

ODDITIES, RARITIES AND PENNY ARCADES

Rick Crandall

Would someone please find an Automatic Chime Bells machine for me? Or how about an Illustrated Song Machine or a musical bicycle?

Usually rare or non-existent machines surface immediately after someone sheds a bit of light on them. So if you want to see some wild music machines, read on.

Automatic Chime Bells

I'm fascinated by the Automatic Chime Bells and its prominent position in an 1899 Ogden & Co. catalog. From the picture, we can imagine a nicely finished oak case with bevelled glass front and polished-brass or nickel-plated bells—19 of them. The "tune sheets" were presumably paper rolls which played the bells, two minutes for a nickel. It was too early for an Arcade machine, and with its coin slot it surely was not meant for home use. You would think after two continuous minutes of bell ringing, you would insert a second nickel just to get it to stop.

Competition for Automatic Chime Bells came only from the Encore Banjo and the Regina disc changers. Indeed, various Reginas were also carried in the Ogden catalog and at prices that were \$100 less than Chime Bells, even for the Regina 27" changer.


There are no known examples of Automatic Chime Bells, nor do we know who made it. Ogden was not well-known as a manufacturer, but rather as an early prolific distributor of all kinds of gaming items including cards, poker chips, gambling machines, music machines, et cetera. Dick Bueschel, well-known coin machine author of Northbrook, Illinois, produced some information on Ogden. He found several ads in March through September, 1897, issues of *Billboard* magazine where Ogden was a self-proclaimed *manufacturer* of automatic slot machines with ". . . new designs every month. . . the largest factory in the U.S." In 1897 (the year the Mills Novelty Co. was getting its start) that may not have been too boisterous a claim.

In any event, these *Billboard* discoveries could have led one to believe that Ogden may have manufactured Automatic Chime Bells itself. The Chicago firm's 1899 catalog was surely one of the earliest illustrated guides to what was available at that time. The catalog was found as part of the Boyer Museum library (see *MBSI Bulletin*, Volume XXVII, No. 1, Spring/Summer 1981) and has since been reproduced.


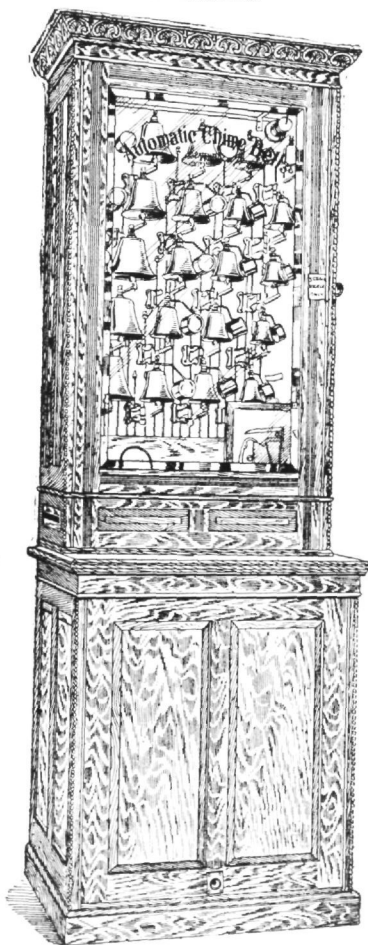

OGDEN & CO., CHICAGO, ILL.

Automatic Chime Bells.


Nickel Slot Machine.



CAN BE
OPERATED
WHEREVER
ELECTRIC LIGHTS
ARE USED.
ONE WIRE WILL
FURNISH ENOUGH
POWER TO
OPERATE MACHINE.
BELLS CHIME
TWO MINUTES
FOR EACH
NICKEL PLAYED.



THE GREATEST
MUSICAL MACHINE
EVER MADE.
BUY THE
FIRST AND
REAP A
HARVEST.
AUTHORITIES
CANNOT
INTERFERE.



Tune Sheets, 10 cents each. Per Doz., \$1.00.

Automatic Chime Bells Machine Complete, \$400.

Figure 1. Ogden & Co. Automatic Chime Bells.

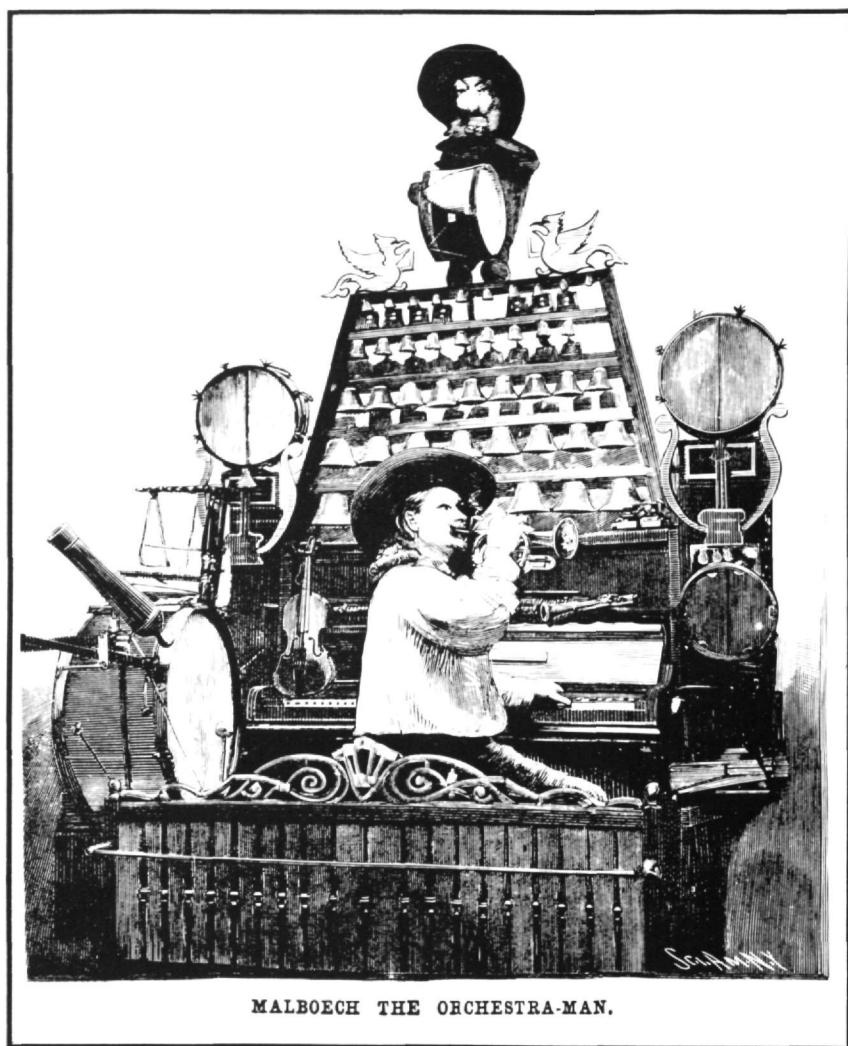


Figure 2. Orchestra Man.

Orchestra Man

One year later (1900) was a very eventful year for music machines. The Paris Exposition of 1900 had nine Encore Banjos on display, and in that year, Roth & Engelhardt began winning awards for its automatic pianos. The orchestrion hadn't come of age yet, but instead we had Orchestra Man.

The February 23, 1901, issue of *Scientific American* asserts that "There was much music to be heard at the Exposition of 1900, but the most original was, without any doubt, that played by M. Malboech. This extraordinary man is capable of playing as many as thirteen instruments."

THE "TOLEDO"
EXHIBITION OF THE
LARGEST ORCHESTRION
IN THE WORLD.

PROGRAMME

FOR THIS DAY:

NO. 1.

PART I. Csiko's Gallop..... *Ch. Toss*
" 2. Military Gallop..... *F. Behr*
" 3. Steeple Chase Gallop..... *F. Egghard*

NO. 2.

PART I. Defilier-Marsch..... *C. Hauschild*
" 2. Triumph-Marsch..... *H. Saro*
" 3. Huldigungs Marsch..... *Aug. Labitzky*

NO. 3.

PART I. Concert Polka..... *Hym*
" 2. Papageno Polka..... *Stausncy*
" 3. Souvenir de Wiesbaden, Polka..... *L. Staab*

NO. 4.

Overture, William Tell..... *Rossini*

NO. 5.

American National Songs and Airs.

NO. 6.

Overture, Freischuetz..... *C. M. Weber*

NO. 7.

German National Songs and Airs.

NO. 8.

Fest-Ouverture..... *C. Fendrich*

NO. 9.

Waltz, "On the Beautiful Rhine"..... *Keler Bela*


 An additional importation of rare music is announced to us from the Custom House, and will be presented to the public in a few days.

Figure 3A. Program for the "Toledo."

KALTENBACH BROTHERS'
—GREAT—
Musical Wonder.

HISTORY OF THE INSTRUMENT.

It is deemed proper that a brief history of this mountain of musical machinery be given to the public, that they may be more fully prepared to witness it, in its proper light. Its construction was begun about the time of the close of the Franco-Prussian war, in the little country of Schwarzwald, a place in Germany, better known in this country as the "Black Forest"; it was an experiment, in the hands of the most thoroughly educated musical Professors in Germany, and in case it should prove a success—which it undoubtedly has—was to be first introduced into the United States, in the city of Chicago, by KALTENBACH BROS., the sole agents for North America, after which it is to be placed on exhibition among the Automatic Wonders of the great Centennial Exhibition at Philadelphia.

Brunswick's Hall was selected as the only desirable location for its exhibition from two causes—its central location and the only available room in the city large enough for its accommodation, its actual dimensions in square feet being sufficient for the erection of a small tenement. Its height is 32 feet, its depth is 20 feet, or more over all the space of two stories of an ordinary building. The import duties paid in Gold to the U. S. Government fell but a few dollars short of \$5,000; freight, extra charges for handling the enormous cases, fire and marine insurance, storage, etc., amounting to fabulous sums.

Its music-furnishing properties are composed of 1,632 pipes, 124 horns, and drums, etc., to correspond. The power and strength of its tone is equal to 140 instruments. It equals three of the largest orchestras in the world combined. The solo and accompanying instruments have in no manner been overlooked or forgotten, as they are all represented in their proper places.

The various instruments of the Orchestration are proportioned thus: 24 first Violins, 16 second Violins, 12 Violas, 11 Cellos, 9 Contrabass, 8 Flutes, 8 Clarionets, 8 Fagots, 8 Oboes, 8 French Horns, 8 Cornets, 8 Trombones, 8 Tympani, 4 Saxophones, 4 Tuba, Drums proportioned.

NOTE.

In addition to above instruments, which two years ago was to complete the Orchestration, have been added a full scale of Spanish Castanettes, a full scale of Upright Silver Bells, a full scale of steel Harmonicons and a Battery of sufficient power to control the whole. This is a feature in music that is very novel as well as entirely new. The Public are asked to pay close attention to this novelty.

The beautiful case which protects this instrument was manufactured in this city by Messrs. KAPPE & EGGERS, 103, 105 and 107 South Canal Street, manufacturers of fine finishings for banks, offices, etc. The contract was offered to numerous other parties, but was invariably rejected on account of incapacity. The cost of this case is \$1,600, which is considered cheap, as it is arranged with patent screws in such a manner that it can be taken apart into small pieces for shipment.

Figure 3B. Orchestrion history.

The Toledo Orchestrion

While American automatic orchestrions were not a major factor until 1910, the Germans were producing awesome behemoths 60 years earlier based on large pinned cylinders typically powered by weights. A fascinating piece of literature described an incredibly large orchestrion in 1875. According to the article, its construction began at the close of the Franco-Prussian War in the Black Forest of Germany. This orchestrion could have been made by Welte. We know that as early as 1849 Michael Welte displayed an organ in Germany with 1,100 pipes. In 1865 he

opened an office in New York City, New York, and the first large Welte organ was sold to the Atlantic Garden in New York. It too was called, "The World's Largest Orchestrion."

Kaltenbach Brothers of Chicago, Illinois, brought the Toledo into the United States for the Centennial Exhibition at Philadelphia, Pennsylvania, in 1876 in Brunswick's Hall. The Toledo was immense at 32 feet high by 20 feet deep, and housed 1,632 pipes, 1,241 horns, drums and traps. It was claimed to be equal to an orchestra of 140 instruments. The case was made in the United States by Messrs. Kappes and Eggers of 103 South Canal Street.

It surely must be fortunate that this machine is unknown today. The restoration cost would be infinite. And, think of the house addition some lucky collector would have to build to contain it.

The Multiphone

No, this is not the automatic, cylinder, record changer of 1905, but a Rube Goldberg concoction of the Berliner's Co. The April 1, 1899, issue of *Scientific American* pictures six phonographs strung together and operated by a common motor. This enabled accurate synchronization of the turntables so that all six could play the same record at the same time. Allegedly, the resulting volume was directly proportional to the number of records being played, although I would want an acoustics engineer to comment on whether that was actually true.

The records had to be identical, but the article claimed: "Gramophone records are pressed from dies and matrices, like seals, under heat and pressure, and consequently all records of one catalog number are exactly alike in every detail."

Record placement was critical, although somewhat downplayed by the claim: "The needle points are slid from the edge into the first record line—an operation requiring no special skill.

"It has long been known that the carrying power of the ordinary gramophone is most astonishing. It fills half the size of the Metropolitan Opera House in New York. . . multiply the effect by six and you have the performance of a sextuplex gramophone."

Illustrated Song Machines

The year 1900 marked the initiation of the Penny Arcade idea (according to the Mills Novelty Co., who should know). The Arcade became a focal point for early music-machine exposure. Here the stand-up ear tube phonograph came into popular commercial use, the most interesting versions being the so-called Illustrated Song Machine produced by Mills, Rosenfield and Caille.

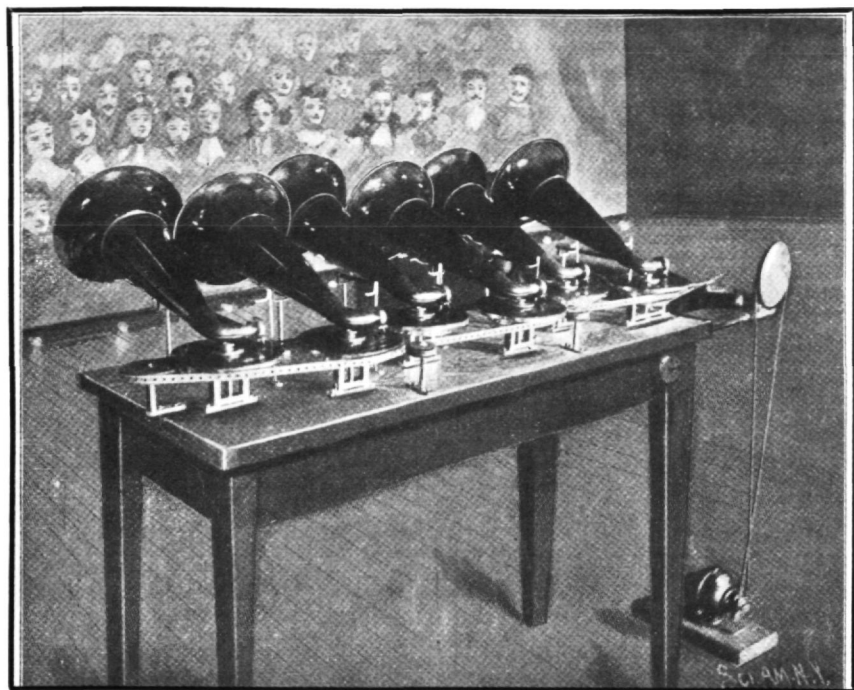


Figure 4. The Berliner Multiphone.

Where are these machines today? If you can believe the pictures and the hype, they were in extensive use from at least 1903 to 1915. An Illustrated Song Machine was a combination of a drop-card mutoscope and a cylinder or disc phonograph. Apparently the recording was unique to the "movie" and verbally or musically accompanied and complemented the picture series.

The Caille Brothers Co. of Detroit, Michigan, also jumped on the bandwagon and produced the Scope-o-phone, "The Illustrated Song Machine." This was a combination of the Cail-o-phone phonograph and the Cail-o-scope drop-card picture machine.

In an undated advertising piece, Caille claimed: ". . . [The Scope-o-phone] makes up, without a doubt, the finest looking apparatus of the kind which has ever been produced. . . It must be borne in mind that this machine does not take away any of the play from the Cail-o-scope or Cail-o-phone, but on the contrary, as it adds to the variety of entertainment, will increase the business on these other machines."

A 1907 Caille catalog shows the Cail-o-scope and Cail-o-phone and mentions 1907 as the first year the Cail-o-phone was on the market. It would seem likely that the Scope-o-phone was introduced soon after in 1908 or 1909.

The More Attractive the Sign, the Stronger the Drawing Power



New Songs Illustrated as They Come Out.
Ask For Our Sign and Music Bulletins

Figure 5A. 1906-7 Mills Novelty Co. catalog descriptions of the Illustrated Song Machine.

Mills Illustrated Song Machine

A 20th Century Wonder

A New One

The only Phonograph that can be operated with regular house current.

Does not wear out the records.

Attach plug to electric light socket and the machine is ready to operate.

A splendid combination of the Phonograph and the Picture Machine.

No storage batteries. No cracking of Records.

Mills improved stylus will play 100 pieces without changing.

An Automatic Phonograph using the disc record.

A machine that can be successfully operated in all public places.

Can be made for 5 cents or 1 cent fully covered by patents.

Size, 49 x 19 x 20½ inches. Shipping weight, 227 pounds.

Boxed for foreign shipment: Dimensions, 65 x 29 x 30 inches. Weight, 285 pounds.

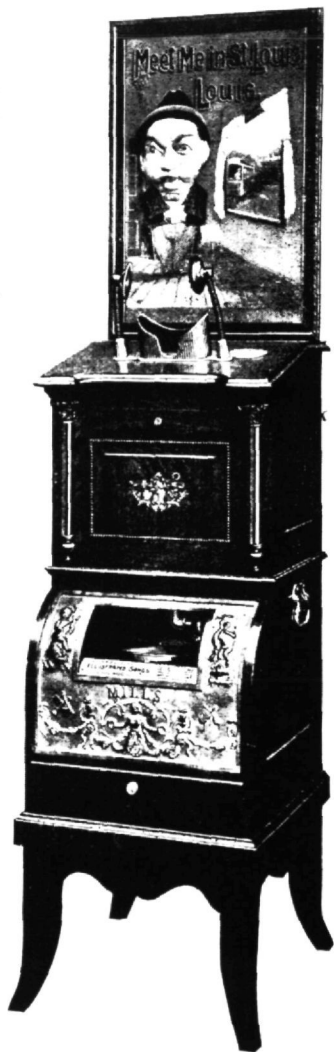


Figure 5B. The Illustrated Song Machine with the disc phono viewable through the lower window.

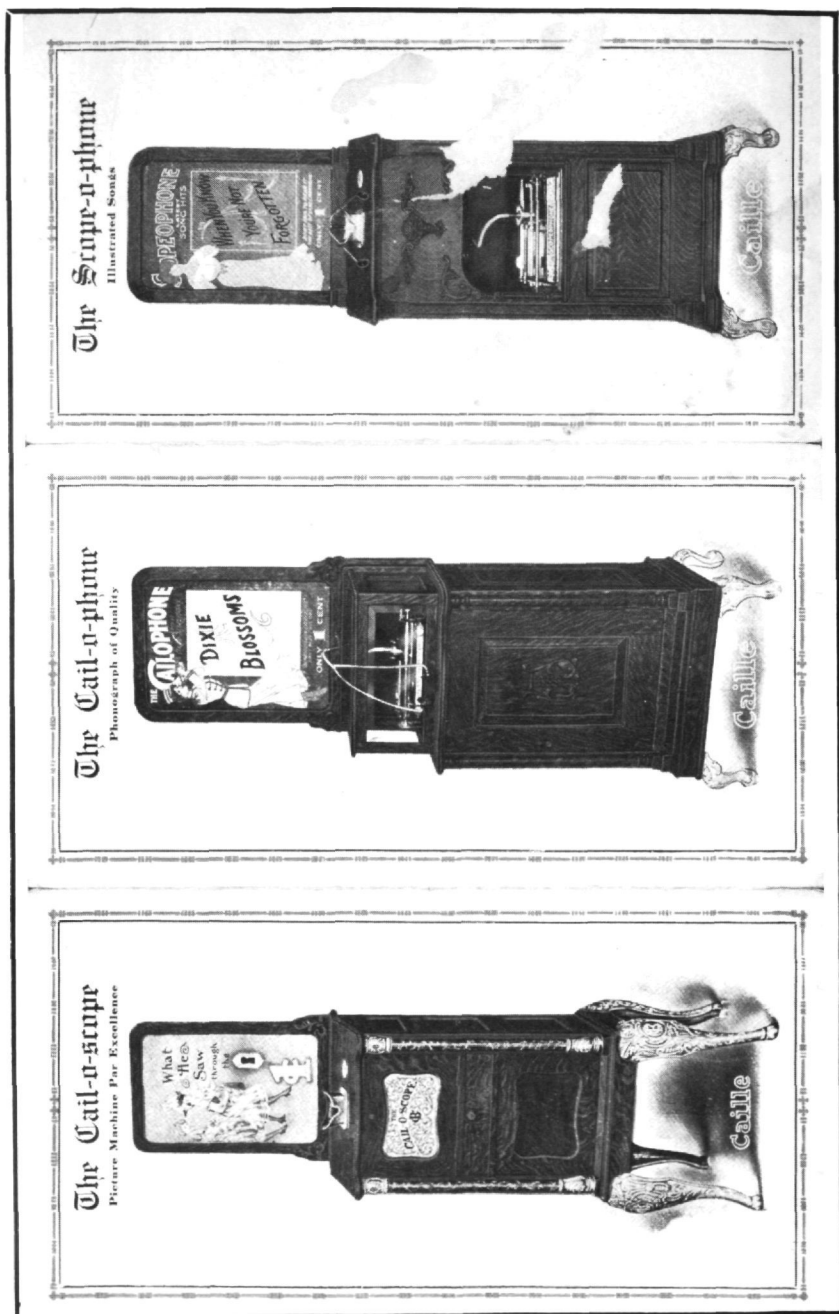


Figure 5C. Caille's entries into Arcade music. These were cylinder players and there is no indication that a disc player was made.

Scope-o-phone

The Illustrated Song Machine

THIS, of course, is a combination of the Phonograph and Picture Machine, and is so cleverly constructed that, as the record sings the song, the pictures will drop to view, these being shown under a powerful electric light, and one is simply carried away with delight at the smoothness of its action.

It is practically a combination of our famous Calio-scope and Calio-ophone, but, of course, each of the mechanisms is specially constructed to fit the peculiar requirements of the purposes intended. The whole makes up, without doubt, the finest-looking apparatus of the kind which has ever been produced, but, beyond appearance, it has the finest mechanism which skilled workmen could possibly conceive.

The cabinet is of the very best quartered oak, highly finished and beautifully carved, beveled plate glass exposing to view the phonograph mechanism. A few of these machines placed in a Penny Exhibit, in connection with the Calio-ophones and Calio-scopes, will be well patronized, and help considerably in the way of giving variety to the entertainment.

It must be borne in mind that this machine does not take away any of the play from the Calio-scope or Calio-ophone, but on the contrary, as it adds to the variety of entertainment, will increase the business on these other machines.

The keys to open the front door are all of one kind. The cash box is on the inside, made of iron and secured with a Yale lock.

The Caille Brothers Co.

1300-1310 Second Avenue
DETROIT, MICH.

32 Union Square, NEW YORK CITY
209 State Street, CHICAGO, ILLINOIS

Calio-o-phone

The Phonograph of Quality

THE CALIO-O-PHONE was invented expressly for use in Penny Exhibits, and consequently, with this end in view, our aim has been to make this machine, in every detail, as strong and substantial as possible. We feel quite proud of the results of our efforts, and the very fact that all the leading Arcades have already adopted this machine convinces us we have hit upon just such a phonograph as was desired for this purpose.

The phonographs of other manufacturers are nothing more than the regular family device arranged with a coin slot and electric motor, and the result is they will not stand up under the severe usage to which they are subject in public places. Up to the present time we have had a very large sale on the Calio-ophone, and it is now in use in every part of the world.

The cabinet is of an exceedingly beautiful design, and is made up in the very best quartered oak, highly finished and polished. The glass is of French plate, beveled edge.

The make-up of the whole apparatus is the best which can be produced by first-class mechanics. The mechanism is simple and will practically last a lifetime under the most severe usage.

Regulation of the record mandrel is so perfect there is absolutely no variation in speed, and the apparatus brings out band pieces, songs, and conversation with a clearness that has simply astonished every one connected with this line of business.

Phonographs, like picture machines, are an absolute necessity in a well-conducted Penny Arcade, and as many of these machines should be placed as space will permit. We always advise our friends to put in about one of the Calio-ophones to two of the Calio-scopes.

The Caille Brothers Co.

1300-1310 Second Avenue
DETROIT, MICH.

32 Union Square, NEW YORK CITY
209 State Street, CHICAGO, ILLINOIS

Calio-o-scope

Picture Machine Par Excellence

THE PHENOMENAL SALE of this machine demonstrates its superiority over all others. It is now used, exclusively, in the leading Penny Exhibits throughout the world, and there has been a constant increase in the demand for this machine.

The woodwork is of the finest quartered oak, highly finished and polished. The trimmings are metal nickel plated. The whole exterior is a very handsome piece of work, and where a number of machines are lined up makes a very effective showing, and one which can not help but attract attention.

Many of the larger Exhibits have as high as seventy of these machines in one solid row, and it is considered by the best authorities that, of the machines which are used in numbers, these will take off more money than any other.

The cash drawer is in the front part of the cabinet, secured with a Yale lock. The keys for the mechanism are all alike, so that when changing pictures one key will fit any number of pictures.

The mechanism is substantially made and is of the spring motor type. When wound the motor will run about one hundred and twenty-five times. The electrical connections are such that they will bear the most rigid inspection in any city, and the fact that we have never had any of our machines rejected is positive proof that this branch of the work is carried out to perfection.

The mechanism is arranged to show fifteen views, which ordinarily constitute a set.

The Caille Brothers Co.

1300-1310 Second Avenue
DETROIT, MICH.

32 Union Square, NEW YORK CITY
209 State Street, CHICAGO, ILLINOIS

Figure 5D. An undated advertising piece.

Rosenfield may well have been the first with an Illustrated Song Machine. The 1906 Rosenfield catalog featured it and even listed a number of locations using it. Interestingly, the Mills Novelty Co. and the American Mutoscope and Biograph Co. are listed as significant customers, yet they were soon to become competitors. Were they just spying?

The Rosenfield catalog claims: "... as illustrated songs are really more popular now than when first introduced nearly a quarter of a century ago. . ." Now, what was around in 1882? They must have been thinking of something. Rosenfield was established in 1890 as a manufacturer of coin-operated machines. Patents on some of its machines date back to July, 1894.

Perhaps the rarity of these machines is in some way connected to the way Penny Arcades operated.



The Automatic Wonder of the Age

ROSENFIELD'S

Illustrated Song

MACHINE

A COMBINATION OF THE TWO MOST POPULAR MACHINES—THE TALKING MACHINE AND THE PICTURE MACHINE—MAKING

An Automatic Theatre

YOU SEE AND HEAR THE WHOLE SHOW

Four Machines in One

ILLUSTRATED SONG MACHINE For Lantern Slides or Stereoscopic Pictures
 ILLUSTRATED LECTURE MACHINE "
 ILLUSTRATED RECITATION MACHINE "
 ILLUSTRATED DIALOGUE MACHINE "

NO STORAGE BATTERY NECESSARY
 Operated by simply connecting it to any Electric Lighting Circuit
(Fluctuations in voltage instantly do not affect the speed, as in other direct current machines.)

THE MACHINE IS CONSTRUCTED TO SHOW EITHER THE REGULATION TRANSPARENT SONG SLIDES, STEREOPTIC SLIDES, SLIDES OR ORDINARY STEREOPTIC VIEWS (OPAQUE OR TRANSPARENT).

The Machine is entirely automatic in action and is started by simply dropping the coin in slot. There are no levers or handles to pull or push.

ILLUSTRATED SONGS

The pictures being illuminated by electric light and greatly enlarged by powerful magnifying lenses gives an effect at once beautiful and realistic, and then the pictures pass slowly before the spectators' eyes in perfect unison with the Talking machine, the pictures being displayed appropriately to correspond with the words and music of the Talking machine; thus furnishing to the public for the first time in automatic machines one of the most fascinating forms of amusement—one that will never lose its interest or novelty, as illustrated songs are really more popular now than when first introduced nearly a quarter of a century ago.

ILLUSTRATED LECTURES

By simply changing the picture holding drum and the lens, the machine can in a few minutes be arranged to show the regular opaque or transparent stereoscopic pictures, of which thousands are published, and by placing a blank record on the mandrel and using a recorder, records

Pat. July 24th, 1894, Sept. 26th, 1897, Nov. 16th, 1900. Other patents pending.

Width, 23 inches. Depth, 17 inches. Weight, boxed, 250 lbs.

Figure 6. Rosenfield's Illustrated Song Machine.

can be made in a few minutes describing each picture as it drops into position, thus furnishing a genuine illustrated lecture. No end of interesting lectures can be arranged from the great variety of standard stereoscopic views on the market, embracing, for instance, **Scenes on the Battle field—Warships in action—Army and Navy manoeuvres—Travels in our own and foreign lands, etc.**

ILLUSTRATED DIALOGUE and Automatic Theatricals

Comic sets of stereoscopic views can be placed in the machine, and male and female voices be used in recording, so that as each scene appears the appropriate dialogue will be uttered, thus approaching automatic theatricals as closely as the mechanical art will allow.

The Talking machine used will play any standard cylinder record made, and is our famous 1906 Model, which is now used in nearly all of the New Arcades, and is too well known to need further description here. It is equipped with the latest lyric reproducer, and by using a recorder excellent records can be easily made on it.

Can be made to operate for any coin desired.

Also has automatic coin register, recording each coin that passes into the machine.

The picture drum operates on the "drop" principle (same as used in our regular picture machines for years), and is driven by chain and sprocket gearing direct from the Talking machine, giving ample power and insuring perfect unison between the pictures and the record.

All parts of the entire machine are easily accessible as shown in the cut; by opening the front door and lifting up the top the entire machine is opened up without moving it from its position, and the mechanism is mounted on a sliding partition so that the entire works can be readily removed from the cabinet, if required.

The cabinet is our own exclusive design, and is by far the handsomest and most artistic ever made; and is the highest grade product of the cabinet-makers' art.

It is highly polished, with hand carvings in bold relief, and is made of specially selected solid quartered oak and finished so as to bring out most effectively the fine figure of the natural oak. It has large hand carved sign frame of same material and finish, and stands on heavy metal claw feet, and is as substantial as it is artistic. Has heavy cast iron cash safe with the best Yale paracentric lock.

When ordering please obtain the following information from the Electric Light Company where machines are to be installed:

Is Current Direct or Alternating?

If Direct, what is the voltage?

If Alternating, what is the voltage and alternations?

Proper motors can be supplied for any of the various electrical currents in use, and dealers can interchange these motors in a few minutes.

MANUFACTURED ONLY BY

Rosenfield Manufacturing Co.

585 to 589 HUDSON ST.

NEW YORK CITY

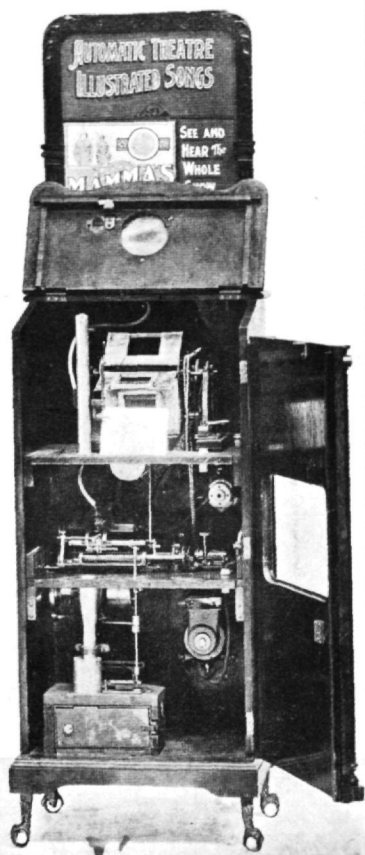


Figure 7. Interior of the Song Machine.

Penny Arcades

Mills actually produced a guide in 1907 on how to set up a Penny Arcade. Some excerpts are fascinating, and they provide useful information for collectors who desire to know more about the environment of the machines we collect. From the Mills guide:

Generally speaking, there are two classes of places in which Penny Arcades may be operated. The usual one is the city location, a store room, located in the most populous portion of the city. . . This kind of location is available for use the year

round. Adjacent to nearly all cities nowadays, are amusement parks, which are constructed during the summer months only. A park is really an ideal Arcade location.

On the front of the building, by all means have a steady burning electric sign, reading "Penny Arcade," "Penny Vaudeville" or some other suitable name, and add some suitable expression such as "Everything for a Penny."

The walls of the Arcade should be neatly papered. A pleasing and durable decoration is obtained by covering the walls to a height of about five feet above the baseboard with burlap and above that with paper. The burlap is not easily torn or disfigured should it be hit by the machines, in moving them about, and a chair rail to separate the burlap from the paper not only provides a finish but prevents the machines placed along the walls from marring the decoration. The walls above the machines may be left plain or be panelled in an inexpensive way with molding placed on top of the paper.

In our experience it is best to place rows of machines along the walls, and if the room is wide enough, a double row, placed back to back, down the center of the room. Have the picture machines, phonographs and illustrated song machines in groups near the entrance. Place the larger machines along the walls and the small ones down the center.

It is very essential to have good music, as it always attracts and holds a crowd. Place the music in front near the door, so that it can be heard from the outside.

It is necessary to preserve the best of order allowing no loafing, flirting or boisterous characters. Women and children are the best customers and an Arcade should be run in such a manner as to make it an appropriate place for them to visit.

Pictures in all machines which show them, should be changed at frequent intervals at least every month, and the same applied as well to phonograph records. Keep close watch of the collection from each machine. When they appear to be decreasing materially, it is good evidence that a change is necessary.

When any unusual public event, which attracts widespread

notice occurs, such as a great murder trial or a disaster like the San Francisco earthquake, the manager of an Arcade should be quick to avail himself of the opportunity thus afforded for reproducing through picture, phonograph and illustrated song machines, these events, as they will attract big crowds.

The Penny Arcade has disappeared as a phenomenon (although we certainly would call Chuck E. Cheese and Showbiz Pizza restaurants electronic reincarnations) and perhaps the machines were junked on the spot. It is still hard to believe there are so few Illustrated Song Machines around after seeing them in so many Arcade pictures.

ARCADES USING OUR ILLUSTRATED SONG MACHINES			
AUTOMATIC VAUDEVILLE CO.	48 East 14th Street	New York City	
AUTOMATIC VAUDEVILLE CO.	1221 Market Street	Philadelphia, Pa.	
AUTOMATIC VAUDEVILLE CO.	264 West 125th Street	New York City	
AUTOMATIC VAUDEVILLE CO.	112 East 125th Street	" " "	
AUTOMATIC VAUDEVILLE CO.		Boston, Mass.	
J. VALENSI	529 6th Avenue	New York City	
J. VALENSI	407 6th Avenue	" " "	
J. VALENSI	197 Bowery	" " "	
RUDOLPH WAGNER	261 Main Street	Buffalo, N. Y.	
AMERICAN ARCADE CO.	175 W. Lawrence Street	Montreal, Canada	
SURPRISE VAUDEVILLE CO.	142 East 14th Street	New York City	
SURPRISE VAUDEVILLE CO.	1259 Broadway	" " "	
PEOPLES VAUDEVILLE CO.	125th Street and Lenox Avenue	" " "	
PEOPLES VAUDEVILLE CO.		" " "	
FAIRYLAND AMUSEMENT CO.	617 3d Avenue	Boston, Mass.	
FAIRYLAND AMUSEMENT CO.	214 Washington Street	New York City	
HARRY DAVIS	219 6th Avenue	Pittsburg, Pa.	
DECOMO AMUSEMENT CO.	169 East 125th Street	New York City	
FISCHLOWITZ, HIRSCH CO.	314 Bowery	" " "	
MACHINES OPERATED BY STORAGE BATTERIES 1903 MODEL			
F. J. HOWARD	564 Washington Street	Boston, Mass.	10 Machines
D. CALLAHAN	769 Market Street	San Francisco, Cal.	30 "
ANGLO AMERICAN AGENCY		London, England	10 "
THE AUDITORIUM	1259 Broadway	New York City	20 "
D. O'BRIEN	Electric Park	Newark, N. J.	10 "
MILLS NOVELTY CO.		Chicago, Ill.	30 "
TRAUTWEIN & CO.		Philadelphia, Pa.	10 "
F. SEIFFERT	North 8th Street	" " "	10 "
SCHAEFFER & CO.	310 State Street	Chicago, Ill.	40 "
AMERICAN MUTO & BIO CO.	11 East 14th Street	New York City	20 "
W. T. ROCK	Luna Park	Coney Island, New York	50 "
BLACKTON & SMITH	Dreamland Park	" " "	50 "
HESEMER & WILLIAMS		Philadelphia, Pa.	10 "
THE CHUTES CO.		San Francisco, Cal.	10 "
WM BROWN		Albany, N. Y.	10 "
COLUMBIA AMUSEMENT CO.	234 Ontario Street	Cleveland, O.	20 "
GEO. BALDSON		Youngstown, O.	10 "
ROY MAUVAIS	771 Market Street	San Francisco, Cal.	50 "
B. MOYER		Indianapolis, Ind.	10 "
J. B. NASH		Providence, R. I.	1 "
J. B. NASH		Hartford, Conn.	1 "
N. H. GORDON		Worcester, Mass.	24 "
MAX STEARN	250 North High Street	Columbus, O.	10 "
MIDLAND MACHINE CO.	178 State Street	Chicago, Ill.	20 "
E. McKEOWN		Winnipeg, Manitoba, Can	20 "
G. LANG	Feldman's Casino	Coney Island, New York	12 "
AUTOMATIC VAUDEVILLE CO.	48 East 14th Street	New York City	80 "
AUTOMATIC VAUDEVILLE CO.	264 West 125th Street	" " "	4*
AUTOMATIC VAUDEVILLE CO.	Market Street	Newark, N. J.	" "

Figure 8. 1906 Rosenfield catalog listing of locations for the Illustrated Song Machine.

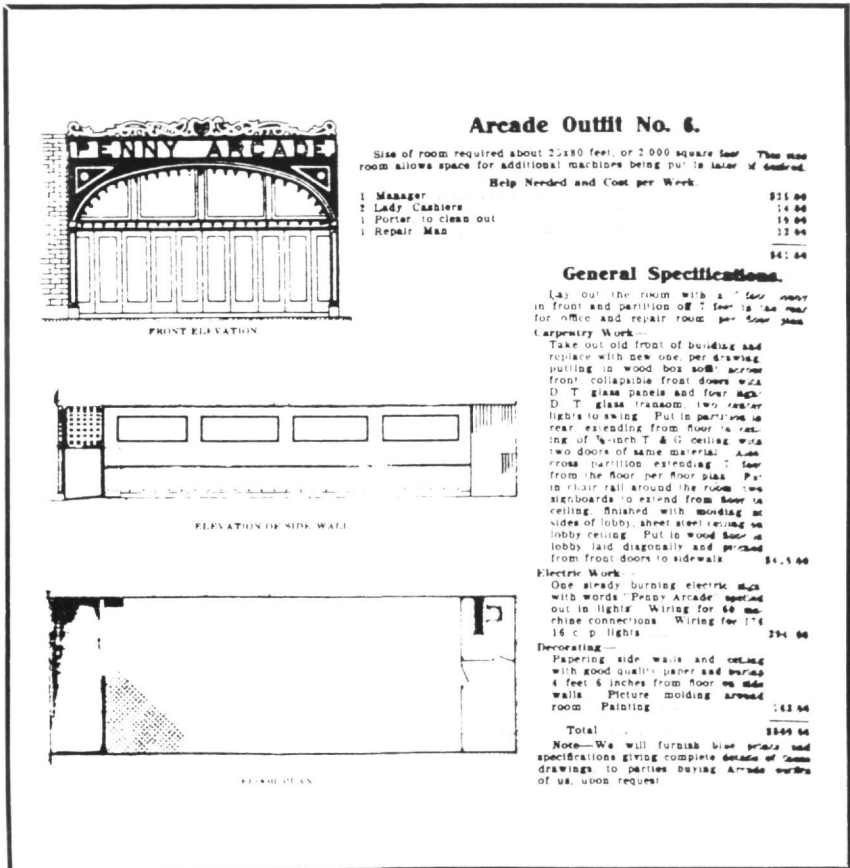


Figure 9A. Penny Arcade specifications.

Equipment of Machines for Arcade Outfit No. 6

25 Auto-Stereoscopes, New Model, Front Wind or Cathedral front with Sign Frames	\$ 37.50	\$937.50
37 Sets of 15 Views each, with Signs for Auto-Stereoscopes	2.50	92.50
8 Illustrated Song Machines with Signs and Frames, 1 set of 12 Views and 1 Record each	75.00	600.00
8 Extra Sets of 12 Views each with Signs and Records for Illustrated Song Machines	4.05	32.40
5 Quartoscopes with Sign Frames	37.50	187.50
10 Sets of 4 doz. Views each with Signs for Quartoscopes	6.50	65.00
5 Automatic Phonographs with Signs and Frames and 1 record each	60.00	300.00
5 Extra Records and Signs for Phonographs, assorted subjects	1.05	5.25
3 Illusion Machines, in a Set, with Signs and Frames		125.00
1 New Owl Lifting Machine		35.00
1 New Owl Dumb-bell Lifting and Grip Machine		100.00
1 New Owl Flashlight Lifting Machine		50.00
1 New Owl Chimes Lifting Machine		75.00
1 Flashlight Grip Machine with Stand		55.00
1 Submarine Lung Tester		100.00
1 Rubber Neck Lung Tester		100.00
1 Hat Blower		75.00
1 Searchlight Grip and Lung Tester with Stand		70.00
1 Bag Punching Machine		75.00
1 New Pneumatic Punching Machine, with Sign and Frame		50.00
1 New Vertical Punching Machine		75.00
1 Sibille Fortune Teller with 1,200 Cards		250.00
2,000 Extra Cards for Sibille Fortune Teller	1.75	3.50
1 Large Horoscope Fortune Teller with 12 Slots and 1,200 cards		150.00
2,000 Extra Cards for Horoscope Fortune Teller	1.75	3.50
1 Conjurer Fortune Teller with Sign and Frame		60.00
1 Pair Jumbo Success Fortune Tellers with Signs and Frames (1 for Ladies and 1 for Gentlemen)		35.00
1 Madame Neville Palmist with 1,000 Letters		110.00
1,000 Extra Letters for Madame Neville Palmist		1.75
1 Cupid Post Office with 1,000 Letters		100.00
1,000 Extra Letters for Cupid Post Office		1.75
1 Mills Perfect Weighing Machine		75.00
1 Large Electric Shock Machine		100.00
1 Doctor Vibrator with Sign and Frame		150.00
1 Lady Perfume Sprayer with Plate Glass Front, Sign and Frame and Perfume		100.00
1 24 Way Multiple Postal Card Machine with Stand and 2,000 Cards		100.00
2,000 Extra Postal Cards	3.00	6.00
1 Emblem Embossing Machine, with 600 Emblems, Sign and Frame		100.00
500 Extra Emblems		5.50
1 Windmill Candy Machine, with Stand, without Candy		35.00
8 Hand-Painted, Framed Wall Signs	2.00	16.00
1 Combination Money Counter for Pennies		3.00
1 Automatic Pianova with 1 Roll of Music		350.00
2 Extra Rolls of Music for Pianova (4 pieces to the Roll)	2.50	5.00
1 Cashier's Desk with Glass Top and Sign		25.00
1 Repair Outfit		10.00
1 Key Board with Lock		5.00
48 Key Rings	doz.	.40
96 Key Tags, Cardboard, Metal Bound	doz.	.80
36 Coin Bags15	5.40
100 Perforated 1c Brass Slugs35
50 Weekly Statement Sheets (no charge)		
Total		\$5,013.30

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Figure 9B. Note the prominent use of eight Song Machines. A Pianova coin-op piano is included as well.

MUSIC SECTION

These machines should be placed in rows along the sides of an Arcade



Showing the arrangement of Phonographs, Illustrated Song and Picture Machines in one of our large and successful Arcades.

CASHIER'S DESK AND SURROUNDINGS

The cashier's desk should be a little in front of the center of the room



The Pennies may be piled up, five in a stack, on Cashier's desk, to make a showing.

Music Always Attracts and Holds a Crowd

Figure 10. Look, there are 13 Illustrated Song Machines in a row, from the Mills 1906-7 catalog.

A Few Fine Arcades

MILLS EDISONIA CHICAGO

One of our Arcades, located at 278 State Street, Chicago

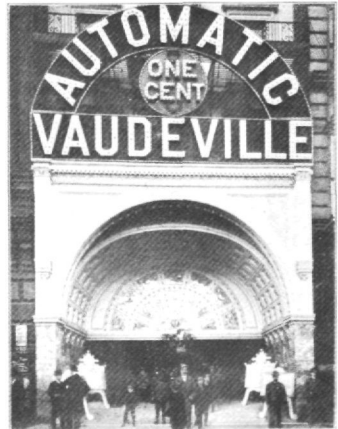


Small Investment, Big Profit

Running an Arcade beats working for someone else, because with an investment of a few thousand dollars you can make more money with less work and worry.

AUTOMATIC VAUDEVILLE

11th St., New York City



A Big Money Maker

This Arcade has taken in a thousand dollars in one day.

Figure 11. The Mills Edisonia in Chicago (1906) appears to have more than a dozen Illustrated Song Machines lined up on the left.

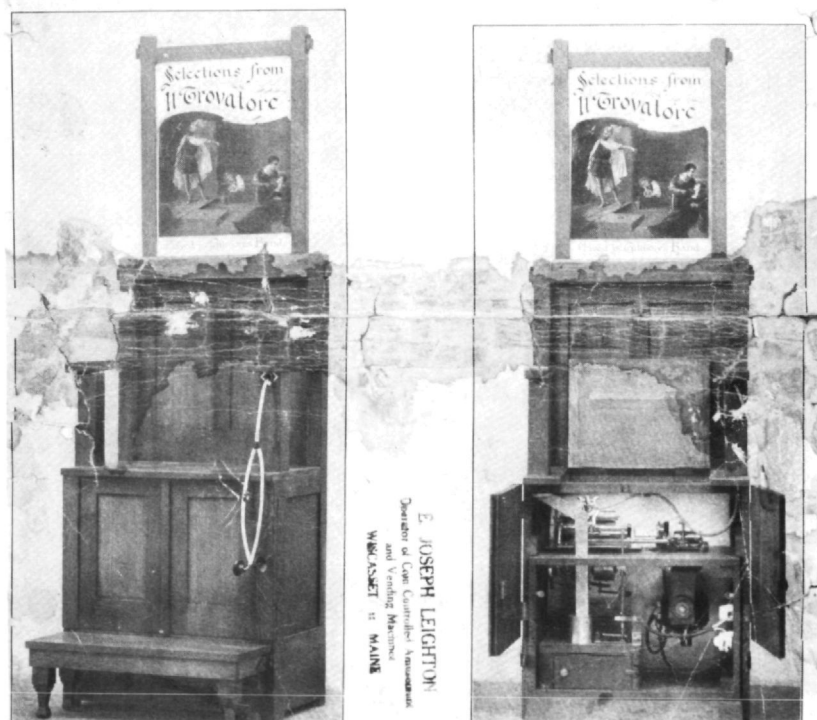
The Chair-Phone

Stand-up phonographs and Illustrated Song Machines were popular and follow-on ideas plentiful. Rosenfield's idea of an innovation was the Chair-Phone.

The sales proposition for "The World Famous Rosenfield Talking Machine in The Form of a Chair" was:

Penny Arcades have compelled their patrons to stand up while using the machines, nevertheless they have made enormous profit. If Talking Machines earned so much under these conditions, their far greater earnings with Seats Provided is not surprising. How many theatres even with the best shows, could draw paying audiences if they were made to stand?

THE CHAIR-PHONE
The Latest and Greatest in Talking Machines



The image shows two views of the Chair-Phone. The left view shows the machine closed, with a sign at the top that reads "Selections from Il Trovatore" and an illustration of a scene from the opera. The right view shows the machine open, revealing the internal mechanism, including a gramophone horn and various mechanical parts. The machine is mounted on a wooden bench.

E. JOSEPH LEIGHTON
Director of Coin-Operated Amusement
and Vending Machines
WILKESSETT, MASS.

Figure 12. The Chair-Phone from Rosenfield Manufacturing Co., 585-589 Hudson St., New York City, New York, January, 1908.

Even the Grand Opera Houses with the greatest operatic stars, must provide seats to attract the necessary patronage.

Penny Arcades have not had the amount of ladies' patronage they should have, but with the Chair-Phone, ladies are bound to be attracted.

Of course, we get a glimpse from the Mills book on Penny Arcades that the likely reason for Arcades not being popular with women was the presence of undesirable characters, which Mills advised operators to avoid.

The Chair-Phone must have been introduced later in the life of the Arcade. The flier claims 5,000 Rosenfield machines in use whereas the 1907 Rosenfield catalog claims 2,000. This might help us date the Chair-Phone to the 1910 to 1915 period. None are known to exist today.

Musical Bicycle

Let us now leave the indoor world of the Arcade for the popular turn-of-the-century outdoor activity of bicycle riding. What does that have to do with music? Samuel Goss of Chicago, Illinois, (the land of mechanical music) had the answer. He invented a device to furnish music for the bicycle rider in 1898. It was a pinned-cylinder piano mounted in the frame of the bike between the rider's legs!



Figure 13. A musical bicycle.

The cylinders were changeable and the inventor thoughtfully provided a way to turn the music off. Tempo control was provided by altering the speed of the bicycle. A March 26, 1898, *Scientific American* article billed it as "... an extraordinary companion for the bicyclist on his roamings, which are frequently lonely."

This device could have also been the first version of automatic cruise control since "... the music only sounds well when the rider does not exceed a velocity of 15 kilometers (9.3 miles) per hour."

Now here's an amusing thought: "... in future a sort of orchestra band may be formed for the popular cycle parades by means of these instruments tuned to the time. As is well known, the music has been the most difficult part of these parades." Do I detect tongue-in-cheek reporting from the venerable *Scientific American*?

Concluding Musings

The turn of the century was clearly a time of early formation of the automatic music field. As with any other new industry in its infancy, some new products hit the mark and established early leadership, while others just turned out to be hare-brained ideas pre-released to market with exaggerated claims and entrepreneurial flair. Surely many, if not most, of the devices covered in this article are of the latter type.

But who knows what will now turn up. If something does surface, perhaps these disclosures will help identify it and draw it into the collector's world, thus saving it from possible discard and destruction. &

FREE! A NEW MUSIC BOX & CLOCK
COMBINED PERFECT TIMEKEEPER
8 DAYS DANCE & SACRED MUSIC
WGT 2 1/2 LBS. HGT. 18 IN.
PLAYS PERFECT
1000 TUNES
RUNS

To introduce it, one in every county or town furnished reliable persons (either sex) who will promise to show it. Send at once to Inventors Co., N. Y. City, P. O. Box 2252.

Inventors Co. offers free music boxes.