition sent out by the Canadian Government, took an Edison Phonograph, a lot of Records and a quantity of blanks. The Records to amuse them during the long nights, and the blanks to make many interesting new ones.

EDISON GOLD MOULDED RECORDS FOR JANUARY, 1907.

Perhaps the most interesting feature of the first list of Edison Gold Moulded Records for 1907 is the piano solo, No. 9437, "Believe Me, If All Those Endearing Young Charms," by Albert Benzler. Like our other piano solo, "Violets," it is a transcription. In other words, the music has been re-written so as to make it suitable for a piano rendition. We believe that this is the best piano Record ever made. It shows that our Recording Department is overcoming some of the difficulties of making good piano Records. It will be a very popular selection. Another novelty is No. 9448, "Spring-Tide Revels," a whistling Record by Mrs. Alice Shaw and her twin daughters. These artistes are the most famous whistlers and imitators on the American stage. Their first selection will please all who hear it. Harlan and Stanley have another of their popular series of old time war songs in No. 9439, "Tramp! Tramp! Tramp!". The others on the list are full of variety and interest. All are made in the most up-to-date manner.

No. 9434, "The Mouse and the Clock," by the Edison Concert Band, is a descriptive number in which a variety of effects are introduced. They include the squeal of a mouse, which is very finely recorded; the clock striking, the cuckoo clock, winding of clock, clock ticking, chimes, clock out of order and final break down. This composition was written by Howard Whitney, composer of "Mosquito Parade," which was a big Record hit.

No. 9435, "Just Because," by Harry Anthony, is a ballad of the higher grade, the music and words being by H. T. Burleigh. The words are above the average of sentimental ballads. Made with orchestra accompaniment. The chorus:

Just because I love her dearly,
Just because she loveth me,
Just because I love to love her,
And she's all the world to me.

No. 9436, "Gwendolyn," by Ada Jones, is another one of the song hits in Marie Cahill's "Marrying Mary." Gwendolyn was a clerk behind the ribbon counter in a downtown store and she had talents to burn. She played the mandolin and guitar. Upon going home at night she practiced until daylight next morning, to the great dismay of the neighbors. The song tells how she played and what the neighbors said and did. Miss Jones is as clever as usual in rendering this song. The music is by Silvio Hein and the words by Benj. Hapgood Burt. The Record is made with orchestra accompaniment.

No. 9437, "Believe Me, If All Those Endearing Young Charms," by Albert Benzler, is a piano Record that will be greeted with many expressions of satisfaction by Phonograph owners everywhere. Ever since we put out the transcription of "Violets" (our Record No. 8394), we have had hundreds of calls for more piano solos. We are learning more about piano recording than we once knew and have no hesitancy in claiming that this is the best piano Record ever put on the market.

Like "Violets," it is transcription and in its re-written form is admirably suited to the piano. Mr. Benzler is quite as much of an artist on the piano as he is on the xylophone and bells, and gives a splendid rendition of this well known ballad by Sir John Stevenson.

No. 9438, "When the Flowers Bloom in Springtime," by Harry MacDonough, is a sentimental ballad by Harry Von Tilzer (music) and Andrew B. Sterling (words) and sung with orchestra accompaniment. The chorus is fully descriptive of the song:

When the flowers bloom in spring time, Molly, bye and bye,
We'll go roaming in the glooming 'neath a summer sky,
Down in clover land we'll wander, we'll be happy don't you fear,
When the flowers bloom in spring time, in the spring time, dear.

No. 9439, "Tramp! Tramp! Tramp!" by Harlan and Stanley, is another addition to the war-time Records by these well known artists. There are probably no more popular Edison Records than No. 8606, "Marching Through Georgia," and No. 8805, "Battle Cry of Freedom," both made by Harlan and Stanley. There is something about these old time war songs that has given them undying popularity. Our Record of "Tramp! Tramp! Tramp!" contains drum corps and other descriptive effects and a ringing chorus at the close. The Record is made with orchestra accompaniment. The music and words of this song are by George F. Root.

No. 9440, "I'm Getting Ready for My Mother-in-Law," by Bob Roberts, is a most laughable description of the way a married man got ready to greet the coming of his mother-in-law for a visit of six months or longer. It is worth the price of several Records to hear Mr. Roberts sing it. The Record includes three verses and three choruses. It is made with orchestra accompaniment. The music and words are by Jack Norworth.

No. 9441, "Colonial Guard March," by the Edison Military Band, is a catchy military march by Valentine J. Bonk. The passage for basses stands out prominently. Also the solo for bells.

No. 9442, "Moses Andrew Jackson Good-Bye," by Arthur Collins, is a new coon song by Ted Snyder (music) and Ren Shields (words). One verse and two choruses are given on the Record, which is sung with orchestra accompaniment. Mandy has become tired of Andy's shiftlessness and general lack of working ability and is getting ready to leave him. In the song she tells of her troubles and bids Andy farewell. May Irwin makes a hit with this song in her new play "Mrs. Wilson—That's All."

No. 9443, "It is Well With My Soul," by the Edison Mixed Quartette, is in the opinion of our Recording Department, the best sacred selection for mixed voices we have ever made. It is splendidly sung by the artists composing our mixed quartette and is finely recorded. The singers are unaccompanied.

No. 9444, "Seems To Me I've Always Loved You," by Irving Gillette, is a beautiful sentimental song by Ernest R. Ball, who also wrote "Will You Love Me in December as You Do in May," (our Record No. 9198), and "Love

Me and the World is Mine" (our Record No. 9371). The words of this new ballad are by Bartley C. Costello. The Record is made with orchestra accompaniment. The chorus:

Seems to me I've always loved you,
Seems as tho' I've never known
In my life a single moment,
When you were not all my own.
Seems that you've been ever near me,
Ever near in rain or shine,
Seems to me I've always loved you,
Always loved you, sweetheart mine.

No. 9445, "Hermosillo," by the Edison Symphony Orchestra, is a characteristic Mexican dance, as pretty as it is typically Mexican. Composed by Albert Schuh.

No. 9446, "Why Can't a Girl Be a Soldier?" by W. H. Thompson, is a new march song in which the above question is propounded in the verses and replied to in the affirmative in the chorus. Made with orchestra accompaniment. The music is by Roger Halle and the words by John J. Nilan. The chorus follows:

Why can't a girl be a soldier,
Just the same as her sweetheart brave?
In the days of old, women fair and bold,
Their lives for their country gave.
Give her a nice hat with feathers,
A jacket and dress of blue.
And she'll carry a gun,
Good as any mother's son,
And she'll make a good soldier too.

No. 9447, "Arrah Wanna," by Collins and Harlan, is described by its publisher as an Irish-Indian matrimonial venture. The music is by Theodore Morse and the words by Jack Drislane. It is a story of Barney's courtship of an Indian maid on the wild and woolly prairie. The music is a combination of music generally set down as typical of the Indian and the Irish. Both words and music are catchy and the song can hardly fail to be popular.

No. 9448, "Spring-Tide Revels," is a whistling trio by Mrs. Alice Shaw and Twin Daughters, who are perhaps the best known artists in their line now on the vaudeville and lyceum stage. There is scarcely a theatre-goer in the entire country who has not heard them in one or more times. Therefore, a Record giving a reproduction of their remarkable talent will undoubtedly find a large sale. Their introductory selection was written by Ed. Hartrout and is one nicely suited to their whistling. The orchestra accompaniment is a feature of the Record.

No. 9449, "Ballet Music from William Tell," by the Edison Concert Band, is the 3-4 movement and the prettiest part of this celebrated ballet music. The flute and clarinet at the close will attract much attention.

No. 9450, "The Bird on Nellie's Hat," by Helen Trix, is a new comic song by Alfred Solman (music) and Arthur J. Lamb (words). The little bird on Nellie's hat sees and comments on the love making of Nellie's various beaux. Miss Trix sings with orchestra accompaniment and in her usual clear and distinct voice. The chorus:

I'll be your little honey, I will promise that,
Said Nellie as she rolled her dreamy eyes,
It's a shame to take the money,
Said the bird on Nellie's hat,
Last night she said the same to Johnny Wise,
Then to Nellie Willie whispered as they fondly kissed,
I'll bet that you were never kissed like that.
Well he don't know Nellie like I do,
Said the saucy little bird on Nellie's hat.

No. 9451, "When Tommy Atkins Marries Dolly Gray," by Billy Murray, is the "hands across the sea" song feature from Lew Fields' "About Town." The two well-known songs are cleverly intermingled and the quartette chorus deserves special mention. Words and music are by Cobb and Edwards and the Record is made by orchestra accompaniment. The chorus:

Oh it's Tommy, Tommy take her by the hand,
She's the nicest girl in all our native land,
See her lips, and cheeks, and eyes,
They're the color that we prize,
So red, so white, so blue,
Good bye Dolly every loyal heart and hand,
Longs to see you wear that little wedding band,
For the English speaking race against the world will stand,
When Tommy Atkins marries Dolly Gray.

No. 9452, "I Love the Last One Best of All," by Frank C. Stanley, is Eugene Cowles' big song hit in Marie Cahill's "Marrying Mary." Mr. Stanley has not in some time made a better baritone Record than this, and the way in which he sings the final low note stamps him as the possessor of a voice of rare quality. Silvio Hein and Benj. Hapgood Burt wrote the music and words of this selection. The Record is made with orchestra accompaniment.

No. 9453, "March Jose," by Albert Benzler, is a xylophone solo that merits the highest praise. Well written and well played. Its composer is Marcus Blum.

No. 9454, "Bonnie Jean," by Byron G. Harlan, is a brand new march song in which "Annie Laurie" is effectively introduced. It has already caught the popular fancy. The words are descriptive of a Scotchman's love for his highland queen, and the music is typically Scotch. Ted Snyder wrote the music and Alfred Brian the words. The singer is accompanied by the orchestra.

No. 9455, "Jealous Julie," by Ada Jones and Len Spencer, is another refreshing coon vaudeville sketch written for our Record. Miss Jones sings the new coon song "Jealous," by F. J. Brown, and plays the part of "Jealous Julie." Mr. Spencer is happily cast as "Jim Johnson," Julie's tantalizing sweetheart.

No. 9456, "When Daddy Sings the Little Ones to Sleep," by the Edison Male Quartette, is an unaccompanied selection which introduces the well-known lullaby, "Hush, my babe, lie still and slumber, holy angels guard thy sleep." The music is by Henry P. Vogel and the words by Harry D. Kerr. The chorus:

There's a feeling near divine,
There's a sweetness most sublime,
As he hums the old familiar air so sweet:
And his heart with love will burn,
As old memories return,
When Daddy sings the little ones to sleep.

No. 9457, "On the Rocky Road to Dublin," by the Edison Military Band, is a bright Irish intermezzo that has attracted considerable attention during the past few months. It is one of the airs most frequently played at the Hippodrome, New York City, and thousands of visitors at Asbury Park during the summer will recall it as one of the compositions constantly on the programmes of Pryor's Band. It is also being featured by other first-class organizations. Its composer is Ellis R. Ephraim.

THE CRY FOR "BRAINS."

BY JAMES CREELMAN, IN PEARSON'S MAGAZINE
FOR AUGUST.

Turning from the sweep and glitter of American prosperity to the men who have made it possible, one thinks of Thomas Alva Edison. His is "the honest life, the useful life, the friendly life" that deserves earnest attention in this astonishing year of moral incendiaryism.

No American name is more widely known. No living man has contributed more to the advancement of the human race. Millions of men and billions of dollars are employed in enterprises made possible by his genius and industry; and his works have extended themselves to the ends of the earth.

So great is Mr. Edison's renown, and so secure his place among the few immortals who have modified civilization without bloodshed that we are apt to forget that he is not an illustrious abstraction, but a vigorous American citizen, still working night and day at the central problems of applied science, and pausing occasionally to wonder what in the world has happened to his countrymen that they should listen to croakings of despair in the midst of success.

It is something to sit beside this really great man, whose name is a glory as well as a romance in the history of the continent, and to hear him speak words of soberness and truth about the outlook of the country; for Mr. Edison is not only a scientific investigator and inventor, but a business man, a millionaire, a manufacturer employing a great force of men and a merchant. And he is a man of rare candor.

"I can't for the life of me understand why anyone in the United States should think that the poor man's chance for success is less than it used to be," he said as we sat in the great library of his laboratory at Llewellyn Park. "It's just the other way; no doubt of it."

The strong arms were folded across the deep chest and the big gray eyes looked steadily through the window at a brawny workman hammering away on the new electric storage-battery factory. A whistling boy danced under a white-blossomed fruit tree.

"I would rather begin now as a poor boy," he continued, "than to start again in the conditions which surrounded my early life. The opportunities for a poor boy or a poor man are greater to-day than they were then; make no mistake about that."

"Great organizing minds have massed capital, systematized business, eliminated waste of materials and labor, and concentrated the forces of production along lines that grow more intelligent and humane year by year."

"The world is crying for men of intelligence. It is searching for them everywhere. The door of opportunity is open, as it has never been open before, for men who have minds even a fraction above what is necessary

for a routine muscular task. It doesn't matter whether a man be poor or rich, or what his color or creed or origin, he has a better chance now than if he lived a generation ago; that is, if he can bring intelligence to his work.

"This is the golden age of men of brains, even a little brains, and I'd rather, much rather, take my chances now, without a friend or a dollar in my pocket, than to go back even twenty years."

"The world is growing better and stronger all the time, and the invitation to think is becoming almost irresistible in every branch of human effort. That is raising the race higher and higher."

"As science is applied to industry more and more the rewards of intelligence grow greater, and to-day there are in thousands of factories 'suggestion boxes' into which workmen are urged to drop any ideas that may occur to them—so hungry are those who direct business to advance men capable of advancement."

Mr. Edison had just come from the gray vapors of his chemical laboratory, where, among mysterious glass tubes, bulbs and jars, gleaming ovens, small pans, sizzling and sputtering above little devil-dancing flames of pink and violet, he had been studying the results of endurance tests of his new electric storage battery, which is presently to revolutionize the wheeled traffic of cities. But the rosy, un-wrinkled face and the smooth, splendid brow gave no hint of the mental struggle through which he had passed in the effort to better his latest gift to mankind.

Mr. Edison is probably the hardest worker alive. But for his ability to toil for five days and nights at a stretch without sleep, the incandescent electric light might still be a laboratory toy. The Phonograph, the kinetoscope, the quadruplex telegraph, the electric railroad, the telephone transmitter, the megaphone and all the marvelous contributions which his brain has given to civilization, are the result of almost incredible working powers and an equally wonderful indifference to food.

Living in the threshold of the future he has visions of things to come which make him jealous of everything that takes his time. He appreciates the shortness of life and the almost unspeakable wonders that science is about to reveal to man. And, at the age of fifty-nine, he works night and day with a quiet joy that sometimes breaks into fierce enthusiasm—moving forward, forward, forward, into the darkness that is slowly changing to light.

"We are groping on the verge of another great epoch in the world's history," he said to me not long ago. "It would not surprise me any morning to wake up and learn that some one, or some group, of the three hundred thousand scientific men who are investigating all over the earth has seized the secret of electricity by direct process, and begun another practical revolution of human affairs. It can be done. It will be done. I expect to see it before I die."

"A man will discover one fact in one part of the world, and that will set some fellow at work on another fact in some other part of the world, and presently a lot of men will be working on the true path; and one day it will be announced to the world that electric power can be produced directly from coal. When

that discovery is made the steam engine and boiler will be driven out of use. It will then be possible to have air-ships. I expect to see air-ships flying before my death. Such a discovery will make it possible to drive ships across the sea by electricity at a rate of forty or fifty miles an hour—three days across the Atlantic from shore to shore.

"The human race may well look forward with hope to the day in which that discovery will be announced, for, after that, the world will be greatly transformed."

With this thrilling idea of the immediate future in his mind, the great inventor looks upon the amassing of immense private fortunes and the concentration of industry and commerce into giant combinations as inevitable incidents in the development of the race, necessary instrumentalities in the working out of "the great plan."

There is nothing gaunt or hollow-eyed about this protagonist of the wonderful present and prophet of the yet more wonderful future.

He has a thick-set body, deep in the chest and somewhat fat in the girth, a figure of vitality and power that thrives upon what the poorest-paid workingman would regard as a scanty diet. Work that consumes nights and days, without pause for sleep, cannot waste that magnificent hulk of a man. The long concentrations of all his powers, the breathing of chemical vapors, the nerve-racking disappointments, the slow, patient pursuit from fact to fact to delirious victory, leave him erect and full of red blood.

The head is big, wide and symmetrical, with wispy, iron-gray hair that whitens over the noble forehead. The face is broad and full, without puckers or wrinkles, but extremely sensitive and full of gentle humor. The wide, expressive mouth droops at the corners, but it is a smiling mouth and a courageous one. The handsome gray eyes are deep and full of power, yet there is a never-absent sincerity and sunny friendliness about them.

His is a personality big, simple and absolutely devoid of vanity. It is a singular compound of profound experience and equally profound innocence. And the central, dominating quality is what the world calls "heart."

As he sat there in the vast library hall he seemed to be a part of the place. The stretches of shelved alcoves rising, gallery above gallery, and packed with forty thousand volumes representing the labors of the scientific men of all ages; the tiers of cases crowded with rare and precious minerals, soils and fibres—but a fraction of the more than a hundred thousand substances gathered from every part of the earth and assembled together under that same roof—the odd instruments representing the various stages of electrical progress; the framed diplomas telling of honors showered upon the master of the hall; the poetic white marble statue of "The Genius of Light" brought from the Paris Exposition; the rude bed in the corner where fragments of sleep are snatched between experiments; the prim geraniums on the window sill—all these are eloquent of his many-sided life and world-wide contact.

As he leans forward intently, his large, strong hand hollowed behind his ear, one is

reminded of the fact that the man who perfected the telephone, who invented the Phonograph, and who even produced and classified musical sounds caused by the contraction of molecules of matter, has been half-deaf since his boyhood. Yet that affliction has never soured his philosophy nor discouraged him in his work.

"I've been through the mill myself," he said with a laughing shake of the head, "and when I say that a man has a better chance to rise from the ranks to-day than he has ever had before, I think I know what I'm talking about."

The mingled strains of Scotch and Dutch blood which are combined in Mr. Edison, perhaps the shrewdest combination possible, fail to furnish his countenance with the keen worldliness that one would naturally look for. And as he spoke of his early life he looked for all the world like a great, quiet, imaginative boy. In fact, he rubbed his shin and chuckled.

"I may be a rich man now; but I started as a newsboy on a train running between Detroit and Port Huron. I wasn't contented with that, and so I started two small stores in Port Huron, one for the sale of newspapers and the other for the sale of vegetables, butter, eggs, berries and so on. It was a small trade, but I was able to carry my merchandise free in the United States mail cars, and that counted."

"In time I had two other newsboys working for me. They couldn't sleep very well at night, so I bought a bottle of paregoric and gave each of them two teaspoonfuls a day. That was the first time I combined business and science, and it turned out to be a success."

"I'll tell you how I happened to get into telegraphing first: When the battle of Pittsburg Landing was fought, the first report which reached Detroit announced that there were sixty thousand killed and wounded."

Mr. Edison rocked back in his chair and stroked the back of his head as he recalled the situation.

"I knew that there would be a tremendous demand for the *Detroit Free Press* containing that report, if I could only get word to the various railway stations before my train arrived. I said to myself, 'Gracious! if I could only get the people to know about it!' So I went to the telegraph operator at the Detroit station and told him that if he would wire the main facts of the battle along the line, so that announcements could be put up on the station bulletin boards, I would give *Harper's Weekly* to him for six months free of cost."

"Well, the operator agreed to do his part, and he did it well. I used to sell about forty newspapers on the trip, but this time I made up my mind that I ought to take a thousand. But, when I counted my money, I found I had only enough to buy four hundred. Then it occurred to me that if I could get to Wilbur F. Story, the proprietor of the *Detroit Free Press*, I might be able to work out of my difficulty. Mr. Story was a man of austere, some used to say savage, haughtiness. Most people were afraid to approach him. But my situation was desperate, and I wasn't going to let my plans fail for the lack of a little pluck; and so I climbed up the stairs to his office, presented myself and said, 'Mr. Story, I have only got money enough to buy four hundred papers and

I want six hundred more. I thought I might get trusted for them. I'm a newsboy.' I got my thousand papers all right."

The inventor rubbed his hands softly together and moistened his lips with his tongue. He seemed to grow younger each instant. His gray eyes sparkled. The boy under the blooming fruit tree beyond the window began to whistle again. The rat-tat-tat of workmen's hammers came through the stillness of the spring air.

"That was a great day for me. At the first station the crowd was so big that I thought it was an excursion crowd. But, no; when the people caught sight of me they began to yell for papers. And what did I do? Why, I just doubled the price on the spot and charged ten cents instead of five cents a copy. At the next station the crowd was even greater, and you ought to have seen them dig their hands down into their pockets when I shouted out the price. So it went all along the line. The message from the telegraph operator had done its work well, and everybody was excited and crazy to get papers. When I got to the last station I jumped the price up to twenty-five cents a copy, and sold all I had left. I made seventy-five or a hundred dollars in that one trip, and I tell you I felt mighty good.

"Now," said Mr. Edison, folding his arms, "that called my attention to what a telegraph operator could do. I thought to myself that telegraphing was simply great. I made up my mind to become an operator as soon as possible. You know that you can learn a great deal in a very short time if you will only put your mind to it. I worked twenty hours a day, and in four months I was a telegraph operator.

"I worked as a Western Union operator in Detroit, Memphis, Louisville and Boston, and all the time I studied and experimented with electricity. The first serious thing I invented was an electrical machine to count votes in Congress. I had been handling press reports as an operator, and I noticed it took a long time to count the votes after each roll call. My machine would show the total vote a few seconds after the end of the roll call. I thought the device was a good one, and I think so now. But when I went to Washington and showed it to the chairman of a committee, he said, 'Young man, that works all right, but it's the last thing on earth we want here. Filibustering and a delay in the count of the vote are often the only means we have for defeating bad legislation.' I was sorry; but I ought to have thought of that before.

"My next practical invention was the quadruplex telegraph. I started in to work it on the Atlantic and Pacific telegraph line between Rochester and New York. But there was a chump at the other end of the wire and the demonstration ended in a fizzle. It was years before the quadruplex was adopted.

"That landed me in New York without a cent in my pocket. I went to an operator and managed to borrow a dollar. I lived on that for a week, but I had to 'park it' a little, that is, I slept outdoors. Oh, I didn't mind it much, and I never did care much about eating anyhow.

"Then I hustled for something to do. I could have got a job as an operator at ninety

dollars a month, but I wanted a chance to do something better. I happened one day into the office of a 'gold ticker' company which had about five hundred subscribers. Those were the days of gold speculations in New York, and the ticker was an important factor, for it supplied news to all the offices. I studied out the machine in the central office and thought I saw how it could be improved. One afternoon about 1 o'clock I was standing beside the apparatus, when it gave a terrific rip-roar and suddenly stopped. In a few minutes hundreds of messenger boys blocked up the doorway and yelled for some one to fix the tickers in their offices. The man in charge of the place was simply flabbergasted. I stepped up to him and said, 'I think I know what's the matter.' He asked me to fix it, and I did so. I simply had to remove a loose contact spring which had fallen between the wheels. The result was that I was employed to take charge of the service at three hundred dollars a month. I almost fainted when I heard how much salary I was to get.

"Then I joined hands with a man named Callahan and we got up several improved types of stock-tickers. These improvements were a success. When the day of settlement for my inventions approached I began to wonder how much money I would get. I was pretty raw and knew nothing about business, but I hoped that I might get five thousand dollars. I dreamed of what I could do with big money like that, of the tools and other things I could buy to work out inventions. But I knew Wall Street to be a pretty bad place, and had a general suspicion that a man was apt to get beat out of his money there. So I tried to keep my hopes down; but the thought of five thousand dollars kept rising in my mind.

"Well, one day I was sent for by the president of the Gold and Stock Telegraph Company to talk about a settlement for my improvements. He was General Marshal Lefferts, colonel of the Seventh Regiment. I tell you, I was trembling all over with embarrassment, and when I got in his presence my vision of five thousand dollars began to vanish. When he asked me how much I wanted I was afraid to speak. I feared that if I mentioned five thousand dollars I might get nothing at all. That was one of the most painful and exciting moments of my life. My, how I beat my brains to know what to say! Finally, I said, 'Suppose you make me an offer!'

"By that time I was scared; I was more than scared, I was paralyzed.

"How would forty thousand dollars do?" asked General Lefferts.

"It was all I could do to keep my face straight and my knees from giving way. I was afraid he would hear my heart beat. With a great effort I said as calmly as I could, 'I guess that will be all right.'

"He said that he would have the contract drawn up in a couple of days and that I could come back and sign it. Yet the thing didn't seem to be real. It was too big. Besides, I had my opinion of Wall Street. I couldn't sleep. But, when I went back, there was the contract. I signed it in a hurry without reading it. I don't know even now what was in that contract. Then a check for forty thousand dollars was handed to me.

"I went to the bank on which the check was drawn as quick as my feet could get me there. Even then the thing didn't seem real. It was the first time I was ever in a bank. I got in a line of boys in front of the paying teller's counter, and when my turn came I handed in the check. Of course I had not endorsed it. The teller looked at the check, pushed it back to me and roared out something which I could not understand, being partly deaf. My heart sank and my legs trembled. I handed the check back to him, but again he pushed it back with the same unintelligible explosion of words.

"That settled it. I went out of the bank feeling miserable. I was the victim of another Wall Street 'skin game.' I never felt worse in my life. I went around to the brother of the treasurer who had drawn the check and said, 'I'm skinned, all right.' When I told him my story he burst out laughing, and when he went into the treasurer's office to explain matters there was a loud roar of laughter at my expense. They sent somebody to the bank with me, and the bank officials thought it so great a joke that they played a trick on me by paying the whole forty thousand dollars in ten, twenty and fifty dollar bills.

"It made an enormous pile of money. I stuffed the bills in my inside pockets and outside pockets, my trousers pockets and everywhere I could put them. Then I started for my home in Newark. I wouldn't sit on a seat with anybody else on the train and I would let nobody approach me. I clasped my arms across my body and sat in that way, suspicious and alert, all the way home. And when I got to my room there was so much money that I couldn't sleep that night for fear of being robbed; so the next day I took it all back to General Lefferts and told him that I didn't know where to keep it. He had it placed in a bank to my credit. That was my first bank account.

"With that money I opened a new shop and worked out apparatus for the Western Union Telegraph Company. My automatic telegraph, which handled a thousand words a minute between New York and Washington, was bought out by Jay Gould and the Western Union Company. It is in litigation yet.

"Then the quadruplex was installed. I sold that to Jay Gould and the Western Union Company for thirty thousand dollars. The next invention was the mimeograph, a copying machine.

"When Bell got out his telephone the transmitter and receiver were one. Professor Orton, of the Western Union Company, asked me to do something to make the telephone a commercial success. I tackled it and got up the present transmitter. The Western Union Company eventually made millions of dollars out of it. I got a hundred thousand dollars for it.

"At last President Orton sent for me and said, 'Young man, how much do you want in full payment for all the inventions you have given to the Western Union Company?'

"I had forty thousand dollars in my mind, but my tongue wouldn't move. I hadn't the nerve to name such a sum.

"Make me an offer,' I ventured.

"How would a hundred thousand dollars seem to you?" he asked.

"I almost fell over. It made me dizzy. But

I kept my face and answered, with as much coolness as I could muster, that the offer appeared to be a fair one. Then another thought occurred to me, and I said that I would accept a hundred thousand dollars, if the company would keep it and pay me in seventeen yearly instalments. I knew that if I got it all at once it would soon go in experiments. It took me seventeen years to get that money, and it was one of the wisest things I ever did. By putting a check on my extravagance I always had funds."

Mr. Edison paused for a moment and thrust his hands in his pockets. An intense look came into his face. His eyes seemed to be looking at something a mile away. So I had seen him in the midst of his electric storage-battery experiments—the world suddenly shut out; his mind turned in on itself.

"It is not true that the strain of life is wearing out the brightness and originality of the American people," he said slowly. "I believe that competition and hard work, above all, hard mental work, is making the American mind keener and more fertile than ever. We are making rapid progress in every direction.

"These great corporations and enormous fortunes that people talk so much about—why, they are blessings. The more big organizations we have and the more rich people we have, the better off the country will be.

"It is the grand scale of work made possible by this concentrated wealth and organization that has produced the present systematic application of science to industry, and the ceaseless demands and greater rewards for higher intelligence among workingmen. This is the best time in all history for a man to live in. Success is no longer a matter of brute strength, but a question of brains. Isn't that a great gain for humanity? The school-house is the door to success.

"The country going backward? Stuff! What we need is an honest enforcement of our laws, more schools, more people in them, more 'trusts' and more millionaires, yes, billionaires.

"Of the things that are yet to be known we don't know a hundred-millionth part now, and we need massed billions of money and mighty, waste-eliminating organizations, directed by Rockefellers and Carnegies and Schwabs and Baers, to move the productive powers of the world to a higher plane and make things easier and better for everybody.

"I have never known anything like the present demand for intelligent men in every line of work. With the rapid cheapening of power, and the certainty that it will become very much cheaper, the value of mere physical strength is becoming less important, and the value of knowledge and thinking qualities advances. The idea expressed in 'A Message to Garcia' becomes truer every day. The eyes of the great capitalists and organizers are strained for signs of intelligence above the dead line that divides raw labor from ingenious labor.

"One of the most significant evidences of the tendencies of the age is the fact that while the hours of muscular work are becoming shorter, the hours of brain work are growing longer. Science is making the executive problems of production more involved and, at the same time, it is simplifying and lightening the burdens of mere animal effort.

"Go to the Bethlehem Steel Works and see young men of twenty-five and thirty years in charge of the big hammers and machines. Why? Because they are graduates of the Massachusetts Institute of Technology. If there were ten such schools in Boston their graduates would be gobbled up as fast as they came out.

"Go to the General Electric Company's works and see the crowd of inventors developed from the ranks, all being liberally paid for their ideas.

"Go to any of the great industrial centers and see how large capital and concentrated, systematized methods of business have developed and rewarded poor men who bring intelligence to their tasks. If that isn't a good sign for the present and the future, then my experience and observation go for nothing.

"In my judgment the great organizers, such men as John D. Rockefeller and Andrew Carnegie, have actually done more for the country, more for the masses, than any other men, with the possible exception of the inventors. Of course I do not approve of the advantage secured by Mr. Rockefeller through secret railroad rebates. Yet, that was not his fault so much as the fault of our laws or our administration of the laws. They were all the same game. He simply played it better and on a larger scale. Human nature is not perfect and, so long as we leave such opportunities to business men, we must expect them to take advantages where they can.

"If Mr. Rockefeller were born to-day, he could, I believe, do pretty nearly as well as he has done. The opportunities for success of all kinds are just as great, greater, I think, than when he started in as a poor boy.

"As I look at it, Mr. Rockefeller has never been able to draw his wages for what he has done for the world. He hasn't been even half paid for his work. What has he got out of it? A lot of tin boxes full of bonds that are of no use to him or to anybody else.

"If the Standard Oil Company were to be divided up into a hundred different proprietorships and managements to-day, refined oil would be selling for twenty-five per cent. more within ten years. I have bought lubricating oil for \$21 a ton and, with all my knowledge of the technique, I cannot see how it can be made at that price.

"I believe that if all the manufacturing businesses that have been merged into great central systems should be forced back into their original units of organization, most of the products of industry would cost twenty per cent. more actually to make than we can buy them for now.

"Take two large manufacturing works competing with each other. One is managed by a man who is a logical thinker, the other by a man who is not. Now, if competition is close, the thinker improves his methods, while the other man simply cuts down wages or goes out of business."

It is hard to describe Mr. Edison in moments of enthusiasm. He is so strong and quiet and the shine in his eyes is so soft in moods of mental or spiritual exaltation that one gets only a sense of tranquil cheerfulness. Then comes an eye-flash, a raising of the brows and relaxation of the mouth, and his face has instantly the glow and glory of inspiration. It was so at that moment. And the sun, shining across the

little row of geraniums in the window, made a very striking picture of him.

"Pessimism is out of place in this country," he said. "We are all advancing together, and there is every reason for hope and confidence. The improvement in rapid transit facilities will enable workingmen to move out into the green country, away from congested centers of population where a poor man has to live in a sort of sarcophagus, with a sewer under it. Every man who works ought to have a bit of garden. That will come through rapid transit, in the near future. The improvement in methods of production will also make it possible soon to build workmen's houses for half what it costs now. These houses can be built away from the city, for the day is not far off when we shall have networks of suburban electric railroads, with trains running at different rates of speed up to fifty miles an hour.

"The cost of living is going down and wages going up, that is, the wages for intelligent work. Practically everything a poor man uses, except food, is cheaper. The demand for food is limited, but the demand for everything else is practically unlimited. Look back over the last twenty years, and you will at once see how scientific methods and genius for organization have lowered the cost of nearly everything except food.

"The price of food will come down, too. Look at what that great man Luther Burbank is doing to improve the food produced by the earth. He has started a new epoch in experimental agriculture, and probably in a few years the results of his work will be shown in better food and infinitely cheaper prices. Mr. Burbank is really a very great man. He plants a thousand things of one kind and, as they grow, his eagle eye detects the variations; then he works on the variations to reach a higher plane. That is my own method of work. The Government will in time take up that work, and we shall have thousands of men all over the country spreading knowledge of and applying the new methods. That means better and cheaper food.

"There are a number of men working on the problem of a nitrogenous fertilizer taken from the air by electricity. They are making distinct progress. The salient product is cyanamide. That one discovery will in time double the value of agricultural land, or cut the price of agricultural food products in two. The government experimenters have found a feldspar, which can be had in great quantities, and which, when ground sufficiently fine, will give up potash to plant life. These two improvements will probably enable a farmer to grow fifty bushels where he can grow only twenty bushels now.

"Professor Fisher has actually produced albumen from inorganic material. It is a peptone. If that sort of thing keeps on we shall soon be able to make eggs for breakfast out of air, water and stone, minus the organic principle of life.

"I mention things like these merely to call attention to the fact that we are moving toward better times, and that life is growing easier, not harder. As I see it, the condition of the man who rises above the dead line of mental mediocrity or inertia has greatly improved, and improves every year."

"But how about the man below that dead line?" I asked.

Mr. Edison leaned his head on his hand and blinked his eyes.

"His only hope is to be found in the school-house," he said, with great earnestness. "That is to be his salvation. We must protect him by good laws, honestly enforced, and see that the means of education are open to him. Beyond that no one can help him but himself. But the whole tendency of the age, which is calling for increased knowledge and intelligence, is to draw him up out of the rut.

"The labor unions could do much to advance the workingman if they did not insist on pulling good men down to the level of inferior men. The trouble is that, as a rule, they don't employ their best men to manage their business, as employers do. They ignore their wisest men and follow the biggest blow-hards. Under the leadership of such men as Mr. Arthur, the late chief of the Brotherhood of Locomotive Engineers, the labor unions might become a great power for good.

"Looking over the whole country, I have come to the conclusion that the greatest factor in our progress has been the newspaper press. Russia is much bigger than this country in every way. She has a tremendous population and immense natural resources. Yet she is fifty times slower. Why? Because she lacks the power of a free press. She cannot unite or harmonize her forces. But when we want to do anything in America the newspapers take it up. Everybody reads the newspapers, everybody knows the situation, and we all act together. That is another way in which our energies are being centralized and systematized."

That sincere tribute to the practical value of newspapers from the master worker of the busiest age in history recalls the fact that Mr. Edison was himself an editor. It was in his early days, when he emerged from his newsboy career. He managed to get some worn type and other damaged printer's apparatus. With these he fitted up an old car on the Grand Trunk Railway and issued *The Grand Trunk Herald*, a small sheet bearing his name as editor. At the same time he carried on scientific experiments in the car. He even attracted the attention of the great engineer Stephenson and won a tribute from the *London Times*. This stirred his boyish heart and impelled him to fresh experiments as his car moved up and down the line. In a luckless moment a bottle of phosphorus became uncorked and set fire to the car. The conductor of the train threw him and his apparatus out of the car, after boxing his ears. That boxing resulted in the deafness which has been an impediment in his work ever since.

In spite of that little tragedy, he threw himself into the work of experimentation with greater vigor than ever. It is said that his telegraph line consisted of stovepipe wire strung between two houses and insulated with bottles, the magnets wound with wire and wrapped in rags, and a piece of spring brass serving as the key. This system was connected with two cats, whose backs were violently rubbed by the young inventor; and, in spite of their clawing and yowling, he managed to develop a local current, but not of a kind to work the line.

After becoming a telegraph operator young Edison gave an extraordinary illustration of what ready intelligence can do even with primitive means. The electric cable connecting Port Huron with Sarnia, its neighbor city in Canada, was broken by the ice in the Saint Clair river. All communication between the cities was completely stopped. Leaping on a locomotive at Port Huron, Edison began to sound a message on the whistle, using the dots and dashes of the Morse telegraphic alphabet, "Hello, Sarnia! Do you hear, Sarnia?" For some time there was no response across the mile and a half of drifting ice. But at last a locomotive whistle in Sarnia answered. The signal had attracted the attention of the Canadian telegraph operator. From that time on the cities were in communication.

It is a far cry from these crude triumphs to the long struggles that ended in the incandescent electric light and the Phonograph, yet, all through these eventful years of alternate disappointment and success, one can see how large organization and large capital were necessary to the magnificent outcome of Mr. Edison's intelligent and never-ceasing toil.

One of Mr. Edison's assistants has recorded the fact that, in working out the Phonograph, the inventor has spent from fifteen to twenty hours a day, for six or seven months at a stretch, shouting the word "Spezia" against the wax cylinders, in his effort to have the sibilants distinctly reproduced. The intense and prolonged labor which has resulted in the new business-man's Phonograph can scarcely be realized. But it took immense capital and a widespread organization to place the million or more Phonographs of all kinds now in use.

We are stirred by the story of Mr. Edison's agonizing brain-concentration in the days and nights when he sought to find a carbon filament of sufficient resisting power to obtain a proper subdivision of incandescent light, of how one filament after another was destroyed, at the moment of apparent victory, by delicate breaths of air, and of how he kept on, without sleep, almost without food, while his companions and assistants grew haggard and faint, until at last his memory of what the great Humboldt had written about the qualities of a bamboo growing on the banks of the Amazon suddenly solved the problem. We remember that story, but we forget that Mr. Edison was backed by a corporation with ample capital. It was not enough to produce one or a dozen or a hundred incandescent lamps. To bring the invention within reach of mankind generally it became necessary to search the whole world for the right kind of bamboo fiber. William Moore was sent to search China and Japan. Frank McGowan followed the course of the Amazon for twenty-three hundred miles, investigating South America from the Atlantic to the Pacific, penetrating sections roamed by wild beasts and hostile Indians, and finally, after great suffering, completely disappearing. No trace of him has since been found. Mr. Ricalton explored the jungles of Pondicherry, Bangalore, Madras, Bombay and Delhi, ascended the Himalayas to an altitude of six thousand feet, followed the Ganges to its mouth, investigated the thickest of the Irrawaddy as far as Mandalay and searched the

Malay peninsula and Ceylon. While Mr. Edison sat in the stillness of his New Jersey laboratory studying variations so delicate as to be scarcely expressible, his agents were to be found in the remotest parts of the earth, braving dangers and hardships in a search for a sufficient supply of the right kind of bamboo fiber to make the incandescent light a permanent addition to the practical wealth of civilization.

THE COMMERCIAL DEPARTMENT.

LOCAL REPRESENTATIVES ARE APPOINTED.

Mr. Edison's inventions have all been so important and far-reaching that campaigns of public education, combined with the selling plans, have had to be conducted to overcome the natural resistance which is experienced when something radically new, such as the Business Phonograph, is introduced.

The present Commercial Department of the National Phonograph Co., with headquarters in Orange and branch offices in Boston, New York, Philadelphia, Pittsburg, Buffalo and Chicago, are at present the headquarters of these centers of combined educational and sales work. Under the direction of these branch offices and others that will be opened, local representatives in every city and small town must be appointed who can demonstrate the Edison Commercial System to prospects who have made inquiry at the branch offices and if possible install the appliances and render local service in the training of employees, and in making repairs.

Edison Jobbers and Dealers in every locality will be given the preference in these appointments which will be made in contract form the same as for amusement goods. But if we find that Edison Jobbers or Dealers are not interested nor qualified to handle the Business Phonograph appointments will be made among other local firms.

Reviewing the contract for handling the Edison Commercial System, which will be mailed upon application, the following features are important: *First*, representatives must purchase the proper number of outfits for writing their correspondence, and for demonstration, at the special discount of 20 per cent. *Second*, branch offices of the Commercial Department will send any goods to customers they may require, either for outright purchase, or for trial, and assume the account so that representatives need not carry any stock. *Third*, representatives must provide salesmen and a mechanic for repairs; the branch office of the Commercial Department will supply all of the repair parts. *Fourth*, the Commercial Department branch office will bill the goods direct to the customer and the National Phono-

graph Co. will be responsible for the collection of account. *Fifth*, on all goods installed by representatives a commission of 20 per cent. will be allowed when the customer has paid for the goods to the National Phonograph Co.

Edison Jobbers or Dealers who at first thought consider 20 per cent. commission is not sufficient will notice that they are only required to make a local demonstration to the prospect, after being furnished with the inquiry from the branch office, and supply the small amount of interest necessary to properly install the machines when they are shipped from the branch office and attend to any repairs in the future.

It is pointed out that branch office experts are expected to visit the cities and towns where agents will be appointed and in every possible manner instruct the local representatives in accordance with the campaign of education which has been laid out for the Commercial Department. Although 20 per cent. commission may seem small, it is a fact that no purchase of the Edison Commercial System for an ordinary office costs less than \$200, while it is not uncommon for offices with five or six stenographers to order fully \$1,000 worth of these appliances. At 20 per cent. commission it can thus be seen that Edison Jobbers and Dealers can very easily make considerable profit if they have anyone in their employ capable of attending to this class of business in their spare time.

A complete line of literature, consisting of catalogues, instructions for selling and installing, and blank contracts, will be sent to any Edison Jobber or Dealer who may be interested. Address Commercial Department, Main Office, National Phonograph Company, Orange, N. J.

ADVERTISEMENT OF A TEXAS DEALER.

He woo'ed the girl with serenade
And flowers and sweets, yes you may laugh,
She ne'er said yes, the little maid,
Till won by Edison's Phonograph.

Now why don't you buy her one? We will let you have a nice machine for \$10, and a dozen Gold Moulded Records for \$4.20 per dozen.

Of course you must not tell her how cheap it was. You never tell how cheap you bought things until after you are married. This young lady will enjoy the machine and Records more than she would \$20 worth of candy, which will only make her sweeter and you more sad. Again, you must have an eye for business, if you win her, the machine will come back to you; whereas the candy, theatre tickets, flowers, skating rink, etc.—well, well, "nuff sed."

Let each of the dozen Records tell her that you love her. Let her have it by voice, violin, guitar, banjo, piccolo. Let the bells ring it to her and let the cornet blow it into her ears, and you will have made the best investment of your life.

Now if you are a married man, of course you must have one. How cheerful and restful to reach home after a hard day's work and have the sweet plaintive notes of the Phonograph greet you with "Everybody works but father."—*Temple Book Concern, Temple, Tex.*

A JOBBER'S LIST OF 250 GOOD SELLING EDISON RECORDS.

Each year the Eastern Talking Machine Company, of Boston, issue for the benefit of their Dealers a list of what they consider the best selling Edison Records. The advantage of such a list to Dealers who cannot carry the full line of Edison Records is obvious. It is especially helpful to Dealers who are taking on the line for the first time and who are all at sea as to the make-up of their initial Record order. Other Jobbers could follow the same plan to advantage. Believing that the list of the Eastern Talking Machine Company will be of interest to the entire trade, we are reprinting it below:

19	Under the Double Eagle March	8399	Violets	8926	When the Bees Are in the Hive
		8398	Blaze Away March	8931	Come Take a Trip, etc., Medley
93	Stars and Stripes Forever	8409	In the Valley Where the Bluebirds Sing	8933	The Troubadour
128	Ireland's Well-known Melodies No. 2	8439	Intermezzo—Cavalleria Rusticana	8936	Mexico
504	Anvil Chorus from Il Trovatore	8441	Reuben Haskins of Skowhegan, Maine	8946	Ye Ancients' March
510	Blue Danube Waltz	8457	Scene in a Country Store	8948	My Carolina Lady
631	Faust Waltz	8468	There's a Mother Always Waiting, etc.	8950	When the Harvest Moon, etc.
1066	McGinty at the Living Pictures	8470	Comin' Thro' the Rye	8952	There's a Dark Man, etc., Medley
1515	Home, Sweet Home	8484	Two Rubes in an Eating House	8957	He's Me Pal
1559	Where Is My Wandering Boy To-night	8516	Ballet Music from Faust, Part 2	8958	In the Shade of the Old Apple Tree
2018	Holy City	8525	Any Rags	8966	Bunker Hill
2201	Annie Laurie	8529	Girl I Left Behind Me Medley	8967	Grandfather's Clock
2213	Dancing on the Old Barn Floor	8531	Handful of Earth from Mother's Grave	8975	Parson Spencer's Discourse, etc.
2217	Rocked in the Cradle of the Deep	8536	Beaumarie	8979	Tammany
2223	My Old Kentucky Home	8546	Le Secret Polka	8982	Heinie
2237	Carry Me Back to Old Virginia	8557	Scene in Country Blacksmith Shop	8984	Professor and Musical Tramp
2605	Darkies Dream	8562	Peaceful Henry March	8988	Two Rubes and Tramp Fiddler
2806	Irish Reel	8566	Melody of Love	8993	Garry Owen Medley
3202	Chimes of Trinity	8582	Last Rose of Summer	8995	Good Night, Little Girl, Good Night
4005	Laughing Coon	8587	New Colonial March	8998	When Father Laid the Carpet on the Stairs
4012	Whistling Coon	8595	Pretty as a Butterfly	9000	Preacher and the Bear
4013	Whistling Girl	8606	Marching Thro' Georgia	9007	Hey! Mister Joshua
4029	German Hunter's Song	8619	Reuben Haskins' Ride in an Auto	9009	Paddy's Day
5019	Abide With Me	8632	Uncle Sammy March	9013	You're My Heart's Desire, etc.
5720	My Wild Irish Rose	8638	Medley of National Airs	9014	An Autumn Evening
6504	Lost Chord	8641	Swedish Garde March	9016	Ev'ry Little Bit Helps
6602	Parody on Widow's Plea for Her Son	8645	Where the Sunset Turns, etc.	9019	Good-night, Beloved, Good-night
7107	I Couldn't Mocking Bird	8650	Man Behind Blue Bell	9020	Tell Me With Your Eyes Medley
7169	Spring Song (Mendelssohn)	8655	Rosedale March	9022	Beautiful Birds, Sing On
7195	Nearer My God to Thee	8657	Pop Goes the Weasel Medley	9028	Come Along, Little Girl, etc.
7267	Roll On, Silver Moon	8678	Dance of the Honey Bells	9030	Courting Malinda
7523	Mandy Lee	8687	All Aboard for Dreamland	9031	Glory Song
7590	Holy City	8700	Old Jim's Christmas Hymn	9047	Songs My Mammy Sang to Me
7625	Lead Kindly Light	8708	Down on the Brandywine	9053	Jim Bludso
7725	Florodora March	8712	Prettiest Little Song of All	9054	Dearie
7742	Hearts and Flowers	8713	Listen to the Mocking Bird	9055	Take a Car
8014	Down Where the Blue Bells Grow	8715	For the Lawdy Sakes Feed My Dog	9058	Saved by Grace
8047	Messenger Boy March	8719	An Interrupted Courtship, etc.	9060	Keep a Little Cosy Corner, etc.
8048	Fireman's Duty	8731	My Old New Hampshire Home	9063	My Irish Molly, O
8054	Our Director March	8734	Two Rubes at the Vaudeville	9064	Louis and Lena at Luna Park
8058	Forbes' Farewell	8736	A Bit o' Blarney	9066	Just Across the Bridge of Gold
8069	Casey at the Telephone	8742	I Can't Do That Sum	9069	In the Evening by the Moonlight
8096	Rehearsal for the Huskin' Bee	8753	On Jersey Shore March	9070	Would You Care
8128	Wedding of the Winds	8760	Two Rubes at the Circus	9079	Chimmie and Maggie
8130	El Miserere from Il Trovatore	8773	Dixie	9081	Killarney
8139	Jolly Coppersmith.	8784	Rheumatism Cure, etc.	9086	Waltz of the Swallows
8146	Down at Finnegan's Jamboree	8797	Con Clancy's Before Election Speech	9087	Lasca
8155	Twenty-third Psalm and Lord's Prayer	8801	Wilhelmina Waltzes	9087	In Dear Old Georgia
8172	Closing Time, etc.	8809	Bye and Bye, etc.	9099	Everybody Works But Father
8184	Miss McLeod's Reel	8817	Old Black Joe	9100	The Village Seamstress
8190	Marty Malone's Wake	8823	Blue Bells	9103	Fishing
8202	Arkansas Traveler	8829	Rock of Ages	9106	Whistler and His Dog
8207	Second Regiment, N. G. N. J. March	8839	Little Boy Called Taps	9107	I'll Be Waiting in the Gloaming
8217	Lucky Jim	8846	Ring the Bells of Heaven	9108	When the Mists, etc.
8233	The Psalms	8854	I'm Trying So Hard, etc.	9111	What You Goin' to Do, etc.
8247	U. S. Army Lancers, First Figure	8870	Just Before the Battle, etc.	9119	Musical Yankee
8260	Tell Me Pretty Maiden	8872	Come, Take a Trip in My Airship	9120	Hard Times Come Again No More
8279	Con Clancy's Christening	8874	By the Old Oak Tree	9128	Jesus, Savior, Pilot Me
8293	Turkey in the Straw	8876	The Darkies' Dream	9130	Wait 'Till the Sun Shines, Nellie
8333	Boston Commandery March	8878	Over the Waves Waltz	9141	Sweet Little Daisies
8337	Second Regiment Conn. N. G.	8881	Thoroughbred Two-step	9142	Fol-the-rol-lol
8394	Violets	8884	High Pride Two-step	9143	Courtship of Barney and Eileen
8339	Dixie Medley	8886	Virginia Reel	9144	When the Evening Breeze, etc.
8360	Casey and His Gang of Irish Laborers	8902	By the Watermelon Vine		
8362	Therese Polka	8905	Dreamy Moments		
8382	Alice, Where Art Thou?	8906	Yankee Doodle Boy		
8387	Alagazam March	8910	Monastery Bells		
		8912	Mamma's Boy		

9148 Golden Wedding	9199 God Be With You	9276 At the Minstrel Show—No. 2
9152 I'm Old, But I'm Awfully Tough	9203 College Life March	9277 At the Minstrel Show—No. 3
9153 Happy Heinie March	9213 Chaser March	9278 At the Minstrel Show—No. 4
9155 Nothin' From Nothin' Leaves You	9217 Silver Heels	9279 At the Minstrel Show—No. 5
9158 Can't You See I'm Lonely	8221 Uncle Josh Wetherby in a Department Store	9280 At the Minstrel Show—No. 6
9159 Call Again Calligen	9222 Just a Little Rocking Chair and You	9292 It's Up to You to Move
9162 Silver Threads Among the Gold	9225 Tenth Regiment March	9293 Sailor's Hornpipe Medley
9164 Sympathy	9236 Mandy and Her Man	9296 Here's to Our Absent Brothers
9166 Starlight	9238 Sister	9310 Good-by Mr. Greenback
9169 Good-night Waltz	9240 Only a Message from Home, Sweet Home	9312 Where the Morning Glories Twine Around the Door
9172 Fritz and Louisa	9243 When the Whip-poor-will Sings, Marguerite	9315 Waiting at the Church
9176 Hebrew Vaudeville Specialty	9244 Flanagan's Night Off	9328 With the Robins I'll Return
9180 Pass Me Not, etc.	9255 In the Golden Autumn Time, My Sweet Elaine	9333 Clancy's Wooden Wedding
9183 La-Tydley Tydley Um	9259 My Lovin' Henry	9334 Fisher's Hornpipe Medley
9189 A Gay Gossoon	9263 Happy Birds Waltz	9341 American Cake Walk
9192 Jolly Blacksmith	9271 Keep on the Sunny Side	9345 Manhattan Beach March
9193 Fol-the-rol-lol Medley	9275 At the Minstrel Show—No. 1	9349 Two Jolly Irishmen
9195 Henny Klein		9350 Good Old U. S. A.
9197 "Genevieve" Waltz Medley		9354 Old Heidelberg
		9359 Peaches and Cream

EDISON GOODS HIS LEADER.

I send you photograph of my store where Edison Phonographs and Edison Gold Moulded Records are the leaders in the talking machine line. None of the several makes of goods in this line in seven years (my experience in the business) has ever equaled in popularity and



staying qualities the Edison machines and Gold Moulded Records. Other makes having long ago been discontinued. Selling Edison Phonographs and Records is the best branch as a moneymaker I have and they will have my most energetic efforts to increase their sale.—*C. E. Wyeth, Newark, Ohio.*

A PLAN WORTH EMULATING.

Following is a copy of a letter that the R. S. Williams & Sons' Co., Ltd., Edison Jobbers at Toronto, Canada, are sending to their Phonograph Dealers:

The Phonograph season is now well under way, and the prospects are that this season will be the greatest in the history of the talking machine trade. Are you getting your share of the talking machine business? If not, why not?

The keynote to the Phonograph business is the new issue Records. This is the greatest business promoter and the secret of your success as a Phonograph dealer.

Make your customers look for these new issue Records each month; advertise the fact that they can be heard at your store the first of each month; drive the wedge in still farther by a circular to each of your customers, inviting them to call, then watch the results that are bound to follow.

Now, to work this end of the business successfully, you must have at least one each of the new issue Records each month. We enclose you a card which we trust you will sign and return to us as quickly as possible. You are running no chance as the Edison month's Phonograms, of which you no doubt received month's PHONOGRAPH MONTHLY, of which you no doubt received a copy.

Let us help you double your business; it can be done; we have done it in our retail department. Write us fully the conditions you have to contend

with in your locality, and we will give our frank, open opinion backed with our long experience, which we think will greatly increase your business.

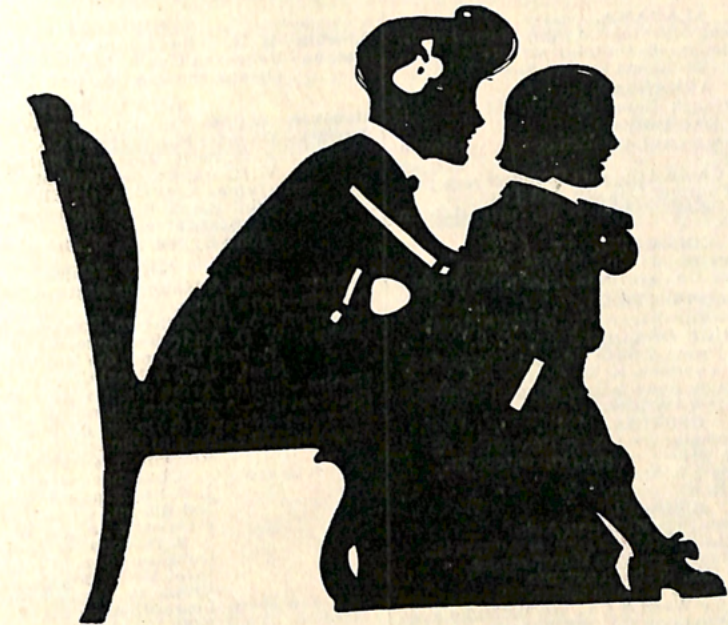
Enclosed with the letter is a card, directing the Williams Company to enter an order for one or more of each of the new Edison Records each month until ordered discontinued. The Williams Company report that they have had surprising results with the plan.

BE ENTHUSIASTIC.

With a product so perfectly made, and so thoroughly advertised as Edison Phonographs and Records, Dealers should have no trouble in being enthusiastic when talking about these goods to a prospective buyer. They may have an excellent window display; may have a most complete stock; may know the merits and advantages of Edison goods by heart, yet if they do not talk with the conviction which comes from being really enthusiastic, their customers will not get to that point of interest when they will say, "Yes! that's the machine I want."

Dealers must remember that, in all probability, a customer comes into the store with the definite idea that the Edison is the one of all others that he would like, but he wants to have his opinion confirmed by the Dealer. Thus it may mean that the Dealer will have to enumerate the good points about which he is already well informed, and if this is done in a genuinely enthusiastic manner, an order may very easily be secured for a "Home" when he intended to buy a "Standard"—and so make just so much more profit.

Dealers should never let a customer buy a low priced machine if they can possibly help it. It means less satisfaction for the customer, for the Dealer, for those that hear it. Emphasize strongly the advantages of paying a little more and getting an instrument that is certain to give more real pleasure, and true enjoyment, to everyone that hears it. The sale of an "Edison" means selling a regular supply of Edison Records to its owner, too; this is almost an impossibility when a low priced talking machine is sold.



THERE is nothing so good for the family as laughing. Anything introduced into the family circle which will increase the number of laughs per person per evening is a benefit to the health of the home.

The Edison Phonograph is able to furnish good, hearty, wholesome fun. It is not always funny, but it can be made funny when you like it funny.

The first work of the Edison Phonograph is to amuse. Some people are better amused by things that are not funny. Music, operas, hymns, ballads, old songs—whatever it is that you like best—that is what the Edison Phonograph can give you best. There are good dealers everywhere who show it and sell it. Write for the book and you will know why you want the Edison.

National Phonograph Company

Lakeside Ave., Orange, N. J.

[Full page advertisement
in November Magazines.]

JOBBERERS OF EDISON PHONOGRAPHS AND RECORDS.

ALABAMA.
 Birmingham—Talking Machine Co., 2007 Second ave.
 Mobile—W. H. Reynolds, 167 Dauphin street.
 Montgomery—R. L. Penick, 119 Dexter ave.

ARKANSAS.
 Little Rock—O. K. Houck Piano Co.

CALIFORNIA.
 Los Angeles—Southern California Music Co., 332 South Broadway.
 Oakland—Kohler & Chase, Inc., 1013 Broadway.
 Sacramento—A. J. Pommer Co., 9th and J Sts.
 San Francisco—P. Bacigalupi & Sons, 1021 Golden Gate Ave.

COLORADO.
 Denver—Denver Dry Goods Co., 610 16th street.
 Hext Music Co., 15th and California streets

CONNECTICUT.
 New Haven—Pardee-Ellenberger Co., 96 State street

DISTRICT OF COLUMBIA.
 Washington—E. F. Droop & Sons Co., 925 Pennsylvania avenue, N. W.
 S. Kann Sons & Co., 8th and Pennsylvania avenues.

GEORGIA.
 Atlanta—Atlanta Phonograph Co., 50 Peachtree St.
 Phillips & Crew Co., 37-39 Peachtree St.
 Savannah—Youmans & Leete.
 Waycross—George R. Youmans.

ILLINOIS.
 Chicago—Babson Bros., 148 Michigan Ave.
 Lyon & Healy, Wabash Ave. & Adams St.
 James I. Lyons, 192 Van Buren street.
 The Cable Co., Wabash avenue.
 The Vim Co., 68 E. Lake street.
 Montgomery Ward & Co., 111 Michigan ave.
 Rudolph Wurlitzer Co., 266 Wabash ave.
 Peoria—Peoria Phonograph Co., 416 S. Adams street.
 Quincy—Quincy Phonograph Co., 808 Hampshire st.

INDIANA.
 Indianapolis—Indiana Phono. Co., 45 Virginia Avenue.
 Kipp-Link Phonograph Co., 217 N. Illinois St.
 A. B. Wahl & Co., 119 S. Illinois street.

Lafayette—A. B. Wahl & Co., 304 Main street.

IOWA.
 Des Moines—Hopkins Bros. Co., 620 Locust street.
 Vim Co., 808 West Walnut street.
 Fort Dodge—Early Music House, 822 Central ave.
 Sioux City—Early Music House.

KENTUCKY.
 Louisville—C. A. Ray, 650-652 Fourth avenue.

LOUISIANA.
 New Orleans—William Bailey, 600 Frenchman street.
 National Automatic Fire Alarm Co., 614 Gravier street.

MAINE.
 Bangor—S. L. Crosby Co., 186 Exchange street.
 Portland—W. H. Ross & Son, 207 Commercial street.

MARYLAND.
 Baltimore—E. F. Droop & Sons Co., 109 N. Charles St.

MASSACHUSETTS.
 Boston—Boston Cycle & Sundry Co., 48 Hanover street.
 Eastern Talking Mach. Co., 177 Tremont st.
 Iver Johnson Sptg. Goods Co., 163 Washington street.
 C. E. Osgood Co., 744 Washington street.
 Fitchburg—Iver Johnson Sptg. Goods Co., 247 Main st.
 Lowell—Thomas Wardell, 111 Central street.
 New Bedford—Household Furnishing Co., 170 Purchase street.
 Springfield—Flint & Brickett Co., 439 Main st.
 Worcester—Iver Johnson Sptg. Goods Co., 304 Main st.

MICHIGAN.
 Detroit—American Phono. Co., 106 Woodward ave.
 Grinnell Bros. 219 Woodward ave.

MINNESOTA.
 Minneapolis—Thomas C. Hough, 714 Hennepin ave.
 Minnesota Phono. Co., 518 Nicollet avenue.
 St. Paul—W. J. Dyer & Bro., 21-23 West 5th street.
 Koehler & Hinrichs, 255 E. 3d St.
 Thomas C. Hough, 392 Wabasha street.
 Minnesota Phonograph Co., 37 E. 7th street.

MISSOURI.
 Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
 J. F. Schmelzer & Sons Arms Co., 710 Main street.

St. Louis—Conroy Piano Co., 11th and Olive streets.
 O. K. Houck Piano Co., 1118 Olive street.
 Western Talking Machine Co., 1110 Olive st.

MONTANA.
 Helena—Frank Buser, Diamond Block, Sixth avenue.

Continued on page 23.

NEBRASKA.
 Lincoln—H. E. Sidles Phono. Co., 13th and P streets.
 Omaha—Nebraska Cycle Co., 15th and Harney streets.
 Omaha Bicycle Co., 16th & Chicago sts.

NEW JERSEY.
 Hoboken—Eclipse Phono. Co., 203 Washington st.
 Newark—Douglas Phonograph Co., 20 New street.
 A. O. Petit, New and Halsey streets.
 V. H. Rapke, 287 Bank street.

Paterson—James K. O'Dea, 117 Ellison street.
Trenton—Stoll Blank Book and Stationery Co., 30 E. State street.
 John Sykes, 105 N. Broad street.

NEW YORK.
 Albany—Finch & Hahn, 92 State street.
 Astoria—John Rose.
 Brooklyn—A. D. Matthews' Sons, 394 Fulton street.
 Buffalo—W. D. Andrews, Seneca and Wells streets.
 Robert L. Loud, 613 Main street.
 Neal, Clark & Neal Co., 647 Main street.
 Elmira—Elmira Arms Co., 117 Main street.
 Gloversville—American Phono. Co., 99 W. Fulton st.
 Kingston—Forsyth & Davis, 307 Wall street.
 New York City—Bettini Phono. Co., 156 W. 23d street.
 Blackman Talking Machine Co., 97 Chambers street.
 J. F. Blackman & Son, 2737 3d avenue.
 Sol Bloom, 3 E. 42d street
 I. Davega, Jr., 125 W. 125th St.
 S. B. Davega, 32 E. 14th street.
 Douglas Phono. Co., 89 Chambers st.
 Jacot Music Box Co., 39 Union Square.
 Victor H. Rapke, 1661 Second avenue.
 Siegel-Cooper Co.
 John Wanamaker.
 Alfred Weiss, 1622 First avenue.

Oswego—Frank E. Bolway, 32 W. Bridge street.
Rochester—A. J. Deninger, 345 North street.
 Mackie Piano, O. & M. Co., 100 State street.
 Giles B. Miller, 63 State street.
 Talking Machine Co., 97 Main st., E.
Schenectady—Finch & Hahn, 504 State street.
 Jay A. Rickard & Co., 253 State street.

Syracuse—W. D. Andrews, 216 E. Railroad street.
Troy—Finch & Hahn, 3 Third street.
Utica—Clark-Horrocks Co., 54 Genesee street.
 Arthur F. Ferriss, 81 Washington street.
 William Harrison, 50 Columbia street.
 Utica Cycle Co., 31 Columbia street.

OHIO.
 Canton—Klein & Heffelman Co., 220 E. Tuscarawas St.
 Cincinnati—Ilsen & Co., 25 W. 6th street.
 Rudolph Wurlitzer Co., 10-12 W. 4th st.
 Cleveland—Eclipse Musical Co., 714 Prospect ave.
 Columbus—Perry B. Whitsit Co., 213 S. High street.
 Dayton—Niehaus & Dohse, 35 E. 5th street.
 Newark—Ball-Fintze Co.
 Toledo—Hayes Music Co., 608 Cherry street.

OREGON.
 Portland—Graves & Co., Inc., 328 Washington St.

PENNSYLVANIA.
 Allentown—G. C. Aschbach, 539 Hamilton street.
 Easton—William Werner, 432 Northampton street.
 Harrisburg—S. K. Hamburger, 12-14 N. Market sq.
 Philadelphia—C. J. Heppe & Son, 1117 Chestnut street.
 Lit Bros., Market and 8th streets.
 Musical Echo Co., 1217 Chestnut street.
 Penn Phonograph Co., 17 S. 9th street.
 John Wanamaker, 13th and Market sts.
 Wells Phonograph Co., 45 N. 9th street.
 Western Talking Mach. Co., 41 & 43 N. 9th st.
 H. A. Weymann & Son, 923 Market st.

Pittsburg—Theo. F. Bentel Co., Inc., 435 Wood street.
 Pittsburg Phono. Co., 937 Liberty street.
 Powers & Henry Co., 101 Sixth street.

Reading—Reading Phonograph Co., 48 N. 8th St.
Scranton—Ackerman & Co., 217 Wyoming avenue.
 Technical Supply Co.

Sharon—W. C. DeForeest & Son.
Williamsport—W. A. Myers, 145 W. 3d st.

RHODE ISLAND.
 Pawtucket—Pawtucket Furniture Co., 39 N. Main St.
 Providence—J. M. Dean Co., 785-795 Westminster street.
 J. A. Foster Co., Weybosset st.
 Household Furniture Co.
 J. Samuels & Bro., 154 Weybosset street.
 A. T. Scattergood & Co., 106 Main st.

UTAH.
 Ogden—Proudfit Sporting Goods Co., 351 24th street.
 Salt Lake City—Clayton Music Co., 109 S. Main street.

JOBBERERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.

TENNESSEE.
 Knoxville—Knoxville Typewriter and Phonograph Co., 421 Gay street.
 Memphis—F. M. Atwood, 160 N. Main St.
 O. K. Houck Piano Co., 602 S. Main street.
 Nashville—Nashville Talking Mach. Co., 510 Church st.
 Magruder & Co., 27 Arcade.
 O. K. Houck Piano Co.

TEXAS.
 Dallas—Southern Talking Machine Co., 347 Main st.
 El Paso—W. G. Walz Co., 101 El Paso street.
 Fort Worth—Cummings, Shepherd & Co., 700 Houston st.
 Houston—Texas Phono. Co., Capitol and Fannin Sts.
 San Antonio—H. C. Rees Optical Co., 242 West Commerce St.

VIRGINIA.
 Burlington—American Phono. Co., 34 Church St.

WASHINGTON.
 Seattle—D. S. Johnston Co., 903 Second Ave.
 Spokane—Spokane Phonograph Co., 7 Post St.

WISCONSIN.
 Milwaukee—McGreal Bros., 173 3d street.

CANADA.
 Toronto—R. S. Williams & Sons Co., Limited
 143 Yonge street.
 Winnipeg—R. S. Williams & Sons Co., Ltd., 121 Prince street.

SUSPENDED LIST, NOVEMBER 1, 1906.
SUPERSEDING ALL PREVIOUS LISTS.

CALIFORNIA.
 Petaluma—THOMAS MCGUIRE, 875 Main street.

GEORGIA.
 Valdosta—H. K. McLENDON, 109 West Central Ave.

ILLINOIS.
 Champaign—EGGLESTON BROS.
 Ottawa—EDWARD HAYNE.
 Wheaton—E. IRVING.

INDIANA.
 Logansport—F. M. NEFF, 406 Broadway.
 South Bend—EUGENE MARSH, 126 Vista avenue.
 SOUTH BEND BOOK BINDERY, Robert Lebolt, Prop., 203 North Michigan street.

IOWA.
 Burlington—JOHN P. WEISS, 711 Jefferson street.
 Sioux City—HATTENBACH BROS. CO.
 A. V. LARIMORE, 518 Fifth street.
 State Center—ORA SARGEANT.

KANSAS.
 Clay Centre—E. M. GOWENLOCK.
 Lawrence—BELL BROS.
 Topeka—R. H. MOREHOUSE, 510 E. 4th street.

MAINE.
 Biddeford—W. H. FIELD.
 Lewiston—J. W. SKENE.
 Monmouth—G. H. STETSON.
 Waterville—FRANK BLANCHARD, 150 Main street.

MASSACHUSETTS.
 Boston—E. C. PECK, 43 Milk st.
 T. SINGER, 60 Leverett street.
 Franklin—E. P. Blackman.
 Lawrence—LORD & CO., 314 Essex street.
 E. O. MOSHER, 420 Essex street.
 Malden—A. T. FULLER.
 Nantucket—ARTHUR M. TAYLOR.
 New Bedford—H. B. DEWOLFF.
 Somerville—E. J. WINCHESTER, 32 Summit avenue.
 Worcester—JOSEPH TUKMAN, 44 Front street.
 Woburn—OSBORN GILLETTE, or THE BOLTON JEWELRY CO., L. F. Maloney, Manager.

MICHIGAN.
 Detroit—F. J. SCHWANKOVSKY.
 Saginaw—GEO. W. EMENDORFER.
 JAMES V. CALAHAN, 217 Genesee st.
 TIERNEY BROS., 217 Genesee st.

MISSOURI.
 Kansas City—THE WITTMANN CO.

NEBRASKA.
 Lincoln—THE WITTMANN CO.
 Omaha—THE WITTMANN CO.
 PIANO PLAYER CO.
 *Red Cloud—ALBRIGHT BROS.

NEW HAMPSHIRE.
 Hillsboro Bridge—E. M. BARNES.
 Manchester—A. E. DUMAS
 Nashua—F. A. McMASTER & CO.

NEW JERSEY.
 Atlantic City—SAM'L D. WOLF, 32-34 Arkansas ave.
 Bayonne—I. WIGDOR, 450 Avenue D.
 Jersey City—W. L. HOFFMAN, 151 Montgomery st.
 Long Branch—A. N. Alexander, 103 Broadway.
 Newark—R. L. CORWIN; also New York City.
 Passaic—I. HURWITZ.
 Paterson—CHAS. H. KELLY, 25 N. Main street.
 Plainfield—S. W. FRUCHT, or R. FRUCHT; also New York City.
 ELSTON M. LEONARD.

NORTH CAROLINA.
 Kinston—S. A. Quinerly.

OHIO.
 Cincinnati—J. L. ANDEM.
 SALM TALKING MACHINE CO., 639 Vine st.
 Coshocton—BURNS & GOSSER.
 Middleton—OTTO GRAU & CO., 135 E. 3d street
 Springfield—D. & M. VANDERPOOL.
 Uhrichsville—F. A. MAZURIE.

PENNSYLVANIA.
 Philadelphia—A. R. CASSIDY, 2783 Emerald street
 HAWTHORNE & SHEBLE, 604 Chestnut st., 11 Oxford and Mascher sts.; also New York City.
 A. KROUSE, 832 Arch street.
 PENN NOVELTY CO., 15 South 9th st
 Pittsburg—A. LIPPARD, 615 Wylie ave.

RHODE ISLAND.
 Providence—F. P. MOORE.
 Rockville Center—O. A. CLARK.

WISCONSIN.
 Milwaukee—J. C. BLATZEK.

*Added since October 1st, 1906.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.

What the "Other Fellow" Is Accomplishing

LANGUAGE STUDY IN CHICAGO.

Lyon & Healy Doing a Big Business With the Course Directed by the International Correspondence Schools.

(Special to The Talking Machine World.)

L. L. Lewis, representing the International Correspondence Schools of Scranton, Pa., is in charge of a special branch in the retail department of Lyon & Healy's devoted to the exploitation of language teaching through the medium of the talking machine. It is said that so far Lyon & Healy have disposed of over 300 outfits, mostly to the better class of customers, the facilities offered by the talking machine plan for studying at odd hours appealing directly to the busy man of affairs. All told, the International Correspondence Schools have disposed of 20,000 outfits, valued at \$1,000,000.

Another story of a "dealer who has tried it." And a prominent firm in Atlanta is going to open a regular school of language study with the aid of our phonograph system. They are waking up all along the line to the possibilities of the language feature of the business. How about YOU? Do you realize what I. C. S. Language Outfits will do for YOUR business? Do you know that with these outfits you can reach a class of trade that would not think of using a phonograph for ordinary purposes, that you can reach those people who have become tired of their phonographs as an amusement fad, and that you can quickly interest your regular customers in this PROFITABLE use for the phonograph? "Dealers who have tried it" have increased their business from 10 to 30 per cent. and more. Don't be slow. Get into the game and get YOUR share of this trade. Write TODAY for further particulars.

I.C.S. LANGUAGE SYSTEM

WITH *Thomas A. Edison* PHONOGRAPH

International Correspondence Schools

Box 920, SCRANTON, PA.

EDISON Phonograph Monthly

PUBLISHED FOR TRADE USE ONLY BY THE NATIONAL PHONOGRAPH CO.

VOL. IV.

ORANGE, N. J., DECEMBER, 1906.

No. 10.

NATIONAL PHONOGRAPH CO.

ORANGE, N. J.

NEW YORK: 31 UNION SQUARE.

NATIONAL PHONOGRAPH CO., LTD., 25 CLERKENWELL ROAD, LONDON, ENG.

340 KENT STREET, SYDNEY, N. S. W.

CALLE PROLONGACION DEL CINCO DE MAYO, NO. 67-77, MEXICO CITY.

EDISON PHONOGRAPHS AND RECORDS.

All communications to THE PHONOGRAPH MONTHLY should be addressed to the Advertising Department, Orange, N. J.

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THE HOLIDAY SEASON.

Are you ready for the holiday trade, Mr. Dealer? The little more than three weeks that remain between now and Christmas constitute the most important season of the year for Edison business, and he whose stock is most complete is going to reap the greatest good from it. Thousands of families are recognizing in the Edison Phonograph one of the most desirable of holiday gifts, and more and more of them are being bought at this season every year. Every Edison Dealer should recall to mind the demand that he had at this time last year and determine that he will be amply supplied to meet any similar demand this year. Many a fine sale was lost last year because Dealers did not have the Phonographs and Records on hand when customers wanted them. Our inability to turn them out fast enough was responsible to much of this shortage, a condition that does not now exist. We are in splendid shape to meet all reasonable demands. Jobbers are also well stocked, so that Dealers have but to order to get all the goods they want. The unusual advertising that we are now doing in all parts of the country cannot fail to create a great demand for Edison goods, and Dealers would do well to recognize the fact in making their plans for the holiday trade.

It is with considerable satisfaction that we say that we are in splendid shape at the factory to take care of the needs of the trade. Never in the history of the Phonograph has our factory been working so smoothly as it has for months past. It is difficult ourselves to believe that the output is fully fifty per cent. more than at the same time a year ago, when our entire manufacturing and selling forces were at their wits' ends to keep the trade appeased. While we are fully sold up all the time and cannot accumulate a surplus, the orders are so promptly filled that Jobbers do not need to write letters begging for goods, and a world of correspondence and unnecessary work is

(Continued on page 3.)

THE ADVANCE LIST OF FEBRUARY RECORDS APPEARS ON PAGE 2.

NEW EDISON GOLD MOULDED RECORDS. ADVANCE LIST FOR FEBRUARY, 1907.

RECORDS listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before **January 28th**, all things being favorable, but they **must not be placed on sale by Jobbers or leave their places of business, or be shipped to Dealers before 8 A. M. on January 28th.** Supplements, Phonograms and Bulletins will be shipped with Records. These may be distributed to Dealers after January 20th, but must not be circulated among the public before **January 28th.** Jobbers are required to place orders for February Records on or before **December 10th.** Dealers should place January orders with Jobbers before **December 10th** to insure prompt and complete shipment when Jobbers' stock is received.

- | | | | |
|------|--|---|---|
| 9458 | A Garden Matinee (Friml) | <i>A delightful Entr' Acte</i> | Edison Concert Band |
| 9459 | When the Snow Birds Cross the Valley (Solman) | | Harry MacDonough |
| | <i>A song that you'll like the very first time you hear it. By the writers of "In the Valley Where the Blue Birds Sing"</i> | | |
| 9460 | Kentucky Babe (Geibel) | <i>A pleasing selection by a quartette of female voices</i> | Vassar Girls Quartette |
| 9461 | Lustspeil Overture (Keler-Béla) | | Edison Symphony Orchestra |
| | <i>One of those pieces that always makes a fine record</i> | | |
| 9462 | A Lemon in the Garden of Love (Carle) | | Billy Murray |
| | <i>The biggest song hit in Richard Carle's "The Spring Chicken"</i> | | |
| 9463 | Good-a-Bye John! (Herbert) | | Collins and Harlan |
| | <i>A comic Italian dialect selection sung by Montgomery and Stone in "The Red Mill"</i> | | |
| 9464 | Fancy Little Nancy (Baines) | <i>A serio-comic song</i> | Ada Jones |
| 9465 | Regimental Pride March (Heed) | | Edison Military Band |
| | <i>One of the best marches that we have recorded in some time</i> | | |
| 9466 | Uncle Josh in a Chinese Laundry (Rube) | | Andrew Keefe |
| | <i>It's the same old, but ever funny, story</i> | | |
| 9467 | Looking this Way (Van De Venter) | | Miss Hinkle and Miss Keyes |
| | <i>Sacred selection by soprano and contralto</i> | | |
| 9468 | Good Bye, Sweet Maryland (Rosenfeld) | | James F. Harrison |
| | <i>A beautiful descriptive ballad</i> | | |
| 9469 | Little Nell (Pryor) | | Albert Benzler |
| | <i>As a bells solo Arthur Pryor's tuneful and swingy song and dance makes a fine number</i> | | |
| 9470 | Night Time (Cohan) | | J. W. Myers |
| | <i>A big hit in Geo. M. Cohan's "The Governor's Son"</i> | | |
| 9471 | Whistle It (Herbert) | | Miss Trix and Messrs. Meeker and Murray |
| | <i>The great comic trio from "The Red Mill"</i> | | |
| 9472 | And a Little Child Shall Lead Them (Harris) | | Byron G. Harlan |
| | <i>Chas. K. Harris' latest ballad</i> | | |
| 9473 | Cherry—Intermezzo (Albert) | | Edison Concert Band |
| | <i>This instrumental selection is given out by its publishers as their "follow up" number to "Iola"</i> | | |
| 9474 | Alice Where Art Thou Going? (Gumble) | | Billy Murray and Chorus |
| | <i>This song is already very popular. It's popularity as a record will be even more so. The Edison Quartette sings with Mr. Murray in the choruses</i> | | |
| 9475 | Cherry Hill Jerry (Original) | | Ada Jones and Len Spencer |
| | <i>A typical East Side character sketch. The song "Cherry Hill Jerry" (Lowitz) is sung by Miss Jones</i> | | |
| 9476 | Somebody's Waiting for You (Gumble) | <i>A new waltz song</i> | Harry Anthony |
| 9477 | Ave Maria (Gounod) | <i>A solo for cello accompanied by piano</i> | Hans Kronold |
| 9478 | Because You're You (Herbert) | | Miss Hinkle and Mr. MacDonough |
| | <i>The repeatedly encored soprano and tenor duet from "The Red Mill"</i> | | |
| 9479 | I'm Going Right Back to Chicago (Van Alstyne) | | Arthur Collins |
| | <i>A lively coon song by Williams and Van Alstyne</i> | | |
| 9480 | A Flower from Home Sweet Home (Schmid) | | Edison Male Quartette |
| | <i>A beautiful sentimental ballad</i> | | |
| 9481 | Arrah Wanna Medley (Original) | | Edison Military Band |
| | <i>Includes three song hits: "Arrah Wanna" (No. 9447), "Bonnie Jean" (No. 9454), and "When Tommy Atkins Marries Dolly Gray" (No. 9451)</i> | | |

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

(Continued from page 1.)

avoided. The month of October broke all records for volume of business and it is expected that November will be even better. Such results as these show how strong the National Phonograph Co. is with its Jobbers and Dealers and how the public look upon the Edison Phonograph and Edison Records.

5 MORE GRAND OPERA RECORDS IN FEBRUARY.

On page 5 is printed the Advance List of five new Grand Opera Records. They are numbered from B 41 to B 45. Four of them are sung by artists who have appeared in previous lists and the fifth by Mario Ancona, an Italian baritone. The latter is an artist of renown in Europe. He sang in this country some years ago. He will shortly arrive in this country and will be one of the stars in Hammerstein's new grand opera company, in which Madame Nordica will also sing. Three of the new selections are sung in Italian and two in German. Five different operas are represented. From an artistic and recording standpoint, they are all that could be desired by the most fastidious.

Forty-five Grand Opera Records have now been listed, comprising a variety sufficient to suit all tastes. Never before have lovers of high grade music been given such an opportunity to hear their favorite composers in so permanent a form and at such low cost. At an opera performance the airs can be heard but once and at considerable expense. With these Records and an Edison Phonograph the music lover may hear them as often as he likes.

While we have no fault to find with the success of this grand opera series, we cannot help feeling that the trade in general, especially the smaller Dealers, are not paying the attention to them that their high quality deserves. The entire list should be part of the stock of every Dealer attempting to carry an adequate supply of Edison Records and he should make an effort to call the attention of his patrons to them.

In the past much has been said in criticism of the Phonograph because no high class Records by grand opera singers could be had for it. Dealers have reported their inability to sell a machine because of this shortcoming. Now that the want has been supplied, Dealers should lose no time in going after this high class trade. There is scarcely a Dealer in Edison goods who does not have in his territory a number of families of musical taste whom he should be able to interest in the Phonograph because of these Grand Opera Records.

Think the matter over, Mr. Dealer. See if you cannot put in at least one of each selection and push their sale. Get up a mailing list of the best families in your city or town and send each a copy of the supplement that we shall get out for retail use, accompanying it with a letter, stating that you have the Records and the machines to play them. These supplements will contain the titles of the forty selections before issued, and will be an attractive piece of literature. Don't let your competitor beat you out, but rather strive to get ahead of him.

CARRY THE FULL LINE.

"If we could only get Dealers to realize the Edison business they would do if they would carry the full line of Edison Records in the domestic catalogue there would be no limit to the sale of Edison Records." Such is the constant cry of our salesmen when asked concerning the business in their territories. While there are doubtless places too small to make it profitable to carry such a stock, yet it is true of hundreds of places where Dealers now do not think it possible. Our salesmen report that the experience of Dealers who put in the entire line is always the same. They jump at once from a small business into one that makes them most enthusiastic. Many a Dealer has regretted that he could not see the advantages of the complete line sooner than he did and he would not go back to the old way of doing an Edison business for a considerable sum. To carry one each of all Edison domestic Records involves an outlay of about \$275.00 and the cost of a suitable system for taking care of them, about \$25 more. After that it becomes a mere detail, with no additional capital, to keep the stock up. As fast as sales are made other Records can be ordered in their places. It is impossible to over-rate the advantages to a Dealer of being able to advertise that he carries every Edison Record. Then think of the satisfaction of being able to say to every customer: "Yes, I have it," instead of "No, but I'll get it for you." The profits are equally satisfactory and they are made with the least amount of trouble. There's an absence of worry in doing a business of this kind that hundreds of present Dealers would not think possible. We cannot urge too strongly that Dealers give this matter their most careful consideration.

One of our most enterprising salesmen has compiled the table given below and presents it to new Dealers as representing what he considers essential to a complete stock for doing a successful business in Edison Phonographs

and Records. While such a stock cannot be carried in many small towns, we commend it to hundreds of Dealers doing a limited business in cities and large towns where such a stock could be carried to the great profit of Dealers. This table shows that with an outlay of \$566.12 a Dealer can make \$405.28, and many Dealers are turning over their money from six to twelve times a year in this manner:

	Cost Each.	Total Cost.	Selling Price Each.	Total
1300 Edison Rec.	\$.21	\$273.00	\$.35	\$455.00
2 Gem Phonos..	7.00	14.00	10.00	20.00
6 St'd'd Phonos.	12.00	72.00	20.00	120.00
6 Home Phonos.	18.00	108.00	30.00	180.00
1 Tri'ph Phono.	30.00	30.00	50.00	50.00
24 Dec'ted Horns	1.35	32.00	3.50	84.00
24 No. 5 Cranes.	1.50	36.00	2.50	60.00
24 M. Connections	.03	.72	.10	2.40
		\$566.12		\$971.40
				566.12
				Net Profit, \$405.28

MAKE UP MAILING LISTS.

One of the most profitable methods that a Dealer doing business in a small town can employ is that of going after prospective customers by mail. Such Dealers should make up two different mailing lists. One should be of owners of Edison Phonographs or other cylinder talking machines and a list of new Records or a copy of the *Phonogram* should be sent to them every month. The plan would be strengthened with a brief invitation to call and hear the new Records on a given night each month. The other list should include the names of every family in the vicinity who might be induced to buy a Phonograph, and a piece of printed matter or letter should be mailed to each at intervals. Not more than two months should elapse between each mailing. Each time a cordial invitation should be extended to call and hear a demonstration. Or still better, ask for the privilege of making a demonstration in the home of the party addressed. In nine cases out of ten where such consent can be secured a sale can be made. Those who have given mailing lists a good trial find them very profitable ways of increasing their Edison business.

THREE NEW CANADIAN JOBBERS.

C. H. Wilson, General Manager of Sales of this company, spent a week in Canada during the early part of last month and established three new Jobbers of Edison Phonographs and Records. Up to the present time our only Canadian Jobber was the R. S. Williams & Sons' Co., Ltd., with headquarters at Toronto and a wholesale branch at Winnipeg. The growth of our business in Canada made it advisable to have a greater number of distributing points than these two cities, and it was

also felt that an additional number of Jobbers would bring a still further increase in our Canadian business. Mr. Wilson had no difficulty in signing Peter Kelly, of 282 St. Lawrence street, Montreal; C. Robitaille, of 320 Rue St. Joseph, Quebec, and W. H. Thorne & Co., of 42-46 Prince William street, St. John, N. B. All of these firms had been handling Edison goods as Dealers and were, therefore, quite familiar with them and their possibilities. The five named firms will give excellent distributing facilities east of Winnipeg and enable us to get goods to Canadian Dealers at a minimum cost for freight charges.

THE EXCHANGE PROPOSITION.

The statement last month to the effect that the exchange proposition had been disposed of was hardly correct. It was a fact so far as the trade shipments to us were concerned, but it was far from correct as representing the situation at Orange. The men in the specially created "Exchange Department" have had the time of their lives in trying to straighten this matter out. It would be hard to imagine a greater tangle than these shipments were in early in November. Scores upon scores of shipments arrived with one or two cases short. Such shipments could only be set aside till the missing cases came in and many shipments are still waiting for the missing parts. These broken up lots not only caused trouble, but they made it impossible to send Jobbers and Dealers credit for their shipments. Many complaints from the trade were received, but as the delay was beyond our control we could only explain the situation and ask the complainants to wait. Those still waiting will appreciate how impossible it is to send them the credit papers until we get the complete shipments. We are doing everything in our power to dispose of the whole proposition.

FEBRUARY RECORDS ON JANUARY 28TH

Since January 27th, 1907, falls on Sunday, February Records cannot be placed on sale until the following day, January 28th. The trade must bear this in mind and under no circumstances permit February Records to leave their places of business on Sunday or earlier date. Such a contingency was provided for in the original notice sent to the trade.

NO MORE BRONZE PAPER WEIGHTS.

The trade is hereby advised that we have discontinued the sale of bronze paper weights. Reference to them will be eliminated from future catalogues.

ADVANCE LIST EDISON GRAND OPERA RECORDS

SUPPLEMENT No. 5, FEBRUARY, 1907.

THE five Grand Opera Records listed below will be shipped from Orange in time to reach all Jobbers in the United States and Canada before **January 28th, 1907**, all things being favorable, but they **must not be placed on sale by Jobbers or leave their places of business, or be re-shipped to Dealers before 8 A. M. on January 28th.** Supplements will be shipped with Records. These may be distributed to Dealers after January 20th, but must not be circulated among the public before **January 28th.** Jobbers are required to place orders for these Grand Opera Records on or before **December 10th, 1906.** Dealers should place orders for these with Jobbers before **December 10th** to insure prompt and complete shipment when Jobbers' stock is received.

- B. 41—"Nobil donzella," "Gli Ugonotti" Meyerbeer
By MARIO ANCONA, Baritone.
Sung in Italian, Orchestra accompaniment
- B. 42—"Guardate, pazzo son," "Manon Lescaut" Puccini
By FLORENCIO CONSTANTINO, Tenor.
Sung in Italian, Orchestra accompaniment
- B. 43—"Gebet," "Allmächt'ge Jungfrau," "Tannhäuser" Wagner
By MME. RAPPOLD, Soprano.
Sung in German, Orchestra accompaniment
- B. 44—"Bello siccome un angelo," "Don Pasquale" Donizetti
By ANTONIO SCOTTI, Baritone.
Sung in Italian, Orchestra accompaniment
- B. 45—"Willist jenes Tags," "Der Fliegende Holländer" Wagner
By ALIOS BURGSTALLER, Tenor.
Sung in German, Orchestra accompaniment
Edison Grand Opera Records cannot be furnished in concert size.

PRINTED MATTER.

Orders of Jobbers for domestic Record catalogues are now being filled with the new edition, Form No. 1000. This contains all Records listed to and including November, 1906. Only the December supplement is needed to make it complete for holiday trade.

It is not our intention this month to get out a special list of Christmas Records. Special lists of this kind are not as a rule successful because many Dealers in smaller places do not have the Records in stock, and cannot meet the demand that the printed matter creates.

Beginning with the December issue, the monthly Record supplement will be printed in two colors on the front and one on the back. The front page designs will be unusually artistic. Each will typify the month of issue and all will be of similar style. The December design shows a trio of carol singers of olden times and the colors are red and green, both design and color scheme being appropriate to the Christmas season.

We will be glad to mail a muslin sign showing the words "Edison Phonographs and Records" to any Dealer who has not had one. These signs are large and suitable for outdoor or window display, or may be put up on the inside walls of stores. When used for

banners over the sidewalk two should be used, placed back to back, so as to read both ways. Two are also needed when used for transparencies.

A new edition of the Numerical Catalogue of Records will be issued in January. It will be Form No. 1020 and will have the January Records and all changes in both domestic and foreign lists up to January 1st. In addition to this Numerical Catalogue we shall issue an alphabetical catalogue of domestic Records to and including January. The latter is a new catalogue with this company. It has frequently been asked for by the trade. It is believed that an alphabetical catalogue of the domestic list will meet every requirement. The foreign list is already arranged alphabetically by languages. Both of these catalogues will be for trade use only. A copy of each will be mailed to every Edison Dealer and we will follow our usual plan of refusing to supply Jobbers with quantities to duplicate this mailing. We shall adhere to the claim that Jobbers only need limited quantities of these catalogues to supply new Dealers and fill the requests of Dealers needing a second copy. Dealers must not use them as copy for ordering Records but should use regular order sheets furnished by us for such purpose.



PANORAMIC VIEW OF FACTORY IMPROVEMENTS.

The above picture, while not as clear as we would like, furnishes a splendid idea of the great increase now going on in the Edison plant at Orange, N. J. It is taken from the roof of the four-story concrete building of the Edison Storage Battery Co. The dark building with the brick chimney at the left is the rear of Mr. Edison's Laboratory. Immediately to the right of this is the new office building, 137 feet long and 50 feet wide. Beyond the laboratory and running to the extreme left of the picture is the new Record building 70x240 and five stories high. A further extension of this building, 135 feet long, is planned for the spring. To the right of the office building is the extension to No. 18, 50x120 feet in size and five stories high. Connecting with this is the extension to No. 17, also 50x120 feet in size, with a connecting building 50x60. The three latter buildings will be really one structure 150x120 feet and five stories high. Still further to the right is the four-story concrete extension to No. 2, erected a year ago. This is 40x180 feet in size. At the extreme right is the concrete power house 50x80 and 25 feet high, also put up last year. The last two and the office building are the only ones fully occupied. Three floors of No. 18 extension are partially in use. Practically all of the present great output of Phonographs and Records is being made in build-

INSTRUCT THE DEALERS.

Jobbers can do no more profitable work for themselves than to strive to make every Dealer a better Dealer. By this we mean not merely to endeavor to sell him more goods but, when you sell him any goods at all, show him how to sell them in turn. This means telling him how to carry his stock neatly, conveniently and attractively; how to make window displays; how to demonstrate machines and Records to prospective customers; how to advertise in

ings that do not show in this picture, a statement that will give the trade some idea of the facilities we shall have when our plans are fully carried out. The above picture covers a distance of 1000 feet.

The new gas making plant that we are building is now being equipped with the necessary machinery and apparatus and will be in operation in a few weeks. This plant occupies a one-story concrete building on the north side of Alden street, constructed especially for the purpose. The building is not shown in the above picture. The plant will manufacture what is known as producer gas. It is obtained from coal by a process which differs from that used in producing ordinary illuminating gas. The process is so much cheaper that where the ordinary gas costs \$1 per thousand cubic feet, the new gas plant will give the same results for thirty cents.

The plant will have a capacity of 60,000 cubic feet per hour, which will be sufficient to run the wax pots in the shop where the Phonograph Records are cast. The company will, for the present, continue to use gas from the Public Service Corporation in the japanning and tool shops, and for the running of the forges, but if the new scheme is a success it will gradually be extended to these departments, and in time over the entire allied Edison works and in the new storage battery buildings.

newspapers, by mail and otherwise; how to get and distribute printed matter furnished by us through Jobbers, and how to keep up a stock. It means doing everything possible to keep a Dealer informed about trade conditions. This sort of work is being done by many Jobbers and they claim that it has been a great factor in the growth of their business. There is not a firm doing a jobbing business that could not find it equally beneficial if they would do likewise.

NEW MACHINE CATALOGUE.

Copies of a new Phonograph catalogue, Form No. 1010, have just been mailed to the entire trade and the held-up orders from Jobbers have been filled with the new edition for the past three weeks. This catalogue contains thirty-two pages of matter relating to Edison goods. The same style cover as before is used. This cover will continue a feature for probably another year. The title page is headed, "The Edison Phonograph in the Home," and shows a small half-tone cut of the old couple in the Massini picture. Seven pages are devoted to a new introduction. New silhouette half-tone cuts of various Edison Phonographs, reproducers, etc., are given, the Standard, Home, Triumph and Concert being shown with the new style transfer of the name "Edison." The Concert is also shown with a horn crane instead of a horn support as before, the use of the latter having been discontinued. All options in connection with machine equipments have been discontinued and the Triton spring motors have been dropped from this catalogue.

At the top of page 7 in this new catalogue appears this sentence: "Now a disk will revolve faster at the centre than at the circumference." This is a typographical error. The incorrectness of the statement must be apparent to everyone, for the facts are just the reverse. This error was not discovered till the entire edition had been printed. If any of their patrons refer to this statement, Dealers should explain the facts and state that the paragraph was intended to point out the varying surface speed of a disk record and the uniform, unvarying speed of a cylinder record. This difference represents one of the reasons why Mr. Edison regards the cylinder record as the best medium of reproducing sound.

PERSONAL.

Florencio Constantino, the famous Spanish tenor, whose beautiful Edison Records have been so greatly admired, arrived in New York last month. He has made a three year contract to sing with the San Carlo Opera Company as its leading tenor. This company spends considerable time at New Orleans every year and also tours the principal cities of the United States.

J. Frank Stanton has been added to the corps of salesmen of the National Phonograph Co., and he has been assigned to cover Delaware, Maryland, West Virginia and Virginia. Mr. Stanton was formerly a Dealer in Edison goods at Bridgeport, Conn., and has had considerable experience in selling talking machines. He

spent several weeks at the Orange factory, learning more about the mechanical side of the Phonograph, and went on the road early in November unusually well equipped for his work.

General Manager of Sales C. H. Wilson returned November 24th from a week's business trip to the West.

AMONG THE JOBBERS.

G. C. Aschbach, Edison Jobber at Allentown, Pa., last month took possession of the large new addition to his store at 539 Hamilton street, and now has one of the finest establishments of its kind in that part of the State. Mr. Aschbach now occupies five complete stories, one entire floor being given up to his Phonograph business. The others are devoted to his piano and music business. Upwards of \$20,000 were expended in enlarging and improving the building.

WHAT'S NEW?

Edison Jobbers and Dealers are constantly doing things in connection with their businesses that are interesting to the entire trade and we will be glad to refer in these columns to anything out of the ordinary. Tell us what you are doing in novel advertising and relate some of the interesting incidents that occur from time to time.

An advertising novelty comes from the Stamford Phonograph Co., of Stamford, Conn. It consists of a piece of cardboard $3\frac{5}{8} \times 10\frac{1}{2}$ inches, headed "Just Out," and followed by a list of new Edison Records. At the bottom is a piece of sand paper for striking matches. The printing is done in two colors and is printed in such a manner that a copy of the Record supplement can be pasted on each month and the whole mailed for one cent each.

HAS GIVEN COURAGE TO DEALERS.

THIBODAUX, La., Nov. 2, 1906.

I cannot help but praise your exchange proposition, as I know it will be an advantage to us all. Though we will re-order some Records sent in for exchange it will give all a new start. I had over 2,000 Records in stock, as many as 15 to 20 of one number. Being a small town, customers soon heard all Records I had. As it is I have advertised in local papers shipment of new Records and note already the result. Your exchange proposition has given courage to all Dealers to order out a better supply of Records. Thanking you for the kind consideration shown all Dealers.

A. E. MALHIOT.

EDISON GOLD MOULDED RECORDS FOR FEBRUARY, 1907.

Perhaps the most interesting fact in connection with the February supplement is the return of John W. Myers as a singer of Edison Records, several years having elapsed since a selection by his fine voice has appeared in our catalogue. Another feature is a selection by the Vassar Girls Quartette, a new group of artists to sing for the Edison public. A soprano and contralto duet by Miss Hinkle and Miss Keyes is another novelty. The life-like reproduction of a hand-organ playing "Miss McCloud's Reel" in "Good-a-Bye John" will make a hit. Mr. Keefe makes another "Uncle Josh" Record, and well chosen selections by the stand-bys comprise a list of twenty-four unusually good Records.

No. 9458, "A Garden Matinee," by the Edison Concert Band, is a delightful *entr'acte*, written by Rudolph Friml, accompanist for Kubelik, the great violinist, most artistically played by our Concert Band, every member of which is a trained artist. The Record must appeal to those who are constantly asking for the better grade of music.

No. 9459, "When the Snow Birds Cross the Valley," by Harry MacDonough, is a charming sentimental ballad by Alfred Solman (music) and Monroe H. Rosenfeld (words). The fact that Mr. MacDonough makes the Record is sufficient to stamp it as high class, for he has few equals in rendering songs of this character. He is accompanied by the orchestra.

No. 9460, "Kentucky Babe," by the Vassar Girls Quartette, is a new feature in Edison Records, this being the first selection by a quartette of women ever put out by this company. This quartette is well known on the vaudeville stage. Its members have been brought together with special reference to the harmonizing quality of their voices. The artists have been fortunate in selecting "Kentucky Babe" for their initial presentation, for it fits their voices finely, but they could hardly fail of success in any good selection. They sing without accompaniment. Adam Geibel wrote the music of the song and Richard Henry Buck the words.

No. 9461, "Lustspiel Overture," by the Edison Symphony Orchestra, is a charming composition that always makes a most attractive Record.

No. 9462, "A Lemon in the Garden of Love," by Billy Murray, is the principal song hit in Richard Carle's "The Spring Chicken," which ranks among the best successes of the New York theatres this season. Daly's Theatre is crowded to the doors at every performance. This feature song is the plaint of a married man anxious to know why he picked a lemon in his matrimonial venture into the garden of love where only peaches were supposed to grow. In the chorus he sings:

Will some one kindly tell me,
Will some one answer why,
To me it is a riddle
And it will be till I die;
A million peaches 'round me
Yet I would like to know
Why I picked a lemon in the garden of love
Where only peaches grow.

Richard Carle wrote the music and M. E. Rourke the words of this song. Mr. Murray sings with orchestra accompaniment.

No. 9463, "Good-a-bye, John," by Collins and Harlan, is one of the many good things in "The Red Mill," which has been running for months at the Knickerbocker Theatre, New York. The stars are Montgomery and Stone, so widely known as the scarecrow and the tin woodman in "The Wizard of Oz." In this new play they do a number of amusing and novel stunts, one of which is the impersonation of two Italians with a hand-organ and a monkey. They have differed and are about to separate. In the song they refer to the cause of their quarrel and bid each other good-bye. This song is given in Italian dialect, in which Collins and Harlan appear to excellent advantage. A feature of this Record is a hand-organ solo. It is so clear and natural that we know the public will demand a solo record by the same instrument, or at least one in which more of its music is given. This Record will come close to being the most popular in the February list.

No. 9464, "Fancy Little Nancy," by Ada Jones, is a serio-comic song by William Baines and descriptive of the experiences of Nancy Lee, following her first introduction into city ways. The musical setting to the story is much more attractive than many of the present day popular songs. It has a melody easy to catch and therefore destined to be widely whistled and sung. With the assistance of the orchestra, Miss Jones makes a fine Record of the song. Between the choruses she introduces a bit of witty talk.

No. 9465, "Regimental Pride March," by the Edison Military Band, is one of the best marches that we have made in some time. Of course, the tempo is of a military character. The drum and bugle effects are something brand new and will please all who hear the Record. This composition was written by J. C. Heed, well known as a composer of several successful marches.

No. 9466, "Uncle Josh in a Chinese Laundry," is another of the "Uncle Josh" series by Andrew Keefe. The experiences of "Uncle Josh" with his wash and the Chinese laundryman are not new to many owners of Edison Phonographs, but they never fail to evoke a round of laughter whenever repeated on an Edison Record. This Record retells the story in the same old way, and Mr. Keefe gives a splendid impersonation of the "down East-erner," with the voice that makes you laugh even when nothing funny is being said.

No. 9467, "Looking This Way," by Miss Hinkle and Miss Keyes, is our monthly sacred selection. It is sung by soprano and contralto, and we believe that it will meet with general approbation. It is especially well recorded and the voices of the artists come out of the horn sweetly and in perfect harmony. The words

and music of "Looking This Way" are by J. W. Van de Venter. The orchestra accompanies the singers.

No. 9468, "Good-Bye, Sweet Maryland," by James F. Harrison, is a beautiful descriptive ballad by Monroe H. Rosenfeld. Sung with much expression and feeling by Mr. Harrison, who is a cultured singer, possessing a tenor voice of fine quality. He had the assistance of the orchestra in making this Record. Two bars from "Maryland, My Maryland," are included in the refrain.

No. 9469, "Little Nell," is the February contribution by Albert Benzler, that most versatile Edison artist. It is a bells solo of a tuneful and swiny song and dance composition by Arthur Pryor, the popular band leader. The selection affords an unusually fine opportunity for good work by the bells and orchestra and the most is made of the opportunity.

No. 9470, "Night Time," by John W. Myers, is a Record that will answer in the affirmative the oft asked question: "Will Mr. Myers again make Edison Records?" Mr. Myers was always a favorite among admirers of the Edison Phonograph and Edison Records, and his re-enlistment in the Edison corps of artists will be pleasing news to them. Mr. Myers has selected for his re-appearing number "Night Time," which Ethel Levy is singing nightly in George M. Cohan's play, "The Governor's Son." It is a tuneful song and never fails to be repeatedly encored whenever Miss Levy sings it. Mr. Myers' rendition of it for our Record shows that he is quite the same skilled singer of yore.

No. 9471, "Whistle It," by Miss Trix and Messrs. Murray and Meeker, is still another of the "Red Mill" song successes. When Victor Herbert and Henry Blossom collaborated in writing it they hit upon a new vein in popular songs. It is a combination of three witty verses, interspersed with whistling and followed by a striking melody by the orchestra. In the play the singers are Ethel Johnson, Mr. Montgomery and Mr. Stone. Each sings a verse in turn, and all whistle. Their counterparts in our Record give an attractive rendition of the several features. The first verse runs this way:

There isn't any word a girl can use when she's mad,
(whistle)
A man may say most anything, it doesn't sound so
bad, (whistle)
A woman may be angry, but by custom she's bound
To be a perfect lady and she musn't make a sound,
But just let something happen when there's nobody
around, (whistle.)

No. 9472, "And a Little Child Shall Lead Them," by Byron G. Harlan, is Charles K. Harris's latest ballad and with it he has added another to his long list of song successes. Mr. Harlan was assigned to make a Record of it, for of all Edison's artists he has been most identified with songs of this character. All who hear this Record will agree that we made no mistake in having him sing it. He was accompanied by the orchestra.

No. 9473, "Cherry," by the Edison Concert Band, is an intermezzo, by L. Albert, that is announced by its publishers, Jerome H. Remick & Co., as their "follow-up" number to "Iola," our Record No. 9417. It is a composition pos-

sessing many attractive features. It has already been set down as one of the unusually good things of the present season.

No. 9474, "Alice, Where Art Thou Going?" is a fine Record by Billy Murray and Chorus. Considering the wide vogue of this song by Albert Gumble (music) and Will A. Heelan (words) we are a little tardy in putting out this Record of it. Still the hunger of the public will make it all the more desirable, especially since we have given Mr. Murray the assistance of the Edison Male Quartette in making it. Mr. Murray sings the verses and the Quartette joins in the chorus. The orchestra accompaniment is also a feature.

No. 9475, "Cherry Hill Jerry," is the title of the monthly selection by Ada Jones and Len Spencer. No feature of the monthly list of Edison Records is more eagerly looked for than these vaudeville sketches by Miss Jones and Mr. Spencer. This one is descriptive of the love making of "Jerry," an East Side pugilist, who is "all to de merry," and his girl "Liza," who is "all to de candy." The dialogue is typically Bowery, the orchestra playing "He's Me Pal" at one part of it. Miss Jones sings "Cherry Hill Jerry," a new song by John B. Lowitz (music) and Earle C. Jones (words).

No. 9476, "Somebody's Waiting for You," by Harry Anthony, is a new waltz song by Al Gumble (music) and Vincent Bryan (words) that is rapidly coming to the front. It has the easy-to-learn and semi-familiar kind of melody that usually characterizes the much sung and whistled song. Mr. Anthony's reputation as a singer of merit will be enhanced by his rendition of this ballad. He sings it with orchestra accompaniment. The Record gives one verse and two choruses.

No. 9477, "Ave Maria," is a 'cello solo by Hans Kronold, who has given Gounod's famous composition a masterly rendering on this Record. It is a beautiful addition to the several 'cello Records already made for our catalogue by Mr. Kronold. Like its predecessors, it is made with piano accompaniment.

No. 9478, "Because You're You," by Miss Hinkle and Mr. MacDonough, is the repeatedly encored soprano and tenor duet from "The Red Mill." It is entirely different in character from the two other "Red Mill" selections that appear in this month's list. Miss Hinkle and Mr. MacDonough sing it in a manner that compares favorably with the Knickerbocker Theatre presentation. Like the rest of the opera, Victor Herbert wrote the music and Henry Blossom the words of this song. The Record is made with orchestra accompaniment.

No. 9479, "I'm Going Right Back to Chicago," by Arthur Collins, is a lively musical story about Jim Baxter, a Chicago coon, who only whistled Chicago tunes. Jim left town with his board bill unpaid, a fact that made him nervous every time a policeman looked his way, and caused him to cry:

I'm goin' back, back, right back to Chicago,
If I ain't I hope to die;
I won't have time to get a shine
Or bid a friend good-bye.
I'm goin', goin' back, back without any cargo,
Or a trunk to weigh me down,
I'll jest be a guest on the first train west
Dat's bound for Chicago town.

No one can sing coon songs like Mr. Collins, and this one is equal to his best work. He sings with orchestra accompaniment.

No. 9480, "A Flower from Home Sweet Home," by the Edison Male Quartette, is a beautiful sentimental ballad, beautifully arranged as a quartette and just as beautifully rendered. Sung without accompaniment. The music was composed by Johann C. Schmid and the words written by Charles E. Baer. The chorus:

Only a flower from home, sweet home,
A flower of fairest hue,
A rose from the valley we lov'd to roam
Where the sky was always blue.
Perhaps you'll remember the happy years
When our love was fond and true;
Ask your heart! for it knows,
Will you cherish the rose?
'Tis a flower from home, sweet home.

No. 9481, "Arrah Wanna Medley," by the Edison Military Band, is the first medley by our Military Band that we have listed in some time, a fact that will make this lively selection all the more welcome. This medley includes "Arrah Wanna," (our Record No. 9447), "Bonnie Jean" (our Record No. 9454), and "When Tommy Atkins' Marries 'Dolly Gray'" (our Record No. 9451).

Edison Gold Moulded Records, standard size, are sold in the United States at 35 cents each, or \$4.20 per dozen, and in Canada at 40 cents each, or \$4.80 per dozen. The Canadian price is higher because of the duty.

Grand Opera Records are sold in the United States at 75 cents each and in Canada at 85 cents each. Grand Opera titles cannot be supplied in Concert Records.

RETAIL PROSPECT LETTER.

P. P. Roland, an Edison Dealer at Coatesville, Pa., writes the following letter to each retail inquirer whose name is sent him by this company:

Dear Sir:—The inquirer from you to National Phonograph Company, Orange, N. J., has been forwarded to me for attention. I am representing the Edison goods in Chester County, carry all style Edison machines in stock and a collection of about 1500 Edison Gold Moulded Records which gives any purchaser a fine collection to select from. The Edison Phonographs are without doubt the finest talking machine made this present age and to be convinced will invite you to call at my store and hear an Edison in preference to other makes I also handle. Remember the prices on Edison machines and Records are the same all over the United States, and are fixed by the company. In some cases where the purchaser don't know the regular price the dishonest Dealer will charge more. Therefore call on me in case you intend purchasing a machine and be treated honestly. Should it be inconvenient for you to call please write me what style machine you desire. I will then come to see you and have the style with me. Thanking you kindly for you past favor, hoping that I may be successful in selling you a nice Edison machine, which will please every one who hears it talk and sing.

PLAYS "BLIND PIG" JOKE.

E. B. Reith, capitalist, Wilmette, who was falsely accused by several neighbors of keeping a "blind pig," is taking revenge in a novel way. He has arranged on his front porch a dummy figure of a negro, surrounded by liquor bottles, and has placed near by a Phonograph which continually invites passersby to "have a drink." The bottles are, of course, empty.—Chicago American.

RECORD RECITALS.

The R. S. Williams & Sons Co., Ltd., Edison jobbers at Toronto, Canada, have adopted a plan of giving an Edison Phonograph recital of the new list of Records each month. As the plan is worthy of emulation by every Jobber and Dealer, we give herewith the matter printed in a four-page invitation they mail to special lists and distribute in other ways. The recitals serve a double purpose. They arouse an interest in the Phonograph and they enable machine owners to hear the entire list of new Records before making selections. Incidentally the recitals make it unnecessary to play the list over many times for individual customers.

Page 1.

EDISON PHONOGRAPH RECITAL

given by

THE R. S. WILLIAMS & SON CO., LTD.,
143 Yonge St.,

Monday Evening,
October 29th, 1906.
Eight o'clock.

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EDISON GOLD MOULDED RECORDS

THIS PROGRAMME consists of the complete list of November selections. As a convenience to customers, desiring to purchase any of these numbers after the Recital, we have prepared the opposite page so that a check mark can be placed in front of each selection desired, and if left with demonstrator, your order will be prepared and delivered to you at the conclusion of the Recital, or to your residence tomorrow.

Page 3

[List of November Records as printed in the Edison PHONOGRAPH MONTHLY, with lines at the left for checking ones desired.]

ORDER.

Please deliver { at the conclusion of recital } each of
to my residence to-morrow } the selections checked marked above.

Name.....

Address.....

RECORDS 40c. EACH.

Page 4

ANNOUNCEMENT.

It is our intention to give an EDISON RECITAL on or about the Twenty-seventh of each month hereafter (authorized date of issue), for the purpose of playing the following month's "New Issue" Records.

All Recitals will be given in the Evening, and you are cordially invited to bring your family and friends.

This will enable our patrons to hear all the New Records as soon as they are issued, and, we trust will prove an interesting feature.

AN INCIDENT OF THE PHONOGRAPH.

The other evening whilst playing Record No. 9081, "Killarney," a crowd of people was listening, and on completion of the song an Irishman came into the shop and said to my saleswoman: "If you will sing the song again I'll give you a shilling." Needless to say, he had the song over again.—A. Marcrow & Son, Sydney, N. S. W.

PUBLISHERS OF MUSIC IN FEBRUARY, 1907, LIST.

The publishers of the compositions made for our February list of Records, so far as we can obtain them, are given below. Where the numbers are omitted they are either not published or we are unable to give the names of the publishers:

- 9458 A Garden Matinee—Lyon & Healy, Chicago, Ill.
- 9459 When the Snow Birds Cross the Valley—Jos. W. Stern & Co., New York.
- 9460 Kentucky Babe—G. Schirmer, Jr., New York.
- 9461 Lustspiel Overture—Carl Fischer, New York.
- 9462 A Lemon in the Garden of Love—M. Witmark & Sons, New York.
- 9463 Good-a-Bye, John—M. Witmark & Sons, New York.
- 9464 Fancy Little Nancy—Geo. M. Krey & Co., Boston.
- 9465 Regimental Pride March—Carl Fischer, New York.
- 9468 Good-Bye, Sweet Maryland—Jos. W. Stern & Co., New York.
- 9469 Little Nell—J. W. Pepper, Philadelphia.
- 9470 Night Time—F. A. Mills, New York.
- 9471 Whistle It—M. Witmark & Sons, New York.
- 9472 And a Little Child Shall Lead Them—Chas. K. Harris, New York.
- 9473 Cherry—Jerome K. Remick & Co., New York.
- 9474 Alice, Where Art Thou Going?—Jerome H. Remick & Co., New York.
- 9475 Cherry Hill Jerry—F. B. Haviland & Co., New York.
- 9476 Somebody's Waiting for You—Jerome H. Remick & Co., New York.
- 9478 Because You're You—M. Witmark & Sons, New York.
- 9479 I'm Going Right Back to Chicago—Jerome H. Remick & Co., New York.
- 9480 A Flower from Home Sweet Home—Willis A. Woodward & Co., New York.

VERY MUCH ALIVE.

[Copy of a circular recently sent to his Dealers by Peter Bacigalupi & Sons, San Francisco.]
San Francisco, Cal., Nov. 15th, 1906

To Our Edison Dealers:
We take pleasure in informing you that our regular stock of Records for December, 1906, has arrived, and will be shipped out promptly at 8 o'clock A. M. on the 27th, as set down in the rules of the National Phonograph Company.

If you have not already sent in your order, please do so, and we will take prompt care of you. Don't let the "other fellow" get the trade that belongs to you.

We seize this opportunity of telling you that we are recuperating very fast from the late catastrophe; notwithstanding circulated reports to the contrary by our competitors. We are going to stay with the Phonograph business, and will carry a complete stock of goods at all times.

We are now in a position to fill 95% of your Record orders, if you will only order Records that are not cut out selections. In fact, as far as filling your orders is concerned, we were never in better shape.

PETER BACIGALUPI & SONS.
Wholesale: 1021 Golden Gate Ave.
Retail: 1113 Fillmore St.

LIKES THE GOODS TOO WELL.

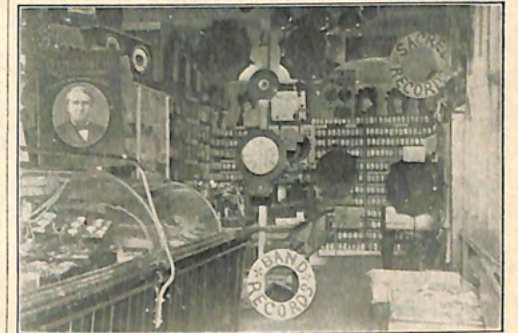
BOWLING GREEN, O., Oct. 4, 1906.
I am still pushing Edison goods with good success and like the goods and business too well not to be in sympathy with your rules and wishes.
R. V. SLAUSON.

FEW TOWNS TOO SMALL.

Dealers frequently complain that their towns are so small that they cannot sell many Phonographs and Records. The letter printed below will show that there is much more business to be done in small places than Dealers realize. Morgantown, Pa., had a population of 212, according to the last census, and yet by working the field in a thorough and aggressive manner Mr. Muhlenberg has been very successful. Read what he says:

Morgantown, Berks County, Pa.,
November 15, 1906.

We have been selling Edison Phonographs and Records for two years and although our town is a small country town we have sold 142 machines and nearly 5,000 Records. This proves that a great deal depends on the way a business man advertises. We certainly have



used every means available to introduce the Edison goods. We gave entertainments, advertised along the fences, and the best material we have is the advertising matters you furnished. We are very careful to have our name stamped on each pamphlet and of course this brings us the trade, and as we carry over 1,500 Records in stock, people are sure of getting what they want. One of the best advertisements is Form 935, "The Phonograph." This we have distributed freely and was sought eagerly by the children for the post-card album. This card has created so much comment here that Prof. E. W. Billman, of our High School, has requested that the classes write a composition on the picture. We are well pleased with the business and assure you we will push the business more than ever. I enclose card of my store and think you may use it to advantage in the PHONOGRAPH MONTHLY should you think favorable of same.—Geo. H. Muhlenberg.

THEY LIKE INQUIRIES.

Enclosed please find inquiry slip, as asked for. The writer called on party (who is a waiter in restaurant) immediately upon receipt of same, and sold next day. Many thanks. Do it again. The Grand Opera Record by Mme. Jacoby is remarkably fine. Hope you will secure more by her.—The Winnipeg Piano & Organ Company, Per Joseph M. Tees.

CONCERT AT AGNEW INSANE ASYLUM.

Father A. V. Raggio, of the world-known institution, Santa Clara College, gave another of his delightful Phonograph concerts at Agnew Asylum yesterday from 2 to 4 o'clock. Two weeks ago the Reverend Father gave the first concert since the earthquake. Owing to the inconvenience of gathering all patients together in one spot the first concert was given to the women patients. The one yesterday was the gentlemen. The concert was held in the dining room and over two hundred enjoyed for an hour the music of the splendid Edison Phonograph Father Raggio uses. It is a concert size of the best make and produces the Records with a delightfully clear tone. Yesterday all popular music was played and thoroughly enjoyed by these unfortunate people who since the earthquake have missed sorely these entertainments planned for their pleasure.—*San Francisco Journal.*

PHONOGRAPHTIS.

A new disease, not listed in any known text book on medicine, appears to have invaded Pasadena, and those who are most familiar with this latest affliction have styled it phonographitis. Symptoms of the disease have been manifested in the past, but lately it has assumed a more virulent form and its victims are numberless.

"Pasadena is suffering from phonograph-

itis without a doubt," said G. C. Waterhouse, manager of the Waterhouse Music Company, No. 180 East Colorado street, this morning. "It is very evident with us. There is an extraordinary demand for these instruments and it is difficult to fill all the orders that come in. We receive every record now manufactured by the National Phonograph Company and the call for these is unusually brisk. People crowd to the daily afternoon concerts at the store and display great interest in this branch of the musical output. This increased demand is without doubt due to the marvellous improvements made in the modern Phonograph."—*Pasadena (Cal.) Daily News.*

A DEALER'S SUGGESTIONS.

Amherst, Mass., Nov. 6, 1906.

If you think it would benefit the small retail dealer to publish the following system of keeping the Edison records in stock, you are welcome to do so:

Buy at least one hundred Rapke record trays holding four records each, place these on shelves in the most convenient space. On the upper shelf at the left place the smaller numbers, and run them out to the right; then on the next lower shelf place the lower numbers, and so on until you have the current numbers. Now take the numerical catalogue that is furnished to all dealers, and mark therein with a lead pencil those numbers you have in stock. When a prospective customer comes in, hand him the catalogue, and you will see how easy it is to sell records by this plan.—*M. F. Keefe.*

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS.**ALABAMA.**

Birmingham—Talking Machine Co., 2007 Second ave.
Mobile—W. H. Reynolds, 167 Dauphin street.
Montgomery—R. L. Penick, 119 Dexter ave.

ARKANSAS.

Little Rock—O. K. Houck Piano Co.

CALIFORNIA.

Los Angeles—Southern California Music Co., 332 South Broadway.
Oakland—Kohler & Chase, Inc., 1013 Broadway.
Sacramento—A. J. Pommer Co., 9th and J Sts.
San Francisco—P. Bacigalupi & Sons, 1021 Golden Gate Ave.

COLORADO.

Denver—Denver Dry Goods Co., 619 16th street.
Hext Music Co., 15th and California streets

CONNECTICUT.

New Haven—Pardee-Ellenberger Co., 96 State street

DISTRICT OF COLUMBIA.

Washington—E. F. Droop & Sons Co., 925 Pennsylvania avenue, N. W.
S. Kann Sons & Co., 8th and Pennsylvania avenues.

GEORGIA.

Atlanta—Atlanta Phonograph Co., 50 Peachtree St.
Phillips & Crew Co., 37-39 Peachtree St.
Savannah—Youmans & Leete.
Waycross—George R. Youmans.

ILLINOIS.

Chicago—Babson Bros., 148 Michigan Ave.
Lyon & Healy, Wabash Ave. & Adams St.
James I. Lyons, 192 Van Buren street.
The Cable Co., Wabash avenue.
The Vim Co., 68 E. Lake street.
Montgomery Ward & Co., 111 Michigan ave.
Rudolph Wurlitzer Co., 266 Wabash ave.
Peoria—Peoria Phonograph Co., 416 S. Adams street.
Quincy—Quincy Phonograph Co., 808 Hampshire street.

INDIANA.

Indianapolis—Indiana Phono. Co., 45 Virginia Avenue.
Kipp-Link Phonograph Co., 217 N. Illinois St.
A. B. Wahl & Co., 119 S. Illinois street.

Lafayette—A. B. Wahl & Co., 304 Main street.

IOWA.

Des Moines—Hopkins Bros. Co., 620 Locust street.
Vim Co., 808 West Walnut street.
Fort Dodge—Early Music House, 822 Central ave.
Sioux City—Early Music House.

KENTUCKY.

Louisville—C. A. Ray, 650-652 Fourth avenue.

LOUISIANA.

New Orleans—William Bailey, 600 Frenchman street.
National Automatic Fire Alarm Co., 614 Gravier street.

MAINE.

Bangor—S. L. Crosby Co., 186 Exchange street.
Portland—W. H. Ross & Son, 207 Commercial street.

MARYLAND.

Baltimore—E. F. Droop & Sons Co., 109 N. Charles St.

JOBBERS OF EDISON PHONOGRAPHS AND RECORDS—Continued.**MASSACHUSETTS.**

Boston—Boston Cycle & Sundry Co., 48 Hanover street.
Eastern Talking Mach. Co., 177 Tremont st.
Iver Johnson Sptg. Goods Co., 163 Washington street.
C. E. Osgood Co., 744 Washington street.
Fitchburg—Iver Johnson Sptg. Goods Co., 247 Main st.
Lowell—Thomas Wardell, 111 Central street.
New Bedford—Household Furnishing Co., 170 Purchase street.
Springfield—Flint & Brickett Co., 439 Main st.
Worcester—Iver Johnson Sptg. Goods Co., 304 Main st.

MICHIGAN.

Detroit—American Phono. Co., 106 Woodward ave.
Grinnell Bros. 219 Woodward ave.

MINNESOTA.

Minneapolis—Thomas C. Hough, 714 Hennepin ave.
Minnesota Phono. Co., 518 Nicollet avenue.
St. Paul—W. J. Dyer & Bro., 21-23 West 5th street.
Koehler & Hinrichs, 255 E. 3d St.
Thomas C. Hough, 392 Wabasha street.
Minnesota Phonograph Co., 37 E. 7th street.

MISSOURI.

Kansas City—J. W. Jenkins' Sons Music Co., 1013-1015 Walnut street.
J. F. Schmelzer & Sons Arms Co., 710 Main street.
St. Louis—Conroy Piano Co., 11th and Olive streets.
O. K. Houck Piano Co., 1118 Olive street.

MONTANA.

Helena—Frank Buser, Diamond Block, Sixth avenue.

NEBRASKA.

Lincoln—H. E. Sidles Phono. Co., 13th and P streets.
Omaha—Nebraska Cycle Co., 15th and Harney streets.
Omaha Bicycle Co., 16th & Chicago sts.

NEW JERSEY.

Hoboken—Eclipse Phono. Co., 203 Washington st.
Newark—Douglas Phonograph Co., 20 New street.
A. O. Petit, New and Halsey streets.
V. H. Rapke, 287 Bank street.
Paterson—James K. O'Dea, 117 Ellison street.
Trenton—Stoll Blank Book and Stationery Co., 30 E. State street.
John Sykes, 105 N. Broad street.

NEW YORK.

Albany—Finch & Hahn, 92 State street.
Astoria—John Rose.
Brooklyn—A. D. Matthews' Sons, 394 Fulton street.
Buffalo—W. D. Andrews, Seneca and Wells streets.
Robert L. Loud, 613 Main street.
Neal, Clark & Neal Co., 647 Main street.
Elmira—Elmira Arms Co., 117 Main street.
Gloversville—American Phono. Co., 99 W. Fulton st.
Kingston—Forsyth & Davis, 307 Wall street.
New York City—Bettini Phono. Co., 156 W. 23d street.
Blackman Talking Machine Co., 97 Chambers street.
J. F. Blackman & Son, 2737 3d avenue.
Sol Bloom, 3 E. 42d street.
I. Davega, Jr., 125 W. 125th St.
S. B. Davega, 32 E. 14th street.
Douglas Phono. Co., 89 Chambers st.
Jacot Music Box Co., 39 Union Square.
Victor H. Rapke, 1661 Second avenue.
Siegel-Cooper Co.
John Wanamaker.
Alfred Weiss, 1622 First avenue.
Oswego—Frank E. Bolway, 32 W. Bridge street.
Rochester—A. J. Deninger, 345 North street.
Mackie Piano, O. & M. Co., 100 State street.
Giles B. Miller, 63 State street.
Talking Machine Co., 97 Main st., E.
Schenectady—Finch & Hahn, 504 State street.
Jay A. Rickard & Co., 253 State street.
Syracuse—W. D. Andrews, 216 E. Railroad street.
Troy—Finch & Hahn, 3 Third street.
Utica—Clark-Horrocks Co., 54 Genesee street.
Arthur F. Ferriss, 83 Washington street.
William Harrison, 50 Columbia street.
Utica Cycle Co., 31 Columbia street.

OHIO.

Canton—Klein & Heffelman Co., 220 E. Tuscarawas St.
Cincinnati—Ilsen & Co., 25 W. 6th street.
Rudolph Wurlitzer Co., 10-12 W. 4th st.
Cleveland—Eclipse Musical Co., 714 Prospect ave.
Columbus—Perry B. Whitsit Co., 213 S. High street.
Dayton—Niehaus & Dohse, 35 E. 5th street.
Newark—Ball-Fintze Co.
Toledo—Hayes Music Co., 608 Cherry street.

OREGON.

Portland—Graves & Co., Inc., 328 Washington St.

PENNSYLVANIA.

Allentown—G. C. Aschbach, 539 Hamilton street.
Easton—William Werner, 432 Northampton street.
Harrisburg—S. K. Hamburger, 12-14 N. Market sq.
Philadelphia—C. J. Heppe & Son, 1117 Chestnut street.
Lit Bros., Market and 8th streets.
Musical Echo Co., 1217 Chestnut street.
Penn Phonograph Co., 17 S. 9th street.
John Wanamaker, 13th and Market sts.
Wells Phonograph Co., 45 N. 9th street.
Western Talking Mach. Co., 41 & 43 N. 9th st.
H. A. Weymann & Son, 923 Market st.
Pittsburg—Theo. F. Bentel Co., Inc., 435 Wood street.
Pittsburg Phono. Co., 937 Liberty street.
Powers & Henry Co., 101 Sixth street.
Reading—Reading Phonograph Co., 48 N. 8th St.
Scranton—Ackerman & Co., 277 Wyoming avenue.
Technical Supply Co.
Sharon—W. C. DeForest & Son.
Williamsport—W. A. Myers, 145 W. 3d st.

RHODE ISLAND.

Pawtucket—Pawtucket Furniture Co., 39 N. Main St.
Providence—J. M. Dean Co., 785-795 Westminster street.
J. A. Foster Co., Weybosset st.
Household Furniture Co.
J. Samuels & Bro., 154 Weybosset street.
A. T. Scattered & Co., 106 Main st.

UTAH.

Ogden—Proudfit Sporting Goods Co., 351 24th street.
Salt Lake City—Clayton Music Co., 109 S. Main street.

TENNESSEE.

Knoxville—Knoxville Typewriter and Phonograph Co., 421 Gay street.
Memphis—F. M. Atwood, 160 N. Main St.
O. K. Houck Piano Co., 105 S. Main street.
Nashville—Nashville Talking Mach. Co., 510 Church st.
Magruder & Co., 27 Arcade.
O. K. Houck Piano Co.

TEXAS.

Dallas—Southern Talking Machine Co., 347 Main st.
El Paso—W. G. Walz Co., 101 El Paso street.
Fort Worth—Cummings, Shepherd & Co., 700 Houston st.
Houston—Texas Phono. Co., Capitol and Fannin Sts.
San Antonio—H. C. Rees Optical Co., 242 West Commerce St.

VERMONT.

Burlington—American Phono. Co., 34 Church St.

VIRGINIA.

Richmond—Magruder & Co., 720 E. Main st.
C. B. Haynes, 602 E. Main St.

WASHINGTON.

Seattle—D. S. Johnston Co., 903 Second Ave.
Spokane—Spokane Phonograph Co., 7 Post St.

WISCONSIN.

Milwaukee—McGreal Bros., 173 3d street.

CANADA.

***Montreal**—Peter Kelly, 282 St. Lawrence St.
***Quebec**—C. Robitaille, 320 Rue St. Joseph.
***St. John**—W. H. Thorne, Ltd., 42-44 Prince William St.
Toronto—R. S. Williams & Sons Co., Limited,
143 Yonge street.
Winnipeg—R. S. Williams & Sons Co., Ltd., 121 Princess street.

*Added since November 1st, 1906.

SUSPENDED LIST, DECEMBER 1, 1906.

SUPERSEDING ALL PREVIOUS LISTS.

CALIFORNIA.

Petaluma—THOMAS MCGUIRE, 875 Main street.

GEORGIA.

Valdosta—H. K. McLENDON, 109 West Central Ave.

ILLINOIS.

Champaign—EGGLESTON BROS., or EGGLESTON MUSIC HOUSE, J. P. Eggleston, Prop.; also Danville, Ill.

*Danville—EGGLESTON BROS., or EGGLESTON MUSIC HOUSE, J. P. Eggleston, Prop.; also Champaign, Ill.

Ottawa—EDWARD HAYNE.

Wheaton—E. IRVING.

INDIANA.

Logansport—F. M. NEFF, 406 Broadway.
South Bend—EUGENE MARSH, 126 Vistula avenue.
SOUTH BEND BOOK BINDERY, Robert Lebolt, Prop., 203 North Michigan street.

IOWA.

Burlington—JOHN P. WEISS, 711 Jefferson street.

Sioux City—HATTENBACH BROS. CO.

A. V. LARIMORE, 518 Fifth street.

State Center—ORA SARGEANT.

KANSAS.

Clay Centre—E. M. GOWENLOCK.

Lawrence—BELL BROS.

Topeka—R. H. MOREHOUSE, 510 E. 4th street.

MAINE.

Biddeford—W. H. FIELD.

Lewiston—J. W. SKENE.

Monmouth—G. H. STETSON.

Waterville—FRANK BLANCHARD, 150 Main street.

MASSACHUSETTS.

Boston—E. C. PECK, 43 Milk st.

*HENRY SAVAGE & SONS, 166 Hanover st.

T. SINGER, 60 Leverett street.

Franklin—E. P. Blackman.

Lawrence—LORD & CO., 314 Essex street.

E. O. MOSHER, 420 Essex street.

Malden—A. T. FULLER.

Nantucket—ARTHUR M. TAYLOR.

New Bedford—H. B. DEWOLFF.

Somerville—E. J. WINCHESTER, 32 Summit avenue.

Worcester—JOSEPH TUKMAN, 44 Front street.

Woburn—OSBORN GILLETTE, or THE BOLTON JEWELRY CO., L. F. Maloney, Manager.

MICHIGAN.

*Ann Arbor—ANN ARBOR MUSIC CO., F. J. Schwankovsky, Prop.

Detroit—F. J. SCHWANKOVSKY.

Saginaw—GEO. W. EMENDORFER.

JAMES V. CALAHAN, 217 Genessee st.

TIERNEY BROS., 217 Genessee st.

MISSOURI.

Kansas City—THE WITTMANN CO.

NEBRASKA.

Lincoln—THE WITTMANN CO.

Omaha—THE WITTMANN CO.

PIANO PLAYER CO.

Red Cloud—ALBRIGHT BROS.

NEW HAMPSHIRE.

Hillsboro Bridge—E. M. BARNES.

Manchester—A. E. DUMAS

Nashua—F. A. McMASTER & CO.

NEW JERSEY.

Atlantic City—SAM'L D. WOLF, 32-34 Arkansas ave.

Bayonne—I. WIGDOR, 450 Avenue D.

Jersey City—W. L. HOFFMAN, 151 Montgomery st.

Long Branch—A. N. Alexander, 103 Broadway.

Newark—R. L. CORWIN; also New York City.

Passaic—I. HURWITZ.

Paterson—CHAS. H. KELLY, 25 N. Main street.

Plainfield—S. W. FRUCHT, or R. FRUCHT; also

New York City.

ELSTON M. LEONARD.

West Hoboken—EMIL HOLLANDER, or THE WEST

HOBOKEN BICYCLE & PHONO. CO., 169

Spring street.

NEW YORK.

Albany—G. LINDE, 353 S. Pearl street.

Amsterdam—D. C. KIRCHNER, 26 Market st.

Auburn—CHAS. C. CHIER CO., 18 Clark street.

Bedford Park—GEO. H. TYRRELL.

Brooklyn—WM. ALBRECHT, 204 Knickerbocker ave

H. HINDERMANN, BUSHWICK PHONO-

GRAPH EXCHANGE, 1421 Myrtle avenue.

EMIL SMITH, 634 Eleventh st. and 230 Summer

avenue.

*Dolgeville—GEORGE REESE.

Hobart—F. H. MARSHALL.

Tonawanda—ALBANY SPECIALTY CO., or CHAS. F

RICE, Main street.

Moravia—C. D. LOOMIS & CO., Union Block.

New York City—A. T. ARMSTRONG, or AMERI-

CAN PHONO. CO., 106 Wall street.

AUTOMATIC ZITHER CO., M. Cohen, Prop.,

58 Second avenue.

BERN BEARWALD, 373 W. 11th st.

EDWARD BIELFELD, 481 Willis Ave.

BRONX PHONO. CO. or DAVID SWITKY

506 Willis ave.

R. L. CORWIN; also Newark, N. J.

EAGLE PHONO. CO., or C. LOWENTHAL

83 Nassau street.

EMPIRE PHONO. CO., 2 W. 14th street.

S. W. FRUCHT, or R. FRUCHT, 7 Barclay st.

or 68 Cortlandt st.; also Plainfield, N. J.

O. HACKER, 2 Murray street.

HAWTHORNE & SHEBLE, 297 Broadway

also Philadelphia, Pa.

HOLOBER BROS., 350, 421 and 491 West st.

N. HORN, 148 E. 58th street.

W. L. ISAACS, 114 Fulton street.

S. LEMBURG & CO., 194 Broadway.

J. McELLYNNE, 202 Broadway.

RICHMOND PEASE, 44 W. 132d st.

F. M. PRESCOTT, 44 Broad st.

WINTHROP CYCLE CO., 2212 Seventh ave.

Rome—CHARLES TUTTLE.

Saratoga—W. J. TOTTEN.

Saratoga Springs—MARVIN A. COTE.

Watertown—HENRY A. HARDY, 24 Arsenal st.

H. S. WARDWELL & CO., 39 Public Square.

NORTH CAROLINA.

Kinston—S. A. Quinerly.

OHIO.

Cincinnati—J. L. ANDEM.

SALM TALKING MACHINE CO., 639 Vine st.

Coshocton—BURNS & GOSSER.

Middleton—OTTO GRAU & CO., 135 E. 3d street

Springfield—D. & M. VANDERPOOL.

Uhrichsville—F. A. MAZURIE.

PENNSYLVANIA.

Philadelphia—A. R. CASSIDY, 2783 Emerald street.

HAWTHORNE & SHEBLE, 604 Chestnut st., or

Oxford and Mascher sts.; also New York City.

A. KROUSE, 832 Arch street.

PENN NOVELTY CO., 15 South 9th st

Pittsburg—A. LIPPARD, 615 Wylie ave.

RHODE ISLAND.

Providence—F. P. MOORE.

Rockville Center—O. A. CLARK.

WISCONSIN.

Milwaukee—J. C. BLATZEK.

*Added since November 1st, 1906.

Jobbers and Dealers are asked not to supply any of the above named firms with our apparatus, either at addresses given or any other address.



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[One of our Magazine advertisements for December.]

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