

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, June 15, 1911



make records only for the Victor

The world's greatest singers make records only for the Victor

The world's *greatest* singers! The greatest tenors; the greatest sopranos; the greatest contraltos; the greatest baritones; the greatest bassos.

These famous artists—universally acknowledged *the* greatest, and commanding the highest salaries—make records *only for the Victor* because *only the Victor* brings out their voices as clear and true as life itself.



ZON-O-PHONE

Double Record Discs

10 inch—65c.

12 inch—\$1.00

The greatest care is exercised in combining the selections, each side of the disc presenting the latest and best in popular music or standard compositions. No extra charge for copyright selections.

Our first complete new catalogue of Double Side Spanish and Italian Records is ready to mail on application. Grand Opera and other selections list at 65 cents each.

In offering you our first list of thirty-five Russian Double Record Discs, we do so at a big expense on account of duty and other charges. We are only charging you 75 cents for two selections. These records were all recorded in Russia so you will understand your home songs and music.

ZON-O-PHONE INSTRUMENTS

from \$20.00 to \$75.00

\$50.00, \$60.00 and \$75.00 Machines all equipped with Wood Horns.

Zon-o-phone Records will stand comparison with any make. A trial will convince you.

Universal Talking Machine Mfg. Co.

Fourth and Race Streets PHILADELPHIA, PA.

WHERE YOU CAN OBTAIN THE ZON-O-PHONE PRODUCT:

ARKANSAS

Hot Springs.... Joe Hilliard, 216 Central Ave.
Ft. Smith..... R. C. Bollinger, 704 Garrison Ave.

CONNECTICUT

Bridgeport..... F. E. Beach, 982 Main St.

FLORIDA

Tampa..... Turner Music Co., 604 Franklin St.

ILLINOIS

Chicago..... W. H. Sajewski, 1011 Milwaukee Ave.
Chicago..... Tresch, Fearn & Co., 73 Fifth Ave.

KANSAS

Topeka..... Emahizer-Spielman Furn. Co., 517-519
Kansas Ave.

MARYLAND

Annapolis..... Globe House Furn. Co.
Baltimore..... C. S. Smith & Co., 641 W. Baltimore St.

MINNESOTA

St. Paul..... W. J. Dyer & Bro., 21-22 W. 8th St.

MICHIGAN

Detroit..... J. E. Schmidt, 336 Gratiot Ave.

MISSOURI

Springfield.... Morton Lines, 325 Boonville St.
St. Louis..... Knight Mercantile Co., 211 N. 12th St.
St. Louis..... D. K. Myers, 2229 Finney Ave.

NEW JERSEY

Hoboken..... Eclipse Phono. Co., 202 Washington St.

NEW YORK

Brooklyn..... B. G. Warner, 1213 Bedford Ave.
New York..... Greater New York Phonograph Co.,
310 Grand St.

NORTH DAKOTA

Fargo..... Stone Piano Co., 614 First Ave., N.
Grand Forks.... Stone Piano Company.

OHIO

Akron..... Geo. S. Dales Co., 128 S. Main St.
Cincinnati..... J. E. Poorman, Jr., 659 Main St.

PENNSYLVANIA

Allegheny..... H. A. Becker, 601 Ohio St.
Harrisburg..... J. H. Troup Music House, 15 So.
Market Sq.
Philadelphia.... Harmonia Talking Machine Co., 1221
Arch St.
Philadelphia.... S. Nittinger, 1202 N. 6th St.
Pittsburgh..... C. C. Mellor Co., Ltd., 219 Fifth Ave.

TEXAS

Beaumont..... K. B. Pierce Music Co., 608 Pearl St.

WISCONSIN

Milwaukee..... G. H. Eichholz, 552 12th St.
Milwaukee..... Hoefler Mfg. Co., 306 W. Water St.

CANADA

Toronto..... Whaley, Royce & Co., Ltd., 227 Yonge
St.
Vancouver, B.C.M. W. Waitt & Co., Ltd., 552 Gran-
ville St.
Winnipeg; Man. Whaley, Royce & Co., Ltd.

The Talking Machine World

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Price Ten Cents

GETTING OLD CUSTOMERS BACK.

An Important Factor in Increasing Business—
Small Disputes That Prove Bad Advertisements—Going More Than Half Way.

Not least among the ways to increase business is to "kiss and make it up" with old-time customers who have broken away because of some slight misunderstanding. An editor of a prominent newspaper recently admitted to a friend that he hadn't been inside a certain store for four years because he had once been offended in a dispute with a salesman over a pair of shoes. The matter was reported to the merchant, who immediately sent the man a check for the full amount in question, and a letter which called forth a hearty response and a renewal of patronage. This set the merchant to thinking, and he checked up his old-time customers that had left, got after each one of them, and found it possible to renew relations with nearly half of them by clearing up some slight misunderstanding that had given them offense. The principle involved suggests a wide application, says Printers' Ink. Where there were once sound reasons for satisfactory business relations between two houses it is likely there still are good grounds for renewal. It may sometimes be necessary to "go more than halfway," but even lovers have amply demonstrated that it pays to conquer pride for the sake of peaceful associations.

COLT'S BAND MAKING RECORDS.

The Well Known Organization of Hartford Engaged by the Boston Talking Machine Co.

Chester W. Smith, leader of Colt's Armory Band in Hartford, Conn., has signed a contract with the Boston Talking Machine Co., 41 West street, Boston, Mass., to make master records at the laboratory of the company in that city two days each week. Mr. Smith states that the work will not interfere in the slightest with his regular musical work in Hartford, where the band is very popular. The Boston Talking Machine Co. expect to have their records and machines on the market some time the coming fall.

NEARLY EXTINCT DIALECTS

Of Native Indian Tribes of Northern California Now Phonographically Recorded for Future Generations.

(Special to the Talking Machine World.)

San Francisco, Cal., June 3, 1911.

After nine years of labor Prof. A. L. Kroebet, of the Department of Anthropology of the University of California, this week concluded his labors of making phonograph records of the nearly extinct dialects of the native Indian tribes of Northern California. The records will be placed in museums of the various parts of the State.

The investigations have determined, it is declared, that only one of the six tribes recognizes the difference between the masculine and feminine, with several unable to express the difference between singular and plural.

The most serious handicap under which the progressive merchant has to labor is the lack of intelligence or experience, on the part of some merchants who do not understand proper business methods, and through their ignorance sell many items at prices which do not cover the cost of doing business, much less allow a profit for themselves.

Printers' Ink says: "Conditions change so rapidly that the memory of how it was done five or ten years ago is often the poorest kind of place to go for trustworthy information for present action. Tradition is good—for historians."

TALKER AS A DETECTIVE.

Adopted in Denmark to Secure Record of Offensive Remarks Made to Telephone Operators—How the Plan Could Be Adopted as a Reformatory Factor in the Household.

Annoyed by subscribers who used unseemly language over the wires when told the line was busy, the Copenhagen Telephone Co. installed phonographic apparatus at its central exchange. Then, after a record of offensive remarks was secured, the authors were summoned to the director's office, confronted with the evidence and scared into promising to put a bridle on their tongues. There is little necessity for such procedure on the part of any telephone company in this country. The man who swears at "central" is rapidly becoming extinct. Perhaps it is because he has realized the futility of any such demonstration against an impersonal creature who is not allowed to talk back. But Copenhagen's novel use of the phonograph suggests the possibilities for effecting reformations that lurk in that harmless looking instrument. The idea which has proved so successful in Denmark is capable of indefinite extension for good.

There is the domestic application of the idea, for instance, says the Pittsburg (Pa.) Times. The sensitive wife who, lacking the militant qualities of the suffragette, has hesitated to remind an over-eloquent husband that the tongue is an unruly member, might purchase a phonograph with the intensified recorder and put it under the dining table to report meal-time remarks. In order to test the capabilities of the phonograph for such work, it might be advisable for the first experiment to have the matutinal coffee cold and the beefsteak particularly tough and underdone. This plan would induce the husband to put forth his most eloquent efforts at expression, revealing the latent wealth of the vocabulary he reserves for domestic purposes. Then, after a day or two, when a particularly delicious meal has put him in good humor, the address he delivered on the previous occasion might be reproduced for his edification. Little explanatory comment would be required. Then tears, promises to do better, a happy household, curtain! The Denmark idea is worth trying, and if it works in this climate, the uses to which it can be put are incalculable.

COURTESY IN BUSINESS

One of the Strongest Forces for Securing and Holding Trade—A Virtue That Pays.

How often a business concern is at the mercy of an incompetent clerk. A merchant may invest in a commercial palace wherein he installs attractive goods at right prices, but of what avail if his employes fail in courtesy? A saving grace is its universality. Of what avail to transfer patronage when the competitor may be even more discourteous?

We heard a man say he always reported discourtesy for the sake of others who might be incommoded by it even as he had been. He was on the street car one morning in a pouring rain and he asked the conductor to stop the car at the next corner, making his request the instant the car passed the preceding street. The conductor was pompous and enjoyed the evident chagrin of the umbrellaless passenger, who said to him as he passed out, "Your discourtesy is unpardonable and will cost you dear." He had influence and asked that the conductor be taught a lesson, but not discharged. He was fined ten days' pay and publicly reprimanded.

The car official said he wished others would act in the same dispassionate, but courteous, manner when their employes failed in courtesy.

We know a store where "courtesy" is the slogan, but many of the employes fail in the illustration.

A salesman found a customer most exacting one morning and after she had split hairs in rejecting the goods she was seeking to duplicate, he snapped out, "No use to show you any more goods, madam, as you evidently do not wish to purchase." He was justified in thinking it, but not in saying it, and the customer reported him and he was discharged, and being past the Oslerized age, he has sought work faithfully for seven months unsuccessfully. He is tabooed because of his white hair, and for no other reason, as the men he interviews cannot know how and where he stumbled—how he failed in courtesy, a lapse more fatal to him than it would have been to a younger man, as it was less excusable, for if a man hasn't learned to be affable and diplomatic at fifty his case is hopeless.

Not many virtues pay such a big premium as courtesy. Note how it leaves its imprint on the face until every man he knows is working for the reinstatement of the courteous man when he forgets to report for duty on time or commits some other breach of commercial etiquette. There is every inducement in the world for men and women to be courteous in the business or in the social world, and he who fails to read the signs of the times as he runs will be left at the post.

Not only be courteous, but insist on courtesy from others when they are transgressing the unwritten law of a soulless corporation or of an individual.

AN AUTOMATIC "BARKER."

Western Merchant Uses Talking Machine for Making Announcements to the Public.

To call attention to certain advertised articles a department store manager in Northern Iowa placed a large talking machine in the lobby of his store. This talking machine worked automatically and every five minutes it would call out some sentence. "Special shoe bargains in the basement." "Ask the clerk to show you our new line of silks." "Exceptional bargains in chinaware to-day."

The records for this talking machine are taken the day before every sale and always remind a customer of the things advertised in the morning papers. The novelty of this form of advertising was commented upon by customers as well as newspapers, and kept the name of the store in the mind of every individual hearing the "barker" given in this unusual manner. The scheme might savor too much of the street corner faker to be approved of by all merchants, but it pulled big results for this particular store.

HELPING DEALERS TO SETTLE.

Western Distributer Encourages Selling of Victrolas with the Larger Profits.

A Western talking machine distributer claims to have discovered a new method for inducing delinquent dealers to square up accounts and actually aiding them in accomplishing that result.

The jobbers in question had a dealer on their books who had been in arrears for a comparatively small amount for some time. They finally interested the dealer in the selling of Victrolas from catalog and the profit of his first sale of a \$200 machine cleared up his entire account. The dealer has since stocked Victrolas regularly and is getting on top of the heap very rapidly.

"It is safe to assume that the average salesman will lose, during the year, 20 per cent. of his customers from death, retiring from business, dissatisfaction, failure to be on the spot at the right time, and many other causes not within the control of the salesman," says a veteran. "To make good this shrinkage and be on the safe side, it is wise to start out with the determination that your list of customers shall be increased not less than 20 per cent. during the year."

TRADE ON THE PACIFIC COAST.

Improved Crop Conditions Make Trade Outlook Most Pleasing—W. S. Gray Descants on Situation on Return from Extended Trip—Immense Victor Business Being Done by Sherman, Clay & Co.—Bacigalupi to Remove to New Quarters—Heine Piano Co. Reopens Talking Machine Department with the Victor—Columbia Business Active with Kohler & Chase—Changes in Sales Staff.

(Special to The Talking Machine World.)

San Francisco, Cal., May 29, 1911.

Walter S. Gray, Pacific Coast manager of the Columbia Phonograph Co., is again in San Francisco after a considerable stay in the Northwest, from which he returned last week. The journey north was made with Marion Dorian, the auditor of the company, who is now on his way East. Mr. Gray finds Coast business in the talking machine line very good, that of the Spokane and Portland districts being somewhat in advance of the business for the same months last year, while the Los Angeles territory, from reports sent in to Mr. Gray, is away ahead of last year. Mr. Gray particularly emphasizes the growing business activity of the southern district and says that it has shown a wonderful increase in the last few months. The San Francisco office of the company has placed a large number of new Dictaphones with the Southern Pacific Co. lately, some going to complete the equipment of the passenger department, and the rest being installed in the freight department. The new equipment makes the total number of these machines in use by the Southern Pacific about 200. Records of the Salt Lake City Tabernacle organ have been received in the city office and have proved very attractive to buyers.

The place of E. W. Cyrus, who resigned from the city office of the Columbia Phonograph Co. about a month ago to go to Dallas, Tex., has not yet been filled.

Andrew McCarthy, vice-president of Sherman, Clay & Co., speaks in a satisfied way about the company's Victor business for the last month, which he says is ahead of the same month last year in the retail department, though the wholesale is about stationary. As usual, the better class of goods, including Victrolas, are in demand, and the Red Seal records still sell steadily. The Victrola room of Sherman, Clay & Co. has lately been further decorated with several pictures of such singers as Farrar, Scotti and Caruso, these pictures being enlargements on dark brown sepia presented by the Victrola Co., and handsomely framed in mahogany.

W. F. Morton, traveling man for Sherman, Clay & Co., has returned from a very successful trip in

Southern California, where he made many sales with the Victor goods, considerable demand for which was found in some of the smaller towns. After a short stay in town he is to cover the northern territory.

Peter Bacigalupi & Sons have sold their lease on the present market street premises occupied by the company, having received a cash bonus for it. The owners plan to erect an expensive theater on the site, and occupants will vacate the building on the first of the month. The Bacigalupi firm expect to secure a permanent store nearer the center of town, between Third and Fourth streets on Market, and are trying to locate on the ground floor. The company have closed out the stock of straight pianos, but will continue their talking machine line and will enlarge their stock of Edison goods.

The Heine Piano Co., who recently reinstalled their talking machine department under C. F. Lundberg, report a steady business with Victrolas and the better class of records. Recent advertising which has brought about considerable interest in this company's goods is the window display of the Auxetophone, lately received in stock. The company says that summer homes are being fitted up, early as it is, and this is bringing in quite a bit of business in the talking machine line.

The Hauschildt Music Co.'s talking machine department is now running in full swing, and is doing a good business with records especially, both operatic and popular selections being in demand. A shipment which has just been received includes a lot of cabinets as well as machines and records.

S. E. Babson, of Babson Bros., in this city, starts in a few days for Chicago on a two weeks' business trip. He reports the sale in the city store of many of the Amberol four-minute records, grand opera being in the fore.

Peter Bacigalupi, the well-known talking machine merchant, and L. F. Douglass, the Victor talking machine man, have returned to this city after a few days' automobile tour of the counties north of the city, during which they visited Mr. Bacigalupi's ranch at Guerneville.

Walter B. Keller, who has been in the talking machine business in San Francisco for some time, has taken charge of the store of the Eureka Phonograph Co. The firm plan elaborate extensions of their lines and expect to supplement the talking machine business with general musical merchandise.

Lawrence K. Wilson, of the Wiley B. Allen Co., has left for the Orient, where he will be for several months. Honolulu will be visited before going on to the Orient.

The San Francisco store of Benj. Curtaz & Son reports that the Red Seal record business has been very good this spring. Mail orders have come in from country districts very heavily recently.

The Spokane branch of Kohler & Chase has been

doing a splendid business with the Columbia goods. The quarters of the Spokane store devoted to the talking machine department were recently enlarged and are in much better form to handle the northern business.

The San Francisco Call is about to finish the contest now running at which many prizes of value will be awarded. Among these are a great number of Columbia talking machines and records valued at \$1,200.

SALESMEN'S ASSOCIATIONS.

How the Promotion of Social Relations Between Employes and Discussions of Business Problems Result in Profit for the Employer.

Noticing an inquiry concerning salesmen's associations, I take pleasure in giving you some of our experiences and benefits derived therefrom, as we have one, which was inaugurated about six months ago, writes a correspondent.

We have one of the most profitable and successful associations thus far, conducted strictly according to parliamentary rules. Subjects for discussion are announced in advance by the chairman and every member is expected to co-operate by giving his idea on the subject announced. Our secretary keeps a careful record of all meetings and points of interest brought out.

The subjects are always relative to the store and merchandise contained therein: How to make better salesmen; how to reduce percentage of customers lost; how to make all departments pay better percentage; how to avoid the accumulation of stickers in all departments; how to keep out discord and create perfect harmony among the boys and perfect team work throughout the store.

We succeed superbly. Every man of us is growing bigger every day. More courteous, more energetic, more enthusiastic and more diplomatic as the meetings grow in interest, and I will say the attendance has been full almost without exception.

Culture and store education is advanced by criticism, severe but friendly, from each member, as he feels it his duty to condemn improper, or approve by encouragement, every good action. Education by absorption is very evident, as we have learned to criticise and learn to be criticised without taking offense; but, on the other hand, profiting by such criticism.

At a great many of our meetings we are favored with some representative of the wholesale trade, so that we are instructed and edified from within our ranks and outside by men of scientific knowledge of their lines, who favor us with an educational talk on the process and manufacture and best way of presenting their lines to the customer.

SIXTEEN YEARS' EXPERIENCE

Handling Talking Machines, Records and Accessories

Does Count

EDISON

Experience is a great teacher.

The results of our experience are yours to command.

Especially if these goods are handled exclusively. Just how much it counts you can easily demonstrate to your own satisfaction by placing your orders with us for Victor and Edison Machines, Records and Supplies, and becoming familiar with Eastern Co. service.

THE EASTERN TALKING MACHINE CO.
177 TREMONT STREET BOSTON, MASS.

DISTRIBUTORS OF EDISON AND VICTOR MACHINES, RECORDS AND SUPPLIES

VICTOR

If you do not handle our GRAND OPERA NEEDLES you are not supplying your customers with the best.



Victor-Victrola IX, \$50
Mahogany or Oak.

A new Victor-Victrola for \$50

Many people have been waiting for an opportunity to get a genuine Victor-Victrola at this popular price.

And now that the instrument is here you'll find it will meet with a ready sale.

The Victor-Victrola is a wonderful success; a success without a precedent in the musical instrument industry; a success befitting the greatest of all musical instruments.

This new style puts the Victor-Victrola within the reach of practically everybody and broadens the field of activity for every Victor dealer.

Hear this new Victor-Victrola at your distributor's. Samples are now being shipped to distributors and they will be in position to demonstrate this new instrument to you on or about July 1st.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Records played with Victor Needles—there is no other way to get the unequalled Victor tone.



VICTOR DISTRIBUTORS:

- | | | | | | |
|--------------------------|---|-----------------------------|---|--------------------------------|--|
| Albany, N. Y. | Finch & Hahn. | Elmira, N. Y. | Elmira Arms Co. | Oklahoma City, Okla. | Schmelzer Arms Co. |
| Atlanta, Ga. | Elyea-Austell Co.
Phillips & Crew Co. | El Paso, Tex. | W. G. Walz Co. | Omaha, Neb. | Walter G. Clark Co.
A. Hospe Co.
Nebraska Cycle Co. |
| Austin, Tex. | The Talking Machine Co. of Texas. | Galveston, Tex. | Thos. Goggan & Bros | Peoria, Ill. | Putnam-Page Co., Inc. |
| Baltimore, Md. | Cohen & Hughes, Inc.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons. | Grand Rapids, Mich. | J. A. J. Friedrich. | Philadelphia, Pa. | The Talking Machine Co.
Louis Buehn & Brother.
C. J. Hepp & Son.
Penn Phonograph Co., Inc.
H. A. Weymann & Son, Inc. |
| Bangor, Me. | Andrews Music House Co. | Honolulu, T. H. | Bergstrom Music Co., Ltd. | Pittsburg, Pa. | C. C. Mellor Co., Ltd.
Standard Talking Machine Co. |
| Birmingham, Ala. | E. E. Forhes Piano Co.
Talking Machine Co. | Indianapolis, Ind. | Musical Echo Co.
Wulschner-Stewart Music Co. | Portland, Me. | Cressey & Allen. |
| Boston, Mass. | Oliver Ditson Co.
The Eastern Talking Machine Co.
M. Steiert & Sons Co. | Jacksonville, Fla. | Carter & Logan Brothers. | Portland, Ore. | Sherman, Clay & Co. |
| Brooklyn, N. Y. | American Talking Machine Co. | Kansas City, Mo. | J. W. Jenkins Sons Music Co.
Schmelzer Arms Co. | Richmond, Va. | Cable Piano Co., Inc.
W. D. Moses & Co. |
| Buffalo, N. Y. | W. D. Andrews.
Neal, Clark & Neal Co. | Knoxville, Tenn. | O. K. Houck Piano Co. | Rochester, N. Y. | E. J. Chapman.
The Talking Machine Co. |
| Burlington, Vt. | American Phonograph Co. | Lincoln, Neb. | Knoxville Typewriter & Phonograph Co. | Salt Lake City, Utah | Carstensen & Anson Co.
Consolidated Music Co. |
| Butte, Mont. | Orton Brothers. | Little Rock, Ark. | Ross P. Curtice Co. | San Antonio, Tex. | Thos. Goggan & Bros. |
| Chicago, Ill. | Lyon & Healy.
The Rudolph Wurlitzer Co.
The Talking Machine Co. | Los Angeles, Cal. | O. K. Houck Piano Co. | San Francisco, Cal. | Sherman, Clay & Co. |
| Cincinnati, O. | The Rudolph Wurlitzer Co. | Louisville, Ky. | Montenegro-Richm Music Co. | Savannah, Ga. | Phillips & Crew Co. |
| Cleveland, O. | W. H. Buescher & Sons.
Collister & Sayle.
The Eclipse Musical Co. | Memphis, Tenn. | E. E. Forhes Piano Co.
O. K. Houck Piano Co. | Seattle, Wash. | Sherman, Clay & Co. |
| Columbus, O. | Perry B. Whitsitt Co. | Milwaukee, Wis. | Wisconsin Talking Machine Co. | Sioux Falls, S. D. | Talking Machine Exchange. |
| Denver, Colo. | The Hext Music Co.
The Knight-Campbell Music Co. | Minneapolis, Minn. | Laurence H. Lucker. | Spokane, Wash. | Eiler's Music House.
Sherman, Clay & Co. |
| Des Moines, Ia. | Chase & West.
Harger & Blish, Inc. | Mobile, Ala. | Wm. H. Reynolds. | St. Louis, Mo. | Koerber-Brenner Music Co.
The Aeolian Company of Mo. |
| Detroit, Mich. | Grinnell Bros. | Montreal, Can. | Berliner Gramophone Co., Ltd. | St. Paul, Minn. | W. J. Dyer & Bro.
Koehler & Hinrichs. |
| Dubuque, Iowa | Harger & Blish, Inc. | Nashville, Tenn. | O. K. Houck Piano Co. | Syracuse, N. Y. | W. D. Andrews. |
| Duluth, Minn. | French & Bassett. | Newark, N. J. | Price Talking Machine Co. | Toledo, O. | The Whitney & Currier Co. |
| | | New Haven, Conn. | Henry Horton. | Washington, D. C. | E. F. Droop & Sons Co.
Robert C. Rogers Co. |
| | | New Orleans, La. | Nat'l Auto. Fire Alarm Co.
Philip Werlein, Ltd. | | |
| | | New York, N. Y. | Blackman Talking Machine Co.
Sol. Bloom, Inc.
Emanuel Blout.
C. Bruno & Son, Inc.
I. Davega, Jr., Inc.
S. B. Davega Co.
Chas. H. Ditson & Co.
Landy Brothers, Inc.
New York Talking Machine Co.
Silas E. Pearsall Co.
Benj. Switky. | | |

“John Doe has secured the exclusive selling rights for Columbia Graphophones, Grafonolas, and Records in Busyopolis.” Has that announcement appeared in the papers in your locality yet? It will if it hasn't. Why don't you “see it first”?



Columbia Phonograph Co., Genl., Tribune Building, New York.

TRADE IN CINCINNATI.

Great Campaign Under Way to Place Talking Machines in Schools and Other Educational Institutions—Campers Find the Talking Machine a Most Delightful Entertainer—Smaller Type Machines in Demand—Grafonola Regent, Jr., Makes a Hit—R. J. Whelen of the Columbia Co. Discusses the Business Outlook—Milner Musical Co. Pushing the Edison Phonograph in Vigorous Fashion—Elaborate Advertising Campaign Planned.

(Special to The Talking Machine World.)

Cincinnati, O., June 8, 1911.

The talking machine trade of the Middle West, knowing that it is up against the usual summer season dulness, is already preparing its campaign for fall business. Advertising literature is being prepared, much of which will be mailed during the middle of the summer, thereby paving the way for sales later on. The jobbers here expect to open up a new field through the schools. Instruments will be placed in the schoolrooms at the beginning of the next term and records of an educational type used principally. This naturally will arouse the interest of the pupils and the parents will hear of the advantages of talking machines from their lips. This idea can be pushed to advantage in small centers as well as big towns.

The past month proved to be the hottest May in the history of the weather bureau, and as a result a movement to summer camp and country homes was felt earlier than usual by Cincinnati talking machine dealers. This has always affected the sale of Victor Victrolas, and while it created a demand for machines to equip the vacation parties, it had a detrimental effect on business and hundreds of Victrola prospects are out of the reach of the ambitious talking machine salesman.

While the talking machine has always been a feature of camp life, this feature of the business never assumed very great proportions, especially in the case of those handling the better makes of machines and records. In spite of conditions, the retail department of the Rudolph Wurlitzer Co. report a very satisfactory May business both in machines and records, although results can be traced more to the aggressive work done by our salesmen and the literature distributed through the mails than the natural demand for the product. Comparatively few in the fashionable districts will be home in a few weeks' time and those who are still in Cincinnati are making preparations for moving away for the season, and as a result Victrola sales in that quarter will be few and far between. There is a big field, however, in the middle class, many of whom do buy Victrolas, especially in the summer season, and the Victrola X has already demonstrated its peculiar suitability as a summer instrument on account of the fact that it can easily be carried from one part of the house to another.

Recent sales on the smaller type machines have been unusually heavy. The record business has been holding up fine and with the splendid lists that the Victor Co. have been giving us there will

be no excuse if the department does not continue the past good record made the early months of this year. The wholesale departments report an active demand on Victor machines and records and heavy advance orders for the new Victrola IX. Many of the old dealers have dropped out of the running, but those who continue active are now sending their requisitions for machines and records in a way seldom equaled in most cases.

At the Milner Musical Co. business is reported to be very good. Just now this concern is conducting an aggressive advertising campaign throughout the country surrounding Cincinnati. The Edison phonograph is being made the leader for this campaign. It is understood that this concern intends to give the “free trial” proposition a thorough try-out at this time, and if returns prove encouraging, to use this method of disposing of phonographs throughout West Virginia and Kentucky in large numbers this fall.

Manager Stotler says that he is planning a very elaborate advertising campaign for this fall and expects in the near future to add several new salesmen to his phonograph department in order that they may become thoroughly familiar with his ideas and plans for the fall trade. He predicts that during the next few months business will be very quiet, and is making preparations to get after business with hammer and tongs, in order that the record of last year may be exceeded.

Manager R. J. Whelen, of the Columbia Phonograph Co., reports May business to be a little slower than usual, caused by “spring fever” of the public, he supposes, but even at that, business has gone ahead of May, 1910. One of the most interesting features of the month's business was an elaborate window display of the “Dictaphone,” their large window being furnished as a regular office, Dictaphones installed, transcribers at work and dictators hustling out their correspondence by the Dictaphone system. It attracted unusual attention from all passers-by, many of them coming into the store for a personal demonstration. Results in publicity and business were all that could be desired.

The arrival of the “Grafonola Regent Junior,” \$150 Library Table, has been greeted with enthusiasm, one being sold the first day it was placed on sale. The “Junior” will undoubtedly prove a very popular musical instrument. The general demand still continues for the high-grade Grafonolas and grand opera records, the “Favorite” being in the lead in the greatest number of sales in the Grafonola line, while the Nordica, Fremstad and Garden records are easily in the lead in the record sales.

Mr. Whelen further states he does not anticipate that business will decrease to any extent during the summer months, for the time has come when Grafonolas, graphophones and records are a part of every up-to-date summer cottage, camp and resort, and they are “toted” around on all occasions, taken out on the rivers, picnics, dances, and come in for their share of all summer amusements.

No man will make a good salesman unless he takes a special interest in his customers.

THE MULTINOLA.

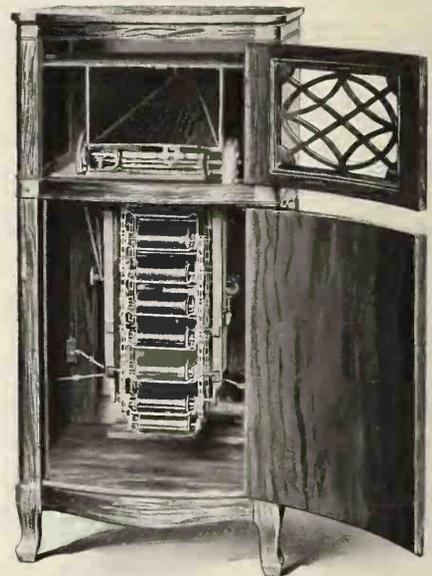
A New Creation Which Will Be Ready for Shipment Shortly.

(Special to The Talking Machine World.)

Cleveland, O., June 9, 1911.

The illustration herewith is a photograph of a new instrument named the “Multinola.” It shows the instrument displaying its controlling mechanism and the records in carriers. It is a continuous multiple record phonograph, as its name implies, embodying entirely new features, while its mechanical correctness, combined with its simplicity, renders it easy of operation and proof against accident.

The American Multinola Co. are completely



financed and will soon be prepared to make deliveries promptly in large quantities, and correspondence is invited with representative dealers for exclusive territory not already allotted.

William N. Thornburgh, general manager, said: “Our purpose is to launch this new disc instrument, recently developed. It is nothing short of a marvel in simplicity, purity and sweetness of tone, unequaled by any other similar device. It is distinctly unique on account of the radical departure from old principles, and its future popularity is insured.”

The company's expert in charge of musical productions and appliances is H. T. Hail, formerly of Philadelphia, who is well and favorably known to the trade generally.

The officers of the company include some of the most prominent men of Cleveland, and all are enthusiastic over the possibilities of this new instrument, which has been praised by all who have seen it.

ACOUSTICAL FILTRATION.

This Is the Process Which J. G. McKendrick Has Devised for Eliminating the Scratching and Blasting so Peculiar to Many Records—A Description of His Method of Securing Results—A Rather Involved Method, but Nevertheless an Interesting Theory.

The scratching and "blasting" that sometimes mar the musical tones of a talking machine can now be cured, according to an English inventor. These harsh notes that spoil the singing of a soprano just when she is soaring to the topmost peaks of melody are called "frying-pan noises." Souls that have been jarred by the intrusion of the rasping discords will be delighted to learn that the remedy is simple. If the music from the talking machine record is passed through 54 feet of tubing filled with dried peas and beans, the noise as of frying-pans is filtered out—perhaps absorbed by affinity. John G. McKendrick is the inventor who has made this discovery, and in a communication sent to Nature, a London, Eng., paper, he reports that by his process of "acoustical filtration" he has eliminated the hissing and grating sounds. He used a gramophone enclosed in a wooden cloth-lined box, with a tube passed tightly through a hole from the end of the taper arm that carries the sound box of the instrument. When the sound box is tightly closed by raising and locking the front lid, the sounds of the machinery, and also the vibrations from the free side of the diaphragm of the sound box, are completely damped. In this connection he says:

"The noises, caused by the friction of the needle point on the hard disc of the record, pass, of course, along with the musical sounds, through the taper arm to the tube that escapes from the box. This tube is suitably connected with lengths of tin tubing, 1.5 inch in diameter, and the sounds are thus conveyed through as many feet of tubing as may be found necessary. I have found the most efficient length of the entire tube, until it reaches the horn or resonator to be, say, 54 feet. The effect of the long tube, while empty, is to increase the volume of the tones, but, of course, the noises are also intensified.

"I have always been struck by the fact that the friction noises seem to be quite separate and distinct from the musical tones, either when a voice is singing with an accompaniment, or during the reproduction of an orchestral piece of music—indeed, by an effort of attention, I have so trained myself that I can hear one without hearing the other. This suggests that in the ear there is a mechanism for the detection of noises of high pitch as distinct from ordinary musical tones. It occurred to me that by causing the sounds to pass through numerous narrow channels, freely communicating with each other, the noise-sounds, presumably caused by short waves of high pitch, might be damped off by interference, while the longer waves, corresponding to musical tones, might pass through unaltered, except as regards loss of energy from friction. My purpose was attained by filling a segment of the tin tube, say, from four to eight feet in length, with a mixture of hard peas and beans, corrugated by age or drying. The experiment succeeded. The friction noises were damped down, while the musical tones, although rather 'dulled' in quality, that is to say they lacked brilliancy, were purer, and, to my ear, much more natural."

Mr. McKendrick tried such substances as glass balls, marbles, small fir cones, gravel, and shreds of tin, but the best effect was obtained with the peas. Greater brilliancy was obtained by using zinc tubes filled with fragments of corrugated zinc, and the use of these has been protected by patent. A combination of the zinc with the peas and beans is said to produce delightful effects, the music being so immensely improved that the attention is not at all disturbed by "frying-pan" noises. To quote further:

"As listening to music so reproduced is a kind of auditory illusion, any contrivance that will heighten the illusion may be expected to give most pleasure if the illusion is of the right kind. Usually one feels a sense of unreality in the music appar-

ently rising from the low tone of the "horn," more especially in listening to a human voice. To get rid of this, I angle the horn, so as to reflect the sound waves from a tin reflector (parabolic in character) so placed as to send the sounds to the other side of the room. One then ceases, while listening, to think of either the gramophone or the horn, as the sounds come from the reflector, and the effect is much more real and natural.

"I believe the application of this method of 'acoustical filtration' may be applied by ingenious mechanics in such a way as to do away with the necessity of building up such an array of tubes as I have arranged. The method enables one, in a room of moderate size, to listen to pure music. One cannot help observing how it mellows a voice that, heard in the ordinary way, sounds harsh (from the production of overtones of high pitch), and how it brings out the pure tones of the string instruments. The various instruments in an orchestra sound better. Everything is reduced in proportion, and, to use an illustration from art, it is like passing from one of Etty's huge pictures to a delicate and beautiful Meissonier, in which one sees and appreciates every detail in an area of small dimensions."

TALKING MACHINES FOR COURTS.

Trial Proves That Machines Make Good Substitute for Stenographers.

(Special to the Talking Machine World.)

Montreal, Ont., June 6, 1911.

A sham court trial was held here recently for the purpose of testing the talking machine as a substitute for stenographers. Witnesses told their stories with the recorder beside the box. The result was reported as satisfactory, and the Government will be recommended to abolish stenographers.

The point with me is to get people talking about the store and its personnel. In doing this I build for ourselves and for the community. The success of the one means the growth of the other.

MOTION DISPLAYS FOR WINDOWS.

Serve to Attract Attention to a Greater Degree Than a More Elaborate Stationary Display.

Window displays may be divided into two distinct classes, namely, motion and motionless displays; the former is preferable and should be used whenever possible. There is nothing that will attract the attention of the passer-by so quickly as life or motion in the window. In the smaller stores a motion window is not always possible. Where electricity is available a motion window can be very easily arranged. Where it is not available motion can be obtained by fastening a string to your door with some object in the window suspended so that in the opening and closing of the door motion will be produced.

Dealers are coming to realize that through the medium of window displays they are able to accomplish the ultimate object of advertising at a minimum of expense, that it behooves every dealer to utilize the window to the fullest extent in inducing people to enter his store.

INCREASE OF 85 PER CENT.

In Victor Business Reported by C. Bruno & Son During Last Year.

As an instance of the rapid increase in the sale of Victor goods, C. Bruno & Son, the wholesalers and importers of musical merchandise, one of the oldest and largest houses in the trade, and who were also one of the first jobbers appointed by the Victor Talking Machine Co., Camden, N. J., recently stated that last year their business in this line had increased fully 85 per cent. Their trade in talking machines is almost strictly wholesale, their retail sales not running over \$300 for the year.

A slow-paying customer is a bad asset and makes very unfair competition for your good customers in his vicinity. He hurts both ways.



Won't You
Have a
Lesson in
Spanish?

It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

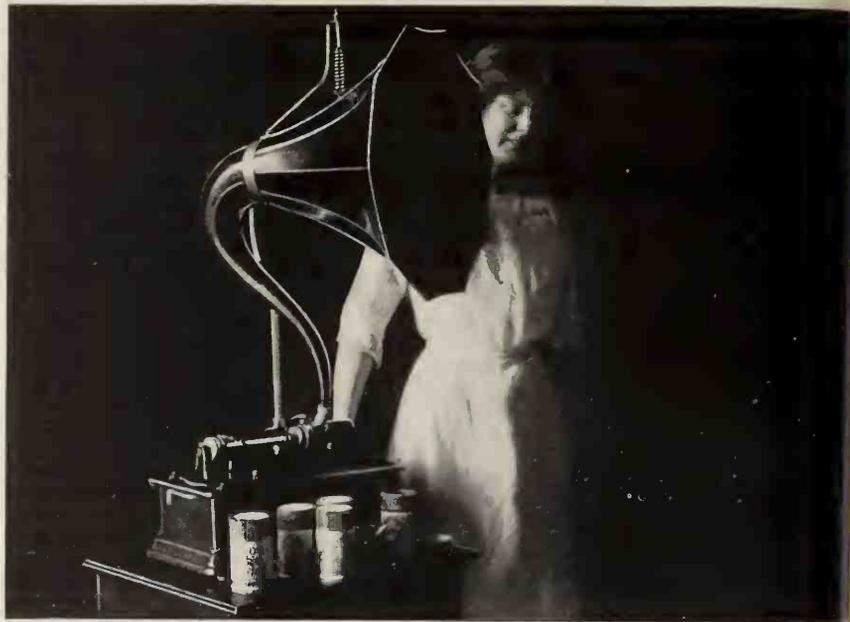
The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

If you want to increase your business, write to-day for full particulars.

International Correspondence Schools
Box 918, Scranton, Pa.

Never before have the merits of the Edison—the four big, definite advantages over other sound reproducing instruments, been put before the public, *your* public, more convincingly and alluringly than in this great double page advertisement, which is appearing in the current magazines.



The EDISON

Your enjoyment of the Edison Phonograph is *complete*. For Edison has not left one thing undone. If your purchase is an Edison, you never have to say or think, "if we had only bought an Edison we might have had

Amberol Records

—four-and-one-half minutes of continuous playing, all the verses of every song, the complete composition on instrumental selections—the best of every character of entertainment and *all* of it

You never have to say, "if we had only bought an Edison we might have had exactly

the right volume of sound for our home

instead of enough noise for a concert hall."

You never have to say, "if we had only bought an Edison"

Another verse or two of the songs you like

a waltz or two-step that is long enough, a monologue that gets somewhere and musical selections played as the composer intended, not cut or hurried.

That is what

Edison Amberol Records

offer

These records play four and one-half minutes, taking selections never before offered in record form.

All Edison Phonographs play both Amberol and Edison Standard Records. Have you an Edison?



This Space Mortised for your Name and Address

Make it an
in your

Thomas A. Edison, Inc



PHONOGRAPH

might have had the perfect lifelike purity of tone resulting from
the Sapphire Reproducing Point

which does not scratch or wear the record, never wears out or
 requires to be changed." And most of all you never have to say,
 "If we had only bought an Edison we might have been able to

make records at home

to record and reproduce the songs and stories of every one of
 you and of our friends and neighbors."

If you would make your purchase of a sound-reproducing
 instrument "regretless" it must be an Edison that you buy.

is an Edison Phonograph at a price to suit everybody's
 from the Gem at \$15.00 to the Amberola at \$200.00,
 the same prices every where in the United States.

Standard Records \$.35
 Amberol Records (play twice as long)..... \$.50
 Grand Opera Records \$.75 to \$2.00

Go to the nearest dealer and hear the Edison Phonograph
 play Edison Standard and Edison Amberol Records. Get
 complete catalogues from your dealer or from us.

THOMAS A. EDISON, Inc.
 59 Lakeside Avenue, Orange, New Jersey

Edison Summer territory

59 Lakeside Ave., Orange, N. J.

If you haven't electros
 of the ready made ads
 shown, with which to
 co-operate with this
 magazine advertising
 by advertising in your
 local paper, get them
 at once. They are free
 to all Edison dealers.
 Don't miss this oppor-
 tunity to make this
 great magazine ad
work directly for you.



The Sapphire Reproducing Point of the **Edison Phonograph**

distinguishes the Edison from all other instruments
 This point is not a "point," but a "button" that
 travels without friction, producing the perfect, life-
 like tones for which the Edison is famous.

There is no scratching, no harshness, no metallic
 sound and practically no wear on either the repro-
 ducing point or the Records. With this sapphire
 button Edison Records retain their sweet musical
 tones for years.

This Space Mortised for your
 Name and Address

SALESMANSHIP AND OTHER THINGS.

The World Representative Interviews a Prominent Member of the Talker Fraternity with Some Success.

I was lunching the other day with the Philadelphia manager of a big talking machine corporation and the conversation drifted round to salesmanship. My friend was rather gloomy on the subject.

"I have just instructed my assistant to fire another salesman," he remarked, disgustedly.

"How that young fellow has been hypnotizing the house with the idea that he could sell goods remains a mystery, but this morning he was caught with the goods.

"A dashing gentleman of eloquent address, whose clothes fit him as if they grew there, strolled into the store and asked to hear some records of the voice of a well-known and very popular operatic star who is singing at the local opera house just now.

"You deliver, of course?" I heard him ask, pleasantly.

"You don't expect us to deliver records, do you?" remarked the misguided youth. "Why, you can carry them under your arm, you know."

"I stepped in at this stage of the game and endeavored by an exercise of diplomacy to administer an antidote for the weakling's asininity, but to no purpose. 'My dear sir,' I began, but was not allowed to finish.

"Not another word," exclaimed the dashing gentleman. 'I shall go where I can at least have my purchases sent to my apartments. There are other talking machine emporiums in this town, I believe,' and with a great display of offended dignity and a clang of the street door, he was gone. Result—A customer lost, and to make matters worse I have since learned that he was the very artist about whose records he was inquiring. I wonder if I can get another salesman in this town?" he reflected seriously in conclusion.

"Are they so rare?" I asked, surprised.

"Rare!" he roared; yes and no. Salesman, no. Good salesman, yes. A young man of breeding and pleasing manners is a find, I can tell you," he continued, viciously jamming his oyster fork deep into the ice by way of emphasis.

"As your own paper has it: 'Personality is the greatest asset that any retail business man can have. He may have the goods, the price, the location, but he must have the personal magnetism in order to have business success. Every man stands for something in his own business, and represents ideas of his own. The heads of our largest financial institutions are men of wonderful personality, whose influence is felt in every department. The value of

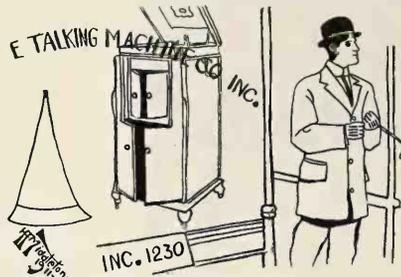
personality is just as potent, however, in the smallest talking machine store."

He replaced the clipping very carefully in his leather wallet.

"That editorial appealed to me so strongly that I cut it out," he said.

"An effort toward competent salesmanship which is largely governed by personality," he went on, "should prevail throughout every trade institution, from the proprietor to the office boy. The difficulty is, however, that those at the head are so engrossed with the big things that they rarely have the time or inclination to investigate details. They leave that to their assistants.

"There should be schools for such things, on a much larger plane than now exists, just as there are schools for stenography, bookkeeping, etc. In other words, academies, where they turn incompetents into skilled business men. When that condition of affairs prevails, I will not be forced to order the dismissal of a salesman because of as-



sumed arrogance or sheer ignorance, as I did today.

"Waiter, bring the soup."

I waited until my friend had passed upon the merits of the mulligatawny, then asked casually, "Do you allow your salesmen to smoke in any department of your place of business, or do you prohibit it entirely?"

"If I find an employe smoking a cigar I explain to him in a fatherly manner that he is transgressing, and request him to desist, but if it be a cigarette, I fire him on the spot. Any young man who will smoke a cigarette while mingling with customers or the office force, especially if ladies are present, is not the sort of chap to associate oneself with in any capacity, be it business or social. Listen to what Thomas A. Edison, the Grand Old Man of the talking machine industry, has to say on the subject." Again he consulted his leather wallet.

Spreading another clipping on the tablecloth and adjusting his glasses to his liking, he read:

"Acrolein is one of the most terrible drugs in its effect on the human body. The burning of

ordinary cigarette paper always produces acrolein. That is what makes the smoke so irritating. I really believe that it often makes boys insane.

"We sometimes develop acrolein in this laboratory in our experiments with glycerine. One whiff of it from the oven drove one of my assistants out of the building the other day. I can hardly exaggerate the dangerous nature of acrolein, and yet that is what a man or boy is dealing with every time he smokes an ordinary cigarette."

"Cigarettes start very satisfactory conflagrations, too, when dropped through gratings into a pile of waste, as a Philadelphia talker house has reason to remember. You recollect the circumstance, do you not?"

I nodded an affirmative.

Then, switching back to the former subject, he borrowed a stubby pencil from the accommodating head waiter, scribbled industriously for a few moments on the back of the menu card. Suddenly he ceased and handed me the result of his labors. This is what I read:

"Competent salesmanship demands brains, personality, magnetism, common sense, tenacity, neat attire, pleasing manners, a thorough knowledge of the business in hand, a—"

"There's no more room on the confounded card, as you have probably discovered," he explained as I stopped reading. "Tell me where in thunder I'm to get my new salesman!"

Afterword.—The writer does not hesitate to admit that some of the opinions set forth in the above may be slightly overdrawn. The reader is simply asked to take the story for what it is worth, coming as it does straight from the lips of one of the big men in the business.

HOWARD TAYLOR MIDDLETON.

ATTENTION, CUSTOMERS!

You should be courteous and prompt in your treatment of customers—not only when you employer is around but when you have a slack time to yourself, so as to make the customer feel that his trade is appreciated by yourself and the firm. Cheerfulness I consider a great asset to sales, as it puts the customer in a receptive mood, whereas a dry stare or indifference makes him the reverse.

During business hours especially, your full attention should be given to the business, i. e., to fix your mind on the general business of the store, so as to be able to give information to your employer on any item which he should ask about. Be awake.

Bump up against the man with contrary opinions; it keeps the weeds out of your mental garden.

63,020,300 NEEDLES

IN 10 DAYS

This is an Example of BAGSHAW NEEDLE Production and Distribution

We can show by our books wherein during a period of 10 CONSECUTIVE working days we made shipments of Talking Machine Needles to JOBBERS only in the United States—a total of 63,020,300 Talking Machine Needles.

This certainly has never been equalled by any other Needle Manufacturing Concern in the world. We believe that this quantity is larger than the average 10-day production of ALL OTHER Talking Machine Needle Makers combined.

Quality alone is responsible for this remarkable achievement.

W. H. BAGSHAW, Lowell, Mass.

OLDEST AND LARGEST MAKERS OF TALKING MACHINE NEEDLES

Established 1870

A BRIGHT SPOT

Plans have been made which will make the National Association of Talking Machine Jobbers' Convention, which is to be held in Milwaukee, Wis., on July 10th, 11th, 12th and 13th, a memorable affair.

It will indeed leave "a bright spot" in the minds of those who attend.

This is the first time the organization has held its annual Convention in the West and indications point to a large attendance of members, not only from that section but from the East as well.

A great deal can be gained by a Convention sojourn.

One is brought into close contact with fellow jobbers coming from every section of the country; and an exchange of views regarding talking machine affairs is always of value.

Matters of vital importance which will be discussed at the business sessions promise to be entertaining and beneficial and should not be missed by anyone who has the interests of the talking machine trade at heart.

The social events will add to the Milwaukee sojourn and will be of particular delight to all.

PERRY B. WHITSIT, THE PERRY B. WHITSIT COMPANY, COLUMBUS, OHIO, PRESIDENT. J. N. BLACKMAN, BLACKMAN TALKING MACHINE COMPANY, NEW YORK CITY, VICE-PRESIDENT. J. C. ROUSH, STANDARD TALKING MACHINE COMPANY, PITTSBURGH, PENNSYLVANIA, SECRETARY. LOUIS BUEHN, LOUIS BUEHN & BROTHER, PHILADELPHIA, PENNSYLVANIA, TREASURER.

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H. H. BLISH, HARGER & BLISH, DES MOINES, IOWA.



BIRD'S EYE VIEW OF THE CITY OF MILWAUKEE.

Panorama view, looking northwest from the lake shore. This being a very comprehensive view, most of the principal buildings can be readily distinguished. Note the North-Western Railroad Depot and Juneau Park at the extreme right, with a rear view of the Federal Building to the left of this point. The Wells, Railway Exchange, Pabst, and Majestic Buildings, may be found, also the Court House, City Hall and Auditorium. The Public Library is at the extreme left of the picture.



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Chicago Office: E. P. VAN HARLINGEN, 37 So. Wabash Ave.

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REMITTANCES should be made payable to Edward Lyman Bill by check or Post Office Order.

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

Long Distance Telephones—Numbers 4677 and 4678 Gramercy. Cable Address: "Elbill," New York.

NEW YORK, JUNE 15, 1911.

EVERY progressive talking machine man should understand the importance of a good collection department, for that is very vital to the business.

A man may transact a good volume of trade; but, if he is lax in his collections the first thing he will be floundering around in very deep water.

No matter how up-to-date he may be in other departments of business—his sales methods may be above criticism—his sales-rooms may be attractive—his salesmen spic and span and fascinating—his stock may be complete; but, if he is weak on his collections he is not going to thrive very long.

The retailers, particularly the men doing business in the smaller towns, where most of their customers are known to them, are placed in a different position than in the large cities, where an individual simply represents a sale, and the personal element does not enter into consideration.

References should be obtained so that when machines are sold it will be known that they are well sold.

We have had, during the past few months, a number of letters from subscribers in which they have stated that parties to whom they have sold machines had disappeared with the machines.

WE have also received a good many communications from men which show that they have not learned the necessity of good collections.

Now talking machines are not well sold unless they are sold to responsible parties, and the man is simply fooling himself who is putting out good stock in the homes of people who are not responsible.

It is far better to take the necessary time

and inquire into the financial responsibility than to hurry out a machine and figure that another sale is made and more profit can be entered up.

The profits in many cases become losses.

In ascertaining information concerning a customer it is well somewhat to go into the subject of character.

If a man bears a good character and has good recommendations it is pretty safe to say that he is well worthy to be granted reasonable time in the purchase of a machine, and surely every talking machine dealer owes it to himself and to those with whom he is doing business to see to it that his business is safeguarded in every possible way.

Now, of what advantage is it to do a good bulk business and then find that there are a vast number of machines in the hands of irresponsible parties, or that someone has silently slipped away bearing the machines on which there were large payments due?

That is not good business, and talking machine men cannot take this lesson to mind too seriously.

IN this country we are too much in the habit of dealing in bulk so that we oftentimes get in the habit of talking bulk business, and we get dissatisfied with small sales and do not pay attention to details that we should.

Every business that is reared successfully is based on a foundation of close attention to details.

Study the character of every successful business man in this country and you will find that he is never wearied regarding details.

He may not have followed up every single one closely himself, because that, of course, is a physical impossibility; but, he organizes his business in such a manner that he has someone who sees to it that details are faithfully watched.

You cannot build a house without paying close attention to the adjustment of every particle of material in the structure.

We do not begin from the top down, but always from the foundation up, and everything must fit.

So it is with a business structure!

Everything should fit in so thoroughly and completely that when it is reared it will stand any stress of storm or bad weather which may come upon it.

IT is true, we have had in this business, which is comparatively young, a lot of men who have been inexperienced.

They did not have a good business training.

We have, too, a fair percentage of keen, well-educated, trained business men.

But, as in all trades, slack business methods will be found, and they, to a certain extent, injure the others.

Talking machines are good property.

They are worth one hundred cents on the dollar, and they are as good as gold dollars every time.

Therefore, one should be as careful in handling them as they would be in handling Government bonds.

They represent standard values, and these values have been non-depreciable.

Even in the panic talking machines were not, and could not be slaughtered; therefore, if every dealer would figure that his stock is worth one hundred cents on the dollar, that there are no slumps—no stock going out of style, like dry goods and millinery, but in season and out, his stock is worth exactly its inventory price, he will gain more respect for his business.

He will absorb some increased love for his profession and in the end he will conduct his business on broader and better lines.

We repeat, too much emphasis cannot be placed on the collection end of the business!

It will make things easy all around!

ALL aboard for the Milwaukee Convention!

There is no doubt from the plans which have been submitted to us that the National Association of Talking Machine Jobbers will have a rousing good time at the Milwaukee meet.

There are a number of matters of manifest importance to the trade which will be brought up for serious consideration.

It certainly will pay jobbers to leave their business long enough to journey to the City by the Lake so that they can get in closer touch with their fellow jobbers.

This is the first time since its formation that the organization has ever met in the West, and it is therefore predicted that there will be an unusually large attendance of men from the West.

A very pleasing program has been prepared so that time will not hang heavily on one's hands in Milwaukee in the good old summer time!

A GOOD reputation is a man's best trademark. Reputation is not what a man thinks of himself, but what others think of him. A man's estimate of himself isn't apt to pass current. Most men would put the value far too high. Some few would put it too low. Generally the estimate is in inverse ratio to the value, but an unprejudiced public may be trusted to strike a just level.

When it is announced that a new miracle-working electric device has been invented the world is skeptical. If it is stated that Edison is the inventor, skepticism is changed to faith. In the reputation of the Wizard of Menlo the public puts its trust.

George Bernard Shaw says he has written and can write better plays than Shakespeare's. But Shaw's opinion and Shaw's reputation are a long ways apart, and the verdict is still in favor of the poet of Stratford.

N. P. Willis, who is scarcely remembered by a succeeding generation, considered himself the greatest American poet. That was Willis' estimate.

Bryant, Longfellow and Holmes set themselves upon no pedestal, but their reputations were and are secure. They rest upon the estimate of the public.

We can build but we cannot dictate a reputation.



FIT ANY PHONOGRAPH

U-S EVERLASTING RECORDS command an immediate market. They fit any phonograph, and it has been closely estimated that there are 1,500,000 phonographs in this country—all waiting for new selections—better selections.

U-S EVERLASTING RECORDS have the combined feature of everlastingness plus superior reproduction; so that neither handling, playing, nor variant temperatures can impair their wonderfully smooth singing tone, which comes nearer to the original voice and instrument than has ever before been produced.

There are sixty-two new U-S EVERLASTING RECORDS for June. They include eight selections by Eugenio Torre, the greatest singer of Neapolitan songs; two whistling records by Guido Galdini, the most wonderful quality whistler the world has ever known; selections from "The Pink Lady," the present furore; and four new Grand Operas.

OUR FREE ADVERTISING HELPS; illustrated circulars and high-class Record Lists further your sales. The U-S EVERLASTING RECORDS will be money-makers for you and will emblazon the way for the

U-S Combination Phonograph



—the ultimate line which you will carry. The U-S COMBINATION PHONOGRAPH is an entirely new invention with more exclusive features than all other phonographs combined. The Pulley Balance Wheel—Flexible Tone Arm—new style Motor—improved Diaphragm—Automatic Double Reproducer, which permits immediate changing from two to four-minute playing, and vice versa—all work toward the superior U-S tone, and so aid to sell the U-S Phonograph before any other. The "U-S" plays any cylinder records.

U-S Opera Model \$65.
Other Horn Models:
U-S Banner \$45.
U-S Junior \$30.

We would be pleased to have you examine our superior phonographic products, and hear our U-S EVERLASTING RECORDS, at any of our Branches, as shown below; where you may also note our extraordinary facilities for shipping direct from any of these points.

Fill in and mail the coupon to us to-day for our selling plan which has proven so attractive to progressive dealers.



U-S Grand, \$85
Larger Cabinet Model:
U-S Peerless \$200.

The U-S Phonograph Company

Associated with

The Bishop-Babcock-Becker Company

Cleveland, Ohio

U-S
Phonograph
Co.
1015 Oregon Ave.
Cleveland, Ohio

BRANCHES:

5-7 Union Square West, New York.
219-225 W. Washington St., Chicago.
56-60 E. Fifth St., St. Paul.
1106 Commerce St., Dallas.

FILL OUT THIS COUPON

Gentlemen:
Please send full particulars concerning the U-S Line of Phonographs and Records.

Name.....

Address.....

City.....

State.....

June

"Piano Records by Josef Hofmann." We could not make that statement any stronger if we used all the adjectives in the dictionary. Exclusively Columbia.



Columbia Phonograph Co., Genl., Tribune Building, New York.

DETROIT'S SUMMER BUSINESS

Makes an Excellent Showing—Machines and Records for Summer Homes—Hornless Type of Machine the Favorite—Grinnell Bros. Occupying a New Branch Store—Doran Phonograph Co. Report Excellent Business in the Various Lines.

(Special to The Talking Machine World.)

Detroit, Mich., June 10, 1911.

The post-Lenten quietness in the world of talking machines which was evident a month ago has evaporated, as far as Detroit is concerned, at least. The outlook for a brisk summer business is first-class.

The summer business in talking machines and records means a good deal nowadays. It is easy to take a machine to the lakeshore or wherever else one goes for hot weather recreation, and still easier to take a big quantity of records, whereas it is not easy to tote a piano around. Everyone who already has a talking machine is ordering records by the score, and almost everyone who is intending to spend a vacation in one locality is buying a phonograph.

The new styles are gradually but surely sending to oblivion the old horned aborigines. They are handier, the tone is better and they look better. They cost more, but the people seem to think they are worth it.

The American Phonograph Co., the oldest exclusive talking machine house in Michigan, handle the Edison trade for the entire State. The company have five hundred agencies in Michigan, eighteen of them in Detroit. E. Percy Ashton is the proprietor of the store and J. Rogers is manager. The company handle the Victor also with great success.

Grinnell Bros. talking machine department has taken possession of half of the new Grinnell branch store at 57 Monroe avenue, though the alterations under way are far from complete. A new front is being put in and the building, upon which the firm have taken a ten year lease, will be made a most up-to-date affair. It has a frontage of forty feet and talking machines will occupy half of it. The depth is 100 feet. It is being finely finished inside. There will be five demonstrating rooms in the phonograph department, all done in white, and a fine display room. Though only a branch store, it will be one of the finest homes for Victor and Edison machines and records in the State.

This will not curtail the stock or the activities of the main store on Woodward avenue—it will simply be that much extension to the business. Grinnell's find an active demand for classical music. The Red Seal line is in big favor.

According to the Doran Phonograph Co., which handle the Columbia, Edison and U-S machines, the records of popular music have the call in the long run. The popular-priced theaters are thanked for a good deal of this. There are a good many calls for demonstrations of the popular songs by telephone, and the Doran Co. keep a machine and a telephone handy for this purpose. The company dispose of their share of classical records, however.

The Doran Co. find an increasing demand for the U-S machines. They give the best of satisfaction. The Columbia Grafonolas also sell well. At present the Doran sales are about even up between the horns and hornless.

The Doran Co. had planned to move from their present quarters, but owing to business reasons will stay at their old headquarters for the present. They have a lease on the present store for twelve months longer.

LUCKER TAKES A PARTNER.

(Special to The Talking Machine World.)

Minneapolis, Minn., June 10, 1911.

Lawrence H. Lucker, the well-known talking machine jobber of this city, was married Wednesday evening, June 7, to Miss Miriam Pfaff, of St. Paul. Mr. Lucker and his bride left for an extended tour, visiting his new headquarters in Cleveland, O., June 9, sailing from New York June 14. He will attend the coronation, then make an extended trip through Europe, visiting the musical merchandise houses, and contracting for many more exclusive lines in the small goods, which department is doing a wonderful business along with the Victor and Edison lines.

A SPELLING BOOK SALES HELP.

The experience of storekeepers shows that the customer hesitates to ask for goods whose names he or she cannot pronounce readily. Through a

natural reticence, the buyer avoids mentioning names with which he is unfamiliar for fear of appearing uninformed or ridiculous in the eyes of the salesman. The road of salesmanship is strewn with the wrecks of campaigns that have gone to smash on names whose pronunciations were not obvious to the average buyer.

Similarly, the customer who orders by mail shuns the names that he cannot spell correctly. To meet this emergency one large eastern department store has placed on each desk in the writing room a typewritten list of words containing the names of popular wares and styles, for the purpose of facilitating the ordering of goods by letter. Observation has shown that a large proportion of both the men and women shoppers make use of this improved spelling book.

A DISCOVERY IN ARIZONA.

Residents of Arizona have discovered that cactus needles or thorns are admirable for use as talking machine reproducing points, and some of the local wiseacres look forward to a big demand for them—the discovery of a new industry, as it were.

WHAT HE OWES HIS CALLING.

A man owes to the calling by which he lives the best there is in him; he has no right to lower the standard, nor is it necessary for him to do this in order to satisfy any reasonable desire for gain.

DISPLAY CABINETS FOR SHEET MUSIC



Displays 60 sheets on floor space of 16 inches.

The music publisher spares no expense in getting attractive and flashy covers for his popular music because it means sales. There are hundreds of dealers who are only selling half the popular music they might if they displayed it properly. We build 18 different sizes and styles of cabinets for this purpose. These fixtures will double your sales, they economize in space.

Write for our new catalog.

The Gier & Dail Mfg. Company
LANSING, MICHIGAN



Displays 20 sheets. One foot space.

BERLINER PATENT EXPIRES FEBRUARY 19, 1912.

The United States Circuit Court of Appeals so Decide in an Opinion Handed Down by Judge Lacombe, the Presiding Judge—The Full Text of the Decision Appears Below as Well as an Interesting Letter from General Manager Geissler of the Victor Talking Machine Co.

Finally the expiration date of the Berliner patent has been determined. The adjudication of this much discussed and controverted question was made by the United States Circuit Court of Appeals, Second Circuit, May 26. Judge Lacombe, the presiding justice, wrote the opinion, which was concurred in by Judges Ward and Noyes. It reviews and reverses the decisions of Judges Hough and Hazel, and fixes the "life" of the patent for the full term of 17 years, namely, the expiration occurring February 19, 1912. The case thus decided is that of the Victor Talking Machine Co., Camden, N. J., against William H. Hoschke, vice-president and general manager of the Sonora Phonograph Co., New York. The full text of the opinion follows:

"The patent in question is the well-known Berliner patent, which has been frequently before the courts. Its two claims, Nos. 5 and 35, arc basic and have been held valid by the Supreme Court (Leeds & Catlin against Victor Talking Machine Co.; Talk-O-Phone Co. against same). The single defense in this suit is that the Berliner patent expired with the expiration of the original term of a Canadian patent granted to Wernes Sues, assignor to Emil Berliner, the term of which Canadian patent expired on February 11, 1911. The normal life of the Berliner patent, if not curtailed by the expiration of some foreign patent, would extend until February 19, 1912. Sues was an employee of Berliner at the time the patents were taken out.

"The two claims of Berliner read as follows:

"5. The method of reproducing sound from a record of the same which consists in vibrating a stylus and propelling the same along the record by and in accordance with the said record, substantially as described."

"35. In a sound reproducing apparatus consisting of a traveling tablet having a sound record formed thereon and a reproducing stylus shaped for engagement with said record and free to be vibrated and propelled by the same, substantially as described."

"The three claims of the Sues Canadian patent to which defendants refer as indicating identity of invention are as follows:

"5. In an apparatus for reproducing sounds from a record tablet, the combination with a reproducer mechanism consisting of a sound conveying tube and a diaphragm and stylus mounted at one end of the tube, of a freely swinging supporting frame for the said reproducer mechanism, substantially as described."

"In an apparatus for reproducing sounds from a record tablet, the combination with a reproducer mechanism consisting of a sound conveyor, and a diaphragm and stylus mounted at one end thereof; of a supporting frame for the said reproducer, loosely pivoted to swing freely both laterally and vertically, substantially as described."

"11. In an apparatus for reproducing sounds from a rotating record tablet, a reproducing stylus mounted to have a free movement over the surface of the record tablet, substantially as described."

"The following review of the history of litigation in this circuit on the Berliner patent is essential to an understanding of the questions now presented: In September, 1905, the validity of these two claims was sustained by Judge Hazel and infringement found in Victor Talking Machine Co. against American Graphophone Co. That decision was affirmed by this court for reasons stated in April, 1906. In the same month, April, 1906, and in a suit against other defendants, application was made to Judge Townsend upon affidavits for a preliminary injunction against alleged infringement of these same claims.

"In opposition to that application it was contended that the Sues Canadian patent covered the invention claimed by Berliner, that by reason of a failure to pay certain fees on the Canadian patent its normal term was shortened and it expired February 11, 1899; and that the Berliner United States patent expired on the same day, seven years before the application for the injunction. (Victor Talking Machine Co. against Leeds & Catlin.) Judge Townsend, after disposing of several other questions which arose in the case, held that the Canadian patent described and claimed the broad generic invention of Berliner, covered by his United States patent; and further held that the latter patent was not limited by any lapse of the Canadian patent occurring prior to the expiration of the original term of such Canadian patent. He granted a preliminary injunction.

"Appeal was taken from Judge Townsend's order to this court which, without writing any opinion, affirmed such order in open court. A certiorari to review this decision was issued by the Supreme Court and the decree was affirmed, the court holding that the duration of a United States patent is not limited by any lapsing or forfeiture of any portion of the term of a foreign patent for the same invention by means of the operation of a condition subsequent. In a suit brought against the Sonora Phonograph Co., a decree for injunction during the lifetime of the Berliner patent was entered December 15, 1910. An application was subsequently (February, 1911)

made to Judge Hough to limit said injunction so as not to extend beyond February 11, 1911, upon the ground that the full term of the Canadian patent expired on that day. He held that the identity of the two patents was already determined in prior litigations and modified the decree as prayed. (Victor Talking Machine Co. against Sonora Co.)

"The case at bar came on for hearing before Judge Hazel, much testimony having been taken as to the issuance of the two patents and bearing upon the construction thereof. Judge Hazel concurred in Judge Hough's opinion and entered a decree dismissing the bill March 1, 1911. It is from such decree that the pending appeal is taken; it is argued here that the only question in the case has been disposed of by the former decisions and that the decree of dismissal should be affirmed.

"We find no constraining decision. Judge Townsend at circuit had before him some affidavits and documents and the question was presented to him, whether or not the inventions were identical. He need not have answered it but he chose to do so, and made findings and expressed a conclusion thereon. When the same question subsequently comes before another judge at circuit on substantially the same evidence, it is to be expected that he will follow Judge Townsend's findings and conclusion. But if the evidence is materially different, so that he feels convinced that upon the new record Judge Townsend would have decided differently, we do not understand that he is so constrained.

"As to this court, when an order is 'affirmed on the opinion of the court below' it approves the reasoning, adopts the findings and concurs in the conclusions of the court below. When itself writing nothing, making no record of its findings as a court of appeals it merely announces 'order affirmed,' it is to be understood that for some reason it prefers not to adopt the opinion of the court below; either that it has reached the conclusion by a totally different process of reasoning, or that while, in the main approving the opinion, there is something in it which the appellate court does not wish to approve.

"In the case at bar all that this court has done has been to affirm Judge Townsend's conclusion that by reason of the non-payment of dues on the Sues Canadian patent the United States Berliner did not expire twelve years ago. And that decision on the record then presented, did not necessarily involve a finding as to the identity of the inventions claimed in the two patents. The syllogism of Judge Townsend was:

"Major premise: When an invention protected by a United States patent has also been protected by a Canadian patent, and before the expiration of its normal term the Canadian patent lapses because of non-payment of dues, the United States patent will expire at the same time.

"Minor premise: The invention protected by the Berliner United States patent was also protected by the Sues Canadian patent.

"This court and the Supreme Court both held that the major premise was unsound and therefore inquired no further. The question whether or not the two patents cover the same invention has been argued by both sides at great length. It is much simplified if we bear in mind the object of the statute, which was to provide that when an inventor had secured a monopoly in a foreign country by taking out a patent therein, in addition to the monopoly he had secured here, and the monopoly abroad terminated by expiration of the patent there, the people of this country should also be free to make and sell the patented invention. It is apparent that the real question to be considered is not what information is given to the world by specifications, but what is the invention which the claims protect and of which they secure the monopoly. In other words, what is the correct construction of the claims of the two patents, the language in which they are expressed not being identical?

"Claims 5 and 35 of the Berliner United States patent have been repeatedly construed by the courts in this country and found to cover a broad, basic invention. The three claims of the Sues Canadian patent have not been construed by the courts of that country, so we do not know authoritatively what invention it was which those claims secured to the patentee in Canada. But the Sues application expressly states that his invention has reference only 'to improvements in the reproducing apparatus adopted for use in the method of recording and reproducing sounds' heretofore invented and published by Emil Berliner.

"Subsequently to its issue the Canadian patent office granted a patent to Berliner himself undoubtedly covering his broad invention and containing the very claims 5 and 35 of his United States patent. In view of these circumstances we have no doubt that, if at any time during its lifetime the Sues patent had come before the Canadian courts to be construed, it would have been found not to protect the broad invention of Berliner, but only the specific and detailed form of improvement which Sues contributed to the art. This being so, it is immaterial whether or not in the specifications of the Canadian patent there is contained sufficient information to indicate what the broad invention was. We are satisfied that the inventions covered by the claims of the two patents are not identical, and that the life of the Berliner United States patent is not dependent on the term of the Sues Canadian patent.

"The decree is reversed with costs and cause remanded with instructions to decree in conformity with the views expressed in this opinion."

May 31 following General Manager Geissler, of the Victor Co., issued the following notification to Victor dealers, as appended:

"The Victor Co. is pleased to announce that it has just secured another important victory by the decision of the United States Circuit Court of Appeals, of New York, filed May 26, 1911, reversing the decision of the court below, and sustaining the Victor Co.'s contention that its Berliner patent, No. 534,543, did not expire, as averred by the defendants, with a certain prior Sues Canadian patent. Our counsel, Horace Pettit, has advised us that the court has held, as contended on our behalf, that the said Sues Canadian patent was for another invention, and that the Berliner patent, No. 534,543, so often adjudicated by the Federal courts as valid and infringed, is entitled to its full term of seventeen years, and does not expire until the expiration of that term, February 19, 1912.

"It will be noted that we have again made good our assertions that this Berliner patent would doubtless be held by the United States Circuit Court of Appeals to be entitled to the full seventeen-year term, as set forth in some of our communications to the trade, among others, our circular letter of April 12, 1911. It has never been our practice to make assertions without having substantial reasons for them. We believed, in this case, that the facts were such that the Court of Appeals should sustain our contention as a just and equitable one, and in this we have not been wrong.

"It is hardly necessary for us to again notify the trade and public generally that we will promptly and diligently proceed against all infringers of this Berliner patent, No. 534,543, and particularly those who may have again started to infringe, under the contention that the patent may have expired. We believe that certain concerns are obviously in contempt of court by their infringing acts, and against these the necessary proceedings will be promptly instituted."

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York for the Past Four Weeks.

(Special to The Talking Machine World.)

Washington, D. C., June 10, 1911.

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

MAY 14.

Barranquilla, 5 pkgs., \$255; Berlin, 20 pkgs., \$1,400; Calcutta, 3 pkgs., \$500; Callao, 10 pkgs., \$791; Cucuta, 2 pkgs., \$120; Havana, 3 pkgs., \$193; London, 4 pkgs., \$600; 99 pkgs., \$3,241; Para, 11 pkgs., \$528; Rio de Janeiro, 62 pkgs., \$6,198; 510 pkgs., \$22,189; 4 pkgs., \$318; Stockholm, 25 pkgs., \$765; Sydney, 19 pkgs., \$757; Teneriffe, 12 pkgs., \$482; Vera Cruz, 74 pkgs., \$3,295; Vienna, 19 pkgs., \$230.

MAY 21.

Barranquilla, 10 pkgs., \$100; Beira, 2 pkgs., \$580; Berlin, 90 pkgs., \$2,956; Bolivar, 4 pkgs., \$158; Buenos Ayres, 278 pkgs., \$23,995; Callao, 8 pkgs., \$848; 7 pkgs., \$301; Cape Town, 65 pkgs., \$1,706; Guayaquil, 4 pkgs., \$135; 2 pkgs., \$170; Havana, 3 pkgs., \$167; Havre, 101 pkgs., \$2,213; Iquitos, 2 pkgs., \$153; Kobe, 1,208 pkgs., \$1,076; London, 158 pkgs., \$4,226; 4 pkgs., \$550; Port Madryn, 3 pkgs., \$256; Puerto Mexico, 6 pkgs., \$179; St. Johns, 3 pkgs., \$420; Sydney, 65 pkgs., \$1,759; Vera Cruz, 229 pkgs., \$7,057.

MAY 28.

Batavia, 7 pkgs., \$158; Callao, 3 pkgs., \$224; Colon, 5 pkgs., \$146; Havana, 4 pkgs., \$942; Havre, 17 pkgs., \$330; Iquique, 12 pkgs., \$349; Kingston, 5 pkgs., \$271; La Guira, 5 pkgs., \$261; London, 125 pkgs., \$3,700; 6 pkgs., \$260; Melbourne, 285 pkgs., \$7,543; Para, 43 pkgs., \$1,875; Rio de Janeiro, 15 pkgs., \$578; Vera Cruz, 52 pkgs., \$1,902; Vienna, 2 pkgs., \$125.

JUNE 5.

Berlin, 104 pkgs., \$3,547; Buenos Ayres, 127 pkgs., \$5,819; Callao, 2 pkgs., \$175; 5 pkgs., \$232; Cartagena, 9 pkgs., \$641; Chemulpo, 4 pkgs., \$121; Guantanamo, 3 pkgs., \$110; Guayaquil, 6 pkgs., \$419; Havana, 5 pkgs., \$866; Havre, 15 pkgs., \$630; Hong Kong, 1 pkg., \$151; Kingston, 6 pkgs., \$414; London, 89 pkgs., \$1,684; Manila, 7 pkgs., \$583; Para, 24 pkgs., \$1,634; Rio de Janeiro, 112 pkgs., \$5,804; Santiago, 11 pkgs., \$258; Singapore, 3 pkgs., \$125; Yokohama, 13 pkgs., \$781.

It takes sand to make sandpaper what it is, and it takes sand to do most anything worth while.

The Talking Machine Trade in New England

"NEW ART" DIAPHRAGM INTERESTS

Dealers Throughout the Country—Something Worthy of Investigation and Consideration.

(Special to The Talking Machine World.)

Springfield, Mass., June 7, 1911.

Quite a number of dealers are taking interest in the "New Art" diaphragm, which is made in both aluminum and fiber and retails for one dollar with a big profit to the dealer. This is the invention of W. W. Young, of The Talking Machine Co., 218 Worthington street, this city, and was described at length in the last issue of The World.

In another part of this issue will be found a coupon, which with a business card, is good for a sample diaphragm and prices. So it is apparent that a dealer is well paid for the slight work in sending that in, as in addition to getting an article worth one dollar he will be put in touch with a live specialty seller.

MILLIONS OF NEEDLES.

Regarding the Big Output of the Bagshaw Factory—Some Interesting Details—Business Active with Wardell—Other Items.

(Special to The Talking Machine World.)

Lowell, Mass., June 7, 1911.

"63,020,300 needles in 10 days" is the schedule of the output of the talking machine needle plant of W. H. Bagshaw, of this city, according to their advertisement in another section of The World. Their comments on this are worth reading, as the achievement certainly establishes a high-water mark for talking machine needle production. Analysis shows that this figures 6,302,030 needles a day, which on an eight-hour basis, makes their output nearly a million an hour, or to be exact, 787,754 needles. Getting down to an even finer basis, it means 13,129 talking machine needles a minute or 217 needles a second.

Thus every time the watch ticks 217 talking machine needles are produced; every time the minute hand jumps around 13,129 needles are made; every time the hour hand moves up five pegs, 787,754 needles lay ready, while each night over 6,000,000 needles are ready for shipment. With 63,020,300

needles manufactured in 10 days, and considering 30 working days to the year, it means the production of 18,906,090,000, or nearly nineteen thousand million needles annually, which, according to the saying, "is going some."

It is needless to add that business with the house of Bagshaw is brisk.

Thomas Wardell, or "Tom," as everyone calls him, the Edison jobber, attests a seasonable business, particularly on the retail end. He says that the manufacturing industries of this city are working on but a five-day schedule, although they are full-handed. This does not make the city any too prosperous, but it is not affecting the talking machine industry to any great extent.

Pursuant to a general agreement among music stores, they close at 12:30 Thursdays till September. This permits their being open Saturday afternoons and evenings, at the same time allowing for a brief respite from business during the week. Among those who are doing this are M. Steinert & Sons Co., Ring Piano Co., and Louis Grunewald, Jr.

TAKE ON COLUMBIA LINE.

A Prominent Furniture House of Nashua to Handle the Columbia Exclusively.

(Special to The Talking Machine World.)

Nashua, N. H., June 6, 1911.

The L. Carlton Furniture Co. have taken the exclusive Columbia graphophone and records representation and are outlining a vigorous campaign for business.

SUFFER ENTIRE LOSS BY FIRE.

(Special to The Talking Machine World.)

New Bedford, Mass., June 1, 1911.

Richard Zerbone, talking machine dealer of this city, recently celebrated his third fire within a short time, this time being a full loss. The first two blazes only made a partial loss. Insurance officials viewed the last fire with suspicion and settlement was held up, but the matter is understood as now being settled. However, this lacks confirmation.

NEW HAVEN NEWS GLEANINGS.

How the Lineoid Recording Horn Helps to Develop a Dealer's Record Sales—Columbia Recitals Attract Large and Fashionable Audiences—Advantage Taken of the Visit of a Recording Artist—Other Gleanings.

(Special to The Talking Machine World.)

New Haven, Conn., June 7, 1911.

In their boosting of the Linenoid recording horn, the Pardee-Ellenberger Co. are putting great stress upon the fact that the sale of this horn will develop a dealer's record business tremendously. Owing to the features of the Linenoid and its peculiar construction, it gives fine carrying qualities and a powerful volume, which naturally makes record making easy. Many talking machine owners are unaware of the pleasure in hearing their own voices and a proper educational campaign on the part of dealers will arouse a big interest in this work. W. O. Pardee, president and treasurer, is very enthusiastic over the probabilities of the Linenoid Horn, and the sale of it is growing tremendously. Literature and prices will be gladly sent by him to any dealer writing to him.

Under the able management of H. M. Blakeborough, manager of the Columbia Phonograph Co., a fine series of recitals is being given to the public. They are grand opera treats and are given by the Regent, De Luxe, Mignon, Elite and Favorite Columbia Grafonolas.

When Guido Deiro, the accordion artist, recently performed here for several weeks, Mr. Blakeborough made up a fine window display of his instrument, photographs and records, as well as serenading in a Columbia the audiences as they entered and departed from the theater. The result was that he sold numbers of Deiro's records. Mr. Blakeborough gives a valuable tip to dealers when he advocates their following the theaters and when an artist appears who has made records, to make a window display and take the "cake when it is passed around."

AN INTERESTING TESTIMONIAL.

(Special to The Talking Machine World.)

Richford, Vt., June 2, 1911.

The World man saw an interesting testimonial written by F. W. Mitchell, of this city, to the Columbia Phonograph Co.'s Boston headquarters, and the second paragraph entitles Mr. Mitchell to a humorist's medal. Here is the letter: "The new Grafonola Favorite came to-day and it is a beauty. It is a pleasure to handle Columbia goods, as I have yet to find a customer that is not satisfied. If St. Peter could only get Columbia Grafonolas I believe he would discard the harps."

AN OPTIMISTIC BURLINGTONIAN.

(Special to The Talking Machine World.)

Burlington, Vt., June 8, 1911.

W. A. Moulton, head of the American Phonograph Co., distributors of Edison and Victor machines, records and supplies, is most optimistic, saying "Business is good. Our grit is better than ever." This company is one of the most energetic distributors of goods in this eastern section and are doing a whole lot of work in the promotion of business here.

A PART OF THE ORGANIZATION.

An employe who receives human treatment from his employer feels himself a vital part of the organization in which he is working. He takes a deeper and more personal interest in it. Consequently, he not only becomes part of the organization, but the business becomes part of him, so that no matter if it is in business hours or out of business hours, he feels himself a part of the business and thus gives it a standing with all men.

Is Your Edison Service Right?

A chat on RIGHT SERVICE

We don't mean if you are "satisfied," but is it RIGHT?

RIGHT SERVICE means promptness and completeness; one without the other is but a half-service.

In fact, your service cannot be prompt unless complete. We consider these service divisions integral, and wouldn't think of soliciting the business of New England dealers unless we are at all times ready to render RIGHT SERVICE.

Everything in stock at all times from small parts to Amberolas; a most complete Edison Emporium.

A "test order" recommends our RIGHT SERVICE. Will you send it?

**BOSTON CYCLE
& SUNDRY CO.**

**48 Hanover Street
BOSTON, MASS.
J. M. LINSKOTT, Mgr.**

FROM OUR BOSTON HEADQUARTERS

ROOM 12, 178 TREMONT STREET, G. W. HENDERSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., June 1, 1911.

With the advent of the month of brides comes a little let-off of talking machine business. This does not mean that anything of a startling nature has occurred other than an expected let-up. The volume of both wholesale and retail business is in excess of last year for the similar period, which is significant in itself. Everyone is cheerful and optimistic, and the indicator points to "big business" as soon as the warm days are over.

Vacations are now in order, and the boys are drawing lots for the choice weeks. Absence occasions a little delay, broadly speaking, in general routine work, but it is more than made up when they return fresh for a good fall battle. Each one works in the other's place, so no new employes are required. Perhaps the most versatile talking machine man is E. F. Taft, general manager of the Eastern Talking Machine Co. During the summer Mr. Taft can be seen signing checks one minute; banging a typewriter the next; making a retail sale; drawing off invoices; booking a wholesale order, et al., and if necessary, there isn't a position in the store that he cannot fill. This isn't supposed to be an "Eastern item," so we'll have to stop on Mr. Taft's repertoire of accomplishments and take them up a page at a time ere long.

An Experiment in the Record Line.

Every time I think of George K. Cheney, the mechanical expert and talking machine man now



GEO. K. CHENEY.

connected with the Boston Talking Machine Co., whose photograph appears herewith, I cannot help thinking of the man playing poker, holding a royal straight flush in his hand, with aces by his feet, kings in his pocket and queens behind his ears. Perhaps one wonders what this has to do with Mr. Cheney, since he doesn't play poker (?), but let me ask, has he plenty of cards to play with? In other words, Mr. Cheney's knowledge of the ins and outs of the talking machine game fits him to occupy one of the foregoing positions, as many of his friends will probably agree.

Before entering the talking machine arena back in 1897 with the National Gramophone Co., Mr. Cheney was an expert machinist and creator of machinery. A year later Mr. Cheney started the making of records, being one of the first to make the lateral cut disc records with the present process of engraving on wax. He then went with the Universal Talking Machine Co., which was followed with a connection with the Victor Talking Machine Co. With the latter company he was stationed at China making records, but eight months of talking a harlequin of English, Chinese and Portuguese, mixed ad lib. (called Pigeon-English), was

enough for Mr. Cheney, and consequently the United States again got him.

For the past year Mr. Cheney has been located in Boston with the Boston Talking Machine Co., as mechanical expert and inventor. His mind is full of ideas anent talking machines and their manufacture, but the Patent Office can tell more about these than we. It is the first time Mr. Cheney has resided in Boston, and the City of Culture agrees with him all right, for in Atlantic—a suburb—he has a fine home and lots of ocean to fish in. By the way, that's George's favorite pastime—fishing—and he says he catches a lot of them. Perhaps he uses diaphragms for bait and talks to them, but this won't be questioned. Socially he is a high degree Mason and a Shriner. With practically all his future before him, Mr. Cheney will undoubtedly make many interesting and noteworthy accomplishments in the talking machine field.

Taft to Milwaukee Convention.

E. F. Taft, general manager of the Eastern Talking Machine Co., Edison and Victor jobbers, is planning to attend the Jobbers' convention at Milwaukee. Mrs. Taft will probably accompany him. "I shall play baseball on the Eastern Jobbers' team; second base position preferred," added Mr. Taft, smilingly.

The Eastern Talking Machine Associates are planning a rousing time on June 17, a holiday here, when the entire body will jaunt to Providence, and at a seashore resort play games, enjoy a fish dinner and have an all-round good time. The E. T. M. Associates are some hustlers on the fun stuff.

The Value of Prompt Service.

There's quite a chat on "Right Service" as applied to the Edison business of the Boston Cycle & Sundry Co. Charles R. Cooper, manager of this department, is a firm believer in aiding the dealer in every right way and makes it his special object to see that every branch of this business is ready at a short notice to furnish everything that an Edison dealer would need in the promotion of his business. Quoting a paragraph from Mr. Cooper's copy, it is no wonder that their business is continually growing. Here is his statement: In face, your service cannot be prompt unless complete. We

consider these service divisions integral, and wouldn't think of soliciting the business of New England dealers unless we are at all times ready to render Right Service."

A recent visitor to these quarters was F. K. Dolbeer, general manager of Thos. A. Edison, Inc. A Quaker City Visitor.

E. Bauer, sales agent of the Keen-O-Phone Co., makers of "New Idea" talking machines, Philadelphia, Pa., was here recently with two models of these machines.

Holmes' Compositions.

E. B. Holmes, manager of the talking machine department of Jordan, Marsh Co., has composed two musical numbers which will shortly appear on Columbia records.

Boyle Bros. Take on Columbia Line.

Boyle Bros., which is reputed as one of the largest instalment houses in New England, have taken the Columbia representation and will soon have a fine display of goods. This company are big advertisers and it is their intention to get after this market in an aggressive manner.

Arthur C. Erisman, manager of the Boston offices of the Columbia Phonograph Co., has just returned from the New York headquarters. Mr. Erisman reports that the past month has been decidedly successful in both wholesale and retail volume.

Much Esteemed Traveler.

A member of the wholesale traveling fraternity who is warmly esteemed by his trade is J. F. Luscomb, the Columbia traveler in western Massachusetts and Vermont. Mr. Luscomb having been a musical instrument dealer himself at one time, knows both phases of the industry and he makes a special point to assist dealers in their retail promotion.

Working Under a Heavy Schedule.

John M. Dean's big talking machine needle factory at Putnam, Conn., is working under a heavy schedule. The demand for "Puritone" needles, furnished both with and without the dealer's name, is strong. Samples and prices of this brand, or any of their many styles, furnished gratis.

Alas! He Is Gone.

Several items have appeared herein regarding the management of their talking machine depart-

Some More Boosts for "NO-SCRATCH" NEEDLES

INCORPORATED 1899 TREASURER EDWARD LOVERING, BOSTON. CAPITAL \$1,000,000

Mazda-Kuzetta Cotton Mills

OPERATE ALSO THE MASSACHUSETTS MILLS IN GEORGIA LINDALE, GA. AGENT W. S. SOUTHWORTH.

INCORPORATED 1894 CAPITAL \$7,000,000 *Sovell* May 1, 1911.

Mr. W. H. Bagshaw,
City.

Dear Sir:

I have tested the needles sent with yours of April 25th on Victor and Columbia records, and am much pleased with them. I should like to get some of the loud, as well as more of the medium, if you will advise where they can be had.

Truly yours
W. S. Southworth

"I like your NO-SCRATCH Needles very much indeed."
WALTER S. BALDWIN,
Laconia, N. H.

"Thanks for calling my attention to NO-SCRATCH Needles to use on Victor machines. I have tried them and find them the most satisfactory needle to use."
F. A. TUTTLE,
Lowell, Mass.

"Your NO-SCRATCH Needles, which I have tested on the Victor talking machine with song and band records, are found very preferable to all other needles."
LEWIS GOOSSENS,
Lowell, Mass.

Jobbers: Write for our proposition on "NO-SCRATCH" Needles, with samples.

W. H. BAGSHAW, Lowell, Mass.

Oldest and Largest Makers of Talking Machine Needles.

Established 1870

Columbia *quality* has been such an important subject to talk about that maybe we have not reminded you often enough of the Columbia *profit-margin*. Are you good at figures?



Columbia Phonograph Co., Genl., Tribune Building, New York

ment. So many managers have been there that a card catalog could be made of them, but in the April World the writer announced that the store had a change of heart; were waking up and had decided to keep a good man permanently. We promised in the May World to publish this manager's name this month, but alas, he has gone. When you consider that this is one of Boston's largest department stores, and regarded as an up-to-date spot, there is all the more fun watching the parade. Why not try the floor sweeper, the engineer, or give the office boy a stab at it?

TRADE NOTES FROM ST. LOUIS.

Summer Business Discussed—Anxiously Awaiting New Victrola IX—Regarding Price Cutting—L. A. Cummins with Victor Co.—Business in Arkansas and Kansas—Silverstone's Unique Record—St. Louis Schools and Talking Machines—Talking Machines for Ice Cream Parlors.

(Special to the Talking Machine World.)

St. Louis, Mo., June 9, 1911.

There is an old-time belief in St. Louis that business must touch bottom each summer, and Manager E. B. Walthall, of the Columbia Phonograph Co., says that a good many talking machine men hold that there is no use trying to do business in summer. That may account for the spotted reports as to the condition of the local talking machine trade at present. At the Columbia store it

is said that the wholesale business has lagged a little, but that the local trade has held up excellently. Manager Levy, of the Aeolian Co.'s wholesale department, talked in glowing terms of the wholesale business, and Mark Silverstone, at the Edison store, said that the machine business had slackened a bit, but that the record business was excellent. Mr. Walthall says: "In this shop we redouble our efforts for the summer months, and we admit no dull seasons except August." However, all hands report a good business for May. That money stringency is not the cause of any dulness of trade is evidenced by Mr. Walthall's statement that cash receipts are running ahead of business done, which shows that payments are coming up promptly.

G. D. Smith, of the railroad department of the Dictaphone Co., came to St. Louis May 15 and remained several days, working on the Cotton Belt, Frisco and Wabash deals.

The slow delivery of the Victrola IX is causing some embarrassment locally. The Victor wholesalers say that the local retailers have been talking the machine strongly and have a good many prospects for it. It was expected that enough machines would be here by the first of this month to have tried out this trade and to have results, but such is not the case, and out-of-town retailers especially are demanding their machines from the jobbers.

C. Kauffmann, traveler for the Columbia Phonograph Co., left, May 15, for an extended trip

through central Illinois. Later reports from him were of successful business.

E. W. Poe, Columbia dealer at Senath, Mo., was in St. Louis on a several days' business trip late in May.

Price cutting by small dealers continues to be a topic among local retailers, and they believe that there is a prospect of bringing some of them to time, as they are tracing some of the deals to business men who they believe will declare themselves when the question is put squarely before them. One thing some are inclined to censure the jobbers for is the selling of machines at wholesale prices to any business house that orders one when there is no disposition on the part of the firm to resell it or to cover the sale as a buyout, the purchaser making no pretense other than that he wants the machine for home use. The idea is that a manufacturing and jobbing chemist will conclude that he wants a machine at home and he will find out what style he wants and order from the jobber and get the price. This, the retailers claim, is unfair to them.

Two stories are told of recent experiences with customers baited by price cutters. The first was waited upon by a young woman, a novice in selling. When she told the customer the price of the machine he replied:

"I can do better than that."

"But any dealer who sells below that price is violating his contract," the young woman answered.

"I know that. He admitted as much, but the money looks good to me," the customer stated.

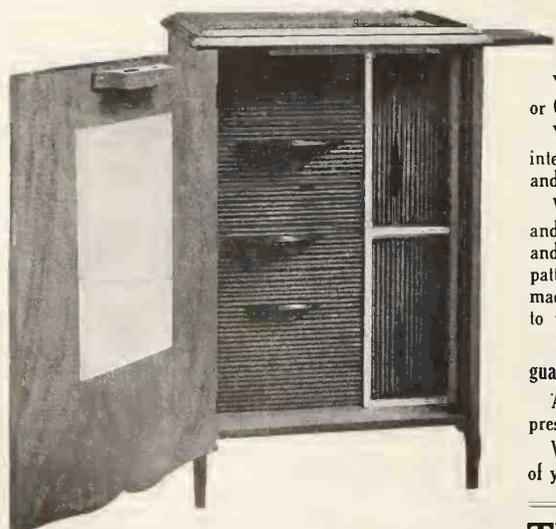
"Well, do you think that a dealer who will break his contract with the manufacturer would hesitate to sell you an overhauled or worn machine for a new one? If I was going to buy of him I would want to know pretty well what sort of an instrument it was," was the answer of the novice clerk. She made the sale.

Another story is of a man who entered a local store and was waited upon by the manager. The salesman soon discovered that his man was not interested particularly in the demonstration of the machine and was making comparative inquiry of prices. So he went after the supposed customer, rough shod.

"I would like to know your business here. Do you want to buy a machine or why did you come? What terms have been offered you by some other dealer? If you are merely using our store for an information bureau I think you are playing unfairly."

This brought the man, a banker, to time. He explained that a friend was buying a machine and had been offered one at a less price than the one owned by the banker had cost. The banker had understood that "one price" prevailed and was investigating. He told the whole story, and then it was found that he was on the house mailing record list. He was convinced as to the reason for the cut prices, but no results have as yet come from his promise to talk it over with his friend and point out the unfairness of buying an expensive machine from a dealer who carried nothing as costly as he wanted in stock and who might possibly be selling a repolished second-hand instrument.

Our Latest Cabinet is for the Victrola IX



No. 455. D INTERIOR
Height, 34 inches. Width, 22½ inches. Depth,
18½ inches. For Victrola IX

You can have it either in Mahogany or Oak, any Victor finish.

You can have it with any one of 5 interiors with capacities up to 228-10 and 12-inch Disc Records.

With Cabinets for Victrolas IX, X and XI, and Victors I, II, III, IV, V and VI, besides several low priced patterns not made for any particular machine, there will be no doubt as to where your orders will be placed.

Udell finish and workmanship is guaranteed. Is the other fellow's?

A splendid Catalog, hot from the press, should be in your hands now.

Write for yours and give us the name of your Jobber.

The Udell Works
INDIANAPOLIS, IND.

Homer Reid, chief accountant of the Columbia Phonograph Co. at Bridgeport, Conn., accompanied by his wife and son, stopped in St. Louis, May 29, on their way to Oklahoma City, having been called there by the sudden death of Mr. Reid's mother. Mr. Reid spent one day at the local store.

T. H. Macdonald, head of the Columbia Phonograph Co.'s laboratory at Bridgeport, Conn., was the guest of E. B. Walthall, the local manager, June 1, on his way East, after a two months' stay in California and the West on an extended vacation.

At the Columbia store the records of Miss Leila Hughes, the St. Louis girl who is starring with the "Spring Maid," in New York, and who sings exclusively for that company, are being pushed with special signs.

Mark Silverstone, of the Silverstone Talking Machine Co., local jobber for Thomas A. Edison, Inc., is anticipating some lively times at the Milwaukee convention, which he will attend. The point upon which Mr. Silverstone looks for the interest to develop is in the sounding of jobbers on how they will stand when the Edison Co. put their disc machine upon the market.

L. A. Cummins, who recently resigned as a salesman for the wholesale department of the Aeolian Co.'s talking machine department and the next day bought himself an automobile, has engaged with the Victor Co. to cover this field and will have his headquarters here and is planning extensive auto trips to visit his trade.

Manager Levy, of the Aeolian Co.'s talking machine department, has returned recently from a trade trip to Arkansas and Kansas, and is quite enthusiastic over the business prospects in that territory. "Everywhere I stopped," he said, "they are talking about good crops and fine prospects for fall, and I did a nice business on the trip and expect great results from the prospects. That country down there has been neglected by St. Louis and there is an excellent chance. All other lines of merchandise get excellent trade there, and we are going to have our share of the talking machine business. And don't think for a moment that Arkansas is not a good field or that it is a place to unload horn machines, for it's Victrolas down there. The Victor agent in Helena is selling a surprising lot of fine machines, more than any town of the size I know. The wealth of that country is new and the people are willing to enjoy it, and they know how. Kansas, of course, is an older field, but in both States you have to give them the goods."

Will Brenner, of the Koerber-Brenner Music Co., and Manager Levy, of the Aeolian wholesale talking machine department, will attend the National Talking Machine Jobbers' convention in Milwaukee, June 15.

Mark Silverstone, of the Silverstone Talking Machine Co., made a unique record the other day when a couple from Collinsville, Ill., came to his store and bought an Edison machine. He suggested that they make a record of their own voices to take home with them and they expressed a willingness, but were bashful. While they were wondering what to say they neglected their two-year-old child and it fell off a chair and, of course, began crying. Mr. Silverstone at once started the machine going and obtained a full two-minute record of the baby's cries, with the mother and father's voices intermingled as they attempted to quiet it. The child was not seriously hurt, and when the parents heard the record they were so pleased that they returned in a few days with their four-months-old twins and sought a similar record for them. But the twins were so busy enjoying the wonders of the shop and the mother was unwilling to push them off a chair, so the crying record was a failure.

St. Louis schools, it seems, have made very little use of the talking machines, and Mark Silverstone says that this is due to a failure on the part of the factories to lend any efforts in this line. "A demonstration of the use of machines in educational work," he said, "is necessarily expensive, and resulting sales are made largely at wholesale prices, and that leaves so little margin for the jobber that he cannot afford to undertake the campaign among the principals and others that would be necessary to begin the work. The sale would be of value chiefly as an advertisement, and if a retail dealer, who would have a better chance at profit if he should make a sale, would undertake it he would find himself very likely left out in the cold, because the board could go into the open market for records and machines. There are no exclusive agents, such as enables a piano dealer to go to the front for his particular make. In my opinion the manufacturers should take up this burden and create the market that would result from the introduction of talking machines into the schools. This is now being done in the East, but no steps have been taken here."

Local dealers are just at present cultivating the ice cream parlor field. The hornless machine is popular with these resorts and the Columbia Co. have placed a number of their favorite models.

A. Colegrove, Edison dealer at Taylorville, who has been quite ill for several months with diabetes, is reported in better health.

Dr. Walter S. Courtney, of St. Paul, has sued the Columbia Phonograph Co. in the local courts for \$20,000 damages. Dr. Courtney says in his petition that on January 29, 1911, an agent of the Columbia Co. caused his arrest in St. Paul, charging him with having obtained from Charles Stein a Grafonola Mignon under false pretense, and that after

several continuances the case was dropped. The papers were served on E. B. Walthall, local manager for the company, who states that he knows nothing of the suit except the information contained in the papers and that he has passed it on to the attorney for the company.

TALKING MACHINE AS AID.

A Suggestion That Employers Use Music to Lighten the Load of the Many.

An editorial in the New York Evening Journal suggests that employers should realize what a reasonable amount of good music would do for factory girls in the course of a day's work. In this article one or two instances are named showing how the work of girls has been improved when this experiment was tried by a Southern employer.

The Journal says the result and the amount of work done was remarkable and there was an improved mental and physical condition among the girls. If workers packing cigars, making paper boxes, or engaged in any dull work could have a little simple, inexpensive, good music at their noon hour, and more music toward the end of the afternoon, it would be excellent for them and excellent for the employers.

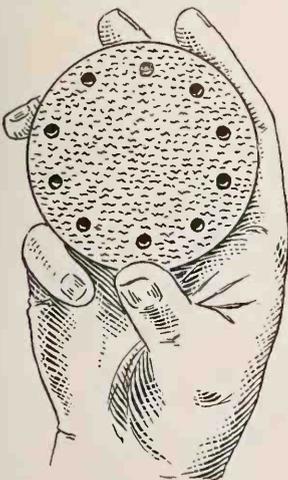
Ages ago the fighting rulers of men learned the power of music. Every general can tell you that he can march his fighting soldiers twice as far with music as he could without music.

When the men are tired and their feet begin shuffling along wearily, the noise of the band drives away the fatigue and quickens the pace.

Powerful men have always been interested in their human fighting machines. And long ago they found out that to get good fighters you must "make the job attractive." You must give music, medals, uniforms, pensions, titles, epaulets.

Let the employer provide a first-class machine to reproduce the finest voices and the best music for the girls under his control, as they spend the noon hour. And then give some more music later in the afternoon, when work begins to drag and the hours seem long.

The International Phonograph Co. (Joseph H. Mayer, proprietor) have removed to larger quarters at 196 East Houston street, from 180 of the same street, New York. The opening week was from May 22 to 29. Mr. Mayer received congratulatory letters from the Universal Talking Machine Mfg. Co., Philadelphia, Pa.; Thomas A. Edison, Inc., Orange, N. J.; Columbia Phonograph Co., General, New York; Max Landay, of Landay Bros., New York; R. F. Bolton, manager of the Columbia Phonograph Co.'s New York wholesale distributing agency, and others.



THIS IS THE
NEW ART DIAPHRAGM!

Made in both aluminum and fibre. Fits all talking machines, graphophones and phonographs.

Makes clear and pure musical tones, allowing shading of volume from soft to loud on the Edison Speakers Models O and R. A most wonderful invention and destined to be a rapid specialty seller with every dealer. Retail at \$1.

Send us this coupon to-day. It means dollars to you.

THE TALKING MACHINE CO.

218 Worthington Street, Springfield, Mass.

Clip This Coupon and Mail To-day.
ENCLOSE BUSINESS CARD.
Please send sample and particulars
Name _____
Address _____

BUSINESS COSTS AND EXPENSES.

Some Important and Valuable "Pointers" for Business Men Which Are Well Worth Considering and Applying to the Conduct of Business.

The National Association of Credit Men recently formulated the following simple but comprehensive rules for business accounting:

1. Charge interest on the net amount of your total investment at the beginning of your business year, exclusive of real estate.
2. Charge rental on all real estate or buildings owned by you and used in your business at a rate equal to that which you would receive if renting or leasing it to others.
3. Charge, in addition to what you pay for hired help, an amount equal to what your services would be worth to others; also treat in like manner the services of any member of your family employed in the business not on your regular payroll.
4. Charge depreciation on all goods carried over on which you may have to make a less price because of change in style, damage or any other cause.
5. Charge depreciation on buildings, tools, fixtures or anything else suffering from age or wear and tear.

6. Charge amounts donated or subscriptions paid.

7. Charge all fixed expense, such as taxes, insurance, water, lights, fuel, etc.

8. Charge all incidental expenses, such as drayage, postage, office supplies, livery or expense of horses and wagons, telegrams and 'phones, advertising, canvassing, etc.

9. Charge losses of every character, including goods stolen or sent out and not charged, allowances made to customers, bad debts, etc.

10. Charge collection expense.

11. Charge any expense not enumerated above.

12. When you have ascertained what the sum of all the foregoing items amounts to, prove it by your books, and you will have your total expense for the year; then divide this figure by the total of your sales, and it will show the per cent. which it has cost you to do business.

13. Take this per cent. and deduct it from the price of any article you have sold, then subtract from the remainder what it cost you (invoice price and freight), and the result will show your net profit or loss on the article.

14. Go over the selling prices of the various articles you handle and see where you stand as to profits, and then get busy in putting your selling figures on a profitable basis, and talk it over with your competitor as well.

EDISON POLISH RECORDS.

The following list of Polish Amberol records by Wincenty S. Czerwinski, a singer and entertainer of high repute, with orchestra accompaniment, has been announced by Thomas A. Edison, Inc., Orange, N. J., for shipment to the trade on or about July 1: 10700, Hejze ino folecku lesny (F. Szopski), Krakowiak (Kamienski); 10701, Kolo mego ogradecka; 10702, Piosnka ludowa (Slaski); 10703, Usnij ze mi, Usnij (Szopski); 10704, Dumka (Kratzera); 10705, Krakowiaczek (Moniuszki); 10706, Piesn Wojenna (Moniuszki); 10707, Arya Janusza z "Halka" (Moniuszki); 10708, Dwie Zorze (Moniuszki). The selections have been recorded with unusual care and will undoubtedly enjoy an extensive sale in certain sections of the country.

The Columbia Co. have recently had grouped and painted in the most brilliant manner, in oils, their entire staff of operatic artists in costume. The painting contains seventeen figures, and its size is about three feet by two feet. It will be reproduced in fac-simile and printed on heavy special paper of the same size as the canvass. The original is said to have cost \$300, while the expense for an edition of the reproduction will probably reach \$1,000.

<p>FOR EDISON PHONOGRAPHS</p> <p>List Price 15c each</p>	<p>Patented Sept. 26 and Oct. 2, 1906; Sept. 10, 1907.</p>  <p>TRADE MARK RECORD BRUSH</p> <p>Formerly called the "PLACE" Record Brush</p>	<p>FOR VICTOR Talking Machines</p> <p>List Price 25c each</p>
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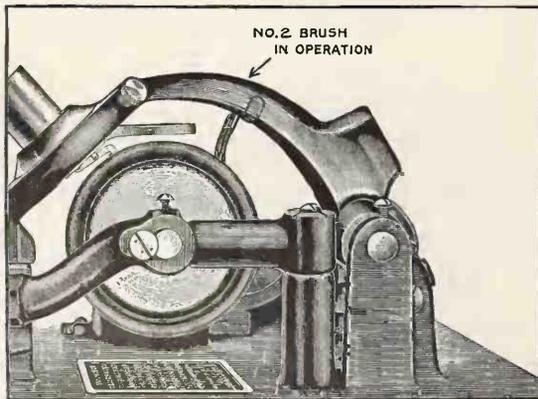
To the Trade:

ANNOUNCEMENT

Our line of RECORD BRUSHES as per ad below formerly known as the "PLACE" will hereafter be known by our new, trade-mark, name change has been made in the brushes, and, for a "PLACE" stamp and labels until our present



New printed matter is ready but NO time, they will be supplied with the stock on hand is exhausted.



NO. 2 BRUSH
IN OPERATION



No. 1.
Fits Triumph



No. 2. Standard
and Home

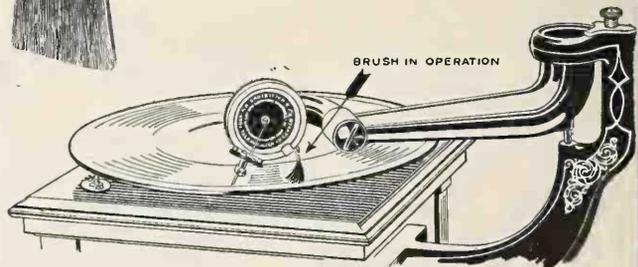


No. 3. Gem
and Fireside



IT SAVES THE TONE

You can't afford to lose
this protection.



BRUSH IN OPERATION

AUTOMATICALLY CLEANS

record grooves, insuring a smooth track for sapphire or needle. Reduces friction to minimum. Enables needle to wear better and play good all through the record. Keeps sapphires from wearing flat.

FREE SAMPLES will be sent upon request to any Jobber or Dealer who don't handle them.

Write Now

DEALERS are requested to get their supply from their regular Jobber. If he will not supply you, write us for the name of one who will.

MANUFACTURED
BY

BLACKMAN TALKING MACHINE CO.
97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN
President

"The White Blackman"

FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

Review of Trade Conditions—The Coronation of King George Furnishes Record Manufacturers with Splendid Opportunities for Adding to the General Rejoicings by the Issuance of Records of a Patriotic Nature—Ament the Absorption of the Twin Record by the British Zonophone Co.—Trade in the Provinces—J. E. Hough Co., Ltd., Invade West End—Gramophone Co. Issue Details of Sales Proposition for the Summer—Edison Attachment Proposition Meets with Support of Trade—National Phonograph Co. as Well as Other Leading Concerns in Evidence with Novelties—The News of the Month.

(Special to The Talking Machine World.)

London, E. C., June 5, 1911.

A fair amount of money is still being spent upon advertising in the general press by the leading manufacturers, and to that alone the bulk of trade now being done may be largely ascribed. And possibly owing to the large number of distributors of talking machine goods, certain other non-advertising manufacturers are not doing so badly. But for all that, in the wholesale and retail field business conditions are not so stable as they should be. Sales are by no means short of the average for the time of year, but in almost every town legitimate and fair trading is hampered by price-cutting delinquents who do not hesitate to offer even current record issues below the market price. Traders of standing would seem to be putting up a good front against this drawback, and it is a strong tribute to their persistency of effort, and their high principle that they refuse to grasp the hand of temptation—which is ever present—and cut below the standard price.

The coronation of King George has furnished the record manufacturers with a splendid opportunity to contribute to the general rejoicings by the issue of innumerable airs of a patriotic nature, in addition to much other music appropriate to the occasion. In this respect the manufacturers have vied with each other in the production of big lists, and as will be noted elsewhere in this section, their efforts in that direction call for great praise, although the multiplication of titles must be somewhat confusing to the poor dealer who has to stock several different records of "God Save the King," "God Bless the Prince of Wales," "Rule Britannia" and all the rest of it.

The absorption of the Twin Record by the British Zonophone Co., who, as announced in our last issue, will in future make only double-sided discs, has occasioned great interest in trade circles here. No less than half a million of the new records have already been delivered to factors and dealers, this huge total being partly accounted for by exchanges. The factors called for something like 300,000 records, the whole of which were practically dispatched simultaneously—truly a record these times. I gather that the amalgamation has occasioned general satisfaction in the trade, who recognized that although the Zonophone single-sided disc was good value, with the introduction all round of 2s. 6d. double records a change sooner or later was inevitable. There is now only one single-sided record on this market, and that is the Gramophone, which can fairly claim to appeal to a better class public, thus rendering any change quite unnecessary.

Outlook in the Provinces.

In the Provinces business maintains an uneventful course, conditions generally being somewhat dull. In the talking machine field summer sales prospects appear to be unhampered by any disturbing factors, except in Wales, where things are in a somewhat unsettled state owing to strikes and other troubles in the coal mining industry. Throughout the provinces dealers would seem alive to the big trade possibilities centered in machines of the hornless type, and these are being featured everywhere as the staple summer trading line. At

the Royal Ulster show, and at other Belfast ceremonials, one of the chief attractions has been the rendering of suitable music by the Auxetophone kindly loaned by Thos. Edens Osborne. At almost every concert, exhibition, or shows of any kind in Belfast, there you may expect to find Mr. Osborne's Auxitophone discoursing sweet music to an appreciative audience.

West End Quarters for J. E. Hough, Ltd.

J. E. Hough, Ltd., inform me that they propose to secure premises at Cranbourne street, which is situated in the heart of the West End of London. Their intention is to utilize it as a central depot and showrooms with offices for the company's musical director. It should prove a successful undertaking, and we extend our hearty congratulations to J. E. Hough, Ltd., upon their departure.

The Columbia "Superbe" Needle.

To introduce the new Columbia "Superbe" needle, a special box of 200 is offered by the company free of charge to talking machine users in England. The "Superbe" is a full-tone needle selling at a moderate price.

Plan for Stimulating Dealers' Trade.

The Gramophone Co. have now issued details of their first summer scheme, which consists of a complete and practical sales proposition for stimulating their agents' trade. Three specially worded follow-up letters have been drafted, and these the company offer to supply in any quantity with the dealer's name and address printed thereon, entirely free of charge. "Take It on Your Holiday" is the title of a most effectively produced booklet, with which the letters are to be accompanied. At the same time as this literature is being sent out by the dealers, the company will be advertising continuously in the public press, and in order to back up the scheme, dealers are asked to exhibit a brilliantly executed poster not only in their windows but on buses, and boardings, etc. The subject dealt with is confined exclusively to hornless machines, and their suitability as a big summer line. Splendid sales are assured if dealers will only follow out the scheme in its entirety, for it is one of the best propositions ever devised in their favor. Few concerns so generously support their distributors as the Gramophone Co., and it is but reasonable to expect hearty co-operation by all.

Russell Hunting Record Co. Affairs.

According to the summary of accounts in the matter of the Russell Hunting Record Co., Ltd., recently issued, the liquidator has a balance in hand of £1,479 10s. 6d. The total costs and charges are itemized at £1,101 6s. 4d.

A "Zonophone" Puzzle Plate.

Something quite unique in records has been issued by the British Zonophone Co. It is a double disc having three tunes on each side, not in the one-after-the-other order, but so interspersed that one has to leave it to the needle to decide which shall be played. Seemingly, each tune is recorded at about thirty, thus leaving ample room to sandwich one in with the other. It is a splendid idea, but being somewhat expensive, we understand the company do not intend to make it a regular feature of their monthly issues. Desiring some further information upon the subject, we were told that the recorder, being a reticent man, refuses to divulge any particulars whatever. Still, he deserves credit for a novel achievement, for any departure from the ordinary is welcome.

Pathe's Coronation Titles.

The Pathé supplement for June containing the coronation titles is quite a work of art, being printed in red and blue on white art paper, and we should advise everybody to obtain a copy of it. This supplement contains 10 special titles all suitable for the coronation festivities. There is one special descriptive record of "The Coronation," also "Coronation Bells," introducing chimes, which are most appropriate for the occasion. Four of the other titles are: "When Our Good King George

Is Crowned," "The Islander," "Hail King George," and "Two Keels for One."

Not to Accept Conductorship.

Sir Henry J. Wood, conductor of the famous Queen's Hall Orchestra, has decided not to accept the conductorship of the Philharmonie Orchestra of New York, despite the tempting bait from a pecuniary point of view.

Timely List of Patriotic Titles.

A magnificent selection of patriotic titles in keeping with coronation time, appears in the June list of Edison-Bell records. In the near future J. E. Hough, Ltd., will issue some special records by Mme. Jomelli, prima donna of the Metropolitan Opera House, New York, whose beautiful voice will be heard to great advantage on V. F. records. Years ago Mme. Jomelli made some cylinder records for the company, and partly by reason of this old association she has chosen to renew acquaintanceship with the great talking machine public through the medium of Edison-Bell records.

Not Talking Machines!

Answering a question in Parliament recently, Mr. John Burns said that he had no knowledge of carcasses of Chinese frozen pork being smuggled into the country in "musical instruments."

New Companies.

Empire Record Co., Ltd.; capital, £1,500. Office: 100 Cowley road, Oxford.

English Record Co., Ltd.: capital £100,000. Subscriptions from the general public were invited. It is this firm, by the way, who trade on the basis of giving a disc machine free of charge in consideration of a contract to purchase 52 records on the weekly payment plan.

The Klingsor Coronation List.

One of the most comprehensive lists of titles appropriate to the occasion is that issued this month by the Klingsor Works, Tabernacle street, London. The selections are all of proved merit, much in favor with the public, and in the matter of recording, the vocal records are characterized by clear enunciation and good volume, and the instrumental by that brilliancy of execution which is at once pleasing and satisfying to listen to. Of the 40-odd titles the following call for special mention: "Selection of Popular Songs," "Popular Selection of Harry Lauder's Songs," "The Life of a Soldier" (parts I and II), "Coronation Bells," with chimes, and "The Bells of Auld Lang Syne," with chimes, all excellently rendered by the Band of H. M. Irish Guards; "Coronation Day" and "The Mormons, or Now Is Your Time, Girls," two good songs by Charles Bignell; "Standard Bread" and "Wallah, Wallah, Wallaperoo," by Alf. Willis; "Is That a Fact?" and "Roaming in the Gloaming" (H. Lauder), both well sung by Sandy MacGregor; "P. C. Green" and "All Clear Out of the Park," by Jack Charman; "God Save the King" and "God Bless the Prince of Wales," duets feelingly rendered by Miss Jessie Broughton and Harry Thornton; "The Hockey" and "The Jerry Builder," by Will Evans; "There's a Land" and "Land of Hope and Glory," by Miss Jessie Broughton (contralto), and "I Wonder if You Miss Me Sometimes" and "Beautiful Garden of Roses," by Ray James. In addition there are six special tyneside issues by Eric Foster, and "Beautiful Garden of Roses" and "In the Shadows," played by the Band of H. M. Irish Guards.

Liszt's Second Hungarian Rhapsody on Record.

The issue by the Columbia Co. of Liszt's Second Hungarian Rhapsody complete on a 12-inch Columbia-Rena record is at once a triumph for the double-sided record and for the manufacturers. The playing was entrusted to the famous Prince's Grand Concert Band, best remembered, no doubt, by its fine records of "Carmen" and the "William Tell" overture on Columbia-Rena.

The Name Is "Parlophon."

Messrs. O. Ruhl, Ltd., English agents for the

FROM OUR LONDON HEADQUARTERS—(Continued.)

Lindstrom disc machines, draw my attention to the fact that in our last issue a mistake appears in connection with the name applied to their series of machines. It was given as "Partolophon," whereas the correct appellation is "Parlophon." We are happy to make this correction known to our readers, who, we trust, will make due note thereof when placing their orders.

A Fine List of Current Issues.

Another fine list of current issues is to hand from J. E. Hough, Ltd., comprising Edison-Bell and Velvet Face records of exceptional merit. The selections are as follows: V. F.—"Der Geist des Woiwoden. Overture" (Grossman), Parts I. and II. by Band of King Edward's Horse; "Raymond. Overture," Parts I. and II. by Band of King Edward's Horse; "Tom Bowling" and "My Pretty Jane," Miss Ruby Helder; "The Butterflies' Waltz," "Les Papillons," and "Loin du Bal," by Renard Clarionette Quartette; "The Sweep's Intermezzo" and "The Spirit of the Glen" (banjo solo), by Olly Oakley. E. B.—"Rolling Down to Rio" (E. German), and "Heva. Heva. Ho!" (Slater), by Robert Carr; "Queen of the Burlesque" and "Torchlight Parade" (banjo solos), Olly Oakley; "The Passing of the Guard," King's Colonials, and "The Procession March," Royal Military Guards; "Humorous Hebrew Stories," Parts I. and II. by Mark Manners; "Do What You Can for Ninepence," Bertram Banks, and "Shirts," Will Dean; "Black Cat Capers" (two-step), and "La Monastore" (waltz), by Court Orchestra.

New Gramophone Records Delight.

Three especially fine new records by Mme. Melba were recently issued by the Gramophone Co., who also may claim to have published the first record of the famous waltz from the "Count of Luxemburg," the initial performance of which was given May 20 before His Majesty the King at Daly's Theater. It is a 12-inch record, played by Gottlieb's famous orchestra.

Special Coronation Records.

The Columbia Co. announce the special issue of

a series of coronation records on Columbia-Rena. The supplement is at once a strong and comprehensive one, embracing practically every selection likely to be heard in every part of the British Empire during the coronation month.

Here, for instance, is the "National Anthem," played by the Regimental Band of H. M. Scots Guards and rendered vocally by Mr. John Armstrong, a pot-pourri of patriotic airs, including the national melodies of England, Ireland, Scotland and Wales, and a separate disc devoted to the Canadian national anthem march and airs of the Dominion. There is Brinley Richard's invocation, "God Bless the Prince of Wales," and the "Old Hundredth," together with Sir Arthur Sullivan's devotional song of praise, "O King of Kings," which he specially wrote for the Diamond Jubilee celebrations of Queen Victoria, and now used generally as a coronation hymn.

Robert Howe contributes the old English song originally written by Jeremy Saville for the coronation of Charles I., to wit, "Here's a Health Unto His Majesty," with Stephen Adam's "Veterans' Song," in which the sentiment is modernized by the reference to "fighting for his dear old father."

Surely no list could be without its comic element, so the redoubtable Billy Williams has been drawn upon to supply sundry remarks concerning the coronation, with which he intersperses his song, "Go Where the Crowd Goes."

Finally, we are treated to a unique descriptive record of two characteristic coronation incidents. Both cleverly arranged and most realistically performed in a setting of military music and rich comedy, they portray, respectively, the scene in the streets with the crowds as the royal procession passes, with the nation a-greeting to its King, and on the other side, the coronation celebrations in barracks, with Tommy drinking the King's health—a dramatic moment, by the way—and enjoying himself generally with songs and music appropriate to the event.

Records Appropriate to Coronation.

The special coronation record of "God Save the King," made by Mme. Clara Butt for the Gramophone Co., is in all respects a "Royal" record, for it was rendered for the first time by the Auxeto-Gramophone at the Grand Empire Concert, May 12, which signalized the opening of the Festival of Empire at the Crystal Palace. Stimulated by the presence of Their Majesties the King and Queen, the mighty audience gave vent to their enthusiasm and loyalty by heartily joining in the last verse on the record, which, by the way, was accompanied throughout by the massed Bands of the Brigade of Guards. In addition to this splendid record, the Gramophone Co. have issued as their June supplement a series of excellent musical selections and songs appropriate to the occasion. In the following will be found examples of music connected with the past coronations and with the one toward which all thoughts are now turning. It is offered as a contribution to the festivities now approaching, that it may bear its part in the general rejoicing and hope which usher in the reign of Their Majesties King George and Queen Mary. Here is the list: "Coronation March" (Sir Alex MacKenzie); "Coronation Bells" (Partridge); "Land of Hope and Glory" (cornet solo played by Sergt. Hawkins) (Elgar); "God Save the King" (Ball); "God Bless the Prince of Wales" (Richards), and "Rule Britannia" (Arne), by the Band of H. M. Coldstream Guards; "Crown the King," coronation ode (Elgar), and "British National Airs," by the Imperial Bandmen; "Land of Hope and Glory" (Elgar), Mme. Clara Butt; "The National Anthem" (solo by Thorpe Bates); "O God Who in the Days of Old" (Sir Walter Parratt); "Almighty Father" (Sir Geo. C. Martin); "O King of Kings" (Sir Geo. Elvey); "The King, O Lord" (Sir F. Bridge); "Crowned in Glory" (F. Arscott), and "English People, Lift Your Voices" (Sir John Stainer), by Mixed Church Choir; "Pelissiana" (Part I.) (Peliosier), and "Pelissiana" (Part II.) (Peliosier), by the Imperial Bandmen; "The

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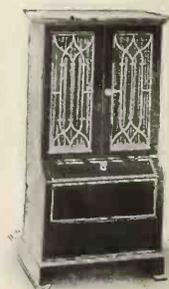
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FROM OUR LONDON HEADQUARTERS—(Continued.)

Holy Temple" (Gounod), John Harrison; "Tell Her I Love Her So" (P. de Faye), John Harrison; "Gems from Dorothy" (Parts I. and II.) (Cellier), the Light Opera Company, and "Rossignol" (Julliers) (piccolo), Eli Hudson.

Edison Attachment Proposition.

Discussing their attachment proposition, the National Phonograph Co. say: "Well, it is doing just what we said it would do, and it has been in effect only one month. We are perfectly justified in saying 'I told you so.' for it has stirred up things all along the line as no other proposition in the phonograph business has done since the Amberol record was put on the market.

"We were hardly prepared for it, although we had taken the precaution of preparing a big reserve stock of the special records and attachments, but we needed almost the entire stock we had to take care of the orders that came in response to our letter. There's no danger of famine, however; we are turning out the outfits in sufficient quantities to take care of any and all orders.

"It is simply splendid the way our factors and dealers are going after the unused machines. Among the mass of sample circulating literature on the proposition received by us from the trade are a number of forms that were printed and ready for mailing the day after the letter was received! That's what we call 'quick action.' It's safe to say, too, that it is being advertised better than any feature of the business has for years. The trade was quick to see the advantages and attractiveness of the proposition, and the public will rise to the tempting bait offered in gratifying fashion.

"This proposition is going to make a big difference in the record business of every wide-awake dealer during the summer months—just when he needs it most, too. The dealer whose newspaper advertising and printed matter penetrate the homes and bring the neglected machines out of the cobwebs of disuse into activity will reap its reward in the steady stream of profits that will accrue from the sales of records to the new customers.

"We want to warn dealers against relaxing their efforts after they dispose of the attachments they were carrying in stock at the time the proposition was launched. We don't think many will, for the demand for the outfit will convince them of the expediency of exhausting every possible means of discovering un-Amberolized machines and of being in a position to equip them; but there are always some dealers who believe in a 'playing safe' policy, and it is to such that the warning is addressed.

"We want to warn them also of the expediency of immediately stocking up on Amberol records so as to take care of the demand for them which the outfits will bring. This is a matter that should be looked after at once."

Of Interest to Canadian Dealers.

An important omission from the details of their coronation list of records is reported by the Columbia Co. It was intended to give the names of the selections represented in the medley of Canadian airs (No. 1040), and we are therefore asked to repair the omission. The Canadian airs referred to are "A St. Malo beau port de mer," "A la claire fontaine," "Un Canadian errant," "Lev ton pied," and "Quand Marianne s'en va-t-au moulin," all as well known in the Dominion as our own patriotic songs.

Edison Records for July.

The advance list for July, 1911, of the new Edison records includes the following: Edison Amberol records—12319, selections from "The Quaker Girl" (Lionel Monckton), National Military Band; 12320, "Roamin' in the Gloamin'" (Lauder), Harry Lauder; 12321, "The Flight of Ages" (Weatherley and Bevan), Ernest Pike; 12322, "Let's Have a Song Upon the Phonograph" (Williams and Godfrey), Billy Williams; 12323, "All Clear Out of the Park" (Perceval Knight), Miss Florrie Forde; 12324, "Follow the Tram-lines" (Macdonald and Solman), Jack Charman; 12325, "Off to Philadelphia" (Battison Haynes), Peter Dawson; 12326, "I Rang My Little Bell and Ran Away" (David and Mayo), Arthur Osmond; 12327, "Let's Have Free Trade Among

the Girls" (Castling and Glover-Kind), Stanley Kirkby; 12328, "Songs of Long Ago" (specially arranged), National Military Band; 709, "Tis But a Little Faded Flower" (J. R. Thomas), Anthony and Harrison; 710, "Wait Till the Clouds Roll By" (H. J. Fulmer), Will Oakland and chorus; 712, "Darling Nellie Gray" (B. R. Hanby), Metropolitan Quartet; 714, overture, "Des Dragons de Villars" (A. Maillart), Garde Republicaine Band; 719, "Baby Rose" (G. Christie), Billy Murray and chorus; 724, "The Prettiest Little Song of All" (Belasco), bells solo, Charles Daab; 726, "Down in the Old Meadow Lane" (E. Van Alstyne), Frank X. Doyle; 729, "Naughty Marietta"—selection (Victor Herbert), Victor Herbert's Orchestra; 730, "The Harp That Once Thro' Tara's Halls" (Moore), Irving Gillette and chorus; 732, "Dear Heart" (Tito Mattei), Venetian Instrumental Trio. Edison Standard Records—14064, "God Bless the Prince of Wales" (specially arranged), National Military Band; 14065, "By the Moon's Pale Light" (James and Tate), Stanley Kirkby; 14066, "Oh! the Indians in the Strand" (Murphy and Lipton), Miss Florrie Forde; 14067, "Mother Put a Card in the Window" (Harrington, Collins and Rogers), Jack Charman; 14068, "Clogs and Shawl Parody" (Weston and Barnes), Billy Williams; 10501, "Meet Me To-night in Dreamland,"—medley-waltz, New York Military Band; 10502, "Any Little Girl That's a Nice Little Girl, Is the Right Little Girl for Me" (F. Fischer), Miss Ada Jones and chorus; 10505, "Come Josephine, in My Flying Machine" (F. Fischer), Miss Ada Jones and Billy Murray and chorus.

The New Speed Indicators.

The Gramophone Co., Ltd., have sent a notice to the trade to the effect that after June 6 their models, Nos. III, IV, and V, will be supplied with a new form of speed indicator without an increase of the retail price. When sold separately, however, new indicators will be 7s. 6d. retail, and wholesale 5s. Where dealers desire to fit their stock of these types of gramophones, which are at present without indicators, they will be supplied at

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FROM OUR LONDON HEADQUARTERS—(Continued.)

the special price of 2s. 6s, provided the dealers return the existing regulator. It is, of course, understood that these indicators are sold at this price for this purpose only, and the offer is limited. A new indicator can be fitted to any instrument without much trouble, and the fullest particulars are supplied in this connection.

PEROPHONE PUBLICITY.

The World Is in Receipt of a Very Complete Publication Containing Views and Descriptive Matter of the Various Perophone Talking Machines Put Forth by Lockwood's of London—Claims Made for These Machines.

At hand is a very interesting brochure illustrating the Perophone cabinet talking machine.

The work is very handsomely prepared, showing the cabinet Perophone in a variety of woods. It is gotten up in an attractive manner, thus giving readers a very interesting idea of the Perophone. These machines are put forth by Lockwoods, 43 City Road, London.

We are advised in a recent communication received from the conductors of that enterprise that these cabinets are giving excellent satisfaction.

They inform us that they have been successful with the wood horn, stating: "With reference, however, to the interior, we consider the wood horn—which is undoubtedly the last word in sound and amplification—very much superior to any other form of interior mechanism of a complicated nature, and we look upon the Perophone cabinets as being not only very much superior to all other types of cabinet machines, but we are able to prove, with our immense resources, that these cabinets can be purchased at a price very much less than is usually charged for machines of this kind."

Up-to-date to-day will be out-of-date to-morrow unless you have an open mind and keep up with the procession.

PROGRESS OF NEW COPYRIGHT BILL.

Its Development and Effect on Trade the Chief Topic of Discussion—British Record Manufacturers Making a Strenuous Fight in Defense of the Industry—Representative Committee Waits on Prominent Members of Parliament and Present Convincing Arguments.

(Special to The Talking Machine World.)

London, Eng., June 8, 1911.

The Copyright bill is still the chief topic of discussion in talking machine trade circles, where opinion is unanimous regarding the absolute necessity of revision of those clauses affecting this industry. The questions are those of retrospective payment and compulsory license. Now, if the former is insisted upon it will gravely handicap if not cripple the majority of record manufacturers, for they are in a small way of business and need all their surplus cash to maintain their place in the strenuous battle of competition, and apart from this they may fairly claim the protection and consideration of a government under whose legislative cloak the great talking machine industry has grown up unhampered by restrictions and in the full freedom of the law. Record makers are perfectly prepared to recognize reasonable royalty claims on the part of music publishers, but if only for the reason that had this bill been in force years ago records would never have been sold at the present prices, it is only just and equitable that under this special circumstance, and in so far as we are concerned, this entirely new copyright legislation be of a non-retroactive nature. It may be likened unto the imposition of new taxes affecting any other industry. Such taxes are never retrospective; then why should these copyright claims which are analogous to a new tax upon this industry be so? It is without a precedent in the history of recent times, and there appears to be no justification whatever for British publishers in suggesting a departure from the recent legislature of other signatories to the Berne convention, upon which the English copyright bill is based.

Compulsory License a Necessity.

There is no two opinions in regard to this question. We leave out of consideration those publishers—if there are any—who do not seek to popularize their music by means of mechanical records, but of those that do, and they are in a great majority, we ask for equal treatment to all record manufacturers. It is obvious that without compulsory license all the gems worth recording would be secured by just three or four of the wealthy companies, to the exclusion of the many others unable to compete financially. The publisher very naturally would sell to the highest bidder. What, then, of the small record companies? They could not possibly exist upon the leavings, and so—disaster. It is difficult to appreciate the publishers' attitude in this matter, because it is reasonably clear that the establishment by law of compulsory license with a fixed royalty upon every record sold would certainly prove of greater benefit financially than one payment outright. Even though one of the wealthy companies secure the monopoly of any particular musical composition, their sales would scarcely approach the combined sales of all the other record concerns, hence one argument why this copyright legislation should operate to the benefit of all record manufacturers alike.

What the Trade Is Doing.

In their strenuous fight for justice the British record manufacturers are handling the question in a very effective manner. At the instance of Messrs. J. E. Hough, Louis Sterling, S. P. Turner and others, the chief record manufacturers were again called together for further discussion of the copyright bill. They met at the Talking Machine News office, and Mr. Hough was voted to the



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chair. After referring to the hardship which would accrue if the bill passed without amendment, he said: "I look upon the phonogram as being absolutely unique. It is not a reproduction of another person's work, but a reproduction of another person's translation or execution of that work. No man could read a phonogram, and that was the strong point." Mr. Sterling said at least twelve members of the committee had interested themselves in the matter, and had put down various amendments in their favor. One dealt with the question of a fixed royalty on the basis of 2½ per cent. If, said Mr. Sterling, one of the committee thought that 2½ per cent. was too little, and that the copyright owner was entitled to more—say 5 per cent.—that would be a recognition of the fact that they would treat everybody on a percentage basis, and that was what they wanted. If it was too high, it would mean that the public would have to pay the tax. Although 2½ per cent. seemed small, still about 8,000,000 records were sold last year at an average price of 2s. 6d., which made a total of £1,000,000, representing at the rate of 2½ per cent. £25,000 additional income for the publishers. Mr. Miller, of the Gramophone Co., said he would favor the establishment of that rate. The meeting unanimously approved of an amendment standing in the name of a member of the Parliamentary committee supporting compulsory license upon a royalty calculated at the rate of 2½ per cent. of the retail price of records.

J. E. Hough's Activity.

Through the medium of Dr. Macnamara, M.P. for the district in which the Edison-Bell works are situated, Mr. Hough has submitted to the ministers in charge of the bill some very powerful and sincere arguments in favor of compulsory license and fixed royalty terms of 2½ per cent. To James Van Allen Shields, of the Columbia Co., great credit is also due for the energetic interest he has displayed in this copyright matter since its inception. His admirable memorandum setting forth the whole facts of the case and its serious aspect has been sent to each member of the Grand Committee, and to other M. P.'s, and it may be assumed to have made a good impression since the talking machine party interests in official circles is increasing its supporters all the time.

M. P.'s Receive Deputation.

A deputation consisting of J. E. Hough, D. Robertson (Gramophone Co.), and Louis Sterling (Columbia Co.), recently waited upon the Liberal members of Parliament for the London divisions, and representations were made to them by Mr. Hough pointing out the evils which would fall upon this industry as a whole if the copyright bill as at present framed passed into law. He was informed that while the members generally were in favor of the views submitted, only two of them were members of the Parliamentary committee which now has the bill under consideration. These two members—George Radford and Mr. Carr-Gorman—agreed, however, to receive another deputation in order that the whole question might be gone into more intimately than was possible at that time. This interview is to be granted some time before the objected-to clauses of the bill reach consideration. The deputation will also wait upon the

Association of London Conservative members at the House of Commons.

Why a Fixed Percentage Royalty Is Necessary.

In response to a request from the Grand Committee, Mr. Hough has submitted to Sidney Buxton (president of the Board of Trade), who has charge of the bill, his reasons why 2½ per cent. on the retail value of phonograms of all kinds is fair and equitable to all concerned. Mr. Hough's arguments are as follows:

1. It is a surplus income to authors and copyright owners derived from work which is not their own and which will be carried on without labor, supervision, trouble or expense of any kind to them.

2. The prices at which records are issued to the general public are such that will not admit of a higher tax without its being reflected in the retail prices; 2½ per cent. might by mutual sacrifice between manufacturers, factors and dealers be so spread as not to entail any increase on retail prices.

3. The impost even of 2½ per cent. would bear very hardly upon most of those engaged in the production of phonograms and their distribution. The competition is so keen that the general trade leaves no margin to provide for such external contingencies.

4. Two and one-half per cent. would realize a tremendous amount of money if it were being collected from all manufacturers of phonograms.

A Favorable Result.

Interviewed upon the subject, Mr. Hough stated that he was disinclined to enter upon discussion as to the likely results of his representations, but was glad to say that he believed they had made some impression upon the ministers in charge of the bill, who now seemed to realize the justice of their arguments for the establishment of compulsory licenses and fixed royalty terms.

There is still work to be done. Apart from all the foregoing, leading talking machine manufacturers are redoubling their efforts in many other directions, for, although Mr. Buxton himself may introduce the required amendments, it is fully realized that the opposition might possibly be strong enough to outvote them. Nothing must therefore be left to chance. A strong reserve force is being marshaled, so that if when the bill leaves the Grand Committee there still remains any of the clauses objected to, M. P.'s will be in possession of sufficient arguments to put up strong opposition on our behalf.

Mixed Notes Upon Copyright.

"The danger of the whole thing," says Mr. Hough, "is the creation of monopolies and trusts by exclusive individual contracts and coalitions between English and foreign phonogram manufacturers and English and foreign copyright owners."

A phonogram is only the captured sound wave vibrations of another person's interpretation, which no man can or ever will be able to read or understand without the aid of a specific instrument, and thus phonograms are not issues of the author's absolute property. A record is useless without an instrument wherewith to play it.

Strong reasons from a dealer's point of view why the bill in its present form should not go into effect

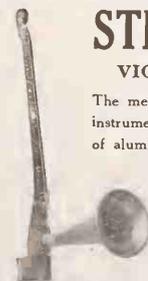
have been drafted and sent to over 25,000 dealers who are requested to sign the statement and forward it to the president of the Board of Trade.

And finally, there is just a possibility that the copyright bill may be held up this session, owing to the government's determination to carry through their State insurance and other important legislation.

OSBORNE CHATS OF THE PAST.

The Belfast Talking Machine Man Speaks of the Early Days of the Industry in the North of Ireland—Has Won a Strong Position with the Edison in the Emerald Isle.

Thomas Edens Osborne, who has long handled the Edison phonograph in Belfast, and who has done much to develop the talking machine trade throughout the North of Ireland, was recently cornered by a newspaper man and made some interesting remarks about the early days of the industry. He said: "My first connection with the phonograph dates from September, 1893, in New York, on my returns from the World's Fair of Chicago, when Artemus Ward, the managing director of Messrs. Enoch Morgan, the great Sapolio manufacturers, accompanied me to the Edison Company's New York depot. Here I dictated some recitations to the Edison phonograph, and for the first time heard my own voice reproduced, with the result that I became so enamoured with the instrument that I purchased one on the spot (it was at that time over £60), which was accordingly shipped to Belfast. When I arrived at Liverpool, per the S. S. "Majestic," I gathered from the Belfast papers that I had acted wrongly by importing a phonograph from the United States, and I was compelled to return the instru-



One String Fiddle

STROH VIOLS

VIOLIN, VIOLA, ETC.

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess none of the characteristics of the gramophone or wind instrument, is only one of its many points which are fully set out in an illustrated booklet which will be mailed free on request to the sole makers.

GEO. EVANS & CO. 94 Albany St. London, Eng.

OR

in U. S. A. to their sole representatives

OLIVER DITSON CO.

150 Tremont Street BOSTON

NEW YORK AND PHILADELPHIA



Violin

FROM OUR LONDON HEADQUARTERS—(Continued.)

ment to New York by a London firm, which at that time enjoyed the exclusive rights for Edison products. Another London firm established a branch here in Belfast for the sale of genuine Edison phonograph records, but the instrument at that time was in a very crude state, and was not evolved into its present perfected condition. In fact, it was then more of a curio than the marvellous entertainer into which it has since developed.

"The Belfast branch was not the complete commercial success which its founders had anticipated. These circumstances, however, did not rob me of my fascination for the phonograph, for I was convinced that the instrument possessed potentialities which would at some time materialize. I purchased the branch referred to, also the stock of instruments, etc., with the hands in charge as my employees. The successful introduction of the instrument into the North of Ireland resulted from hard up-hill work coupled with judicious advertising, and I am glad to say that the sale of genuine Edison machines and records has been a steadily increasing quantity ever since. The output has been indeed quite phenomenal since the 'wizard of America,' Thomas Alva Edison, invented and placed on the market the Amberol, or four-minute records."

He added further: "I believe no confidence is being divulged in saying the National Phonograph Co. are shortly introducing on the market almost as startling an innovation as when Edison first showed his talking machine to a wondering world, whilst in another direction an equally interesting departure is about to be made."

When selling goods, be congenial and pleasant, but at the same time dignified. Every position is supposed to carry a certain amount of dignity. Impress your customer so he may feel that both he and you have a part in the vast business and that he is not doing business with a school boy.

FOUNDATION OF LEADERSHIP.

Salient Methods That Have Placed Men in the Forefront—Knowing a Subject Thoroughly and Possessing Confidence Two Big Factors.

Success always commands attention. The leaders in any line of trade are like the city set upon a hill—they cannot be hid. And the study of the factors that militated toward their supremacy has always been a favorite with smaller merchants who have not yet reached the top.

In seeking to find reasons for the high place won by the leaders, it is well not merely to pick out their salient peculiarities, but to search for the broader basis for their progress. Many attribute the upward strides of the successful merchants to some salient methods that have been adopted, but it is an error to suppose that these distinguishing features are wholly instrumental in accomplishing the results which have made the concerns in question famous.

For instance, one may cite the achievements that always, or nearly always, follow the newspaper advertising of certain stores, in comparison with the greater expenditure and larger use of space by other establishments—with meager results. In such matters the firm that accomplishes the big things has taken pains to be absolutely consistent. It does not conduct its business by spurts, giving liberal treatment to customers and really wonderful bargains at one time, and later on trying to recoup itself for the loss thus incurred by exorbitant charges in other directions. Ads, store and merchandise are made dependable at all times. More than this; there is an invincible determination to satisfy customers—to give them their due—and even a little more—at all hazards. Be it never so hard to fulfil, a promise, once made, must be kept, even though the keeping of it entails an immediate loss.

Then, too, we hear of stores that "run themselves," in which the organization has become so

perfect that close supervision on the part of the principals is no longer essential. This is another fallacy. No matter how smoothly and easily the business seems to be conducted, vigilance is constantly exercised and constantly needed. The store exists in an atmosphere that is strictly business, and every minute of every employer's time is applied to the advantage of the establishment. There are no "loose ends."

Another point in which some big concerns differ from others is the relations between their heads and their employes, both "officers" and "privates." Almost anybody in the trade could name off-hand two highly successful merchants who have never been seen by their subordinates. But the adoption of this policy does not explain these merchants' success.

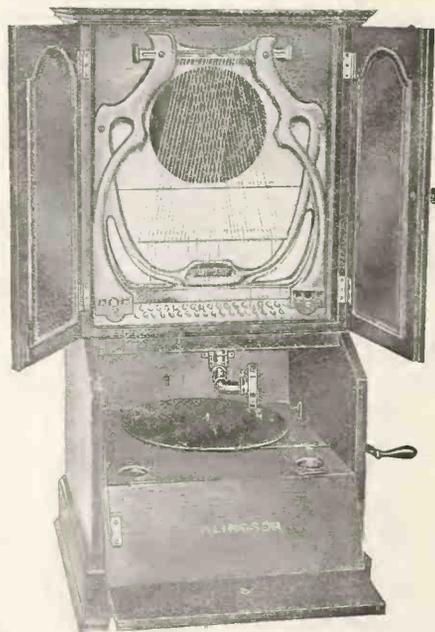
Such a practice only means that these successful men are confining their own activity to those branches of the business which they are able to handle with marked ability, and they are, therefore, able to use their own energies where they will do most good. And besides making their own abilities tell they avoid any friction that might impair the work of otherwise efficient assistants.

Here again, however, the method referred to is only one factor of the broad general policy adopted. Nor is it wise to credit that particular factor—or any other—with greater effectiveness than it actually possesses.

In studying the psychology of success the superficial features should not be accentuated. The deeper foundation must be got at before the real reason for leadership is disclosed.

Many feel that they could succeed if they only felt well all the time. Let them take down the "will-saws" and rip off the breakfast hour, trim down the luncheon and divide the dinner. Key-hole out the drinks and smokes, inlay a bit of exercise and health suggestion, and before they know it they will have the success cabinet all furnished for their life-room.

This Is A Genuine Klingsor



KLINGSOR THE ONLY MUSICAL TALKING MACHINE

Beware of cheap and spurious imitations and make sure it is a *Klingsor* you get. Don't be deceived by similar outside appearance of other *Cabinet Machines*.

NO HARSH OR TINNY MUSIC

Klingsor Records are better than most, but second to none.

KLINGSOR WORKS, 22-24 TABERNACLE ST.
LONDON, E. C., ENGLAND

CABLES: DEFIATORY, LONDON

INSPIRING CO-OPERATION.

Suggestions of Thinking Clerks Well Worth Encouragement on Part of Employer.

Inspiring the confidence and co-operation of clerks is accomplished by various methods. A country merchant not far from Chicago calls a meeting of his clerks every time he has some special sale. At this meeting he tells the clerks what he expects to advertise, how sales could be increased, and what dead and shelf-worn stock should be disposed of during this sale. To increase the interest of his clerks at these meetings he has a standing offer of one dollar for every new idea that will make advertising more effective, increase sales or bring new customers.

"New ideas are something I am always looking for," says the merchant. "One of my clerks told me he thought it profitable to have several thousand posters printed of a page advertisement and distributed throughout the surrounding territory. That suggestion put money in my pocket."

"Another clerk told me to place a special bargain table in the center of the store and display the best bargains advertised. These are the things that made me a successful merchant."

THE NEW ECHO ALBUMS.

The following is taken from a recent circular sent the trade by the Echo Album Co., 926 Cherry street, Philadelphia, Pa.: "In the recent issues of The Talking Machine World, there is illustrated and described the new improved Echo Record Album. The original Echo Album was introduced several years ago by the inventor, Louis Jay Gerson, then manager of the Musical Echo Co., since dissolved, now with the Wanamaker stores. The original album had 12 pockets for holding single-face records only. The improved 1911 Echo Record Album has 16 pages or pockets holding either single or double-face records. Each pocket is numbered to correspond with an index on the inside cover. The new Echo albums will exactly fit the spaces in the Victor Victrolas, styles XVI. and XX. Echo Albums will also fit in disc record cabinets on removal of the slatted racks."

MOVING AND ENLARGING.

The Regina Co., manufacturers of music boxes, vacuum cleaners and other specialties for the trade, have removed into their new premises in the Mar-bridge Building, Broadway and 34th street, from Union Square, New York. Owing to delays in making alterations the company were unable to make the change until June 1.

LOEFFLER ENLARGES STORE.

Fred G. Loeffler, Union Hill, N. J., has enlarged his store by leasing an adjoining building, and is just finishing what is described as one of the finest Victor parlors in the State. The Victor dog is depicted in leaded glass incorporated in the display window—a striking sign—and the interior is handsomely finished, furnished and decorated.

THE PHOTOGRAPHONE.

There is a device of Swedish invention called the photographone, by means of which, it is said, sound waves can be registered on sensitized plates. A European paper says that the negative is developed in the usual way, and the sound "curves" are then transferred to ebony plates, from which the sound is reproduced as by the talking machine. The photographone records can be reproduced *ad infinitum*, and if the original music or song should not be strong enough to fill a large concert hall, the sound can be increased as desired. On account of the immense volume of its sound

it is predicted that the photographone will replace fog sirens in lighthouses. Then, instead of the inarticulate howl that the sirens send out in the night, the photographonic horn will call out the name of the lighthouse for miles over the ocean.

SMILE AND HUSTLE.

Smile, and the world smiles with you,
"Knock," and you go it alone:
For the cheerful grin
Will let you in
Where the "kicker" is never known.

Growl, and the way looks dreary;
Laugh, and the path is bright;
For a welcome smile
Brings sunshine, while
A frown shuts out the light.

Sigh, and you "rake in" nothing,
Work, and the prize is won;
For the nery man
With backbone can
By nothing be outdone.

Hustle! and fortune awaits you,
Shirk! and defeat is sure;
For there's no chance
Of deliverance
For the chap who can't endure.

Sing, and the world's harmonious,
Grumble, and things go wrong,
And all the time
You are out of rhyme
With the busy, bustling throng.

Kick, and there's trouble brewing,
Whistle, and life is gay,
And the world's in tune
Like a day in June,
And the clouds all melt away.

ELIMINATING TARDINESS.

Premiums for Clerks Showing 100 Per Cent. Record for Promptness and the Result.

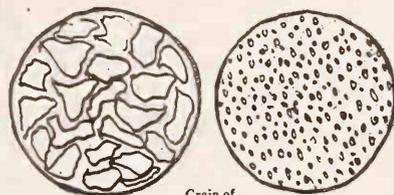
The clerk for a long time had been coming in late, especially mornings or after holidays. It became so chronic that the proprietor had to go out and take a walk to devise some means to bring the store efficiency up to his standard. He decided to offer a premium of \$1.00 a month to each clerk who could show a 100 per cent. record of promptness. On the other hand, there was put into force a system of fines. Five cents for the first ten minutes late, 5 cents for the second ten minutes, etc., and this amount was to be deducted from the clerk's salary. The accumulated fines were divided among the clerks who had a 100 per cent. record for the month. The clerk who gets to the store on time not only has to do his own work, but also that of the clerk who is late, and his reward should come from the tardy clerk. The concern does not profit financially from the system of fines in any way. Thus far the method has proven excellent.

STORE ENTIRELY RENOVATED.

The establishment of A. G. Kunde, the enterprising jobber and retailer, who now owns the Columbia store at 516 Grand avenue, Milwaukee, Wis., is replete with a handsome new front, one of the most attractive to be found on Grand avenue. Mr. Kunde says that his Grafonola business has increased 25 per cent. He recently sold a Grafonola Regent to "The Sweet Shop," one of the high-class confectionery establishments of Milwaukee.

Caution doesn't count unless you know when to toss it aside and plunge.

Don't Buy Needles That Damage Records



Bad Needles Cleopatra Needles

When a needle is running a record, the friction causes the polished surface of the needle to be taken off, while its interior (grain) is exposed and touches the sound waves.

Consequence:

The poorer the polishing and rougher the grain, the more the sound waves are injured!

Only *Cleopatra Needles* are warranted to have always the highest and most perfect polish, smoothest grain. Using them means:

Finest Reproduction, No Ruin of Record.



Sole Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY

Sole Distributor

H. R. H. NICHOLAS
258 Broadway, Room 615
NEW YORK

MR. RECORDER, do you know my **WAX "P,"** the best existing recording material for Berliner- (Gramophone-) cut? If not write for free sample to
CHEMISCHE FABRIK E. SAUERLANDT FLURSTEDT Del Apolonia Th., Germany
The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes for Gramophone and Phonograph

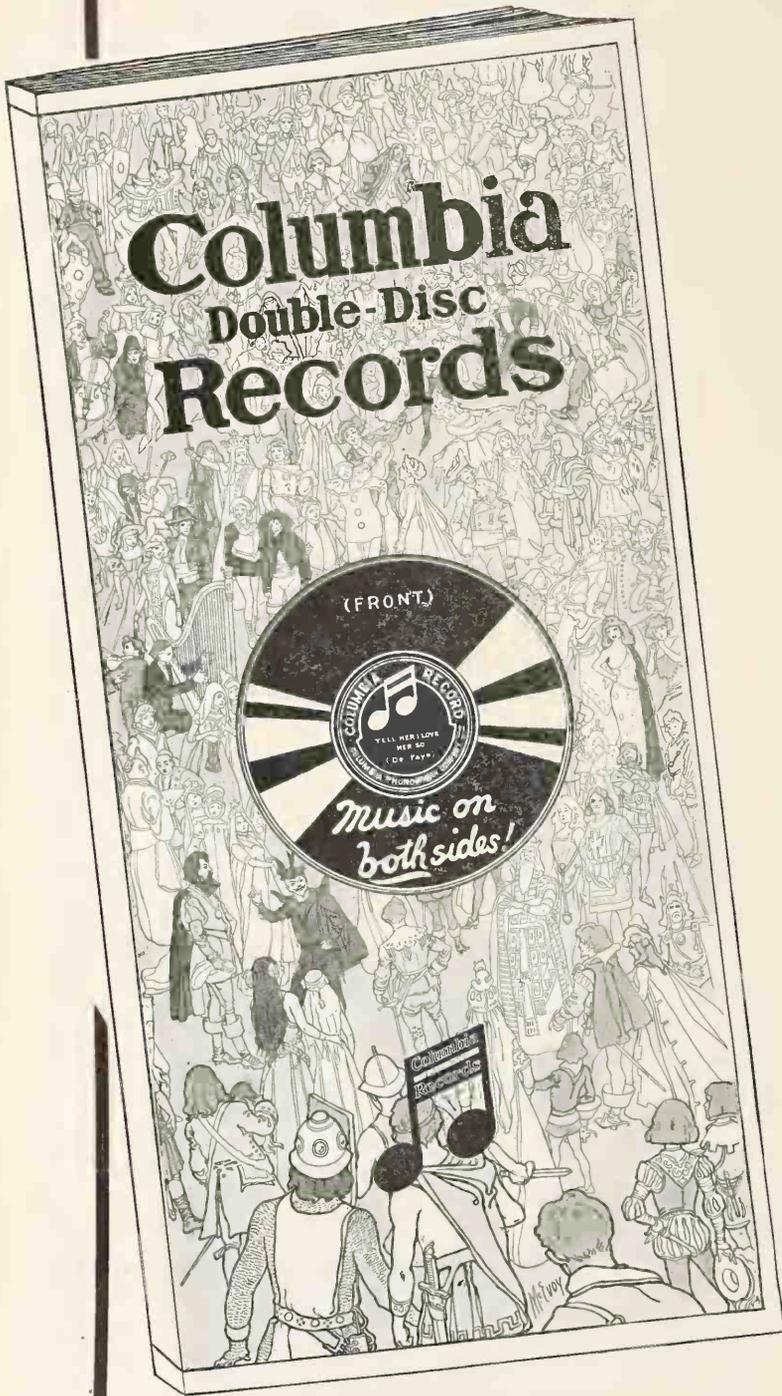
More Record Sales

As Well as From

Some Suggestions That Are
of the New

COLU

Double-Disc



the alphabetical list, will be constantly attracted by various 12-inch selections that look good to him, instead of deliberately searching out the 10-inch selections on account of the 12-inch selections being all grouped together in a separate part of the book which he will never open if he is left to his own choice.

Of course, there are limits of weight and bulk beyond which it would be wasteful and ineffective for us to go,

Columbia Phonograph Company,

DEALERS WANTED: EXCLUSIVE SELLING RIGHTS

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

From Regular Stock

The Supplements

timely Because of the Issue
Catalog of

COLUMBIA

Records

in preparing a general catalog. And we believe we have carried out our theories of record selling without either leaving undone anything that is vital, or going into detail too far for practical merchandising purposes.

The Numerical Catalog for dealers' use, which will follow this catalog immediately, will supply the one other thing needful in making the increase in sales from catalogs.

Meantime, after studying the arrangement of the catalog, be sure to read pages 2 and 3. The tendency towards the higher grades of music is unmistakable throughout the country—and is peculiarly evident in this great musical industry. What a mistake it would be for a dealer to allow his customers to overlook such records as the "Schubert Symphony in B Minor" (A-5267) listed in our Blue Label Series, everywhere commented upon as the greatest orchestra record ever issued, and which at \$1.25 list is out-selling many records of a similar class at \$1.00; the "William Tell" Overture series (A-5236) (A-5237); the everlastingly popular "Herd Girl's Dream" (A-587); our wonderful record of "Idilio" (A-5140); the famous "Tales of Hoffman," Barcarolle (A-5116) and the even more attractive vocal record of the same selection (A-5274); the great military march, "Pomp and Circumstance" (A-5233), one of the most remarkable band records in the world; the old ballads "Twickenham Ferry," by Reed Miller (A-5276), and "Ever of Thee," by Margaret Keyes (A-5244); the two-part band record of Liszt's 2nd Hungarian Rhapsody (A-5230)—these being but a very few of the records in the main body of the new catalog which the dealer can keep moving with practically no effort. By keeping in touch with his stock he can constantly find additional numbers which his customers have only to know about in order to buy.

Gen'l, Tribune Bldg., New York

ED WHERE WE ARE NOT ACTIVELY REPRESENTED.

ers of the Fundamental Patents. Largest Manufacturers of Talking Machines in the World.



ARRANGEMENT

Alphabetical List—Pages 5 to 96.
Grand Opera and Concert Selections,
Including Index, Pages 97 to 136.
Complete Classified List—Begins on
Page 138.

Index of Classifications, Page 137.

Index of Records, arranged under names
of Artists, Begins on Page 161.

Sizes and Prices of all records in the
Alphabetical List are plainly indicated
opposite the titles of the selections.

Grand Opera and Concert Selections are
arranged under the names of the artists—
and sizes and prices appear under the
headings.

NEW RECORDS EVERY MONTH

Additions are constantly being made to
this catalog covering current popular suc-
cesses in both vocal and instrumental music,
and including favorite ballads, sacred and
modern concert songs, and classical and
Grand Opera selections.

Our dealer will gladly put your name on
his mailing list to receive the monthly
supplement listing and reviewing all new
Columbia Records.

Send your request to COLUMBIA
PHONOGRAPH COMPANY, GEN'L,
TRIBUNE BUILDING, NEW YORK, if your
dealer cannot supply you.



COLUMBIA GOODS IN THE FAR EAST.

Further Proof of the Influence and Popularity of the Talking Machine Throughout the Orient—The Latest to Take Up the Columbia Line Is Sech Abdullah, an Arab of Power and High Standing in His Community.

One of the first contracts ever made by any company for the manufacture of records and other special product for the Far East was made by the San Francisco office of the Columbia Phonograph Co. many years ago in connection with the well-known house of Tenshodo, the Imperial jewelry house of Japan. Other similar Columbia contracts have followed in rapid succession all over the East, including a million dollar deal in China, and large contracts in Manila, India and elsewhere. Several important contracts have recently been closed, and the latest addition to the list of Columbia distributors is Sech Abdullah bin Saleh bin Moetlik.

Sech Abdullah is an Arab of power and high standing in his community, being the recognized chief, or official head of the community, and so recognized by his government. He is a man of large means and many interests, and does a widespread business throughout the islands of the Indian Archipelago, in native lines. He is a "Hadji," or one who has made the sacred pilgrimage to Mecca, and, as such, wields great influence among native men of business in his section of the world, who are largely of this high caste. In addition to being one of the largest native operators in "piece goods" and a number of kindred lines, he is an extensive dealer in precious stones, and is generally recognized as one of the shrewdest and most capable business men in his class, which is noted for its men of capacity in that line. He bears a most enviable reputation for fair dealing and big heartedness, and is a most public-spirited patron of all enterprises calculated to contribute to the success and well-being of his people.



SECH ABDULLAH BIN SALEH BIN MOETLIK.

The contract with Sech Abdullah involves the manufacture of a large list of native Malay, Indian and Arab records of wide scope, and many thousands of dollars' worth of machines and other Columbia product, and calls for the fitting out of a special record-making expedition which will cover fields never before penetrated. In this case, as in that of the recently completed list of Hong Kong



PLAYING THE GRAPHIOPHONE ON THE KALI RIVER.

and Manila native records, no effort or expense is to be spared in securing the very best native talent and the finest list of selections yet made, and as in the case of the lists mentioned, orders of record size are assured in advance.

NO TRUTH IN SUCH REPORTS.

Relative to the report that the recording and manufacture of cylinder phonographs would be discontinued, on June 1, Thomas A. Edison, Inc., issued the following: "Our attention has been called to rumors circulated among the trade, emanating from sources evidently unfriendly to us, that it is our intention to discontinue manufacturing cylinder phonographs and records. It appears almost unnecessary to advise that such a statement is false and without foundation, but in view of the fact that some of the trade have been disturbed by these rumors, we deem it only fair to them to say that we have not the slightest intention of discontinuing the manufacture of cylinder phonographs and records, but on the contrary expect to make further improvements and developments in that line and to exploit its sale with undiminished aggressiveness. With these assurances we feel certain that loyal Edison dealers will not relax their efforts in continuing to make the line both successful and profitable."

The requirements for successful salesmanship—and the successful clerk must be a salesman—are: Perfect knowledge of his wares, of his prospective customer and the way to impress him favorably.

A real knowledge of goods shown by a salesman goes a long ways in convincing a customer.

VICTROLA WEEK AT WANAMAKER'S.

Important Series of Victor Concerts Started This Week.

At Wanamaker's, New York, yesterday (14th), was instituted a series of concerts, under the direct supervision of Louis Jay Gerson, manager of the department, to properly introduce the new Victrolas, or rather, the art which they represent. The entire auditorium was given over to the greatest display of these instruments ever arranged anywhere. The Victor Talking Machine Co. cooperated in these splendid demonstrations. The recitals were under the direct management of Ernest Johns, of London, Eng., a Victor expert, who made clear the fine possibilities of the Red Seal and ordinary Victor records when properly manipulated. Besides, Mr. Johns delivered short lectures on various operas, illustrating his talks with reproductions of Victor records. The audiences were large, and their appreciations of the wonderful musical qualities of the Victor records, enhanced, as they were, by the illuminating remarks of Mr. Johns, were greatly enjoyed.

TELEPHONE COURTESY.

How the Cordial Personal Touch May Be Given to Telephone Conversations.

In connection with the store telephone there is a matter of policy that is rather important. This policy embraces all features of the 'phone's use from that of receiving orders to that of lending it for a few minutes to a visitor. In some stores you are not allowed to use the telephone at all and that is better than to allow its use with a grudging assent. In some stores they do not seem to want any telephone orders, if one is to judge by the treatment one gets over the wire.

"Hello, is this Brown's?"
"Yes, what d' y' want?"

No courtesy in the words and none in the intonation. A verbal snap-off of the inquirer's head. If possible the telephone should be answered by someone who has a reasonably pleasant, speaking voice and a civil manner. There should be just a little more courtesy over the telephone than there is right over the counter, just as one must use more care transacting business by letter. Many things which may be said directly, face to face, cannot be said in the same way, or perhaps at all, by telephone or in a letter. Telephone orders may be made an important part of one's business if tried for and treated right. Or that part of the business may be carried to failure, weighed down by carelessness.

Just as we go to press we learn that Edwin S. Votey, of the Aeolian Co., has secured a patent on a combination player-piano and talking machine whereby both instruments can be operated in synchronism by the pneumatic motor. More detailed comment on this important invention will appear next month.

SPECIAL JULY OFFER

Free Delivery to All Victor
DEALERS
of One Velvet Tone Needle Balance for the Demonstrating Machine.
IT SAVES RECORDS!



Patented June 28, 1910

THE OFFER!

On receipt of order, accompanied by remittance of \$1.25, a Sample Gold or Nickel Velvet Tone Needle Balance, to fit any Victor or Victrola, will be mailed to any Talking Machine Dealer in the United States or Canada. (Delivery charges prepaid. It Retailers for \$2.00.)

FREE TRIAL TO ALL.

In all cases money will be cheerfully refunded after 30 days' trial—if not wanted.

A. D. Macauley, 714 Walnut Street, Columbia, Pa.

AT LAST!

Condon-Autostop

The only real automatic stop for all disc machines. Simple and fool proof.

WM. A. CONDON
E. T. CONDON, JR., Inventor
(Owners and Proprietors)

The CONDON-AUTOSTOP consists of a plate with an adjustable rod fitted over the record disc, which, in conjunction with a thin plate permanently fastened to the reproducer and mostly concealed by the rubber thereon, automatically disengages the needle and instantly stops the playing of the piece and motor.

"A Necessity Though An Accessory"
Neat, Handy and Effective.

A simple contrivance proving the greatest convenience in playing the talking machine.

Absolutely harmless, faultless and positive.

Trade fully protected. Patent, Copyright and Trade-mark protected. Foreign Patents pending.

For prices and particulars address

WM. A. CONDON
25 Broad Street, New York, N. Y.

"IT STOPS RIGHT THERE"

"HOW TO PUT VICTORS IN THE PUBLIC SCHOOLS"

This Was the Title of a Lecture Delivered by Mrs. Frances Elliott Clark at the Waldorf-Astoria, New York, on the Evening of June 8th Before a Large Number of Victor Distributors and Dealers—Interesting Introductory Remarks by Louis F. Geissler, Who Explained the Plans of the Educational Department—Attendants Entertained at Dainty Collation Later.

With the prescience that has characterized every step of the Victor Talking Machine Co., Camden, N. J., as has been no doubt noticed by readers of The World, they are now reaching out for new fields to conquer for their world-famous product. Music in the schools has been a subject which has been brought to their attention by professors and leading professional teachers, who have recognized the value and importance of the Victor talking machine as an invaluable aid. The trade has been informed, from time to time, of what the Victor Co. have done, especially in the engagement of Mrs. Frances Elliott Clark, formerly Supervisor of Music in the public schools of Milwaukee, Wis., as director of their "Public School Educational Department." Mrs. Clark, as is already known, has since devoted her entire time to developing the department, and as a result progress has been made that has been particularly gratifying.

It appears that the Victor Co. were satisfied a vigorous campaign should be initiated at once, with New York as the first city to be won over. With this end in view it was arranged to have Mrs. Clark address the Victor distributors and dealers of the metropolitan district during the evening of June 8, in the Myrtle Room of the Waldorf-Astoria, on "How to Put Victors in the Public Schools." At least 150 were in the audience when Louis F. Geissler, general manager of the Victor Co., arose to introduce the speaker and make a short address himself apropos to the occasion. The observations of Mr. Geissler were to the point, as he dealt almost wholly with the practical or business side of the question.

General Manager Geissler said that some time ago the directors of the Victor Co. had a "dream" to the effect that they believed the Victor was a great educational factor in a musical sense, from what they knew personally, had heard talked of, and been brought to their attention by correspondence and through their sales department. They were therefore convinced it would prove a benefit to pupils of the school in their study of music, and be of great assistance to the teachers. "Mind you," Mr. Geissler remarked, "this was only a dream, and in connection therewith I was also a dreamer; but we have an idea now that it may become a reality, and in measures to be adopted and methods to be followed leading up to this result we must have the loyal and hearty co-operation of our distributors and dealers, else it may be a failure."

The speaker then went on to explain what had already been done and accomplished. "In the first place," Mr. Geissler said, "we had to find someone competent to take charge and manage the department. We looked the country over, consulted with a number of the best known educators and teachers, and finally found our 'man' in Mrs. Clark. It is needless for me to speak of Mrs. Clark's high standing in the educational world, especially the great esteem in which she is held in Milwaukee, where she has accomplished wonders in connection with the Victor as a demonstrating force in the public schools of that city. She has become an enthusiast on the subject, and I have no doubt she

will communicate some of her enthusiasm to you before the evening is over."

The Victor Co., Mr. Geissler went on to say, had already sent out to music teachers connected with the schools, professors and heads of educational institutions over 42,000 circular letters, the responses from which were astonishing. That is to say, not only had many of the writers indorsed the project, but not a few had written three and four pages, giving reasons and details why the Victor is an educational factor in the schools, and pledged their support to further their introduction in their respective localities. "There are, I believe, about (how many schools of all kinds, music rooms, conservatories in the country, Mrs. Clark?)—I was going to say 96,000 at a guess, but Mrs. Clark says there are 575,000! Now, that is wonderful, and I may add, also, that our work is cut out for us.

"Our catalog already contains many selections already suitable for school purposes, but at Mrs. Clark's suggestion we shall add many more of a special kind to suit various grades, and others of the best in other directions that will furnish a complete and adequate course. I may also say that a number of cities besides Milwaukee have taken hold of the matter, for instance, Los Angeles, Baltimore, Washington and Detroit, etc. One city has now placed 105 Victor V's in its schools, another 50, others 25, and so on, experimentally, and the results have been so gratifying that it is only a question of a very short time before every class in their respective systems will be equipped. In fact, I have every reason to believe the Victor will become a part of every school curriculum.

"As I said before," observed Mr. Geissler in conclusion, "we must have the co-operation of our distributors and dealers to make this a success. We are spending a million dollars a year in advertising, and this amount will not be lessened, rather increased. Every dealer should become interested, see the teachers, reach the local boards of education, give demonstrations in their stores at which it should be made a point to have these people present, all of which will lead up to new sales of machines and records and increased business. It is a magnificent field for missionary work and practical results. The Victor Co. will bring the business to your doors and you must do the rest. I have now the pleasure of introducing Mrs. Clark."

After the applause that greeted Mr. Geissler's timely and clarifying remarks had subsided, Mrs. Clark, a lady of pleasing presence, in a clear, well-modulated voice, prefaced her set speech by saying it had been felt by educators the country over that there was something lacking in the present methods of teaching and in creating a love and appreciation of music in the public schools. The schools everywhere had been committed to the subject of manual training for some years, almost to the exclusion of any other educational question. That had now run its course, and recently the study of music had been receiving more attention, so much so, indeed, that ways and means for improving this very important branch of the educational or formative

period had been discussed everywhere. The methods in universal use, Mrs. Clark said, were deemed inadequate, they were not elastic, nor were the pupils responsive. Then the Victor was discovered, and this solved the problem.

Mrs. Clark then read from manuscript quite a lengthy address, reviewing the history and development of music from the earliest ages, interspersing comments from time to time germane to the subject of modern culture and expansion as applied to the school curriculum. At its close she again spoke extemporaneously and to the point on the topic of the Victor in the schools. Mrs. Clark instanced her own experience as supervisor of music in Milwaukee, where she employed the Victor tentatively in one class, and the results were so satisfactory she rapidly introduced the talking machine records in other classes, so that at the present time every public school, with a few exceptions, in that city are equipped with Victor machines and a suitable stock of records.

In speaking of her own experience, Mrs. Clark said: "When I first tried the Victor in the schools of Milwaukee I was astonished how quickly the children became interested. Then they told their parents, then I arranged special programs for the entertainment of the parents specially Friday afternoons and often in the evenings. I played music of their native country—for you know we have a great foreign population in Milwaukee—songs they had not heard since leaving there often, as children themselves. I watched these people closely and I could see they were stirred deeply by what they heard, and in many instances their faces were wet with tears. Their delight was unbounded, and they took pains to tell me what pleasure they had derived from the records.

"I charged a small price of admission, and very often enough was realized to make the first payment on a machine or some new records were bought. With the parents as very fine allies I had no difficulty in placing Victors in other classes and grades, as I have mentioned before. This only makes clear that if this matter is only gone about in the right way no great difficulty will be encountered in introducing Victors everywhere into the schools. Perhaps the time may come when the school boards and boards of education in the big cities will make special appropriations for this purpose, but not yet. The preliminary introduction must be arranged on another basis, and here is where the dealer should take hold and bring into play his best energies to impress upon the minds of teachers and principals locally the importance of having the Victor in their school rooms as an invaluable aid in the study of music. I am now an enthusiast on the subject, for I am firmly of the opinion that the Victor is the biggest thing that has come into school work of the age. The Victor catalog has a range of the best music ever written, rich with every possibility, and in this sense invaluable from a teaching standpoint."

Besides sending out the 42,000 letters by the Victor Talking Machine Co., Mrs. Clark said that in September there would be another lot go out. Special literature had been prepared under Mr. Brown's valuable supervision, some of which the speaker described in detail, and other things of this kind intended for the information of school authorities, teachers, etc., would be prepared. To be sure, Mrs. Clark observed, "just now is the close of the school year, and teachers and principals are busy with commencement exercises and so forth; but nevertheless it would be an excellent

RECORDING WAX

MOST PERFECT RECORDING-SENSITIVENESS

Noiseless Cutting.
Ready for recording without any further preparation.

SPECIALTY
Wax plates for private record taking.

Has unlimited life.
Plates absolutely ready for recording.

ERNST WILKE & CO., Goerlitz. Factory: Berlin, Ger., N. 20, Kolonie Strasse, 3-4

We have doubled our production at Bridgeport so often that we feel justified in reminding you that we are still behind our orders, particularly on the Columbia \$50 Grafonola "Favorite," and that you will be wise to make your Fall plans pretty early in the Summer.



Columbia Phonograph Co., Genl., Tribune Building, New York

time to sow the seed, get them interested in hearing the Victor by inviting them to your business places and conducting the private entertainment in your own way. That is, you suggest hearing certain records, to be followed by others demonstrating certain range of voices, or some folk songs, or operatic selections, or the vocal perfection of certain artists—Melba, Caruso, Scotti, McCormack, Evan Williams, and numerous others in the Victor catalog—and I take it you all know your catalog, or should."

"Teachers are not all away," continued Mrs. Clark. "A number of them can always be found, investigating new methods, searching after special improvements to be introduced in the next school year. I know, for I have been a teacher myself too many years not to know that teachers as a body are the most loyal, enthusiastic workers in their profession of any people in the world. A great many love and know music, and right here is where you want to make your appeal. I know one principal of a school who will not engage a teacher of certain grades unless they have a teaching knowledge of music. It is these who may be easily counted to become advocates of the Victor, and will find some way of introducing its use in their classes with or without an appropriation from school authorities."

Mrs. Clark referred to her experience in Baltimore, where a movement is already under way to have the Victor placed in the schools; likewise in Washington and Philadelphia. In the latter city she had attended the sessions of the National Federation of Music, of which she is a member, and had spoken of the Victor in connection with the schools. Afterward a lady, prominent socially and very wealthy, had come to her and said she would use her influence as well as that of engaging the assistance of many friends to have the board of education indorse the proposition and make an appropriation to carry it out. When it was made clear that at present it would be a waste of labor, the lady said she would bring it to the attention of the Civic Club of Philadelphia, the members of which are among the best-known business and professional men, and have them provide funds so that every school should have a Victor. This plan is now under way.

In concluding, Mrs. Clark said it was deemed the best procedure would be to have the city of New York indorse the Victor in the schools first. She said if the indorsement of this city could be secured it would go a great way to influence the entire country. The value of New York's approval was inestimable, and therefore a campaign with this end in view would be inaugurated and every means adopted to bring it to a successful issue. In about three weeks Mrs. Clark will go to San Francisco to attend the largest educational associated body in the world. This was the National Educational Association, which had a membership of 7,000. At that time plans for exploiting the Victor had been perfected with special literature, musical programs, etc. A complete and an elegant display of Victors would be made in the parlors of the hotels, and expert demonstrators would be in attendance. Mrs. Clark, as a final word, said: "It is my business to appear before the school

bodies and address them on 'Putting the Victor in the Public Schools'—I will present the arguments, but the selling of the equipment must necessarily rest in the hands of the dealers, where it properly belongs."

Mr. Geissler followed Mrs. Clark with a few observations suggested by her address, on the business side, and several dealers, notably Charles F. Southard, advertising manager of A. D. Matthews & Sons, and E. S. Van Arsdale, manager of the talking machine department of Goetz & Co., pianos, etc., Brooklyn, N. Y.; C. B. Lawson, of Lawson & Co., piano manufacturers and dealers, New York, and R. A. Forbes, with Landay Bros., of the same city, who rose to remark they had sold a Victrola to C. A. Maxwell, superintendent of schools of New York city, and also nearly a thousand dollars worth of records, and other well-known principals and teachers here. Mrs. Clark readily replied to all questions fully and adequately, and she was warmly congratulated by a great many of those present for her illuminating address.

A dainty collation was served after the speaking, with an abundance of a punch without a headache, lemonade and cigars. Among those present were the following:

Representing the Victor Co.—Louis F. Geissler, H. C. Brown, manager of the advertising department; Oliver Jones, manager of the credit department, who seemed a popular personage in the assemblage as he moved about; W. B. Fulgham and C. Hammond. Henry W. Pinner, manager of the Victor department, and his clever assistant, Ruby Spaulding, Aeolian Co., New York; Louis Jay Gerson, manager of Wanamaker's department, New York and Philadelphia, who stayed over purposely to hear Mrs. Clark's address, and Helen L. Slade; V. W. Moody, W. S. Moffatt and C. J. O'Donoghue, with the New York Talking Machine Co., New York; George G. Blackman, of the Blackman Talking Machine Co., New York; N. Goldfinger, with Siegel-Cooper Co., New York; Chas. Bruno, of C. Bruno & Son, Inc., New York; Frank Scribner, New York and Jersey City; E. A. S. Barkeley, manager of the Pearsall Co., New York; John G. Bremner, of the Bremner Co., New York and Cranford, N. J.; E. S. Oliver, Newark, N. J.; Fred G. Loeffler, Union Hill, N. J.; W. J. E. Cocker, Elizabeth, N. J.; M. Buchner, Newark (N. J.) Talking Machine Co.; C. Robbins, with the Simpson-Crawford Co., New York; Chester I. Abelowitz and Charles J. Collins, with Frederick Loeser & Co., Brooklyn, N. Y.; J. J. Cavanaugh, Brooklyn, N. Y.; B. Switky, New York; R. H. Morris, American Talking Machine Co.; L. Kaiser, of the S. B. Davega Co., New York; Jos. Sonfield, with C. Bruno & Son, New York, and many others.

The following day—June 9—Mrs. Clark delivered an address, by invitation of Dr. Rix, superintendent of music in the New York public schools, at the Teachers' Training School, before the students, New York superintendents and assistant supervisors and many principals, at 3 o'clock in the afternoon. A large and very appreciative audience listened attentively to her speech on the study of music in the schools as exemplified, simplified and made enjoyable and intelligible by the Victor.

CALLERS AT THE EDISON PLANT.

During the past month among the visitors at the factory of Thomas A. Edison, Inc., Orange, N. J., were the following: W. E. Henry, of Covina, Cal.; Rudolph Wurlitzer, Jr., of the Rudolph Wurlitzer Co., Cincinnati, O.; E. H. Uhl, manager of the R. Wurlitzer Co., Chicago; E. H. McFall, National Automatic Fire Alarm Co., New Orleans, La.; Louis Buehn and E. E. Buehn, of Louis Buehn & Bro., of Philadelphia, Pa.; Newton Bacharach, of N. Snellenberg & Co., Philadelphia, Pa.; D. N. Shultz, of Shultz Bros., Omaha, Neb.; E. F. Ball, of Ball-Fintze Co., Newark, O.; A. W. Toennies, Eclipse Phonograph Co., Hoboken, N. J.; L. E. McGreal and Miss Gertrude Gannon, of Milwaukee, Wis.; W. H. Nesbitt, of Fletcher Bros., Victoria, B. C., Can.; J. C. Roush, of the Standard Talking Machine Co., Pittsburg, Pa.; L. C. Wiswell, of Lyon & Healy, Chicago, Ill.; H. L. Terry, Sayville, Long Island, N. Y.

"VELVET TONE" NEEDLE BALANCE.

The "Velvet Tone" needle balance, made by A. D. Macauley, Columbia, Pa., is claimed to solve the question of wear on records. As an instance, it is said the harder a tool is pushed against a revolving grindstone the greater the wear of both. This is said to be what exactly occurs when needles are "weighted down by the heavy sound box," to use Mr. Macauley's expression. Now then, he says, the "Velvet Tone" needle counterbalances this weight and permits the needle to "float," so to speak, in the grooves of the revolving record, reducing the friction to a minimum, and little wear will be on the needle. Further, it is claimed that "foreign" noises can be eliminated by using the "Velvet Tone" needle balance.

After postponing his departure abroad on May 25, being detained by special business, Paul H. Cromelin, managing director of Thomas A. Edison, Inc., Orange, N. J., for Great Britain and Ireland, sailed June 10, with his family, on the "Minneapolis," of the Atlantic Transport line. As will be remembered, Mr. Cromelin will make his headquarters in London, where he is well acquainted. Frank L. Dyer, president of the corporation, who originally intended sailing with Mr. Cromelin, has deferred his trip until later.

Frank E. Madison, of the legal department of Thomas A. Edison, Inc., Orange, N. J., attended the last and concluding series of international polo games on the grounds of the Meadow Brook Club, Long Island, N. Y., June 9, with a party of personal friends. As is known, the American team won the cup with a substantial score, and therefore Mr. Madison was a mascot.

Ellis Hansen, who has charge of the window display department of the Victor Talking Machine Co., has been receiving the sympathy of a host of friends on the death of his son, a bright young boy of 12 years, who was accidentally drowned about three weeks ago while swimming in the creek not far from his home in Camden, N. J.

TIMELY TALKS ON TIMELY TOPICS

Perhaps it is not generally known, but renting talking machines, like pianos or typewriters, is developing into quite a business. As yet not so much is heard of it, but dealers who have entered that field report results are very satisfactory. Some of the best-known firms in the country are exploiting machines along these lines, notably C. J. Heppe & Son, Philadelphia, Pa., freely and liberally advertise this offer, and other concerns are pushing this branch of the business on the "still hunt" plan. At first blush the method appeared to be in contravention of the standard agreement between the manufacturer and the dealer, but one of the best-known general managers, when the question was put up to him by *The World* the other day, promptly replied: "There is not anything in our contract to prevent the renting of machines. It is perfectly legitimate, and, for example, Heppe, of Philadelphia, advertises this plan extensively in the daily papers. There is enough in the contract as it stands without injecting any more restrictions." Possibly this is not a bad idea to broaden summer trade and ultimately create prospects.

This matter was being discussed by a group of dealers at a recent gathering, when none of them seemed to favor the proposition. One experienced man, who has been in the business many years, said: "That scheme does not strike me as real, good business. The chances of injuring a machine, in my opinion, are too great, and the loss exceeds the profit, because the machine becomes second-hand. Although I must admit that if a stock—limited, of course—is accumulated, possibly it would work out all right, and be a feeder for the sale of records. I have no objection to loaning a machine, providing records are bought, otherwise not." Another shrewd dealer, who had been listening, remarked: "I can beat that. If a church, or a social gathering, or a club, are figuring on a little entertainment with a talking machine, I gladly furnish everything free and have a bright young fellow play the records, answer questions, and be all around agreeable; and let me tell you I have sold many a machine in just that way. It pays every time, and you bring the line to the attention of people who perhaps have heard of its wonders as a means of entertainment and diversion, but have never had the opportunity of having it placed before them without, as they think, placing themselves under obligations to buy on the spot. There are a lot of desirable prospects who are rather backward about going into a store and asking to have a lot of records run off unless they possess a machine and go in to select records. At these semi-public gatherings they feel at liberty to ask questions, get interested, and the first thing you know they walk in your place some day and place a nice order."

Carrying out this summer business thought a little further, it is remarkable what a difference there is between lines followed by different dealers, as revealed in their local newspaper advertising, to arouse curiosity, primarily, or carry home conviction. Beyond the bare announcement that they carry a full line of everything, etc., etc., not much is added. The appended, from a recent advertisement of the Aeolian Co., is appealing, to say the least, and furnishes food for reflection: "Summer time is Victor time. Afloat or ashore, camped in the fragrant woods or lazing through a hot evening in town, the welcome music of the Victor fits in perfectly with summer's relaxed mood. Victor music is the happy music of summer time, informality and convenience. You can carry a Victor anywhere—put it anywhere—play anything. Bits from your favorite operas, familiar melodies of your youth, or song hits of the theatrical season just past are yours with a Victor to make the buoyant spirit of vacation time complete." The "ad" carries a picture of a Victrola with an alluring summer scene of the family and guests attentive listeners to the music. There is originality

and snap in this kind of advertising, besides it reflects culture and refinement.

Reference to the Aeolian Co. is a reminder of what Henry W. Pinner, manager of their talking machine department, remarked to the writer at the close of Mrs. Clark's address in the Waldorf-Astoria, New York, June 8. He said: "This is a great field the Victor is entering upon in connection with the schools. You remember the Aeolian Co. carried on the same educational work years ago, when Carroll Brent Chilton, now in Europe, visited the colleges and leading institutions of learning throughout the country, delivering lectures upon and demonstrating the Pianola. His missionary efforts were very effective and successful, for it opened up new channels for sales. Probably this might have come about eventually in the ordinary course of business, but Mr. Chilton's energetic efforts expedited interest in the Pianola as possibly nothing else could have done, and he also most emphatically made clear that there was only one Pianola manufactured, and that it was the exclusive product of the Aeolian Co. Of course, there is a considerable difference in the price of a Pianola and a Victor, and therefore the sales will be on a much larger scale, naturally. I believe the Victor Co. are on the right track in this school campaign, and it will develop a large business for the trade at large." When Mrs. Clark was in New York she made her headquarters at Aeolian Hall, where she had every facility for receiving visitors and looking after the preparation of her addresses.

While the trade knew that Thomas A. Edison took an active part in the management—at least by advice and suggestion, if nothing more—of the various manufacturing enterprises centered in Orange, N. J., he has never appeared as an officer. Since the formation of Thomas A. Edison, Inc., however, which includes, in corporate form, the production of Edison phonographs and records, Edison primary batteries, Edison kinetoscopes and moving picture films and Edison business phonographs, he has taken the place of chairman of the board of directors, a post he is eminently fitted to fill. Mr. Edison, besides being a world-famous inventor and investigator, is also a sound business man, a rather rare combination.

At the annual convention of the National Association of Piano Dealers in Chicago last week, among other valuable papers read was one by O. K. Houck, of the O. K. Houck Piano Co., Memphis and Nashville, Tenn., on the one-price question. This is an old topic in piano circles, but Mr. Houck, after detailing his company's experience in the "before and after" stage, so to speak; that is to say, selling pianos at any price that could be had, and placing an absolutely fixed price on every instrument, according to grade, quoted the practice followed by talking machine manufacturers in maintaining their selling figure. To be sure, Mr. Houck explained that the Columbia, Edison and Victor and other machines were protected under their patent rights; but this in no wise weakened his argument, because he made it clear that this practice met with the universal approval of this line of business. Prices could not be cut, and when this fact was realized, and not fearing any demoralizing competition of the kind, the dealer's success depended upon his individual energy and enterprise. Piano merchants who handle talking machines have no trouble in seeing the point of the application and how successful it has been in preserving their business from irregular and dangerous encroachments.

A distributor carrying on an extensive trade said that with the growing popularity of the so-called cabinet concealed horn or hornless machine, the horn machine would eventually cease to be much of a factor in the trade. He said sales of horn machines had fallen away, his dealers ordering the cabinets, whenever they could be had, in

preference. With the introduction of the latter at lower prices this tendency was becoming more marked. While this may be true, in a sense, still there will always be a market, and a good one, for the machines with the outside horn. It takes all kinds of people to make up the world, and as the philosopher remarked, it is wiser to take men as you find them and not as you want them.

The Dictograph was the apparatus used by Wm. J. Burns, the famous detective, to catch the alleged grafters of the Ohio Legislature. Somehow this device became confused with the Dictaphone, and it received the credit for the remarkable services rendered. The Dictaphone is for taking dictations and transcribing correspondence—excellent in every way, to be sure—but the Dictograph is an application of the telephone and is spoken of as the most sensitive instrument made to convey sound. For example, one can give a message clearly and distinctly to any one located out of the room without using the transmitter, or a conversation or a meeting can be listened to in another room without being present and also take part in the conversation. The speaker does not speak into anything, does not hold anything in his hand or to his ear, but speaks in an ordinary tone of voice within any distance, from three to fifteen feet away from the Dictograph, the sound concentrating receiving instrument being as sensitive to sound as the human ear. For the transmission of sound the Dictograph, while it has no bearing on this trade, is a wonderful discovery in acoustics. The Columbia Co. have had no end of fun out of this error, as the Dictaphone was exploited, in connection with Detective Burns's efficient work, from one end of the country to the other in the newspapers.

The question of "Music at Meals" is discussed in a rather facetious fashion by G. S. Robertson in a current magazine. He offers some suggestions worth noting, inasmuch as the talking machine is nowadays augmenting if not rapidly superseding the small orchestra in the restaurants and dining rooms of hotels. Mr. Robertson says: "Conductors of restaurant bands, of which the talking machine is now quite and if not the important feature, should be careful to make their selections as abstract as possible. Sea music should be rigidly excluded—there are so many persons who cannot eat a comfortable meal on board ship. Military music does not help the digestion, I think. Sacred music may be safely tried, because the listener is in the same position as the church-goer—he cannot decently escape or protest. Vocal music has the disadvantage of being too specific. It is embarrassing to be treated to Tosti's "Goodbye" when you are only just commencing your hors d'œuvre. And, besides, vocal music labors under the disadvantage, for dining purposes, that the ordinary person, for some inscrutable reason, feels bound to stop talking and listen to. Instrumental music, on the other hand, invariably encourages conversation, and loud conversation, too, because you have to overcome the resistance of the orchestra; and active talk, they tell us, is especially good for the digestion. It will be found impossible to sit mum when a restaurant band is in full work, particularly when it is playing the overture to "Raymond." That piece is a favorite with theater orchestras, too, no doubt, for the same reason—you are obliged to discuss the play, otherwise you would have to listen to the music. Suppe's "Leichte Cavallerie" overture, the intermezzo from "Cavalleria Rusticana," the "Lost Chord" on the cornet, and several other pieces, which it would be tedious to mention, inevitably produce a similar effect."

When Paul H. Cromelin sailed for Europe June 10 many of his business and personal friends were at the pier to see him off and wish him all sorts of good fortune, as he deserves. Among them were Frank Dorian, of the Columbia Phonograph Co., and C. W. Woodrup, assistant secretary of the same company; Miss Lynda Heller, his former private secretary, and a group of the heads of departments from Thomas A. Edison, Inc., Orange, N. J., besides a large number of old-time personal friends.

CONVENTION OF TALKING MACHINE JOBBERS

Which Takes Place in Milwaukee, Wis., July 10, 11, 12, 13, 1911, Promises to Be the Most Successful in the History of the National Association—Program Printed Below Tells of Something Doing Every Day—Aside from Business There Will Be a Ball Game, a Banquet Followed by Dancing—The Industries That Have Made Milwaukee Famous Will Be Visited—Committees Appointed to Look After Proceedings Daily—President Whitsit's Letter.

Perry B. Whitsit, president of the National Association of Talking Machine Jobbers, has sent out the following letter to members:

"The fifth annual convention of the National Association of Talking Machine Jobbers is scheduled for July 10, 11, 12, 13, 1911, at Milwaukee, Wis. Our secretary and press committee have been busy for the past two months getting out attractive and convincing literature, endeavoring to bring together the largest body of talking machine jobbers that have ever attended a like convention. It is my desire that their efforts be rewarded, and when the first meeting is called, I confidently expect to look upon the largest and most representative body of jobbers that have ever attended our conventions.

"There will be many matters of much importance to take at this year's meeting. Each succeeding year since the formation of the association there have been big problems to solve at the annual meeting, but never since the association has existed have conditions been such, where as many jobbers were vitally interested, as this year. This fact alone should bring every jobber whose investment is a large one. Our entertainment committee report that nothing has been left undone that would add to the pleasure of a single member during his sojourn in Milwaukee. Our banquet promises to be the best that those who have attended other banquets certainly will not want to miss this one. Another feature which should do its share toward making the convention the banner one from point of attendance is the fact that for the first time the association has selected a Western city for its meeting place.

"The central location of Milwaukee I consider ideal. It is much more convenient for our far Western members than the extreme East has been.

"For jobbers over the Central States it is one night's run, and the Eastern boys have been longing for a trip to the West, having gotten tired of the regular routine of Atlantic City.

"As president of the association I urge every member to arrange his affairs now, so as to be able to spend the 10th, 11th, 12th and 13 of July in Milwaukee and help make this year's convention the biggest and best of all."

Convention Program July 10.

9.30 a. m.—Getting acquainted—lobby of Pfister Hotel.

11.00 a. m.—Address of welcome by Hon. Mayor Siedel in Red Room of the Pfister Hotel.

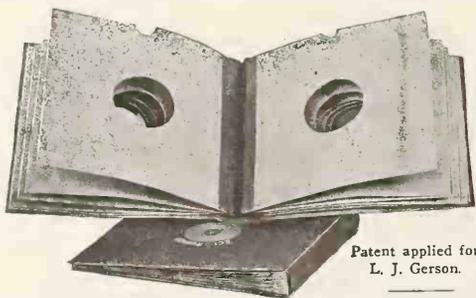
12.30 p. m.—Luncheon.

2.00 p. m.—Meeting of association.

\$1.20—SPECIAL OFFER—\$1.20

For Limited Time Only.

To Victor Dealers Only!



A Sample Ten Inch Echo Record Album—Latest 1911 Model, holding 16 Double-Face Records—will be mailed to any Talking Machine Dealer in United States (Carriage charges prepaid), on receipt of remittance with order. (Send Postal Money Order, Bank Draft or Certified Check.) Regular orders sent by Express collect or freight. Write for New Catalog and Trade Quotations.

ECHO ALBUM COMPANY
926 Cherry Street, Philadelphia, Pa.

6.00 p. m.—Leave Pfister Hotel for Schlitz's Palm Garden, where Dutch lunch will be served.

8.00 p. m.—Davisson's Theater, which is directly across the street from the Palm Garden.

Committee in charge of the day's entertainment, A. A. Trostler, chairman; H. H. Blish, Ross P. Curtice.

Second Day, Tuesday, July 11.

10.00 a. m.—Leave hotel for Pabst Brewery, where a cold lunch and "other things" will be served.

12.30 p. m.—Luncheon.

1.30 p. m.—Members will leave Pfister Hotel for Pcre Marquette Docks. Boat will leave at 2.00 p. m. and return at 5 p. m. Lunch will be served on board boat. Association meeting will also be held on board.

6.00 p. m.—Dinner.

8.00 p. m.—Members will leave Pfister Hotel for Dreamland Park.

11.00 p. m.—Open session at Schlitz's Palm Garden.

Committee in charge of the day's entertainment, Max Strasburg, chairman; Fred H. Putnam, Geo. D. Maiers.

Third Day, Wednesday, July 12.

9.30 a. m.—Leave hotel for the American Association ball park. Game will be called promptly at 10.00 a. m. Umpires, E. H. Philips, of the Thos. A. Edison, Inc., and H. C. Brown, of the Victor Talking Machine Co. Don't miss it.

12.30 p. m.—Luncheon.

2 p. m.—Meeting of the association.

5.00 p. m.—Members will leave Pfister Hotel in automobiles for Donges Grove.

6.30 p. m.—Chicken and waffle dinner at Donges Grove.

8.30 p. m.—Members will leave Grove in automobiles for a short ride.

10.00 p. m.—Open session at Schlitz's Palm Garden.

Committee in charge of the day's entertainment, Max Landay, chairman; J. N. Blackman, R. H. Morris.

Fourth Day, Thursday, July 13.

10.00 a. m.—Members leave Pfister Hotel for McKinley Beach. Bathing.

12.30 p. m.—Luncheon.

2.00 p. m.—Open meeting of the association.

4 p. m.—Members will leave Pfister Hotel for sight-seeing expedition about the city.

7.00 p. m.—Banquet—Fern Room Pfister Hotel.

10.30 p. m.—Grand ball—Red Room, Pfister Hotel.

Committee in charge of the day's entertainment, Geo. L. Mickel, chairman; Frank Davisson, Wm. H. Reynolds.

Special arrangements have been made for members desiring to spend the day in Milwaukee or Chicago.

Special guides have been appointed for parties wishing to visit Chinatown and other points of interest.

Special automobiles will be placed at the disposal of the ladies during the entire five days.

Other Committees Appointed.

Chairman McGreal, of the Arrangement Committee, has appointed the following committees to take charge of each day's convention doings:

General Reception Committee—B. J. Pierce, L. C. Wiswell, H. A. Weyman, J. N. B'ackman, J. C. Roush. This committee also will act as Reception Committee for the ball following the banquet.

Special committee for entertaining the ladies—L. J. Gerson, of Jno. Wanamaker, New York.

Mr. McGreal has also appointed a committee from the Milwaukee dealers who will act in conjunction with the different committees of the association, helping them wherever possible. Geo. Eichholz is chairman of this dealers' committee.

Practically everything is in readiness for the convention. The business sessions will no doubt be keen and of much interest to all concerned. It is the desire and hope of President Whitsit, as well as his fellow officers, that a large attendance be had.

VICTOR WINDOW DISPLAY FOR JULY 4.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 12, 1911.

The Fourth of July Window Display, No. 24, of the Victor Talking Machine Co., Camden, N. J., is now ready for the trade. It is elaborate and effective to the last degree, and the display in its entirety is very attractive and fully suggests the patriotism of the day. The large figures in the background are reproductions of the painting, "The Spirit of '76." The figures are executed in brilliant colors and hand painted.

The arch with center shield, immediately above these figures, is a beautiful conception of the firing line of the British and Colonial forces in one of the great battles of that wonderful conflict for freedom, the arch being supported by two columns of flags and patriotic records. Two eagles—emblem of freedom and strength—hand painted in colors true to life, measuring 28 inches from tip to tip of wings and holding price cards in their bills, are perched on the horns of the two Victors in front of the center piece. The signs on either side, draped with American flags, suggest the part the Victor plays in this glorious celebration.

FINAL MEETING OF CREDITORS.

Joseph Mellors, referee in bankruptcy, 528 Walnut street, Philadelphia, Pa., has notified the creditors of the Hawthorne & Sheble Mfg. Co., bankrupt, of that city, that the final meeting of the creditors will be held Friday, June 23, at 10 o'clock a. m., to consider and pass upon the petition of the trustee for leave to sell certain remaining assets at private sale, to consider and pass upon the trustee's account, to distribute the balance therein shown, to declare a dividend and close the estate, and to transact such other business as may properly come before the meeting.

E. R. SUES TAKES CHARGE.

E. R. Sues has become manager of the talking machine department of the Eilers Music House in Tacoma, Wash. He formerly traveled for the Victor Co. direct for several years, also for the Talking Machine Co. Chicago, under Mr. Geissler, and was also manager of the Victor department of the Wulschner-Stewart Music Co., of Indianapolis, and the Bissell-Cowan Piano Co., Chicago. Mr. Sues intends to make extensive improvements in the department of which he has just taken charge, and is featuring very strongly Victrolas, Amberolas and Grafonolas. He reports improving business in his locality.

Going right after the hard jobs makes it look a whole lot easier, and after the hard things are taken care of, all the other things look small and easy.

Yes, "Progressive retailing" means giving the customer what he wants and giving it to him quickly!

Regina Pneumatic Cleaners

Manufactured under the Kenney (Basic) vacuum cleaner patents.

HAND OPERATED AND ELECTRIC MODELS.

Handled with profit and satisfaction by thousands of dealers.

THE REGINA CO.

211 Marbridge Bldg., 34th St. and Broadway, New York
218 So. Wabash Ave., Chicago

IS CREDIT TOO CHEAP?

Here's a Credit Man Who Says It Is and He Tells Why in a Convincing Way—Terms Not Lived Up to—Why Enable a Poor Paying Customer to Compete with a Good Paying Merchant?—Some Timely Comments.

There is no department of the talking machine business that needs greater attention, or is receiving closer consideration from progressive members of the trade, than that devoted to credits. A healthy business, or a healthy industry for that matter, can only exist where credits receive intelligent attention. In this way the industrious, honest man is given a fair opportunity of conducting business without coming into competition with a man doing business on the capital of somebody else.

The subject is one of wide interest, and there is much in the following reflections of A. D. Thomas, of Youngstown, O., one of the wide-awake members of the National Association of Credit Men, who thus philosophizes:

"1. Perhaps it is natural greed for more than our share of the business that makes it so easy for the unworthy to get large past due balances on our ledgers. The fact that we have unwarranted ledger balances is patent to all of us. While this condition confronts us, we overlook the greater truth that if we were less generous, we would still, in the aggregate, sell as many goods as we do now. If we properly heed the signs on the business guideboards we would avoid many of the ruts and breakdowns that take so much of our time and energy to repair.

"2. A slow-paying customer is a bad asset and makes very unfair competition for your good customers in his vicinity. He hurts both ways. The fact that some of our competitors may be selling some half shaky merchant prompts us in taking chances of getting our money before the insolvent merchant gets into the adjustment bureau or the bankruptcy court.

"3. None of us is much slicker than the rest of

us. Each of us has had his own little successful raid on the depleted assets of debtors, but in the aggregate we are all losers. The great army of bill jumpers have, in fact, been 'putting one over on us with marked regularity.'

"4. The fault is entirely our own and is easily traced to two conditions, viz., credit is too cheap and personal pets too many. With a great deal of pride you printed on your billheads your terms, after you figured out with a great deal of care just what those terms should be, and just like the butcher who closes his eyes and loses his conscience and weighs his hand with every piece of meat he sells, you turn your backs on your sound business calculations and violate the laws you are forced to adopt for your own guidance and protection. Because we fail to follow that chart of safety we are entitled to feel ashamed of our weak-kneed attitude in not living up to the attitude we know to be right.

"5. The merchant with capital, collateral, character, capacity, and especially with competition, will gladly hail the day when distributors and wholesalers will develop sufficient backbone and business stamina to enforce the terms that prudence says forms the basis of all legitimate and successful business transactions.

"6. It is manifestly unfair to the merchant who pays his bills to have in his vicinity competition of the slow-pay order.

"7. Why do we enable a poor merchant to compete with a good-paying customer? The second-rater competes with a good, prompt-paying customer on the jobber's capital, or, in other words, the good-paying customer through easy credits indirectly supports his unworthy competitor.

"8. The credit department and collecting force is the easy medium through which this system so easily works. And right here—don't overlook that a credit department is of no earthly use unless the collection department is on the job every minute. The very best, most accurate, never-failing barometer is your own ledger account with the man who owes you too much. Do you run every order

through your ledger or do you take a chance? If the balance is past due do you have the backbone to have at least an understanding with the debtors?

"9. What did you do with the orders preceding the loss on your largest failure last year? You took a gambling chance and lost. History repeats itself. Gambling always ends disastrously and so does a bad account."

"CLEANRITE" RECORD BRUSH.

This, Hereafter, Will Be the Title of the Record Brush, Known as the "Place."

An important announcement appears elsewhere in the advertisement of the Blackman Talking Machine Co. this month. Their line of record brushes which were formerly called the "Place" will hereafter be known as the "Cleanrite" record brush, which name has been trade-marked. No change will be made in the brushes, and for a time they will be supplied with the "Place" stamp and labels until the present stock in hand is exhausted. The business demand for the Blackman specialties broadly considered, is excellent, and a spirit of optimism prevails regarding the business outlook for summer and fall.

Early in the month the Columbia Phonograph Co., General, notified their dealers that they had ready for immediate sale another one of the hits entitled "By the Saskatchewan," from "The Pink Lady." This selection is sung by Andrea Sarto, with chorus of women's voices. Mr. Sarto is a baritone of extraordinary ability and in this record he has certainly done himself a great deal of credit. This record, A1024, is listed on the August supplement at 75 cents and contains on the other side, "The Widow Wood," by the Columbia Quartet, which is also a most pleasing selection.

The company have also remade the following 10-inch selections: No. 19326, "The Palms"; No. 19355, "The Holy City"; No. 19356, "Ben Bolt"; all tenor solos by Henry Burr, with orchestra accompaniment.

**New Idea Cabinets
FOR
Victrolas IX, X and XI**



IX A
Capacity 200 10 or 12-inch records



IX B
Capacity 100 10 or 12-inch records



X
Capacity 140 10 or 12-inch records



XI
Capacity 140 10 or 12-inch records

WE have been forced to triple our capacity in order to meet the big demand for our line of Victrola cabinets to match. They have anything else of the kind beaten a hundred miles, in both attractiveness and salability. The retailer can sell one with every IX, X or XI without any trouble at all.

We make them in Birch, Mahogany Finish, Solid Mahogany five-ply veneer, or any style finish oak.

Our patent sliding files can only be drawn out far enough to admit taking out and replacing records. They are faced and finished to match cabinet.

Write for Catalog and Discounts.

**LAWRENCE MCGREAL
MILWAUKEE, WIS.**

Columbia Indestructible Cylinder Records quickly secure an *unbreakable* hold on the owners of cylinder machines, and keep their interest from *wearing out*. The average cylinder buyer sees their advantages inside of *2 minutes* and in *4 minutes* you have his record-money.



Columbia Phonograph Co., Genl., Tribune Building, New York.

DEFINING THE WORD SUCCESS.

Thousands of Dollars Have Been Offered for the Best Definition and Thousands of Persons Have Tried Their Hands and Brains to Answer It—A Lincoln Woman, However, Has Nearly Hit It Right.

From time immemorial people have been trying to define the word success—what does the word mean and what is the thing itself? Magazines and newspapers have offered prizes for the best definition and thousands of persons have tried their hand and brain in the effort to adequately describe it. A Lincoln (Neb.) woman has recently won a prize of \$250 for having entered what was considered the best definition in a contest held by a Boston firm. Her answer was as follows:

"He has achieved success who has lived well, laughed often and loved much; who has gained the respect of intelligent men and the love of little children; who has filled his niche and accomplished his task; who has left the world better than he found it, whether by an improved poppy, a perfect poem or a rescued soul; who has never lacked appreciation of earth's beauty or failed to express it; who has always looked for the best in others, and given the best he had; whose life is an inspiration; whose memory a benediction."

What a comprehensive definition that is. There

For Sale.

Exclusive Talking Machine Department For Sale.—Edison and Victor goods; in town of 40,000 inhabitants in New Jersey; doing good business; low rent; will sell at invoice. Address "P. P.," care Talking Machine World, 1 Madison Ave., New York City.

To Mr. Talking Machine Dealer.

2,000 Edison Standard Records.
1,000 Edison Amberol Records.
12 New Late Machines,
6 Record Cabinets,
3 Record Wall Cases for Records, also trays.

These will be sold at a bargain. For full particulars, address SMITH MUSIC STORE, 212 4th St., Parkersburg, W. Va.

Opportunity to Buy.

Talking Machine Department For Sale.—Invoice about \$4,000 of Victor and Edison Goods in good town of about 30,000 inhabitants in California. Rent reasonable. Easy terms. Address "735," care Talking Machine World, 1 Madison Ave., New York City.

Talking Machine Man.

Thoroughly familiar with Victor and Edison goods. I. C. S. Language Phonographs. Edison and Columbia dictation machines. Small Musical Instruments. Good correspondent and advertiser. Speaks German, Spanish and French. Thirty years old. Married. Wants executive position on salary and commission or profit-sharing. Address "EXECUTIVE," care Talking Machine World, 1 Madison Ave., New York City.

For Sale.

My services as Manager of your Talking Machine Department; am 25 years of age, ambitious, energetic and am familiar with many new ideas for getting business; have 9 years' experience in the business. Can arrange for personal interview for those interested, who will attend the convention in Milwaukee. I will be there. Will work for salary or commission. Address "549," care Talking Machine World, 1 Madison Ave., New York City.

is no limitation put upon human effort here. And, what is better still, to accomplish all or even a part of what is suggested in this definition were worth the supreme effort of any man. There is no laudation here of material things, save and alone as they may contribute to man's spiritual improvement or to his ability to promote the happiness of others. The accumulation of money, the control of vast interests, political power, intellectual attainment, are not even hinted at. None of these, in the mind of the Lincoln woman, constitutes success. One may have any or all of these and still be poor in spirit, lacking all that makes life worth the living. But to live well, to bubble over with joy, to enter into the pleasures and pains of others, sharing of each in that spirit of helpfulness that makes all men kin, to love true and deep and long, this is success, for it constitutes all there is in human life after all.

In this strenuous age of endeavor we are apt to put limitation upon our effort. We are taught from our infancy up to specialize. Some of us come into manhood's estate with the impression that money spells success, influence, happiness predominating in our minds. To get money, therefore, we sacrifice all else. Others of us seem bent on worldly pleasures alone, spending money, time, energy, for these, only to discover in the end that all is vanity and vexation of spirit. And in this constant striving after money or pleasure we eventually reach the point where nothing short of excess gratifies. Like the man who drinks steadily the habit grows on us until nothing short of intoxication satisfies. We do not hear the humming of the bees, the singing of the birds, or note the beauty of the bursting bud. Seeking only for the gratification of self we miss the source of greatest pleasure, unselfish contribution to the joy of others. It would be well for us all if we could take the definition of success, furnished by the Lincoln woman, as our own, arriving as nearly as possible of its full meaning.

OPENS ON BROADWAY.

I. Zion, who started on the East Side, New York, a few years ago, has gradually progressed so that recently he has opened a store of proportions at 2300 Broadway. In the three years he has been in business Mr. Zion has made a mark for himself that is gratifying to the Victor distributors, for the Victor is the only line he handles.

Merwin E. Lyle, of the executive force of the Columbia Co., is now in charge of the duties formerly looked after by Paul H. Cromelin. That is to say, he is giving his attention to copyrights and other cognate matters.

Victor H. Emerson, manager of the recording laboratory of the Columbia Phonograph Co., General, who has been on the Pacific coast since the middle of May, will be in New York next week.

Advertising vitalizes business by giving the thoughts of your customers new directions. It halts the vagrant fancies of the inert, and starts their imagination until they are alert to the good points of your merchandise and prices.

"PRONOUNCING DICTIONARY"

Issued by the Columbia Phonograph Co. for the Use of Jobbers, Dealers and Salesmen—A Copyrighted Work Which Will Prove Exceedingly Useful and Instructive.

A "Pronouncing Dictionary" has been issued by the Columbia Phonograph Co., General, New York, for the education and use of salesmen, jobbers and dealers, and which has been copyrighted. It is not every one who can readily and correctly pronounce the names of the operatic artists or the titles of the operas and specific selections therefrom. This is the purpose of this little dictionary, which contains twenty-four pages and cover.

In the preface the following pertinent remarks appear: "There is a big difference between the customers who buy the regular run of catalog selections and the customers who want nothing but classical music. The latter are well posted on what has been produced in grand opera and the quality of the voices of the different singers. It is a good thing to remember that those customers are all from cultured homes and high-grade music has been part of their education. Therefore don't make mistakes in the pronunciation of the names of artists. That's a break every time."

The company have as an aid to dealers and salesmen compiled this glossary, presenting a phonetic spelling of the names of artists, composers, operas and selections, as closely as possible approximating the sounds of the foreign words to an intelligible English pronunciation. They are arranged in alphabetical order, and with the selections also appears the catalog number of the Columbia record.

It is one of the most practical publications ever issued by the Columbia Co. and for its purpose is invaluable.

TALKING MACHINE EXPORTS.

The Figures for November Presented—Reports Show Strong Gain in All Departments of Industry—Some Interesting Figures.

(Special to the Talking Machine World.)

Washington, D. C., June 8, 1911.

In the summary of exports and imports of the commerce of the United States for the month of April (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for April, 1911, amounted to \$231,160, as compared with \$183,258 for the same month of the previous year. The ten months' exportation of talking machines, records and supplies amounted to \$2,516,579.

Begin no business until you have the necessary capital at your disposal for establishing the enterprise on a substantial basis. Wait and save until you have enough money for a successful start.

THE OUTLOOK IN MILWAUKEE.

Trade Situation Analyzed—Collections Are Excellent—Wisconsin Talking Machine Co. Take Victor Jobbing Agency—McGreal to Push the Edison Line—Preparations Completed for Jobbers' Convention—New Idea Cabinet Co. Enlarge Operations—Amberola Entertains Merchants on Annual Trip—Open Air Victor Concert—Other Items.

(Special to The Talking Machine World.)

Milwaukee, Wis., June 10, 1911.

While the local retail talking machine business is a little slow at the present time, the prospects for a brisk summer trade are especially bright. The extremely hot weather which Wisconsin experienced in May last year, more than a month sooner than usual, tended to bring about the usual hot weather slump much earlier. Preparations are now under way for the opening of the summer resort season, a period which always means a big increase in business for the Wisconsin talking machine dealer. Wisconsin and surrounding territory is sprinkled with alluring lakes and people all over the Middle West flock here for their summer outings just as soon as the public schools close for the year. Milwaukeeans are now placing some fine orders for machines, records and supplies, while the prospects for future business in this particular field were never brighter than at the present time.

Indications are that the jobbing business is not quite as brisk as it has been during the past two months. Dealers all over the State have been ordering fairly well for some weeks and now are generally well stocked up in anticipation of a good summer trade. The new machines on the market in the various lines have done much to add new life to the jobbing business, as dealers have been anxious to keep their stocks strictly up-to-date.

One of the brightest features of the situation at the present time is the fact that collections are entirely satisfactory. The gradual but healthy improvement that has been taking place in industrial circles of the State, combined with the unusually bright crop outlook, seems to have worked wonders in loosening money in all lines. The recent Supreme court decisions have done much to create confidence in the larger lines of business and investment, and the result has been beneficial all along the line. Milwaukee, particularly, is feeling the results of this optimistic feeling. This city is distinctly a center for the manufacture of heavy machinery for the use of the great industrial concerns all over the world, and increased activity in this field has resulted in the placing of big machinery orders long held up. The Allis-Chalmers Co. this week secured an order for pumping machinery involving more than \$300,000.

A deal of more than ordinary interest in Wisconsin talking machine circles has just been consummated by Lawrence McGreal, well-known talking machine jobber of Milwaukee, who has disposed of his jobbing interests in the Victor line to the Wisconsin Talking Machine Co., a newly-incorporated concern, and will now devote his entire attention to the Edison line. The Wisconsin Talking Machine Co. has been incorporated by Miss Gertrude Gannon, sister-in-law of Lawrence McGreal, the present owner of the McGreal retail store, and Fred Watson, of Dixon, Ill. Quarters have been leased in the McGreal building, 174-176 Third street, where the entire third floor has been secured for office and wareroom purposes. Harry Fitzpatrick, one of the Victor Talking Machine Co.'s best-known travelers, will be in active charge of the new company, assisted by Miss Gannon, who will divide her attentions between the jobbing business and her retail store. Joseph F. Gannon, a brother of Miss Gannon, who has been in charge of the new retail talking machine department recently opened by the William A. Kaun Music Co., will be in active charge of Miss Gannon's retail store.

Lawrence McGreal, who is now occupying the entire fourth floor of his building, is enthusiastic over the success which he is meeting with in the Edison line.

"Our disposing of our interests in the Victor line for the purpose of confining our entire atten-

tions to the Edison output is in line with the movement about the country for jobbers to become affiliated with only one line," said Mr. McGreal. "Wisconsin has always been a strong Edison State and a large percentage of our business has been done in this line. In view of this and considering the fact that the new Edison disc machine will soon be placed on the market, we feel that we were justified in selecting the Edison line."

E. F. O'Neill, of the Victor Talking Machine Co., was in Milwaukee recently on business relative to the change of Victor jobbers.

Indications are that the fifth annual convention of the National Association of Talking Machine Jobbers, which will be held in Milwaukee July 10, 11, 12 and 13, will be one of the most successful in the history of the association. Local jobbers feel that topics of more than ordinary interest are scheduled for discussion, while they are to leave no stone unturned in making the social side of the gathering one long to be remembered by the visitors. J. C. Roush, of the Standard Talking Machine Co., of Pittsburg, secretary of the jobbers' association, who was in Milwaukee recently completing plans for the gathering, says that Milwaukee is an ideal location for the convention, being convenient for both the East and the West, and he is confident that the attendance will be unusually large.

Miss Gertrude Gannon, Milwaukee's new talking machine jobber, has returned from a business trip to Iowa City, Ia.

"Demand for the hornless machines is steadily increasing," said J. H. Becker, Jr., manager of the talking machine department, 306-308 West Water street. "The Victor hornless machine, style IX, will create a new demand in the talking machine business among the moderate classes. Although we have not had the Victrola No. IX in stock, I have succeeded in selling a half-dozen of these machines from a pamphlet issued by the Victor Co. I am confident that horn machines will be things of the past within a very few years.

"The Victor Talking Machine Co. in sending around their expert repairmen to give instructions are doing something that every dealer ought to appreciate. The average dealer always finds that he has something to learn that will prove valuable to both himself and customer."

The New Idea Cabinet Co. have started operations in their recently acquired plant at 3306-3308 North avenue, where facilities are such that at least 150 more cabinets per week can be turned out than in the former Fourth street establishment. New equipment throughout has been installed. William Schmidt, formerly traveling representative of Lawrence McGreal, will now confine his entire attention to the manufacture of the "New Idea" cabinet, an invention which he perfected. Mr. Schmidt reports some very fine orders from about Wisconsin and the West in general. The company are now giving special attention to two new styles of cabinets intended for use with the new Victrola IX. One has a capacity of 160 records and the other a capacity of 100 records.

One of the main features in the way of entertainment enjoyed by the 132 members of the Merchants and Manufacturers' Association who took this year's annual trip was offered by Lawrence McGreal and an Edison Amberola machine. Mr. McGreal took a big supply of records and a "New Idea" cabinet and he naturally proved to be one of the most popular members on the excursion. This year's junket was made through northern Illinois, southern, western and northern Wisconsin and northern Minnesota, and proved an excellent advertising feature for Mr. McGreal and his line. The well-known jobber makes the trip each year and always makes a fine array of sales as a direct result of the advertising.

Probably one of the first open-air talking machine concerts held in Milwaukee this season was given by J. H. Becker, Jr., manager of the talking machine department of the Hoefler Mfg. Co. Mr. Becker entertained a party of friends at his home, 46½ Thirtieth street, some time ago, and during the course of the evening placed his Victrola on the front porch. A crowd of more than 200 people gathered in no time and Mr. Becker says that it was one of the best Victrola advertisements which he

has handled this season. It excited much interest.

Among the recent visitors at the store of the Hoefler Mfg. Co. were: Roy J. Keith, of the Talking Machine Co., Chicago; W. Gibbs, of the Wur-litzer Co., Chicago; Mr. Schwenker, of the Victor Talking Machine Co., and E. F. O'Neill, of the Victor Talking Machine Co.

Anton J. Stiller, Jr., well-known talking machine dealer of Green Bay, Wis., accompanied by his bride, spent a few days in Milwaukee recently while on his wedding trip.

W. F. Notbohm, Edison and Victor dealer of Oconomowoc, and Walter J. Augustine, of Fond du Lac, were among the Wisconsin dealers who were recent Milwaukee visitors.

The rather unique experiment of a druggist carrying a talking machine line is being carried out by F. M. Charlesworth, a prominent druggist of Kaukauna, Wis., a former president of the Wisconsin Pharmaceutical Association. Mr. Charlesworth is so confident that he will meet with suc-

SONORA Automatic Stop



Another Important Sonora
Feature, also Available for
all other Disc Machines.

The Only Positive Automatic
Stop in Existence.

(Patents applied for throughout the world.)



List Price \$5

This attachment may be set to act directly after the tune is finished—a positive necessity after its advantage is once realized. Among other things, it will count the grooves on the record for you, which is essential.

Anyone can adjust it, and it may be attached to ANY disc Talking Machine.

Every Talking Machine of value will have an Automatic Stop the moment we can get its owner to realize the merit of the attachment.

Sonora has done more toward the Mechanical development of the disc Talking Machine than all the other companies combined.

The strength and merit of Sonora's inventions do not consist in their being described in legal lore incomprehensible to the layman, but their value is at once apparent.

Our capacity for manufacturing this attachment will be limited at the beginning, and those desirous of placing their orders should not fail to do so without delay, as they will be filled in the rotation received.

For further particulars, write to

Sonora Phonograph Co.

(Sole Mfrs. and Patentees)

78 Reade Street, New York

In the whole trade *there is no substitute* for the Columbia Grafonola "Regent" (\$200) except the new "Regent Junior" (\$150). And they both now have the whole mechanism in a drawer instead of under a lid.



Columbia Phonograph Co., Genl., Tribune Building, New York

cess in his new venture that he has torn out his soda fountain, generally regarded as indispensable to the modern pharmacy, and has installed his talking machine department in this corner. It would seem that jobbers might find at least one druggist in every town or city in Wisconsin who would be glad to install a talking machine line.

Probably for the first time in the United States the unique little post card records are being demonstrated in the talking machine department at Gimbel Bros.' Milwaukee store. The firm's toy buyer on a recent trip to Germany saw the cards being used on a disc machine in a little province in

Prussia, and immediately saw a chance to secure an unusual advertising scheme for the talking machine department of his store. He purchased a quantity of the cards and now these are being sent out complimentary by L. C. Parker, manager of the talking machine department.

Some excellent sales of Victor V machines to schools in and near Milwaukee are reported by L. C. Parker, manager of the talking machine department of Gimbel Bros. During the past two weeks Mr. Parker has installed these machines in the Fifth District, No. 1; Eighth District, No. 1, and Twenty-third District, No. 2.

New records will be made of many standard songs by voices that you will be glad to hear the children imitate. Records will be made of songs suitable for the kindergarten and primary grades.

A splendid list of marches for schools and various rhythms for calisthenics and gymnasium exercises, by full band or orchestra, will be found most useful for accompanying this work. It is hoped that records may be made for the folk-games and dances, for schools, social centers and public playgrounds.

Short and interesting stories of the operas will be prepared for telling or reading to the children while the records of operas are being played.

Short biographical sketches of the singers will be given, so that the children may come to know them as real persons. Some records will be made for teaching the correct reading of many little classic poems or prose selections found in our school readers.

Some standard school songs will be sung by trained boys, to show the ideal child tone.

The educational department will be conducted on the highest possible plane of professional standards. Nothing short of the best will be presented to the schools, and no effort spared to make this movement efficacious and epoch-marking in the history of school music in this country.

All earnest American musicians and educators look forward to the day when America shall have become the musical center of the world. This can come about only through the education of the masses, to know more music and to know more about music in the future than in the past.

The young, vigorous citizens who will mold our nation's policies in the next two or three decades are sitting to-day in our schoolrooms. What are we doing for their culture and refinement? Are we utilizing the sharp appeal to the aroused intellect that comes through the study of music, the definite appeal to the imagination, the emotions, the heart power, which is two-thirds of life? The "Victor" in the schools offers one very valuable key to these questions. Will you help the movement for a musical America?

NEW EDISON RECORDS BY LAUDER.

The new Lauder Amberol records recently announced by Thomas A. Edison, Inc., Orange, N. J., for sale beginning the early part of June include two of Harry's new songs in which he has made a tremendous hit "across the pond." They are "The Scotch Errand Boy" (Amberol No. 12,339), and "Just Like Bein' at Home" (Amberol No. 12,342). In the first named, Lauder impersonates a Scotch youth in a manner pleasantly reminiscent of his famous "I'm the Safest o' the Family." The by-play between verses is unusually laughable. "Just Like Bein' at Home" is a happy march song which demonstrates that Lauder has a remarkably fine voice which he can use with excellent effect when he wants to.

The other records in the list are: Nos. 12,320, "Roamin' in the Gloamin'"; 12,359, "Mr. John Mackie"; 12,562, "That's the Reason Noo I Wear a Kilt"; 12,372, "The Weddin' o' Sandy Maenab."

THE CULTURAL SIDE OF SCHOOL MUSIC WITH THE VICTOR

By Francis Elliott Clark.

The educational world has long understood the refining influence of music, its uses as a disciplinary and esthetic agency; but it has only been of recent years that its educational value has been well understood.

There is no other subject in the curriculum that touches the developing nature of the child in so many places as does music. Even after seventy years of successful trial and experiment, we are still using school music for less than half of its real value.

It is a well-known psychological fact that the eye-power of a child in infancy and early childhood is weak. He sees things large and inaccurately. We have learned not to be shocked, nor to punish the little one who exaggerates all he sees—whose bears and giants assume such wonderful proportions.

The muscles of the hand are also very weak, as well as the muscles of the body. Many children find it difficult to skip or dance, or do any definite action work, and we have learned to refrain from asking the child to do small detailed tasks. We now allow him to write large, to draw in long, indefinite lines, to fold and weave large models.

What of the ear at this period? In contra-distinction from the other faculties, the sense of hearing is very keen in early childhood. "Little pitchers have big ears," has in it more of truth than proverb.

In early years, nearly all information comes into the mind by way of the ear-gate. This stands wide open for all comers, good, bad or indifferent travelers from the sound world.

Nature has shown us with amazing clearness how to best begin our work in education, but we have not always understood her wireless message.

If music is ever to be a real force in human life it must be brought to the concrete possibility of being heard, loved and learned in childhood.

If we are ever to be musical and cultured, good music must be about our children as freely as air; must be used as language is used, universally and understandingly.

In America, land of magnificent distances, it is quite out of the question for our children, or grown-ups, either, to hear the great music of the

world sung and played by the master artists.

Our fathers, and most of us, waited until maturity for this enlightenment, and lost thereby much of the keenest pleasure in life, that subtle something that enriches the German art life by long familiarity with the really great in music.

A child should know the music of the world as he knows its history, its civilization, its dynasties and kingdoms, its poetry, art and literature.

Modern science has provided a way to make this possible.

The Victor, in its perfection, brings to our doors, to our school doors, this wealth of the accumulations of music of centuries. "We the heirs of all the ages" Tennyson sang, and it is true in music as in the other things that go to make our present-day living so wonderful and "Worth a cycle of Cathay."

The Victor Co. have established an educational department to foster and develop the use of music as a force in education.

It is our aim to furnish to the schools of the country the means for hearing the finest music, and to present material for teaching purposes, which will aid the grade teacher in teaching folk-songs, patriotic songs, art songs, etc., to her pupils, and will augment and embellish the work of live and wide-awake supervisors who move forward with the trend of the times.

We have been deluged in recent years with the cheap music of the nickel show, the musical comedy, the musical plays and so-called "operatic" extravaganzas. The children hear this catchy, trifling music that lasts but a day, everywhere, on the street, in theaters, and alas! in many homes, and, unless taught better things, imagine that such is real music.

To combat this pernicious influence, we must fight fire with fire, and make it possible for them to hear such quantities of the beautiful things in music, as to effectually crowd out the desire and taste for the bad, the poor or the merely inconsequent.

Catalogs will be classified as to composers and authors. Suggestive programs of songs of nations given and programs illustrating chronologically the history of song.

OUAKER CITY NEWS.

Trade During the Past Month Was Not Overbrisk—June Shows Improvement, However—Wanamaker's Talking Machine Department Fitted Up and Well Arranged—Columbia Co. an Exception to General Complaints—Weymann Establishes Many New Dealers.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 8, 1911.

The talking machine business in Philadelphia during the month of May was not up to the satisfactory results that credited to the previous four months of the year, and the dealers are somewhat disappointed. They naturally expect the business to drop off some during the summer months, but as the first four months showed such a striking advance over the same months of last year, when they came to figure out that the May of this year was not as good as the May of last year, it set them thinking as to the cause. No one seems to be able to assign any reason for this, other than that business generally is pretty bad at present. Then, another thing to be considered is that the dealers last year had certain propositions which they were using to stimulate trade, and during May of this year they really had nothing to talk about.

There is not much discouragement shown, for June has started in with a show of considerable revival, and the talking machine men believe that this month is going to show considerably better returns than June of last year.

The Wanamaker talking machine department has finally been established in new quarters. This was promised almost a year ago, but was only able to be carried out in May, and the department is not yet entirely finished. There is every evidence now, however, to show the great extent to which the firm expects to engage in the business in the future. The department is located on the west side of the second floor of the store, just off from the piano department, and to show its vast proportions there are more than 6,000 square feet devoted to the department. The most striking feature is the magnificent Dutch room, with all the handsome carvings as taken from a German castle, which was first exhibited in this country at the St. Louis Exposition. This room is furnished as nearly as possible as it was in the original, and with an artistic arrangement of the various styles of talking machines it is truly a room of much interest, and has been attracting a great many visitors.

The department, as now arranged, has ample space for any amount of business. Manager Louis Jay Gerson has been very active in getting the Philadelphia department into shape as rapidly as possible, and as he now has an able assistant in W. C. Holzbauer, formerly with J. E. Ditson & Co. in this city, he expects easy sailing from this on.

Mr. Gerson, in speaking of the success of the Victor at the Wanamaker store, said: "Do you know that many of the sales made at the Wanamaker stores are to people who are sent to us by our regular customers? They come in and say I was at so-and-so's house last night and heard Caruso sing 'Vesti la Giubba,' or the 'Siciliana,' or some other number, and ask if you will please let them hear it again, and before many minutes have gone by another Victrola and a good lot of records are on the way to another home, and will in time send us more customers, and so on and so on in an almost endless chain. There is not another proposition like it in the world. Why, there is hardly a day goes by without our selling two or three customers who have come to us because they heard the Victor at a friend's house a day or two previous."

Miss Mary E. Vogt, the accomplished pianist of the Wanamaker store, is rendering the talking machine department splendid assistance at their weekly concerts by playing the accompaniments to the Victrola on the organ.

A number of jobbers throughout the country have visited the Wanamaker talking machine department within the past week. Among these were Lawrence McGreal, of Milwaukee, Wis., and Miss Gertrude Gannon.

The management of the Heppe talking machine department reports that business at their house in May was rather quiet. They have held their own, but have nothing about which to brag. Manager Elwell says it is pretty hard to say to what to attribute this condition. No one seems to give any logical reason. People are getting ready to go away to the seashore and are not indulging in luxuries. They have, however, been doing a lot of packing and shipping of talking machines to people who are going away.

Louis Buehn & Brother report that "business could be better." They have their Pittsburg house open and are doing a very satisfactory business there, with Edmund Buehn in charge. Mr. Buehn believes the new Victor \$50 machine, a sample of which he has received, will be a winner.

Recent out-of-town visitors were: Fred F. Cramer, of Allentown; George Keller, of William H. Keller & Son, Easton, Pa., and Charles Swartz, of W. P. Swartz, of York, Pa.

W. H. Doerr, manager of the talking machine department at the Weymann store, established five new dealers during May. They are awaiting anxiously for the new Victor No. 9s, and have already taken several orders for this instrument from the sample.

Manager Henderson, of the Columbia Phonograph Co., reports that the local business of his house has been very good during the month of May, and that the business through their out-of-town territory far exceeded their expectations. They had last week a very fine Dictaphone display in their show windows, and it attracted a great deal of attention, as well as considerable business. In fact, their Dictaphone business has been showing a very satisfactory advance. Mr. Henderson was in New York several days last week.

The Columbia people have just been installing a new system of lighting through their entire building, and they are commencing already to prepare for a big fall business. R. B. Cope has just started on a trip up the State. W. J. Robinson, who was formerly manager of the Monarch Typewriter Co. in Pittsburg, has become identified with the Columbia Dictaphone end of the business in this city. Otis C. Dorian, of the Columbia house, left on Saturday of last week for a two weeks' vacation, which he will spend at New Egypt, N. J.

MORE EDISON RECORDS FOR THE POPE.

His Holiness, Pope Pius X, is so pleased with the Edison Idelia phonograph presented to him recently by Chevalier Bocchi, managing director of Ashton & Mitchell's Royal Agency, of Old Bond street, London, on behalf of Mr. Edison and Thomas A. Edison, Inc., Orange, N. J., that he has ordered a further supply of records to be sent him forthwith. His Holiness, after listening to the selection of records which accompanied the outfit when presented, observed: "It is really quite marvelous; the tone is wonderful."

After hearing a record by Albert Spalding, he remarked: "There is no doubt, the violin is the finest instrument of all." The Pope speedily grasped the business possibilities of the self-recording feature of the Edison, commenting on the accuracy with which correspondence could be conducted with its aid.

A GREAT OPERATIC RECORD.

The Columbia Phonograph Co., General, New York, recently announced No. A5305, the great sextet from "Lucia," coupled on the reverse side with selections from the same opera played by Prince's band 12-inch (double disc); also No. A5306, the great quartet from "Rigoletto" (12-inch double disc), coupled on the reverse side with selections from the same opera played by Prince's band. These records were recorded by the Columbia Italian Opera Co., and listed at \$1.25 each. This is the first time either of these selections has been offered at a price under \$4—and a more usual price is \$6—at which many thousands have gone into the hands of talking machine owners. These two records that for balance, brilliancy, accuracy and feeling, it is claimed, have hardly been equaled in the art of recording.

Mr. Dealer:

WHY do you lose sales on fibre needles?

Here are two reasons!

- 1st. THE customer was not aware that the arm on the sound-box must be changed to fit the fibre needle.
- 2d. THE customer promised to bring the sound-box in to have the arm changed, but either forgot to do so, or had the arm fixed by another dealer.

ALL of the above means loss of profits to YOU.

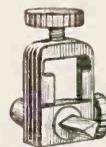
GET OUR FIBRE NEEDLE ATTACHMENTS FROM YOUR JOBBER AT ONCE, and when your next customer comes in for FIBRE NEEDLES, just say

The Fibre Needle Attachment

is only 50 cents, therefore enabling you to use fibre needles without changing the arm on your sound-box.

IT WILL PAY YOU TO PUSH THE FIBRE NEEDLE ATTACHMENT, as it will mean

IMMEDIATE SALES AND IMMEDIATE PROFITS



The Fibre Needle Attachment.

TAKE NO CHANCES

get some from your Jobber AT ONCE.

Talking Machine Supply Company

400 Fifth Avenue, NEW YORK

IMPORTERS OF HIGH GRADE NEEDLES

and Manufacturers of HIGH GRADE REPAIR PARTS for all makes of machines.

(Get our Catalog.)

NEW COMPLETE COLUMBIA CATALOG.

An Achievement in Catalog Making—A Selling Help for Columbia Dealers—A Buying Help for Their Customers.

Advance copies of the new complete catalog of Columbia double-disc records, listing all Columbia double-disc records issued up to June, 1911, are just off the press. This new Columbia catalog certainly sets a high standard. It is plainly gotten up to sell Columbia records, and that it is bound to do. But it is no less an aid to the record buyer, for every little detail that would in any way make his record buying easy has been carefully studied.

The catalog is a substantial book of 184 pages, with cover printed in colors. A 40-page section of tinted paper is used to differentiate the grand opera and concert selections from the regular series of 10 and 12-inch Columbia records. Of striking interest is the cover—it so aptly illustrates "all the music of all the world" that the Columbia makes possible. A first glance develops unconsciously into a fascinating study of the innumerable figures, the eye, following closely the outlined forms, experiencing surprises as every conceivable type of singer, from costumed grand opera artists and surprised choristers to the negro minstrel and Uncle Josh, and every form of instrumental music from harp and banjo to orchestra and band is characteristically delineated in the seemingly endless procession symbolizing everything that is musical. Strong emphasis is also given to the fact that Columbia records are double-discs, by means of slitting the front cover in the shape of a semi-circle and showing on the inside of the cover "fit any machine" which correlate to the words "Music on both sides" appearing on the illustration of a disc record on the outside of the cover.

The contents and the arrangement are, after all, the features that get most attention, and likewise in this respect the Columbia catalog will commend itself to all. Two pages are used in briefly setting forth the remarkable range and variety of musical entertainment recorded on Columbia records, and then, following a page indicating the arrangement of contents, comes the main section of the catalog, occupying ninety pages. This section is arranged alphabetically under the titles of selections; thus each double-disc record is listed twice. The description of each selection is brief but complete; after the title is the name of the composer, wherever requisite, in parenthesis; then the name of the

10 in. 66c.
A1600 I'm Looking For a Nice Young Fellow Who is Looking For a Nice Young Girl. Ada Jones, soprano, and Brunswick Quartette. Orch. acc. Aleno Rog. (Warrick). Columbia Male Quartette. Orchestra accompaniment.

CLIPPING FROM ALPHABETICAL SECTION SHOWING EACH SELECTION.

Double-Disc Numbers Twelve-Inch: Double, \$3; Single, \$2. Single-Disc Numbers
A5284 LA TRAVIATA. (Verdi). "Quel est donc ce trouble charmant." (Ahi fors e lui.) (What can be this feeling?) In French, with orchestra. 30695
LA TRAVIATA. (Verdi). "Four jamais ta destinee." (Sempre libera.) (The round of pleasure I'll enjoy.) In French, with orchestra. 30696
A5289 LE JONGLEUR DE NOTRE DAME. (Massenet). "Liberte!" (Oh, Liberty, my life and love!) In French, with orchestra. 30699
HERODIADE. (Massenet). "Il est doux, il est bon." (Kind is he and good.) In French, with orchestra. 30701

CLIPPING FROM GRAND OPERA AND CONCERT SELECTIONS

POPULAR SONGS Page 146 to 150
Solos—Sentimental Page 145 to 146 Solos—Negro Shows Page 148
Solos—Coon Songs Page 146 to 147 Duets Page 149 to 150
Solos—Comic Songs Page 147 to 148 Trios Page 150
Solos—Miscellaneous Page 148 Quartettes Page 150
Solos and duets with chorus. Page 150
STANDARD SONGS Page 151 to 153
Favorite Ballads and Familiar Melodies Page 151

SECTION FROM INDEX OF CLASSIFICATIONS.

Comic Song Solos
Abraham Lincoln Jones, Or The Christening. (A736) 5
Ain't It Funny What A Difference Just A Few Hours Make. (A5231) 5
Alice Where Art Thou Going? (With quartette chorus.) (A358) 6
All In, Out and Down. (A5031) 6
The World Goes On. (A5231) 6
I Love, I Love, I Love My Wife, But Ob You Kid. (A707) 27
I Love Macintosh, from "Our Miss Gibbs." (A5242) 27
I'm Afraid To Come Home In The Dark. (A423) 28
I'm Going To Do What I Please. (A737) 28

SECTION FROM INDEX ARRANGED UNDER CLASSIFICATIONS.

Holt. (A694) Page 5; (A5241) Page 11; (A5294) Page 12; (A5287) Page 22; (A5186) (A5219) (A5234) Page 27; (A5170) Page 30; (A739) Page 33; (A783) Page 41; (A5175) Page 49; (A5086) Page 61; (A5142) (A5079) Page 62; (A496) (A5097) Page 70; (A595) Page 74; (A251) (A739) Page 79;

SECTION FROM INDEX OF RECORDS ARRANGED UNDER NAMES OF ARTISTS.

artist and kind of voice or instrument played, and then the accompaniment. The number of the record appears in bold figures on the left-hand side of each couplet, and the size and price appear on the right. All keys and references are entirely done away with and the desired information obtained easily and quickly.

The forty tinted pages comprising the grand opera section follow immediately after the alphabetical list of the regular series of 10 and 12-inch records. In this section the records are listed under the names of the artists, accompanied by illustrations and descriptive matter; interspersed are signed testimonials from prominent artists

singing exclusively for the Columbia. An alphabetically arranged index under the classification of operas, selections and artists makes this section easy of reference and complete in itself.

Following the tinted grand opera section is a most comprehensive classified index to all the selections in the catalog. The main classifications that have been made are instrumental records, vocal records, talking records, whistling records, and grand opera selections. All of these, with the exception of the last two, are sub-divided into the various classes that are necessary to give adequate reference to the wide range of selections recorded. In addition to the classified index there is an index of records arranged under names of artists.

The complete yet simple method of indexing this new Columbia catalog makes any desired selection the one that can be referred to just when it is desired. The result is a catalog that is everything a record catalog should be. It is something more than a list of records, and the dealers for whom it has been issued are certain to realize its value in the selling of records. Of the remainder of the catalog some six pages are occupied with illustrations and descriptions of the lengthy list of popular artists making records for the Columbia Co. Two pages at the end illustrate a standard model Columbia graphophone and two models of the Columbia Grafonola.

HOT WEATHER CONDITIONS

Prevail in Talking Machine Circles in Baltimore—Rural Trade More Active Than in the City—What Leading Dealers Report.

(Special to The Talking Machine World.)

Baltimore, Md., June 5, 1911.

Dealers in talking machines in the Monumental City have about concluded to settle down for a comfortable time during the remainder of the summer, after enjoying one of the most prosperous winter trades in a long while. This is not meant to convey the impression that the bottom has entirely dropped out of the local business, for this is not the case at all. It is quite true that there is no big rush of buyers, nor do the dealers expect anything of the sort until the fall, but a comparison of figures with those for the same time last year show that things are better from a sales standpoint. But it must be admitted that the dull period struck the dealers somewhat unexpectedly and earlier than they really looked for it. But this is explained because of the fact that after one of the longest winters that prevailed in Baltimore for many years, real summer weather set in right at the jump and before most of the business people could realize the proposition they were up against. This very warm weather has continued unceasingly, with the result that a great number of Baltimore people packed up their duds and hid themselves to the mountains or the seashore.

One thing the dealers are strong in asserting and that is they expect one of the best falls for the business that they have had for some time. While things are going along evenly in the city most of the local dealers who have a good rural trade in Maryland, Virginia and other nearby States announce that the people in the country are proving good for the trade. Many orders are coming in from these sections.

Cohen & Hughes announce that for this time of the year they are having satisfactory results with the Victor, while the record business has been keeping up in nice shape.

Manager Roberts, of the local store of E. F. Droop & Sons Co., makes optimistic reports concerning the May and early June conditions of trade with the Victors and Edisons.

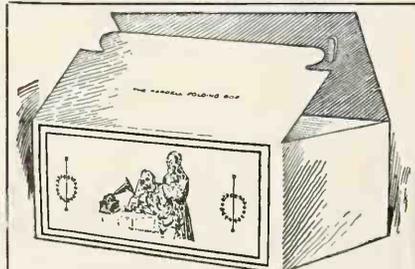
The first sample of the Columbia's latest, the Grafonola Regent Junior, has just been received at the local store of the Columbia Phonograph Co. It has been placed in a conspicuous place by Manager Laurie, with the result that it is attracting much attention. Many inquiries have been made concerning it and Mr. Laurie believes that it will prove a real winner.

Manager Albert Bowden, of Sanders & Stayman, makes the optimistic announcement that the prospects are rosy for a fine fall trade of Victors and Columbias.

IF the grocer packs his eggs in special crates, how much more necessary that you should have the

PARDELL FOLDING RECORD BOX

TO PACK, SHIP AND DELIVER
They are Neat.



YOUR PHONOGRAPH RECORDS
IN
They are Business-like.

These boxes are so cheap that they add nothing to the cost of selling records. They preserve the records and please the customer. They save time and add to the dignity of your business. Made of attractively decorated cardboard. You need them.

No. 3 holds 3 records	=	=	Price \$1.25 per hundred
No. 6 holds 6 records	=	=	Price \$1.75 per hundred
No. 12 holds 12 records	=	=	Price \$2.50 per hundred

THE PARDEE-ELLENBERGER CO. NEW HAVEN CONNECTICUT

THE BLACKMAN CO. OUTING.

Employees Entertained at Coney Island by the Company in Handsome Manner—Distribution of Bonuses—Enjoyable Reunion.

On Saturday last the employes of the Blackman Talking Machine Co. were the guests of the company on their second annual outing to Coney Island, where they visited the various places of amusement, enjoyed an elaborate dinner and received a bonus consisting of such a percentage of the profits of the past year as their length of service and their work entitled them to.

The party went to the seaside resort by train shortly after noon and made their first stop at Steeplechase Park, where they spent the afternoon taking in the various amusements offered. They then went to the Hotel Jefferson, where special tables were reserved for them on the piazza, and were served with a full course dinner.

Following the dinner J. Newcomb Blackman, president of the company, arose and made a strong address in which he dwelt upon the necessity of harmony between employe and employer and between employes themselves, if the business was to be successful, and how everyone with work to do should do that work to the best of his ability regardless of what his neighbor was doing, and with his mind always set on a higher position. Mr. Blackman also made a plea for thriftiness, for the cultivation of the habit of saving by employes and for the more general understanding of the value of money, self-sacrifice at times making for comfort later on. He said, "next to the actual saving of money the next hardest thing is the ability to keep it away from the many alleged friends who offer ground-floor propositions with high interest." After his address, which made a strong impression on his hearers, Mr. Blackman proceeded to distribute the bonuses to the employes, many of whom received very substantial amounts.

The Blackman system of profit sharing is unique in that all that is asked of the employe in order to participate is that he or she be in the employ of the company for over a year, and it is not necessary that the employe have a financial interest in the business. The size of the bonus depends upon the amount and quality of the service rendered.

After the distribution of the bonuses the party repaired to Luna Park, where the rest of the plans for amusement were abandoned, owing to the breaking of a heavy rainstorm. Despite a severe drenching, the members of the party returned to their homes well pleased with the outing as a whole and deeply appreciative of the generosity of the Blackman Co. There were twenty-four in the party, including Mr. and Mrs. Blackman and Mr.

and Mrs. R. G. Caldwell, Mr. Caldwell being vice-president of the company.

RECEIVES PRELIMINARY INJUNCTION.

Regina Company Sends Restraining Notice to the Trade.

The Regina Co., Rahway, N. J., have sent the following circular to the trade under date of June 9:

"We beg to notify you that on May 27, 1911, a preliminary injunction was issued by the Circuit Court of the United States for the Northern District of Ohio, Eastern Division, in the suit of the Regina Co. against the Banner Machine Co., of Columbiana, O., restraining and enjoining the Banner Machine Co. from making and selling hand-operated vacuum cleaners like those put upon the market by the Banner Machine Co. in imitation of the hand-operated vacuum cleaners sold by the Regina Co. The court held that the hand-operated vacuum cleaner of the Banner Machine Co. was so similar in general appearance to the machine put out by our company as to constitute unfair competition and for that reason enjoined its further sale. The injunction was granted by Judge William L. Day upon a full hearing and consideration of the case.

"We bring this matter to the attention of the trade in order to inform all those handling or selling these machines manufactured by the Banner Machine Co., that their further sale is unlawful, and to announce to the trade and to the public our intention of proceeding against all those who might further offer such machines on the market.

"As there are other imitations of the Regina Hand-Operated Pneumatic Cleaners on the market, we take this occasion to say that it is our intention to bring similar proceedings against all those infringing upon our rights."

A LIVE PENNSYLVANIA HOUSE.

The Model Music Co., Inc., Johnstown, Pa., of which Anton Heindl is president and manager, are among the progressive talking machine houses of Pennsylvania. Their store equipment and window display are always unusually effective, winning the notice and commendation of towns-people and visitors. During Easter week the special Victor window display was used with a number of additions that made it unusually striking. Small electric lights were used in all the lilies, also electric lights at each end of the harp. In the small rabbits, the eyes were cut out and red electric lights put back of them, which were continuously winking, thus the display was something entirely out of the or-

dinary. As a matter of fact, this concern is always evolving something new. The Model Music Co. handle not only the Victor line, but also the Columbia.

PROGRESSIVE YOUNG MANAGER

Is Joseph M. Bryant in Charge of the Columbia Talking Machine Department of Wm. Knabe & Co., New York.

Musically cultured and naturally refined, Joseph M. Bryant, in charge of the Columbia talking machine department of Wm. Knabe & Co., New York, is scoring a success. He is experienced in this line, having handled the Victor at Selma, Ala., later with Stanley & Pearsall and more recently with



JOSEPH M. BRYANT.

Landay Bros., of the same city, for over a year, and was rated one of the best floor salesmen in the employ of that firm. Besides his selling ability, Mr. Bryant has a pleasing personality, and he is building up the Columbia business with Knabe & Co. steadily and permanently.

The Bremner Co., recently incorporated with a capital of \$20,000, succeeds the Bremner-Chalmers Co., Victor dealers, 187 Broadway, New York, and Cranford, N. J. They have the agency for the player-piano of the Behning Piano Co., New York, in Cranford and Union county.

The only work that wears and tires is the work that leaves no thrill of joy when the day is done.

Salter Mfg. Co.

337-343 North Oakley Avenue

CHICAGO

Makers of

Salter's Patent Felt Lined Shelf

Cabinets

For other styles, write us for our New Catalogue



No. 788.

The top of this cabinet is 21 inches square and made especially for the new \$50.00 Columbia Favorite Machine.



No. 776.

Made for the three Victor Victrolas, 9, 10 and 11. We put rim on this cabinet, if wanted, to fit any machine.

If your jobber don't handle our line we can supply you.

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Chicago Jobbers and Dealers Report Betterment the Latter Weeks of May and the Opening Weeks of June—Piano Trade Convention Brings Quite a Few Talking Machine Dealers to the City—Columbia Co.'s Exhibit at the Coliseum—Victor and Edison Lines Displayed by Lyon & Healy—Lively Trade in Victrolas Reported by Leading Dealers—Lyon & Healy Remodeling Record Departments—U-S Phonograph Co. Branching Out in Lively Fashion—How the Talking Machine Co. Interest and Hold Their Trade—A Chat with W. C. Fuhri—Geo. M. Nisbett a Visitor.

(Special to The Talking Machine World.)

Chicago, Ill., June 9, 1911.

The talking machine trade in Chicago and vicinity, as a general thing, cannot be said to be of the liveliest character, although it is pleasant to report that business during the month of May and thus far in June has shown considerable improvement. The majority of the jobbers and retailers state that their sales have exceeded in volume those of the same period last year, but as a rule they could stand more business without undergoing a heavy strain. The retail demand seems to be chiefly for the higher-priced outfits, and especially for the newer hornless models, which are slowly but surely relegating the old-style horn models to the rear.

Piano Conventions Attract Dealers.

The wholesale trade has been considerably stimulated this week, owing to the presence in town of the members of the Piano Dealers' Association and the holding of the Piano Trade Exhibition at the Coliseum. A large number of piano dealers also carry talking machines, and took advantage of their visit to the city to look over the new things in that line and in many cases to place orders for early delivery.

The Columbia Exhibit at the Coliseum.

The only manufacturers of talking machines to have a direct exhibit at the piano trade exhibition were the Columbia Phonograph Co., who had a large booth, handsomely fitted up, and where they showed samples of practically every style in their entire line of graphophones and Grafonolas. The Grafonola Mignon, the Grafonola Favorite, and the Regent style attracted the most attention from the visitors to the booth, both those in and out of the trade. The exhibit was in charge of H. A. Yerkes, who reported that the results obtained in the way of interesting new dealers and taking orders from established representatives exceeded expectations by a liberal margin.

Some of the Dealers Who Registered.

Robert Smallfield, the well-known dealer of Davenport, Ia., had the honor of being the first member of the retail trade to call at the Columbia booth on Saturday night, the time of the opening. He was followed by a host of others, including Nick Wurth, Escanaba, Mich.; M. M. Marrin, Grand Rapids; G. A. Frieling, Lafayette, Ind.; C. W. Copp, South Bend, Ind., and representatives of Wookey & Co., Peoria; Benjamin Temple of Music, Danville, Ill., and of the Fulton Music House, of the same city. Special advertising matter was prepared for distribution at the booth, and most of the visitors left with the well-known Columbia trade-mark pin with a double note, securely fastened in their coat.

Lyon & Healy Exhibit Victor and Edison Lines.

Victor talking machines and Edison phonographs constituted the major portion of the large exhibit of Lyon & Healy, and all the more popular styles of machines made by those companies were displayed. L. C. Wiswell, manager of the talking machine department of Lyon & Healy, was in personal charge and succeeded in interesting a large number of visiting dealers in the lines. The information bureau maintained in connection with the Lyon & Healy display, where visitors could find out the time at which trains arrived and departed and other details regarding transportation,

as well as information in general about the city, proved a veritable lodestone to out-of-town parties, and once they had arrived at the bureau it was a simple matter to have them step into the booth proper and listen to a good strong talk. F. K. Dolbeer, sales manager for Thomas A. Edison, Inc., and George D. Ornstein, manager of salesmen for the Victor Co., were both in Chicago during the week, mixing with dealers at their convention headquarters, and keeping in touch with the Lyon & Healy exhibit at the Coliseum. Both gentlemen expressed themselves as being well pleased with the result of the Lyon & Healy display.

Wurlitzer Co. Reports Improvement in Trade.

Business with both the wholesale and retail talking machine departments of the Rudolph Wurlitzer Co. is reported to be of a satisfactory volume, and it is firmly believed that a steady improvement will be noted during the next couple of months, even though they constitute what is generally known as the dull season of the year. Manager Cameron of the retail department reported that though business during April was not particularly encouraging, things had improved a great deal during May and were still on the mend.

Victrolas in Strong Demand.

At the Talking Machine Shops, where the Victor line is handled exclusively, one of the shops being located in the new Steger building, and the other at 169 Michigan avenue, it was stated that while the present season of the year was not considered the best for business, nevertheless the demand for the higher-grade machine, especially Victrolas, was keeping up surprisingly well, many being purchased by people for use in their summer residences.

George W. Davidson, one of the proprietors of the Talking Machine Shops, made a flying trip to Paducah, Ky., recently, where he succeeded in placing an Auxetophone in one of the public parks, and also planted the seeds from which he expects a crop of Victrola orders to grow. His brother, Cecil L. Davidson, returned recently from his honeymoon trip.

Remodeling Record Department.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, reported that though business had been somewhat dull recently, a steady improvement had been noted in the last few weeks. He was very optimistic regarding the outlook. This house is making various alterations and improvements in their record department, and when the changes are completed expect to have several of the finest record parlors in the country. Miss Anna Nielson, a member of the clerical force of Lyon & Healy's, was married on June 10.

New Branches for U-S Phonograph Co.

The local branch of the U-S Phonograph Co., of Cleveland, O., at 219-225 West Washington street, is getting into the field in lively fashion under the direction of the manager, W. C. Patrick, who is the Western representative of the company. Though the Chicago branch has only been open since April 1 the results were apparent almost at once. New branches have been opened in the store of Bishop & Babcock, 50-56 East Fifth street, St. Paul, Minn., in charge of C. A. Carlson, and in Minneapolis, where Al. Wolf is the local manager. William Van Praag, an experienced talking machine man, is now traveling for the U-S Phonograph Co.

(Continued on Page 44.)

COLUMBIA PHONOGRAPH CO.'S HANDSOME STORE.

(Special to The Talking Machine World.)

Chicago, Ill., June 9, 1911.

The local store of the Columbia Phonograph Co., at the corner of Washington street and Wabash avenue, is credited by many as being one of the handsomest and most conveniently arranged talking machine stores in the city, and the accompanying illustration affords an excellent idea of the general layout of the interior. On the left side of the store, as one enters, seven large demonstrating booths with large plate glass windows, finished in mahogany, extend practically the full length of the store. On the right are the desks for the salesmen

and the office of C. F. Baer, manager of the Chicago office of the Columbia Co. There is also a balcony, or, rather, mezzanine floor, in the rear of which is located the general offices of the accounting force, and also the office of W. C. Fuhri, the district manager. The front section of the balcony is given over to the Dictaphone department, where facilities are at hand for instructing typewriters in the use of these new machines. The furnishings and decorations of the store are of elaborate character and back up in a fitting manner the displays in the two large show windows, which are always attractively arranged.



VIEW OF PART OF MAIN FLOOR, COLUMBIA PHONOGRAPH CO., CHICAGO.



"Tamaco" Record Indexing Conveniences

"Tamaco" Cabinets That Match:

An exquisite creation—in harmony with any room or any furnishings.

The illustration shows the *convenience* of the filing system. Pull out an Album (each Album lettered); throw back the lid (label index shows contents); pull out the index (with it comes the record). While playing record leave index out (indicating exact filing location). No more searching for the proper place and consequent temptation to stack them up on the window seat or piano. A ready reference "Tamaco" Record Index included with each Cabinet.

IX and X "TAMACO" Cabinet That Matches \$37.50.

XI and XII "TAMACO" Cabinet That Matches \$40.00.

Less, of course, your regular discount.

"Tamaco" Record Album:

Made in both sizes. Finished in Mahogany colored imitation alligator hide. Capacity ten records with numerical guides. Remarkable low price of 50c and 60c respectively, less your regular discount. A very excellent filing device for the man with only a few records and no cabinet.

"Tamaco" Record Index:

A handsome book of 48 pages 5" x 7 1/4", two pages (44 lines) to each letter of the alphabet—in imitation seal grain full leather binding and silk cord hanger. It lists at 50c less your regular discount. Adaptable to *any* cabinet or filing device as a "Ready Reference."

Our "Tamaco" Guarantee is Worth Something

The Talking Machine Company
137 North Wabash Avenue, Chicago, Illinois



FROM OUR CHICAGO HEADQUARTERS.
(Continued from page 42.)

graph Co. through the West, and is reported to be getting good results. This company also succeeded in interesting a number of visitors to the Piano Dealers' convention and in placing several new agencies with them.

Talking Machine Co. Advance.

Arthur D. Geissler, general manager of the Talking Machine Co., is one of those who believe in confining efforts to pushing the wholesale business and leaving the retail end alone, on the theory that two things cannot be done at the same time and be done well. This company make their strong talk on the service that they are enabled to render the dealer, the great stock of records and machines being so arranged that lost motion in various departments has been cut down to a minimum and orders are filled with accuracy and dispatch that is most satisfying. The new "Tamaco" record cabinet, equipped with special sets of albums, and which were only recently introduced by the trade, have made a strong impression, and the dealers are ordering liberally.

Pleased With Business Conditions.

W. C. Fuhri, district manager for the Columbia Phonograph Co., expresses himself as being well pleased with the present business being done at the local headquarters, the sales records, both wholesale and retail, for the month of May and thus far in June, having shown marked advances over business for the same period last year. The most marked improvement was noted in the retail end, where it is reported that the increase during the month of May over the same period last year was exceedingly in excess of 50 per cent. The Dictaphone department of the local store is winning new laurels. Four complete equipments have recently been placed in the offices of several large corporations by E. A. and W. W. Parsons. George D. Smith, who looks after the placing of Dictaphones with railroads especially, has also succeeded in closing several satisfactory deals recently.

Geo. M. Nisbett a Visitor.

George M. Nisbett, general sales manager for the United States Phonograph Co., of Cleveland, was a visitor at The World office recently on his return from a trip to St. Paul and Minneapolis. He arranged for the establishment of branch offices in both of these cities and will travel men throughout the tributary territory. He reported that W. C. Patrick, in charge of the Chicago office, had already established nineteen dealers in this city alone.

The Permanent Jewel Needle.

Dealers throughout the country are becoming keenly interested in the Permanent Jewel Needle for disc talking machines, made by the Permanent Jewel Needle Co., of this city. The fact that it is guaranteed for one year and requires no changing and no sharpening, enables it to appeal to the purchasing public with unusual force. It is manufactured for triangular and round needle holes, and

is made in three tones, soft, medium and loud. Dealers who have not yet investigated this specialty would do well to send for samples.

Teaching Vocal Music with the Phonograph.

An interesting plan for teaching vocal music by mail through the assistance of the Edison phonograph, blanks, etc., in very much the same way as foreign languages are now taught, has been mapped out by the Siegel-Myers Correspondence School of Music, 324 Dearborn street, Chicago. George Crampton, a graduate of the Royal College of Music, London, pupil of Sir V. C. Harford, Richard Temple, John Millard and Sir Walter Parratt (the latter Master of Music to the King of England), is to have direct charge of the lessons comprising the course.

A brief review of the method of procedure in this new and novel use of the phonograph will undoubtedly prove interesting as follows: A copy of the song being studied and a record of it in Mr. Crampton's voice are sent the student, who upon their receipt, plays over the record and at the same time follows the score and studies the notes and instructions thereon. This lesson is practiced, the student listening to a phrase as Mr. Crampton sings it on the record and then imitating what is heard.

When the song and record have been thoroughly practised and rehearsed the student sings back to Mr. Crampton on an Edison blank, which is forwarded to Chicago with answers to questions which form part of the course. Upon the receipt of the record it is carefully reproduced and studied by Mr. Crampton, who criticises the student's work, makes suggestions, etc., and writes a letter embracing them, which, in time, finds its way to the student, who also gets back the record that he or she may understand the comments made by the teacher. When the first lesson is thoroughly mastered the second is taken up, and so on. The selection of the Edison phonograph for this instructive purpose is considered by Thomas A. Edison, Inc., to be a high compliment on the practicability of its record-making feature.

NEW VICTROLA CATALOG

is a Work of Art—Should Prove a Valuable Factor in Promoting Sales Where Intelligently Used by Dealers.

The literature and general printed matter of the Victor Talking Machine Co., Camden, N. J., is and always has been notable for its fine appearance and excellent quality. Their latest contribution in this line is an elegant special catalog, folio size, with embossed cover, and bound with silk cord, in which the various types of Victrolas are illustrated and described. The frontispiece, in fine color printing, is "A Corner of the Music Room in the White House," which appeared in a former issue of The World. It pictures a corner in the famous Blue Room, with a Victrola XVI. as the piece de resistance.

Then follows fac-simile color reproductions of the Victrola X., XI., XIV. and XVI., closed and open, and a special insert of Victrola XVI., Vernis Martin finish, also a faithful reproduction. A splendid double-page photogravure pictures a grouping, in costume, of "The World's Greatest Singers Make Records Only for the Victor." Separate half-tones of the leading celebrated operatic artists are interspersed throughout the catalog, with accompanying testimonials. The history of the Victrola and what it means in music in connection with the instrument is related in a most interesting manner. This catalog stands at the head of anything heretofore put out in the trade in point of beautiful execution and artistic appearance.

In announcing this publication to the trade the company say: "We believe it to be one of the most artistic catalogs ever issued, and to use the words of one competent to pass judgment, 'it is a commercial literary gem,' and we feel that the reading matter is so very interesting, and the arguments so convincing, that everyone receiving a copy will read it from cover to cover, and after reading be thoroughly convinced that the Victrola is the greatest of all musical instruments and a necessity in every home."

UDELL DISPLAY AT CONVENTION

Will Show a Handsome Line of Cabinets at the Jobbers' Convention in Milwaukee Next Month.

The Udell Works, specialists in talking machine cabinets, Indianapolis, Ind., will have a line of samples on exhibition at the Milwaukee convention, and are naturally anxious that all visiting jobbers should look over their line in connection with business plans for the fall season. The Udell line will include cabinets in mahogany and oak with half a dozen different interiors and a great variety of capacities. They will show about a dozen styles of cabinets for the Victrolas, IX., X. and XI. The exhibition will be impressive, and one that will greatly interest the visiting trade.

POWERS PLANT DESTROYED BY FIRE.

A fire in the afternoon of June 6 completely destroyed the plant, stock and equipment of the Powers Co., Richardson avenue and 241st street, New York, manufacturers of moving picture films. The president and chief owner of the company is P. A. Powers, well known in the talking machine business, with stores at one time in Buffalo and Rochester, N. Y. He is still owner of the Talking Machine Co., in the latter city. The loss is estimated by Mr. Powers at \$150,000, with no insurance. The building was frame, and had been used as a training school for horses of the police force. The Powers Co., capitalized at \$50,000, had erected a big stage in the building for the purposes of the business.

FOUND TRADE TO HIS LIKING.

V. W. Moody, assistant to General Manager Williams, of the New York Talking Machine Co., 81 Chambers street, New York, who was on a trip to New England on special business, returned June 5. He found trade very much to his liking, with the Victor product making phenomenal strides and sales in this territory still making a satisfactory record. All the travelers of the company are on the road and their reports reflect anything but a dull season.

INTEREST IN PIANO TRADE CONVENTION.

A great deal of interest was displayed in connection with the Piano Trade Exhibition and the annual convention of the National Association of Piano Dealers in Chicago last week by talking machine jobbers and dealers, the only exhibitor, it was noted, being the Columbia Phonograph Co. A large number of music houses handle the goods of one make or another, consequently these events centering there were discussed almost to the exclusion of everything else, with the possible exception of the Berliner patent decision. Trade is gradually assuming a summery aspect, but it is believed the fall will open up good and strong.

If a customer blows cigarette smoke into a clerk's face, the clerk has to stand it; can't get away. If a clerk blows smoke into a customer's face, the customer don't have to stand it; he can get away.

Be polite. Your family won't mind if you practice on them.

**THIS IS THE FAMOUS
"TIZ-IT"**

**All-Metal
Horn
Connection
for Phonographs**

**WE WANT EVERY DEALER TO HANDLE THIS FAST
SELLING ARTICLE. PRICE 50 CENTS.**

Regular Discount to the Trade.

Send for descriptive Circular and printed List of Jobbers who carry "TIZ-IT" in stock.
If your Jobber does not handle this Connection yet we will supply you.

One dozen lots, prepaid, \$3.60
Free sample to Jobbers

Manufactured by
KREILING & COMPANY

1504 North 40th Avenue

Cragin Station

Chicago, Ill.

60 YEARS'
EXPERIENCE

PATENTS

TRADE MARKS
DESIGNS

COPYRIGHTS & C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers.
MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

SOMETHING NEW!

The L. & H. Table

FOR

Victor-Victrola Styles IX—X—XI



DESCRIPTION

The L. & H. Table is especially designated to match the Victrolas 9, 10 and 11. Fitted with two mouldings, one for the Victrola No. 10, and one for the Victrola No. 11. No moulding is necessary for the Victrola No. 9.

One of the L. & H. record albums is included with each table. Additional albums may be purchased as needed. Top of table 20x24 inches. Height 32 inches.

Price, Retail - - - - \$10.00
 " to Dealers - - - - 7.00

Order of your Distributor

Ornamental--Sanitary--Inexpensive

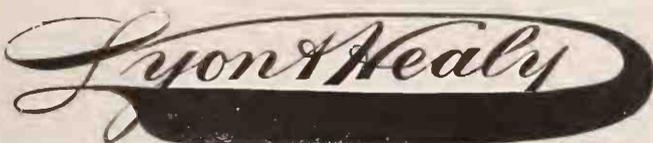


Five salient points about the

Lyon & Healy Disc Record Album

The most practical and convenient album on the market:

1. Opens from the end, thus overcoming the necessity of taking the entire album from the cabinet to obtain the records desired.
2. Patent stop keeps the records always in place.
3. Keeps records free from harm and dirt.
4. Made to fit in Victrola style 16 and 14 as well as regular record cabinets.
5. Price is reasonable. Retail 10 or 12-inch size \$1.50 with regular Victrola discounts to both distributors and dealers.



Wabash Ave. and Adams St.
CHICAGO

America's Foremost Distributors of Victor Talking Machines and Edison Phonographs

EDISON WINDOW DISPLAYS

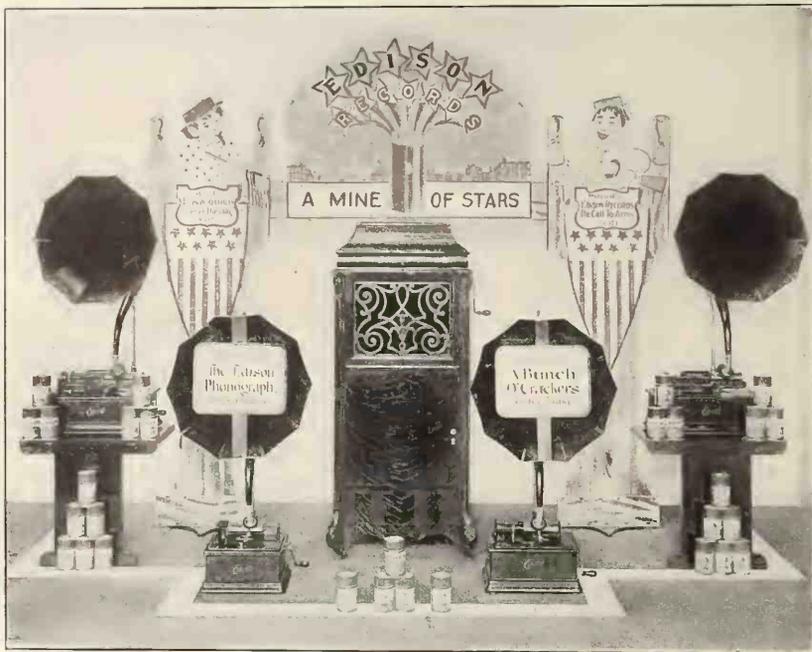
Are Proving Valuable Trade Attractors and Promoters Wherever Used by Dealers—The Special Window Prepared for Independence Day in Great Demand.

The Edison window displays of Thomas A. Edison, Inc., Orange, N. J., scored a phenomenal

July display, No. 9-A, has for a centerpiece, a beautiful night scene. Over the illuminated house-tops spreads the light rays of a mine which terminates in tinsel stars of rainbow colors. "Edison Records—A Mine of Stars" is the catchy headline that tells its story convincingly at a glance. At each side is a representation of a board fence with huge realistic firecrackers resting upon it.

Attractive cutouts show "young America" peer-

silver tinsel stars lend materially to the setting. As the imitation board fence conforms with the grained pedestals no false pedestals are used. "Nothing like a bunch o' crackers for a big noise," and "Nothing like the Edison Phonograph for real music" are two more catchy phrases that appear on each side in the flare of the Cygnet horns. The design as shown is seven feet square, but it can be contracted, as usual, to suit any window.



EDISON WINDOW DISPLAY FOR INDEPENDENCE DAY.

success with their dealers from the very first. They are constructed on a new principle and are substantially built. The one shown in the accompanying cut, the Independence Day or Fourth of

ing over the fence, one in the attitude of "true to the flag," and the other gun in hand in readiness to fight for his country should he hear the "Call to Arms." Two handsome patriotic shields with

FOR THE SHEET MUSIC DISPLAY.

The talking machine dealer who handles sheet music finds that his sales depend to a large extent on the attractiveness of the display he can put up, that will arrest the attention of customers who come in his store or pass his window. There is probably no line that is more difficult to display than sheet music where one is at all limited in space. The Gier & Dail Mfg. Co., of Lansing, Mich., have worked out twelve different fixtures that, owing to their variety of construction, make them suitable to most every store, and that afford a massive and attractive display and yet require but very little space.

Their No. 76 sheet music sections may be screwed or set against the wall or set up anywhere in the store or placed in the window or outside the door. Each section has 16 pockets that



POPULAR DISPLAY FIXTURE.

hold 20 copies each, each section is 12 inches wide, 60 inches long, is finished in quartered oak or mahogany finish and can be used with propriety in the finest store.

They also furnish steel pockets that nail directly to the wall, also several different styles of revolving cabinets and flat racks. A new catalog has just been issued and will be sent on request to any music or talking machine dealer.

CHEER UP; YOU HAVE A CHANCE.

Tell us not in mournful numbers
Life is but an empty dream;
That we blokes get all the skim milk
And the trusts get all the cream.
Life is earnest, so get busy;
Swing your uppercut and jab;
When good things are flying by you,
Just reach out and take a grab.

Initiative is made of dreaming and action—separate these and the first becomes futility and the second, labor.

Announcement

The Permanent Jewel Needle for Disc Talking Machines

Requires No Changing—No Sharpening. Guaranteed for 1 Year.

Manufactured for both Triangular and Round Needle Hole.

Made in Three Tones—Soft, Medium, Loud.

Permanent Jewel Needle Co.

Sole Manufacturers

Factory, Highland Park, Ill.

General Offices:

222 North State Street

CHICAGO, ILL.

1866 **NYOIL** 1910
FOR

Talking Machines, Type-writers, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

A fine polish for varnished surfaces on cabinets, etc.

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.



NEWS FROM INDIANAPOLIS.

The Dictaphone a Prominent Feature in the Church—Also Used by National Wholesale Grocers' Association—Wulschner-Stewart Co. Report Increasing Victor Trade—L. F. Geissler a Recent Visitor—Misunderstanding About Udell Works—Automobile Races No Help to Business—News Gleanings.

(Special to The Talking Machine World.)

Indianapolis, June 8, 1911.

A new field was opened up in the use of the dictaphone on a recent Sunday when the sermon of the Rev. F. A. Taylor, of the First Baptist Church, one of the largest churches in Indianapolis, was taken on two dictaphones. The Rev. Mr. Taylor is known as one of the fastest speakers in Indianapolis, and says that he has never found a stenographer who could "take" his sermons in a satisfactory way. On Monday morning the dictaphone sermon was read to him, and he pronounced it absolutely correct in every respect. The sermon was taken on the dictaphones by Benjamin F. Blakeman, a stenographer who is well known in stenographic circles of the city, assisted by Clyde Spring of the local dictaphone company. After it was all over, Mr. Blakeman said he did not see why it was necessary to spend time and money in shorthand training when all the work could be done better by the use of machines. It was Mr. Spring's duty in "taking" the sermon to have the second machine and record ready as soon as the other had "run" out. All of it was accomplished without a hitch.

The machines were placed in full view of the audience. "It will excite less curiosity to place them in full view of the audience than it would to try to hide them behind a screen," said Mr. Taylor.

The National Wholesale Grocers' Association, which was in annual session at the Claypool Hotel in Indianapolis, also made use of the dictaphone. One of the conveniences for the grocers at the Claypool was a room where they could look after their correspondence, and it was in this room that the dictaphones were placed. Clyde Spring, of the local Dictaphone Co., had charge of the machines. E. L. Sandborn, president of the grocers' association, suggested that the dictaphones be used, because, he said, he had received so many letters on which were stamped the words "Dictated to the dictaphone."

The Columbia Phonograph Co. here has just received the first consignment of the new Regent Junior, or table gramophone, which sell at \$150. All who have seen it have pronounced it to be the handsomest machine in that line they have ever seen, and Manager Devine, of the local store, predicts for it a heavy sale.

The visit of Mary Garden to Indianapolis last month gave impetus to the sale of her records, which are handled exclusively by the Columbia

Co. Miss Garden made a big hit with the Indianapolis music lovers, and received generous notices in the local press. The local Columbia store was quick to take advantage of the situation, and a special Mary Garden show window was displayed.

The Musical Echo Co., which handles the Victor machines only, pushed the records of the various numbers played by the Victor Herbert Orchestra on its visit to Indianapolis this month. Agnes Kimball, soprano, with the Herbert Orchestra, is an Indianapolis woman, and this gave added attraction for Indianapolis people to the work of the orchestra. Trade has been good with the Musical Echo Co. The report is that nearly all of the sales are in the Victrola line.

The Wulschner-Stewart Music Co., jobbers in the Victor line exclusively, report a good business in the Victrolas, especially in the wholesale trade, which has been better for the last month than the retail trade. Several new dealers out in the State have been established to handle the Victor line. W. S. Barringher, manager of the talking machine department of the Wulschner-Stewart Co., expects a big business this fall. Mr. English, road man for the company, believes that conditions are right for heady sales after the summer months have passed. He has given close attention to trade conditions for several weeks.

Louis F. Geissler, general manager of the Victor Talking Machine Co., called on the Wulschner-Stewart Music Co. store about 7:30 one morning last month, and had a pretty hard time in getting shown through the talking machine department. The boy who has charge of the sheet music counter was the only one in the store at that time, and he did not warm up very well to the idea of showing a total stranger through the store. Mr. Geissler, however finally convinced him that it was all right. Mr. Baringher was very sorry that he did not get to see Mr. Geissler before the latter left the city. Mr. Geissler had to leave on an early train.

The Wulschner-Stewart Co. have just received the new Victrola Ninth, which will retail at \$50. Mr. Ballinger believes it will prove to be a decided winner.

There is in Indianapolis a little boy under four years old who can recognize more than twenty-five pieces of music when he hears them sung or whistled. The boy's father was surprised the other day when the boy on hearing a passer-by whistle "Every Little Movement," announced the name of the song. He then tested him on many other pieces and found that the lad knew all of them. The parents have had a Columbia machine in the house ever since the boy was born.

The Wulschner-Stewart Music Co. have arranged a room where nothing but Victrolas are shown.

There was a good deal of excitement in the business section of the city one afternoon recently, when a big fire was seen out at the northwestern edge of the city. Many concluded that the big factory of the Udell Works was on fire. There was much prophesying as the flames leaped higher until it was found that the fire was in another factory some distance from the Udell Works.

Large crowds were attracted to Massachusetts avenue during the races at the speedway last month, as many of the best garages are in that avenue. All of this was fortunate in an advertising way for the Kipp-Link Co., which is located in the avenue.

PERSONALITY IN SALESMEN.

You may take two men of apparent equal ability, teach them both the same facts about any line, send them out, and one man will sell twice as much as the other. The one didn't know the goods any better than the other, but he knew better how to appeal to the minds of his customers. He could persuade. Somehow or other, for reasons hidden and almost inexplicable, he was the stronger man. Why could he persuade where the other man could not? Why? Because he had a better personality. And what is personality? Whence does it spring? How may it be acquired and strengthened? This is a matter for salesmen and sales managers to study.



Does your jobber increase the entries

on the credit side of your ledger, or on the debit side? If he gives you slipshod service, or makes excuses instead of filling orders, your debit entries will increase. We will boost the right hand side of your ledger.

Our Victor service will increase your business, and make you the most reliable Victor dealer in your town. There are two reasons why we can do this. We ship all goods on the same day order is received. We handle no other talking machine products than Victor. You get Victor goods when you want them, and your orders are always intact.

Every order leaving our shipping room has received the same careful attention, regardless of size. No mistakes, no delays. No holdups. Our gigantic stock enables us to supply you with any Victor product at once.

Wouldn't you like to deal with a jobber like this? Wouldn't it help your business? Think how many good customers you have lost because your jobber failed to attend to your order promptly. Figure out how much money you have lost. Then give us your next order, and start to save.

We have anything you need in the line of Victors, Victor-Victrolas, Victor Records, horns, needles, extra parts and accessories of any kind.

Get a line on our resources. Write to-day, and we will send you our catalog by return mail. We will also send you a little booklet which tells of record cabinets, called: "The Cabinet That Matches."

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

83 Chambers Street New York



GOOD REPORTS FROM CLEVELAND.

While the Demand is Conservative Dealers are Most Optimistic Regarding Trade Outlook—U-S Phonograph Co. Steadily Expanding Their Business Throughout the Country—Caldwell Co. Doing Well With Victor Line—Columbia Co. Giving Interesting Recitals in the Vicinity of Cleveland—A Budget of Interesting Items From All Points.

(Special to The Talking Machine World.)

Cleveland, O., Jun. 9, 1911.

While the volume of trade was not so large in May as in the previous month, transactions were numerous, and the talking machine dealers express themselves very well satisfied with results. But in line with the run of business generally, sales are just fair, and a conservative demand is quite evident. Conditions are not what were expected at this season, nor are they satisfactory, yet instead of a decrease, additional dealers are in evidence, the latest, the establishing of a jobbing house for Edison goods.

All the dealers are now well supplied with machines, cabinets and records, and several large orders have been placed for early fall delivery, covering the entire line of the high grade machines.

It is the general opinion among dealers that with the conclusion of Congressional debate of reciprocity and the tariff question, business will resume its normal condition. "If Congress would adjourn for ten years," said one dealer, "it would be a blessing to the country."

The use of the dictaphone in unearthing recent alleged bribery at Columbus has attracted widespread attention to the machine. Enterprising bartenders are now dispensing "Dictaphone Cocktails" and dilate on their popularity. Next we may likely be regaled with "Edison Business Phonograph Sundae," if the legislative bribery investigation continues.

L. C. Wiswell, of Lyon & Healy, Chicago, was a recent visitor in Cleveland.

F. K. Dolbeer, general manager of sales of the Thos. A. Edison, Inc., was in the city the latter part of May.

J. M. Bame, representing the Victor Talking Machine Co., spent a few days visiting the talking machine dealers the first of this month.

W. H. Hug, representative of the Thos. A. Edison, Inc., was in the city June 3, interviewing the dealers and looking after the interests of his company.

Mr. Gorham, of the Victor Co., was here the last week in May.

The Columbia Phonograph Co. reports May business as being the best since opening the new branch in Cleveland. "The sale of all types of machines," said Geo. R. Madson, local manager, "have been satisfactory, while sales of Mary Garden records have been large, a result of her visit here in May. Among the Italian trade, especially the records made by Guido Deiro, on the accordion, sales have been unusually large. Mr. Deiro will be here at one of the local theatres during the latter part of the month, when we will specialize his productions. We have added to our list an unusually large number of foreign records, especially of the Bohemian, Hungarian and Polish, as the demand is large and constantly increasing.

"The Columbia Co. have been giving recitals in and around Cleveland, entitled 'Grafonola and Violin Recitals,' Mr. Routh, a local violinist, giving violin obligatos with records by Margaret Keyes, Olive Fremstad, Eugenie Bronskaja and others, making a very interesting entertainment, and from which we have many encouraging prospects. In giving an entertainment at the annual banquet of one of the choral societies, it was extremely interesting to the society and of much importance to us, as the society was considering several applicants for their artist soloists for the coming season, and the records materially helped in making the selections. We believe this opened a fruitful field for Columbia records, and we invited them a selection of records of the different soloists that were being considered for future entertainments."

Everything is moving along prosperously at the

Victor

¶ Why say more?

¶ Come to the real headquarters for VICTOR and EDISON goods.

¶ We give you everything any other jobber will—and then some.

¶ Service too good to mention.

Standard
Talking Machine
Company
PITTSBURG, PA.

Edison

factory of the U-S Phonograph Co. G. M. Nisbett, manager of sales, said the factory was operating to the limit of capacity and that the expansion of business was constant and permanent. Dealers in various sections of the country have taken on a full line of the company's goods, and a branch house has just been opened at 58-60 East 5th street, St. Paul, Minn., and one at 1106 Commerce street, Dallas, Texas, while a number of others are contemplated. The company are turning out quantities of advertising literature, which will compare favorably in artistic merit with that of any other talking machine product. Worthy of especial mention is the 40-page advance list of selections, which includes sixty-two and four minute records, making, as the company claims, an excellent collection in themselves, running as they do pretty nearly the entire scale of musical attainment.

T. H. Towell, general manager, is now in New York.

Geo. M. Nisbett, manager of sales, has just returned from a business trip to Chicago and St. Paul.

F. L. Dillbahr, of the M. & R. Record Co., Chicago, was a recent visitor to the U-S Phonograph Co.

Conditions with The Caldwell Piano Co., which has just taken on a complete line of Victor goods, are the best. H. D. Scropton, manager of the new department, said: "The talking machine business for June has opened up most encouragingly. We are getting orders for more No. 16 mahogany Victrolas than we can supply, and our record sales are good and increasing." Not a little comment is heard concerning the weekly recitals given by the company in the recital hall on the Victrola and Angelus Player-Piano. During the past month the window displays have been an attractive feature, the big hit, however, was the live dog sitting on the turn table of a Victrola.

The Eclipse Musical Co. report trade in the wholesale department for both Victrola and U-S goods as of the most encouraging character. Notwithstanding business generally is somewhat hampered, the demand for machines of various descriptions, it was stated, was fairly good, and that there is a steady inquiry for the latest models and records. Mr. Towell is very sanguine as to the future of the business, and is aiming to meet the expected largely increased requirements of the trade by carrying a full and complete line of both Victor and U-S goods.

Mr. Kellogg, sales manager of McMillins, said: "Trade in Victrolas is only fair, the warm weather affecting the business in high grade goods. The sale of Edison machines and records is very good. During May we experienced excellent sales of Victor German, Russian and Italian records."

W. H. Buescher & Sons express themselves pleased with the sales of Victrolas and other Victor machines, as well as records, particularly the Red Seals.

R. Svelha, who recently purchased the West Side Columbia store of John Reiling, has entirely refitted the place, and in addition to talking machines has installed a line of pianos and small musical instruments.

Mr. Freidlander, of the Bailey Co., said business during the past two weeks has been perceptibly picking up. "Our sales of machines," he said, "have been very satisfactory, and we are having a fine record trade, and largely of the higher priced productions. The new Victrola IX is going to be a popular machine."

As yet the Rudolph Wurlitzer Co. have confined their business at the new store to the automatic musical instrument trade, but are making preparations to install a line of pianos and player-pianos. The company has had in contemplation the handling of Victor goods, but has not yet fully determined the matter. The manager questions the advisability of the undertaking.

To make good clerks every mercantile house must remember that the customers, as a body, care more for the clerks than they do for the members of the firm.

The buyer that waits on a salesman quickly is the man that gets the best prices.

Nordica, Fremstad, Garden, Nielsen, Cavalieri, Bispham,—and plenty of others. Great names and great records. Exclusively Columbia. Any reason why you should keep yourself separated from the business they are bringing?



Columbia Phonograph Co., Genl., Tribune Building, New York

EDISON ON HIS NEW BATTERY.

Expects It to Alter All Electric Transportation—Can Be Charged in Very Few Minutes and the Large Size Will Go in a Suitcase—Butcher's Day's Deliveries Will Cost Him 25 Cents—Discusses New Talking Pictures.

Thomas A. Edison thinks that he has now invented a storage battery that will overcome the three main objections to the ones now in use, weight, bulk and length of time required to store them. The new battery that he has been working over for months is so light that one large enough to run a butcher delivery wagon can be put into a suitcase. It can be charged in four or five minutes, he says.

It was at the meeting of the National Electric Light Association, last week, that Mr. Edison let this much and a little more be known about the work that has been taking most of his time recently. In spite of the fact that it was he who invented the electric light years ago, he has never attended any of the thirty-four conventions of the N. E. L. A. When he came onto the stage he was cheered for a full minute.

Samuel Insull talked for Mr. Edison, for the latter seldom makes a speech. Mr. Insull told them that Mr. Edison thought the electric lighting industry was in mighty good hands at the present time and that he considered it a privilege to be able to be present.

It was after the meeting was over that Mr. Edison was cornered by newspaper men, and seemed really glad to talk.

His new battery would revolutionize surface car transportation, he thought. Some of his batteries are already being tried out on the Twenty-ninth street crosstown cars, but the new ones are not to be compared with those. The new ones can be stored under the seats.

They can be "rushed," he said, when it came to charging. Full current from the ordinary feed wire can be turned on at the end of each trip and in four minutes the batteries will be charged. Mr. Edison is very sure that they are economical and very cheap, but how cheap he has not figured out.

The most startling part of what Mr. Edison had to say pertained to the use of the new batteries in vehicles. He told of an old delivery cart that he turned into an electric motor in no time. All he did, he said, was to take off the shafts and install one of the suitcase variety storage batteries, along with a motor. He said that he found that that battery could do the ordinary delivery work of a butcher at a remarkably small cost.

A ten-minute charge would carry it over fifty miles, or it could be charged for smaller periods while loading up after each trip. The whole cost of a day's delivery for the average merchant was about twenty-five cents, he thought. He figured out that this new butcher wagon of his would make seventy-two average trips on a total charge lasting seventeen minutes.

Another interesting feature in Mr. Edison's account of his invention is his assertion that there is no waste or leakage.

Mr. Edison also told of the stage, bigger than that of the Metropolitan, he said, which his company had in the Bronx and on which he was training sixty actors for parts in his new "talking moving pictures." None of these are out yet, but it will not be long before his forty dramas that they are rehearsing now will be ready. Mr. Edison said he did not see why the speaking moving pictures could not be applied to Shakespeare as well as anything else.

He was asked what he thought of the welfare work for electric lighting employees. He said he considered it a great thing and that the leaders of the movement could count on his support.

The inventor said he did not think that any lighting corporation could be put in the same class as the Standard Oil and the tobacco trust and were not in any great danger of dissolution. He was sure that the lighting companies were giving the public a square deal, and to prove it he spoke of the recent reductions in rates. He was optimistic as to their future.

HANDLING THE NEW CUSTOMERS.

Trade Is Built Up by Extending a Proper Greeting to the New Visitors—Doesn't Do to Strike an Average in Judging a New Customer.

The way in which customers are greeted when they enter your store is of supreme importance. And the policy in this line is not what one employe does, for one swallow does not make a summer, but it is what we all do, what the impression of the force as a whole may be. As a matter of fact, the employes of a store are pretty apt to average a good deal alike in matters of routine work. One who stands very far above the rest will soon seek a better field for his talents if the average is low in his present place.

There are stores where no one is really greeted in the true sense of the word—customers being spoken to only when they speak to a clerk. That sort of treatment, or lack of treatment, does not warm one's heart very much toward the store. What we like ourselves when we go buying is to have someone greet us cordially when we enter the store and act as if our coming were appreciated and as if we were really welcomed. And we like it when we are called by name. The store where they speak only when they are spoken to is doomed to disappointment in the matter of annual receipts.

It is the new visitor to the store who should be given the limit in the matter of polite attention. The stranger may be merely a transient with no chance of becoming a regular customer, but also the stranger may be a new inhabitant of the town whose trade might become the best of any one family's trade. You never know, and it is not worth while to take chances just because you think a visitor is a transient. Anyway, the veriest transient will buy more while he is in the store if he is treated well, and when opportunity offers he will go out and give the store a better name.

L. R. MCCHESNEY, NEW EDITOR

Of the Edison Phonograph Monthly, Succeeds T. J. Leonard, Who Has Been Promoted to Office Manager of Edison Storage Battery Co.

Thomas J. Leonard, editor of the Edison Phonograph Monthly, the bright magazine issued in behalf of the phonograph department of Thomas A. Edison, Inc., Orange, N. J., has been promoted to office manager of the Edison Storage Battery Co. Mr. Leonard, who originally was taken from the general business office of the company, where he was an expert accountant, to edit the Monthly, is considered one of the cleverest men in the service of the corporation, and the promotion to this responsible position is strictly an advance on merit.

The Monthly will be hereafter edited by L. R. McChesney, the very competent son of L. C. McChesney, manager of the advertising and general publicity department, who has been Mr. Leonard's assistant. The younger Mr. McChesney will also look after the Phonogram and other house literature and publications issued by the corporation, a task of no small magnitude.

ADJUNCTS TO ADVERTISING.

Window Displays, Store Interiors and Service Three Important Factors—Making Salesmen Out of Clerks.

Window displays, the interior of the store and the personal service of clerks all bear on the pulling qualities of advertising. A merchant in Southern Wisconsin who recognizes this has the printer furnish him with a number of proofs to be distributed to every one of his clerks, with instructions to read the advertisement carefully so as to be thoroughly familiar with the special inducements offered. After reading the advertisement each clerk signs his name in the margin of the paper and offers new suggestions that might increase the pulling qualities of the advertisement. By doing this the merchant not only makes salesmen out of his clerks, but he gains new ideas from them; they feel a personal interest in the business, and each one is especially anxious to make a big success of any sale in which any of his suggestions are incorporated.

Adoption of their suggestions intensifies the clerks' interest in the store. It makes them feel that every effort put forward to increase sales is appreciated; they begin to study the reasons for successful sales and learn to back up the printed advertisement with personal efforts. Unconsciously they train themselves to be something more than mere order-takers.

Ideas which might be valuable to the store—goods which might be salable—advertisements which might take—displays which might help sales—persons who might be customers, ought to be mentioned to your employer. Of course, you can't expect each suggestion to be acted upon, but one idea might be worth the attention you have given to the whole.



Mr. Dealer!

Your attention for one moment:

Music Master Wood Horns!

Right now: Are you prepared for tourists and those who go on short vacations during the coming summer months to take care of inquiries that will come to your store for *MUSIC MASTER HORNS*?

If Not, Why Not Get Alive to the Situation?

The *MUSIC MASTER HORN*, beyond a question, is the greatest advancement ever made in Phonographic Horn Construction. Not only from the standpoint of workmanship and finish, but based upon scientific principles of acoustics, sending forth the beautiful sound-waves, minus the hissing and tiny sounds heard from *TIN HORNS*. Why don't you investigate the merits of the *MUSIC MASTER*?

Should your jobber be unable to supply you, write us, and we will send you a sample line of oak, mahogany or spruce horns for disc or cylinder machines on approval.

OUR GUARANTEE WITH EVERY HORN

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

NOT LETTING THE GRASS GROW.

Concerts in Public Parks and Recitals in Private Features of Energetic Victor Campaign of E. E. Forbes Piano Co.—After the School Trade—Suitcase Advertising.

(Special to The Talking Machine World.)

Birmingham, Ala., June 5, 1911.

H. B. Coreaux, manager of the Victor talking machine department of the E. E. Forbes Piano Co. in this city, has mapped out a lively campaign for the summer months which includes, in place of indoor recitals, a series of outdoor concerts in the public parks on two evenings each week. The preliminary circular issued by the Victor Talking Machine Co. regarding their educational campaign and the use of talking machines for instruction purposes in schools, has been reproduced by the Forbes Co., and strong efforts will be made to have the Victor become a fixture in all the schools in the territory covered by the stores of that company.

Mr. Coreaux has recently returned from a two

weeks' "concert tour," giving recitals in private homes and in moving picture houses. He reported excellent results and states that he sold five Victrolas in one town alone. He uses on his trips, for demonstrating, a Victrola X, for which he has had a special carrying case made. The motor he transports in his suitcase, which bears the Victor dog in a prominent position. The trade-mark on the suit case leads to many inquiries which often result in a sale.

REGARDING THE STORE POLICY.

A Good Policy Keeps a Store Up to the Mark and Makes for Popularity—The Result of Study.

A good policy means a popular store. A neglect of policy, allowing it to take care of itself, means a neglect of the very things that go to make a store grow. A business grows by what it feeds upon and it feeds to quite an extent upon its

policy. The merchant who is uncertain as to the wise policy to pursue in a stated case should study the means taken by other merchants. He should study the policies of the stores he knows to be successful, peering into their intricacies and reasoning out their whys and wherefores.

The proper study for merchants is merchandising. The way to find out what policies will be popular is to try them and see how they strike the public. But as this method has the obvious disadvantage of making the business suffer from the mistaken policies, the better plan is to study policies as tried by someone else and take for your own only those that prove successful with someone else.

The store policy should cover every department of management, of advertising, of treatment of help, of treatment of customers. It should be comprehensive and detailed, and it should be lived up to

COMMON SENSE AND ITS VALUE.

A Quality That Will Triumph Over the Obstacles Placed by the Wiseacre—Progress Depends Upon Common Sense.

If you set out to do a thing that never has been done, the Wiseacres will pop up to tell you that it cannot possibly be done. But when you go ahead and do it those same Wiseacres shrug their shoulders, elevate their eyebrows and say, "Oh! of course you can do it that way; we thought you meant the other way."

Remarkable people, those Wiseacres. It is truly wonderful how much they know that isn't so. Still if it were not for a certain popular corrective named Common Sense, the Wiseacres are such determined and such profoundly logical obstructionists that no progress could ever be made in the arts, sciences and industries, for no one would dare undertake to develop a new idea or foster an original discovery.

Common sense is the great motor force of the practical world. It is the thing that makes the wheels go round. Without it almost every invention, every device or plan that has worked out to the positive betterment of human conditions would have perished in the workshop, laboratory or studio of the originator; for Common Sense is the intelligence that recognizes possibilities and provides the means for their realization. Do you know that the first vessel to cross the Atlantic under steam propulsion carried a pamphlet written by a scientific Wiseacre who therein proved to an absolute mathematical certainty the "impossibility" of accomplishing such a feat?

TWO INKY WAYS.

There was a man who advertised but once—a single time; In spot obscure placed he his ad, and paid for it a dime.

And just because it didn't bring him customers by score, "All advertising is a fake," he said, or rather swore.

He seemed to think one hammer tap would drive a nail clear in; That from a bit of tiny thread a weaver tents could spin.

If he this reasoning bright applied to eating, doubtless he Would claim one little bite would feed ten men a century.

Some day, though, he will learn that to make advertising pay He'll have to add ads. to this ad. and advertise each day. —New York Sun.

Goods which are nearly out ought to be put down in the order book then, not when they are out. If a rush comes to your notice which you think will clear the stock out shortly—as the demand of each item can't be under your employer's eyes—the articles ought to be put down before they get low.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for the Talking Machine World.)

Washington, D. C., June 7, 1911.

SOUND REPRODUCING MACHINE. Robt. L. Gibson, Philadelphia, Pa. Patent No. 993,980.

This invention has reference to sound reproducing machines and consists of certain improvements which are fully set forth in the following specification and shown in the accompanying drawings which form a part thereof:

The object of this invention is to provide a construction of machine which is adapted to employ a record tablet in disc form and which, in the operation of the record groove upon the stylus, will cause said record groove to travel in contact with said stylus at a uniform speed throughout the entire length of the groove.

The object is also to provide a construction of machine in which the sound box shall remain normally stationary while the record tablet is caused to travel under it to bring the different portions of the record groove in succession into operative position with respect to the stylus.

This invention consists of means for rotating a record tablet and simultaneously therewith shifting the axis of rotation relatively to a stylus of a sound box whereby successive portions of the record groove are brought into operative position with the stylus and whereby the sound box may be relatively stationary with respect to the record tablet.

This invention also consists of the combination of a rotating support for a record tablet combined with a sound box and stylus, and means for rotating the support of the record tablet with a gradually varying speed whereby the speed of travel of the record groove is substantially constant.

Figure 1 is a side elevation of a sound reproducing machine with a portion broken away to show the interior and embodying the improvements in its construction; Fig. 2 is a plan view of the same; Fig. 3 is an end view through a portion of the gearing and motor devices; Fig. 4 is a sectional elevation through a transmitting gearing and driving mechanism for the record tablet support, and Fig. 5 is a sectional view of the detail for connecting and disconnecting the record tablet support with the transmitting gearing.

PHONOGRAPH. Septimus T. E. White, Oklahoma, Okla., and John H. White, New York. Patent No. 993,981.

This invention relates to an improvement in phonographs, whereby the effect of the vibrations imparted to the stylus by the disc or cylinder or any other type of recording tablet is modified by a plurality of diaphragms, thereby increasing the distinctness and volume of the sound.

An object of this invention is to provide an attachment for a phonograph in which a plurality of diaphragms are connected to a single stylus, whereby the effect of the movement of the stylus is amplified, with means for varying the number of diaphragms which will be operative at any time.

A further object of this invention is to provide an attachment for a phonograph which includes a plurality of sounding diaphragms or sounding boxes.

connected either in series or multiple, with a primary sounding box or diaphragm.

Figure 1 is a perspective view showing one form of the device, in which the sounding boxes are connected in series; Fig. 2 is a fragmentary vertical section of the form shown in Fig. 1; Fig. 3 is

an enlarged detail fragmentary view of the frame with one of the rings removed to show the underlying structure; Fig. 4 is a horizontal section on the line 4-4 of Fig. 2; Fig. 5 is a perspective detail view of one of the adjusting rings. Fig. 6 is a detail perspective view of the lock for securing the ends of one of the adjusting rings together; Fig. 7 is an enlarged view of one of the connections between a pair of juxtaposed diaphragms or sounding boxes; Fig. 8 is a fragmentary plan view of another form of the invention, in which the auxiliary sounding boxes are shown connected in multiple with the primary sounding box, and Fig. 9 is a fragmentary view in elevation, partly in section, of the form shown in Fig. 8.

TALKING MACHINE. James A. Rabbitt, Yokohama, Japan. Patent No. 993,793.

This invention relates to talking machines and has reference more particularly to the construction of the sound-conveying and amplifying devices for such machines.

The invention is directed to the provision of a talking machine of an improved construction, whereby a more compact structure and one which is of attractive appearance is provided, and such that an increased volume and a sweeter tone of the reproduced sounds are secured.

In accordance with the invention, the reproduced sounds are carried from the sound-box through a passageway which passes through the box or casing employed as a support and an inclosure for the motor; within the casing the sound-conveying passageway is divided into two diverging parts which pass one on either side of the motor, thus forming a double resonance chamber. Each of these parts is of progressively increasing cross-sectional area, so that the sounds are amplified

while passing therethrough. In this way a tapering sound-conveyor is provided which is of sufficient size to effect a substantial amplification of the sound, the employment of a bulky tapering horn extending above the machine is avoided, and ample space for the motor is provided without undue enlargement of the casing of the machine.

The invention further involves the provision of certain resonance devices in the sound-conveying passage which serves to augment the volume of the reproduced sounds and sweeten the tone, so that a more faithful reproduction of the recorded sounds is obtained.

In the preferred embodiment of the invention, a support is employed mounted in the sound-conveying passage and carrying resonators which may be in the form of thin leaves, either metallic or non-metallic, increasing in width toward the end of the passage; the ends of these leaves or resonators are free of the walls of the passage and they vibrate in harmony with the sound waves, thereby amplifying and improving the tone of the reproduced sounds.

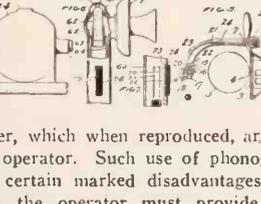
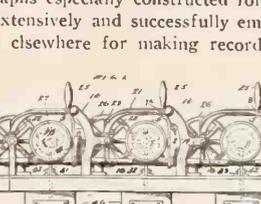
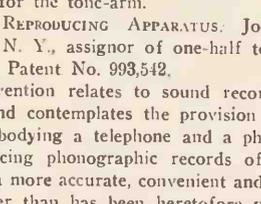
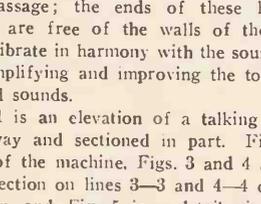
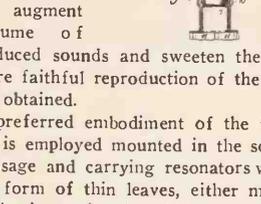
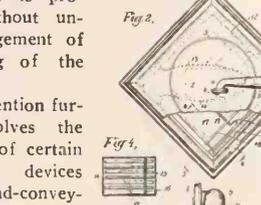
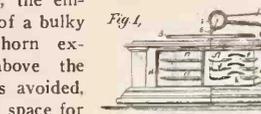
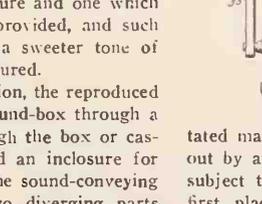
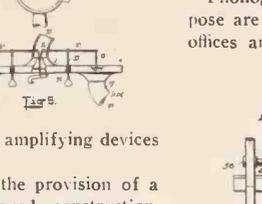
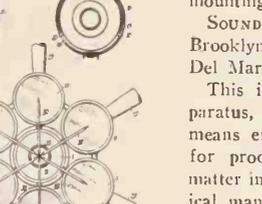
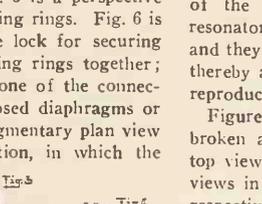
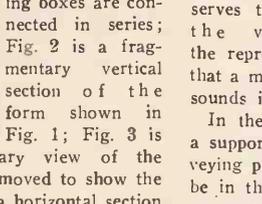
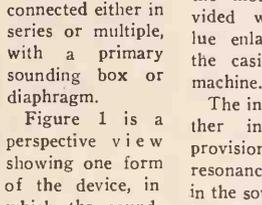
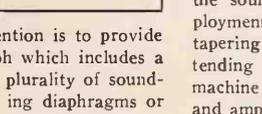
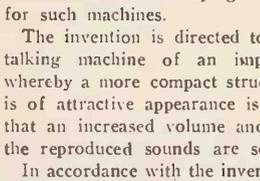
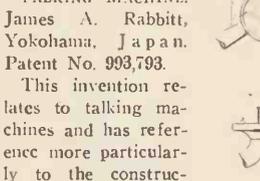
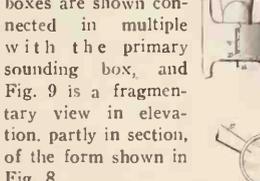
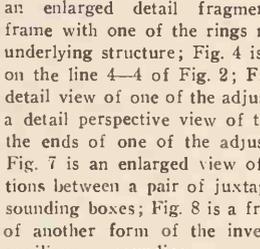
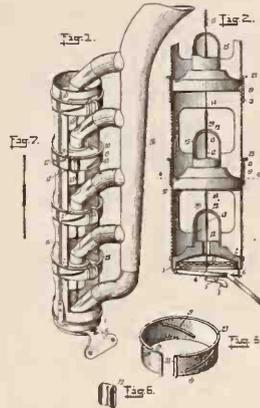
Figure 1 is an elevation of a talking machine, broken away and sectioned in part. Fig. 2 is a top view of the machine. Figs. 3 and 4 are detail views in section on lines 3-3 and 4-4 of Fig. 2, respectively, and Fig. 5 is a detail view of the mounting for the tone-arm.

SOUND REPRODUCING APPARATUS. John Noll, Brooklyn, N. Y., assignor of one-half to Eugene Del Mar. Patent No. 993,542.

This invention relates to sound recording apparatus, and contemplates the provision of novel means embodying a telephone and a phonograph for producing phonographic records of dictated matter in a more accurate, convenient and economical manner than has been heretofore possible.

Phonographs especially constructed for the purpose are extensively and successfully employed in offices and elsewhere for making records of dic-

tated matter, which when reproduced, are written out by an operator. Such use of phonographs is subject to certain marked disadvantages. In the first place, the operator must provide a place usually near his desk for a cumbersome machine and for the cylinder, holders and the like, and must provide electric current or other means of operating the mechanism of the phonograph. He



THE BEST TRADE MAKERS ON THE MARKET ARE THE LINE OF
ELECTRIC-PLAYERS

MADE BY
THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK

As a side line for Talking Machine Dealers they are unequalled. They mean easy money and big profits. We will send the arguments that will convince you and your customers.

Write for Catalogs, Prices and List of Perforated Music Rolls. You will be interested.

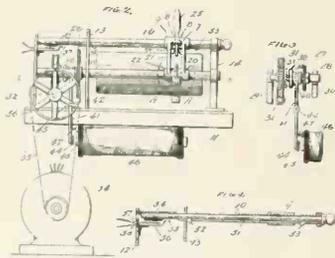
Look back a couple of years—then look ahead a bit. If you cannot read “C-O-L-U-M-B-I-A” written all over the map, your eyes need fixing.



Columbia Phonograph Co., Genl., Tribune Building, New York

must attend to the provision of blank cylinders. guard them with painstaking care against the readily occurring surface mutilation, both before and after use on the phonograph, and generally look after them until they are placed on the reproducing machine. Furthermore, the user must attend to the placing of the records in the machine; he must adjust the stylus in position for work, and generally give his personal attention and his time to the mechanical manipulation of the phonograph mechanism from the time he starts to dictate to it until the dictation is complete.

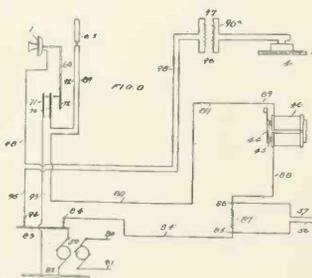
It is one of the important objects of this invention to overcome the above-named disadvantages



by wholly relieving the user of the burden of personally attending to operating the phonograph mechanism, supplying and removing records, adjusting the stylus, and looking after the wax cylinders from the time they are shaved, until adjusted in position on the reproducer.

Another important object of the invention is to provide convenient and reliable means for starting and stopping the rotation of the phonograph cylinder during dictation.

A further object of the invention is to provide



signal means to apprise the dictator when a cylinder is in position ready for use, and to notify him when the record on the machine to which he is dictating is completed, and when such record is replaced by a fresh cylinder.

Other objects and advantages will appear in the course of the following description, wherein reference is made to the accompanying drawings, in which

Figure 1 is a cross-sectional view showing several phonograph units and the driving means therefor. Fig. 2 is a side elevation of a single unit. Fig. 3 is a detail view of a coil operated clutch which is employed. Fig. 4 is a detail view of a slide rod for opening and closing the operative circuit. Fig. 5 is a detail sectional view showing the magnetic recorder and associated parts.

Fig. 6 is a detail view partly in section, of the transmitter standard and a signal lamp mounted thereon. Fig. 7 is a detail sectional view of the transmitter standard showing the switch mechanism mounted therein, and Fig. 8 is a diagrammatic view of the electrical features of the invention.

SOUND RECORDING AND REPRODUCING INSTRUMENT. Josephine Morton, London, Eng., assignor to Melvin Williams & Co., Ltd., Sardiff, Eng. Patent No. 992,029.

This invention relates to sound recording and reproducing instruments such as gramophones, phonographs and the like, and it has more particular reference to the construction of the cabinets for containing the entire mechanism, and which are provided with vertically arranged trumpets having their flared mouths directed toward fretwork covered sound openings in the casing. Instruments of the kind referred to usually have one or more trumpets branching from the sound pipe vertically to the top of the inclosing cabinet; said trumpet or trumpets being fitted at or near their ends with sounding boxes for the intensification and mellowing of the reproduction; or with bridge pieces near the mouth for transmitting the vibrations of the wider part of the trumpet to the casing without the vibrations of the narrower part affecting the strengthening and refining of the sound.

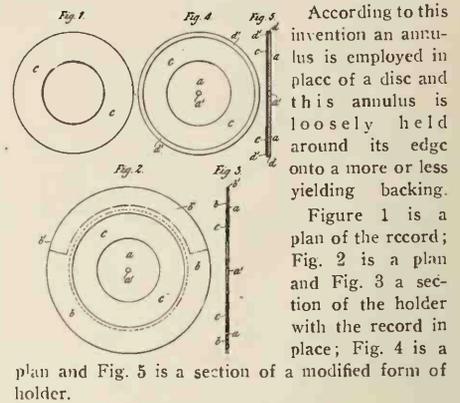
One feature of the invention is to provide an improved construction of gramophone or phonograph cabinet of the foregoing type which is fitted with a novel sound diffuser or deflector.

A further feature of the invention consists in the particular method of forming and arranging the mouth of the trumpet relative to its longitudinal axis or the sound pipe and inclosing cabinet whereby the sounds reproduced are much more effectively diffused instead of being projected in one or more definite and distinct directions.

The accompanying drawing is an illustration of the invention, Figure 1 being a front elevation, partly in section, of one convenient embodiment of the present improvements; Fig. 2 is a central vertical section taken at right angles to Fig. 1, and Fig. 3 is a plan view.

GRAMOPHONE RECORD AND HOLDER FOR THE SAME. John R. Craig, Jr., London, Eng., assignor to Phonofilm Syndicate, same place. Patent No. 992,169.

It has been proposed to use for gramophone records, discs of some light thin and flexible material, such discs when in use being rigidly clamped around their edges onto a rigid plane surface.



According to this invention an annulus is employed in place of a disc and this annulus is loosely held around its edge onto a more or less yielding backing.

Figure 1 is a plan of the record; Fig. 2 is a plan and Fig. 3 a section of the holder with the record in place; Fig. 4 is a

plan and Fig. 5 is a section of a modified form of holder.

HOW TO INCREASE BUSINESS.

The Subject of Some Timely Remarks by the Victor Talking Machine Co.—How Their New Catalog May Be Made Profitable.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 5, 1911.

Recently the Victor Talking Machine Co., Camden, N. J., in sending out their very complete and admirably arranged May record catalog and other literature, gave out some excellent advice to dealers regarding how to increase their business. A few of these "tips" follow in part: "The last six months have brought exceptional opportunities to Victor dealers. During this period there has probably been announced more successful record features than in any six months in the history of the Victor, and the June supplement is only just another big opportunity. While our immense advertising in the magazines and newspapers, with the splendid co-operation of our dealers, is selling Victors and Victorolas faster than our immense factories can supply the demand—don't forget that the big and profitable record business that follows the sale of every instrument is wholly dependent on the proper distribution of the record catalog backed up with your determined effort to sell records to every Victor owner.

"The only way to make this catalog actually increase your record business is to make up a list of all Victor owners in your community, and then invite them all to call for a copy of the Victor record catalog that has been reserved for them, and when you deliver them their catalog check their names on the list and enter the date catalog was delivered to them. Then watch what they buy, and the minute you find their record purchases falling off, pay them a personal visit and find out exactly why they are not buying records. Possibly the sound box or the motor may need some little repairs which can be quickly accomplished, and as every Victor owner who stops buying records means an actual loss to you, it should be your strictest rule to never let a single Victor owner lose interest in the Victor. Those Victor owners who do not call for their record catalog are the very ones you should go after the hardest."

RECORD BULLETINS FOR JULY, 1911

COLUMBIA PHONOGRAPH CO., GEN'L.

- 10-INCH DOUBLE-DISC BLUE LABEL RECORDS
- A1006 Oh, That We Two Were Maying—Ethebert Nevin. Contralto Solo, Orch. Accomp. Mary Adele Case
- The Danza—G. W. Chadwick. Contralto Solo, Orch. Accomp. Mary Adele Case
- A1007 It's a Long Way Back to Dear Old Mother's Knee—Halsey K. Mohr. Counter-Tenor Solo, Orch. Accomp. Will Oakland
- Only a Pansy Blossom—Frank Howard. Counter-Tenor Solo, Orch. Accomp. Will Oakland
- A1008 The Pink Lady—My Beautiful Lady (Waltz Song)—Ivan Caryll. Soprano Solo, Orch. Accomp. Idelle Patterson
- Fairy Moon—Charles K. Harris. Vocal Quartet, Male Voices, Orch. Accomp. Columbia Quartet
- A1011 Discourse on the Trusts—Murry K. Hill. Vaudeville Specialty, Orch. Accomp. Murry K. Hill
- Father Was Out—Murry K. Hill. Vaudeville Specialty, Orch. Accomp. Murry K. Hill
- 12-INCH DOUBLE-DISC BLUE LABEL RECORDS.
- A5290 Within a Mile of Edinboro' Town—James Hook. Contralto Solo, Orch. Accomp. Margaret Keyes
- My Ain Folk—Laura G. Lemon. Contralto Solo, Orch. Accomp. Margaret Keyes
- 10-INCH DOUBLE-DISC RECORDS.
- A1003 Variety Polka (Polka Variado). Accordion Solo. Guido Deiro
- My Treasure Wältz (Tesoro Mio Vals). Accordion Solo. Guido Deiro
- A1004 "De Molay" Commandery March—R. B. Hall. Band
- A Jolly Good Fellow—March and Two-Step—B. Hartz. Prince's Band
- A1005 The Mississippi Dippy Dip—Ray Walker. Baritone and Tenor Duet, Orch. Accomp. Collins and Harlan
- Steamboat Bill—F. A. Mills. Baritone Solo, Orch. Accomp. Arthur Collins
- A1009 The Hen Pecks—June A. Baldwin. Vocal Quartet, Male Voices, Orch. Accomp. Columbia Quartet
- By the Dear Old River Rhine—Theo. Morse. Duet for first and second tenors, Orch. Accomp. Henry Burr and Albert Campbell
- A1010 All Alone—Harry Von Tilzer. Soprano and Tenor Duet, Orch. Accomp. Ada Jones and Walter Van Brunt
- In the Land of Harmony—Ted. Snyder. Baritone Solo, Orch. Accomp. Arthur Collins
- A5288 Polonaise Militaire—Opus 40, No. 1—Chopin. Prince's Military Band
- La Czarine (Mazurka Russe)—L. Ganne. Prince's Military Band
- A5291 No One to Love—Harvey. Counter-Tenor Solo, Orch. Accomp. Frank Coombs
- Loraine—J. P. Webster. Counter-Tenor Solo, Orch. Accomp. Frank Coombs
- A5292 Violets—Waltz—Waldteufel. Dance Music. Prince's Orchestra
- I Love Thee—Waltz—Waldteufel. Dance Music. Prince's Orchestra
- 2-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.
- 1485 The Great Conquest—Fred Wood. Military Band
- 1486 Let Me Live and Stay in Dixie—Brice and King. Tenor Solo. Walter Van Brunt
- 1487 Dreaming—Heiser and Daily. Soprano Solo. Helen Clark
- 1488 Alma—Hobart and Briquet. Soprano and Tenor Duet. Incz Barbour and Harry Anthony
- 1489 When Mariola do the Cubanola—Von Tilzer and Dillon. Baritone Solo. Arthur Collins
- 1490 Ciribiribi—Pestalozza. Whistling Solo. Guido Giardini
- 1491 Father Was Out—Original. Vaudeville Specialty. Murry K. Hill
- 1492 I Love My Wife—Bryan and Brown. Vaudeville Specialty. Fred Duprez
- 1493 Oh, Glory—Original. Vaudeville Specialty. Murry K. Hill

- 1494 The Billboard—J. Klorh. Military Band
- 4-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.
- 3225 Gesundheit Waltzes—F. Helf. Military Band
- 3226 Gandy Lou—T. S. Allen. Vocal Quartet. Peerless Quartet
- 3227 All Aboard for Blanket Bay—Harry Von Tilzer. Tenor Solo. Walter Van Brunt
- 3228 Baby Rose—Waslyn and Christie. Baritone and Tenor Duet. Collins and Harlan
- 3229 Will the Roses Bloom in Heaven—C. K. Harris. Tenor Solo. Henry Burr
- 3230 A Bunch of Nonsense—Original. Vaudeville Specialty. Murry K. Hill
- 3231 The Crushed Tragedian—Len Spencer. Vaudeville Specialty. Len Spencer and Ada Jones
- 3232 Tout Passe Waltz—Berger. Whistling Solo. Guido Giardini
- 3233 Danse des Sultanes—P. Daniels. Concert Band

VICTOR TALKING MACHINE CO.

- SINGLE-FACED RECORDS.
- Arthur Pryor's Band.
- No. Size.
- 5831 Arms of America March. Pryor 10
- Vessella's Italian Band.
- 31831 Cavalleria Rusticana—Prelude. Mascagni 12
- Michele Rinaldi, Cornetist.
- 5845 Cradle Song—Lullaby (Wiegeliied). Johannes Brahms, Op. 49, No. 4 10
- Ada Jones—Billy Murray.
- 5846 All Alone. Harry Von Tilzer 10
- Elizabeth Brice—Charles King.
- 5847 That's Ever Loving Love. Brice-King 10
- Two Records by this Popular Comedian.
- 5848 I'm Going to Stay on Solid Ground. Greene-Smith 10
- 5850 Stay in Italy—Italian Dialect. Snyder 10
- Harry Macdonough and Lyric Quartet.
- 5849 For Every Boy who's Lonely, There's a Girl Who's Lonely Too (From "Hauerbach-Hoschna"). Victor Light Opera Company. 10
- 31830 Gems from "The Fortune Teller". Smith-Herbert 12
- 31829 Gems from "Fra Diavolo". Auber 12
- DOUBLE-FACED RECORDS.
- 16845 I'll Lend You Everything I've Got Except My Wife (from "Polites of 1910") (Havez-H. Von Tilzer). Arthur Collins 10
- A Rag-Time Episode (Paul Eno). Banjo. Fred Van Eps 10
- 16864 Band of Gideon. Fisk University Jubilee Quartet (Work, Ryder, Myers, O'Hara). 10
- My Soul Is a Witness. Fisk University Jubilee Quartet 10
- 16865 My Love Is Like a Red, Red Rose. (Burns-Hastings). John Barnes Wells 10
- There, Little Girl, Don't Cry (Riley-Campion). Elizabeth Wheeler 10
- 16866 Dixie Gray—March Song (Mahoney-Morse). American Quartet 10
- Congressman Filkin's Home Coming (Porter) Rural Specialty. Porter and Harlan 10
- 16867 Steamboat Bill (Shields-Leighton Bros) Comic Song. Arthur Collins 10
- The Old Jokes. Humorous Specialty. Murry K. Hill 10
- 16868 All Aboard for Blanket Bay (Sterling-H. Von Tilzer). Walter Van Brunt 10
- My Trundle Bed (J. C. Baker). Helen Clark 10
- 16869 I've Found a Friend (Stebbins) Gospel Hymn. Mr. and Mrs. Wheeler 10
- The Lord is My Shepherd (Henry Smart). Miller and Werrenrath 10
- 16870 The Mississippi Dippy Dip (Macdonald-Walker). Collins and Harlan 10
- Clancey's Wooden Wedding. Irish Song. Steve Porter 10
- 16871 June (from "The Hen-Pecks") (Goetz-Stoane). Walter Van Brunt 10
- 1-A Fairy Tale (Riley); 2—Otto and His Auto (Cook) Humorous Recitations. Henry Allan Price 10
- 16872 Dear, Delightful Women (from "The Balkan

- Princess") (Rubens). Reinald Werrenrath and Victor Chorus 10
- Luxemburg Waltz (Lehar) Whistling. Guido Giardini 10
- 35189 The Charmed Cup (Weatherly-Roeckel). Reinald Werrenrath 12
- Murmuring Zephyrs (Jensen) (Murmeline Luftchen). John Barnes Wells 12
- 35190 Two-Step Medley No. 10—"Grizzly Bear," "Mendelssohn Tune," "Italian Love," "Stop, Stop, Stop." Victor Dance Orchestra 12
- Love and Spring Waltzes (Von Blon) (Lenz und Liebe). Victor Dance Orchestra 12
- PURPLE LABEL RECORDS.
- George M. Cohan, Comedian.
- 60042 Life's a Funny Proposition After You. Cohan 10
- 60043 You Won't Do Any Business If You Haven't Got a Band. Cohan 10
- 70039 P. S.—Mr. Johnson Sends Regards. Cohan 12
- Nora Bayes, Comedienne.
- 60041 Strawberries (from "Little Miss Fix-It"). Bayes-Norworth 10
- Nora Bayes—Jack Norworth.
- 70038 Turn Off Your Light Mr. Moon Man (from "Little Miss Fix-It"). Bayes-Norworth 12
- Lucy Isabelle Marsh, Soprano (with Victor Chorus).
- 70037 Inflammatus from Stabat Mater. Rossini 12
- NEW RED SEAL RECORDS.
- Janet Spencer, Contralto.
- 12-inch, with orch.—In English.
- 74231 Gac to Sleep. Randall-Fischer 10
- 10-inch, with orch.—In Italian.
- 64186 Bolero (Gypsy Song). Arditi 10
- John McCormack, Tenor.
- 12-inch with orch.—In English.
- 74232 In a Persian Garden—Ah! Moon of My Delight. Khayyam-Lehmann 10
- Herbert Witherspoon, Bass.
- 12-inch, with orch.—In Italian.
- 74233 Vittoria Madrigale. Florida 10
- 10-inch, with orch.—In English.
- 64185 1—Requiem; 2—Dearest. Sidney Homer 10
- Luisa Tetrazzini, Soprano.
- 12-inch, with orch.—In Italian.
- 88311 Swiss Echo Song (L'Eco) (Schweizer Echo Lied). Albert Reiss, Tenor. Eckert 10
- 10-inch, with orch.—In German.
- 64188 Hansel and Gretel—Hexenritt (Witches' Ride). Humpderdick 10
- 64187 Gasparone—Er soll dein Herr sein. Millöcker 10
- John McCormack, Tenor—G. Mario Sammarco, Baritone.
- 10-inch, with orch.—In Italian.
- 87078 Li Marinari (The Mariners). Rossini 10
- Emilio de Gogorza, Baritone.
- 12-inch, with orch.—In French.
- 74234 Allicluisa d'Amour. Faure 10

THOMAS A. EDISON, INC.

- EDISON AMBEROL RECORDS.
- 715 Kerry Mills' Pawtucket Slide. N. Y. Military Band 10
- 716 Missouri Joe. Edison Mixed Quartet 10
- 717 Sweet Old Rose. Manuel Romain 10
- 718 Down at Finnegan's Jamhoree. Charles D'Almaine and Company 10
- 719 Baby Rose. Billy Murray and Chorus 10
- 720 The Mississippi Dippy Dip. Collins and Harlan 10
- 721 Montrose March. New York Military Band 10
- 722 They're All Good American Names. Bob Roberts 10
- 723 Dixie Gray. W. H. Thompson and Chorus 10
- 724 The Prettiest Little Song of All—Bells solo with orch. accomp. Charles Daab 10
- 725 All Alone. Ada Jones and Chorus 10
- 726 Down in the Old Meadow Lane. Frank X. Doyle 10
- 727 Huskin' Bee Medley—Virginia. National Promenade Band 10
- 728 Steamboat Bill. Edward Meeker 10
- 729 "Naughty Marietta" Selection. Victor Herbert and His Orchestra 10
- 730 The Harp That Once Thro' Tara's Halls. Irving Gillette and Chorus 10
- 731 Jesus, Lover of My Soul. Edison Mixed Quartet 10
- 732 Dear Heart. Venetian Instrumental Trio 10
- 733 Marching Through Georgia. James F. Harrison and Chorus 10
- 734 Fourth of July at Pumpkin Center. Cal Stewart 10
- 735 Noring Maurine. Anthony and Harrison 10
- 736 The Spring Maid—Waltzes. American Standard Orchestra 10
- 737 Not To-Night, Josephine. Ada Jones and Billy Murray 10
- 738 Old Black Joe. Knickerbocker Quartet 10
- 739 Three Quotations—No. 2, "And I, Too, Was Born in Arcadia." Sousa's Band 10
- EDISON STANDARD RECORDS.
- 10501 Me to-Night in Dreamland. Medley—Waltz. New York Military Band 10
- 10502 Any Little Girl, That's a Nice Little Girl, Is the Right Little Girl for Me. Ada Jones and Chorus 10
- 10503 The Vale of Dreams. Campbell and Thompson 10
- 10504 Stop, Stop, Stop. Billy Murray and Chorus 10
- 10505 Come, Josephine, in My Flying Machine. Ada Jones and Billy Murray and Chorus 10

UNITED STATES PHONOGRAPH CO.

- ENGLISH 4-MINUTE SELECTIONS.
- 1203 "Frat" March. U. S. Concert Band 10
- 1235 Venetian Song. W. H. Thompson 10
- 1246 Baby Rose (Duet). Collins and Harlan 10
- 1248 It's a Long Way Back to Dear Old Mother's Knee. Will Oakland 10
- 1208 Selection from "The Arcadians". U. S. Peerless Orchestra 10
- 1247 They Always Pick On Me. Miss Mahel L. Howard 10
- 1250 Homeland (from "Katie Did"). H. H. McCluskey 10
- 1249 Woldvoegelein (Gavotte) (Whistling solo). Guido Giardini 10
- 1256 The Two Beggars (Duet). Miller and Werrenrath 10
- 1260 The Gondolier and Temptation Rag. (Banjo Solo with Piano Accomp.) F. Van Epps and A. Benzler 10
- 1263 Why Adam Sinned. Arthur Collins 10
- 1233 The Valley of Peace (Sacred Duet). Anthony and Harrison 10
- 1194 Love's Sorrow (Violin, Flute, Cello and Piano accomp.). Geo. W. Ballard 10
- 1195 Day Dreams, Visions of Bliss (Duet) (from The Spring Maid). Miss Stevenson and Mr. Burr 10
- 1210 Selections from "The Pink Lady". U. S. Peerless Orchestra 10
- 1242 The Trusts (Vaudeville Sketch). Murry K. Hill 10
- 1245 Virginia Lou. Frank Coombs 10
- 1252 My Beautiful Lady (from "The Pink Lady"). Miss Helen Clark 10
- 1258 U. S. Minstrels No. 2. U. S. Minstrels 10
- 1268 Hearnsase. U. S. Symphony Orchestra 10
- FOREIGN SELECTIONS (4 MINUTE).
- In German.
- 21248 Trink'n wir Nuch'n Troepfchen. Oscar Stolbert 10
- 21250 Die Uhr. Emil Muench 10
- In Russian.
- 21770 Ne Brany Mena Rodnaja (Russian Folk Song). Emanuel Hollander 10

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In Spanish.

21800 El Husar de la Guardia Duo de Lisette y Le- andro—Zarzuela..... Pedro y Emilia Bolbena
21801 Jota Gran Dito "El Duo de la Africana"—Zar- zuela..... Vinart y Vergeri
21802 "La Mascota" Duo de Los Pavos... Vergeri y Vinart
21803 Cancion Española (Soprano Solo)..... Sr'ta. Emilia Vergeri

ENGLISH 2-MINUTE SELECTIONS.
281 June (from "The Hen-Pecks")..... Peerless Quartet
382 Buck and Wing Dance (Violin Solo)... Chas. D'Almaine
383 The Blaze of Glory (Xylophone Solo)... Albert Benzler
384 Oh! That Moonlight Glide..... Collins and Harlan
385 I've Got Your Number..... Ada Jones
386 I'm Falling in Love with Someone (from "Naughty Marietta")..... Albert Campbell
387 I Love My Wife..... Fred Duprez
388 Rockin' in de Win'..... Carroll Clark
389 Summer Days..... Geo. W. Ballard
390 That Railroad Rag..... Collins & Harlan

GERMAN 2-MINUTE SELECTIONS.
5461 Sapphramt Was Ist Den Das..... Oscar Stolberg
5462 Walzerlied (aus der Operette "Frau Luna")..... Emil Muench

RUSSIAN 2-MINUTE SELECTIONS.
5975 Barischini Tra La La (Russian Comic Song)..... Emanuel Hollander

5976 Matushka Volga (Russka ja Narodnaja Pesna)... Emanuel Hollander

SPANISH 2-MINUTE SELECTIONS.
6000 El Modelo Parisiense Duo del Matrimonio—Zar- zuela..... Pedro y Emilia Bolbena
6001 Calle el Labio "La Viuda Alegre"—Vals..... Sara de La Rocha y P. B. Vinart
6002 Cancion de Danilo (Al Restaurant Maxim) "La Viuda Alegre"..... Pedro B. Vinart
6003 La Noche de Reyes—Jota..... Pedro B. Vinart

UNIVERSAL TALKING MACHINE CO.

ZON-O-PHONE DOUBLE RECORD DISCS.

- Ten-Inch.
Zon-o-phone Concert Band.
5739 A—Valse Septembre..... Felix Godin
B—Greater Lansing March..... F. J. St. Clair
5740 A—Cochecho—An Alaskan Love Dance... Ernest Reeves
B—Uncle Dudley—Eccentric March Two-Step... Robert A. Kellogg
Zon-o-phone Orchestra.
5741 A—The Pink Lady Valse from the musical com- edy rage "The Pink Lady"..... Ivan Caryll
B—Trixxy—Two-Step..... Libbie Erickson
5742 A—Liebestraum (Love's Dream) Intermezzo.... Franz Von Blon
B—Tangle-Foot Joe (An Old Fashioned Hoe- Down)..... Geo. J. Trinkhaus
Vocal Selections with Orch Accomp., Henry Burr.
5743 A—Homeland, from "Katie Did"..... Karl Hoschna
B—If You Were a Big Red Rose..... Chas. X. Obrien
Arthur Collins.
5744 A—Missouri Joe..... J. H. Von Tilzer
B—Just To Be Sociable..... Matt Marshall
Billy Murray.
5745 A—On the New York, New Haven & Hartford. Albert Von Tilzer
B—Always Keep the Money in the Family..... Benjamin Hapgood Burt
Will Oakland.
5746 A—Emmett's Lullaby..... J. K. Emmett
B—Norah Acushla..... Harrison Millard
Alice C. Stevenson and Henry Burr.
5747 A—When You're in Town..... Irving Berlin
B—A Night in Venice..... G. Lucantoni
Arthur Collins and Byron G. Harlan.
5748 A—Baby Rose..... George Christie
B—Clara Jenkins' Tea, from "The Major"..... Dave Braham
Miscellaneous Vocal Selections with Orch. Accomp.
5749 A—My Beautiful Lady, from "The Pink Lady" (Helen Clark)..... Ivan Caryll
B—Dreams (Alice C. Stevenson)..... Anton Strelezki
5750 A—All Alone (Ada Jones and Billy Murray)..... Harry Von Tilzer
B—Sally (Billy Murray)..... E. Van Alstyne
5751 A—Mornin' Ezra, Mornin' Sil' (Byron G. Harlan) Jean C. Havez
B—Any Girl Looks Good in Summe' (Helen Clark)..... Phil Schwartz
5752 A—My Yiddish Colleen (Walter Van Brunt)..... Leo Edwards
B—Two Bhoys from Cork (W. H. Thompson)... Wilfrid Davies
5753 A—Virginia Lou (Henry Burr)..... Earl Taylor
B—Irish Lullaby (Merle Tillotson)..... Alicia Adelaide Needham

BEST PAYING DEPARTMENT

In a Piano Store, According to the Tasteful and Cleverly Written Booklet Just Issued by the Columbia Phonograph Co. Is That Devoted to Talking Machines—Given Away at Piano Trade Exhibition Held in Chicago.

"The Best Paying Department in the Piano Stores" is the title of a very handsome volume issued by the Columbia Phonograph Co., General, New York, which was distributed from space 12C in the Piano Trade Exhibition at Chicago, which closed Saturday, June 10. Besides a brief but pointed argument, elegant photogravures, 9 by 12 inches, are presented of Mary Garden, Lillian Nordica, Olive Fremstad, and miniature photographs of the entire operatic artists who sing for the Columbia records, printed on heavy plate paper. These are accompanied by fac-simile reproductions of the Grafonola line of hornless machines, including the latest model, equipped with sliding drawer carrying record turntable, which will be shown for the first time. The whole lot, gotten up in the best style of the art, is inclosed in a substantial pocket envelope to preserve the handsome appearance of the pictures and for convenience of carriage.

Brief excerpts from the "Best Paying Department in the Piano Store," to show its force and character, follow:

"After all, what you are selling is music, rather than pianos. True enough it is, that every family in the United States either owns a piano or wishes to—and that often a piano is sold to a person who regards it as a necessary article of furniture even if it is to be forever silent. But more and more, as the player-piano has demonstrated, it is music that most people really desire. If the endorsement of a piano by such a distinguished artist as Josef Hofmann is considered to be of value in the sale of that piano, how much more valuable to the agent of that piano are the records made in the Columbia laboratory by Josef Hofmann himself, and sold, as they should be, to your own customers in your own piano store? Likewise in the case of such a composer-pianist as Xaver Scharwenka? Moreover, if the written endorsements of certain pianos by such world-known singers as Lillian Nordica, Olive Fremstad and Mary Garden give selling strength to those pianos, what more appropriate place can there be for the sale of actual replicas of these great voices than the store where those same pianos are sold?" Facts and figures are quoted to demonstrate the wisdom and profit in creating a Columbia graphophone department in every music store.

Another novelty that was exhibited for the first time also was a new revolving device, for use in the window display to demonstrate their double disc records, and which made a big hit with dealers.

H. A. Yerkes, manager of the company's wholesale department, was in charge at Chicago, assisted by W. C. Fuhri, manager of the Chicago office; Chas. F. Bear and others of the local staff.

CLEVER MECHANICAL DISPLAY.

Some Excellent Ideas Whereby a Window Display of Vacuum Cleaning Machines May Be Made Attractive.

Talking machine dealers who handle vacuum cleaners will be interested in the mechanical window display which was recently arranged by C. J. Partridge, of Sterling, Ill., in which the operation of vacuum cleaning was demonstrated in a manner that attracted a large number of people to the window.

A large doll was made to represent the operator. The cleaning tube was fastened to the doll's hand, the hand being moved back and forth by a stick, one end of which was secured to a wheel operated by an electric motor. A box, measuring about 5 x 7 x 12 inches, or large enough to contain sufficient cornmeal to last without requiring refilling more than once or twice during the day, was placed at an angle a little above a small board.

In the lower end of the box a hole was cut and fitted with a valve composed of a whistle and spring taken from a speaking tube. Attached to this valve was a heavy, curved wire, which extended forward and down to the board upon which the suction tube was operated. Every time the suction tube was brought back it hit the wire, which opened the valve and released some of the cornmeal, which, by the force of gravity, fell to the board. When the suction tube was pushed forward the accumulated cornmeal would disappear. This operation was repeated indefinitely.

Small cleats were nailed to the sides of the board, so as to keep the cornmeal from spreading over the floor. No doubt a number of our readers could adopt, or at least adapt, this idea for an attractive window display.

A VALUABLE SUGGESTION.

Here is a suggestion that seems worth heeding: "In the office of one of the largest and most successful advertisers in the United States sits a man with an important job but without a title. He is, in fact, 'The Official Killer of Fool Correspondence.' At 3 o'clock in the afternoon the office boys begin placing on his desk all outgoing letters. No letter is allowed to go out until it bears his rubber-stamped initial. It is his business to see that any letter couched in undiplomatic or otherwise objectional phraseology is properly rewritten. He gets a good salary and he earns it."

Don't forget the Jobbers' Convention next month.

Leading Jobbers of Talking Machines in America

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON TOBBERS



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Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your card in the July list.

Jobbers! Write us for samples and prices of our famous

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The Oliver Ditson Company

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Stocks always complete
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MACHINES and RECORDS
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Our turn-over is so large that accumulations of defective Machines and Records are impossible.

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