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.

Fourth and Race Streets

PHILADELPHIA, PA.

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

ARKANSAS
Hot Springs...Jes Hilliard, 824 Central Ave.
Ft. Smith......R. C. Bellinger, 704 Garrison Ave.

CONNECTICUT
Bridgeport......F. E. Beach, 901 Main St.

FLORIDA
Tampa...Turner Music Co., 804 Franklin St.

ILLINOIS
Chicago........W. H. Sajewski, 1611 Milwaukee Ave.
Chicago......Trench, Foster & Co., 7F Fillmore Ave.

KANSAS

MARYLAND
Annapolis......Globe House Piano Co.

MINNESOTA
St. Paul.........W. J. Dyer & Bros., 81-83 W. 8th St.

MICHIGAN
Detroit........J. E. Schmidt, 240 Gratiot Ave.

MISSOURI
Springfield......Morton Lines, 220 Bouxville St.
St. Louis.......Knight Mercantile Co., 311 N. 15th St.
St. Louis.......D. K. Myers, 3007 Plaster Ave.

NEW JERSEY
Hoboken......Eclipse Phonograph Co., 202 Washington St.

NEW YORK
Brooklyn.......R. E. Warner, 1218 Bedford Ave.

NORTH DAKOTA
Fargo......Stone Piano Co., 614 First Ave. N.

OHIO
Akron.........Geo. S. Dale Co., 128 S. Main St.
Cleveland.....J. E. Poorman, Jr., 600 Main St.

PENNSYLVANIA
Allentown.....H. A. Becker, 601 Ohio St.

TEXAS
Beaumont.....K. B. Pierce Music Co., 408 Pearl St.

WASHINGTON

WISCONSIN
Milwaukee......G. H. Eichholz, 552 12th St.

WILLIAMS
Ontario......Whatley, Royce & Co., Ltd., 307 Yonge St.

Vancouver,R.C.M. W. Waite & Co., Ltd., 338 Granville St.

Winnipeg, Man. Whatley, Royce & Co., Ltd.
GETTING OLD CUSTOMERS BACK.

An Important Factor in Increasing Business—Small Disputes That Prove Bad Advertisement—Being 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 once wrote to a friend that he hadn't been inside a certain store for four years because he had once 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 another day. And it pays to conquer pride for the sake of peaceful associations.

COLT'S BAND RECORDINGS.

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 with the highest 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 DIETECTS.

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. Kroebel, 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 elapes so rapidly that the memory of how it was done five or ten years ago is lost, and 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 wire? Then told the line was busy, the Copenhagen Telephone Co. installed phonographic apparatus at its central exchange. Then, after a record of offensive remarks was made, the subscriber was informed by 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 magnitude of the safeguard, has summoned to the defense of his impaired reputation an impersonal creature who is not allowed to talk back. But Copenhagen's novel use of the phonograph suggests possibilities for effecting reformation, heeding the applications by the intensified recorder and putting a stop to the tongue is an unscientific one. No less excusable, for if a man hasn't learned to be affable and diplomatic at fifty his case is hopeless.

There is the domestic application of the idea, for instance, says the Pittsburgh (Pa.) Times. The sensitive wife, who, lacking the militant qualities of the suffragette, has summoned to the defense of her over-elegant husband that the tongue is an unscientific one. No less excusable, for if a man hasn't learned to be affable and diplomatic at fifty his case is hopeless.

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 employees fail in courtesy? A saving grace is its universality. Of what avail to transfer patronage in courtesy? A saving grace is its universality. For the sake of peaceful associations.

In order to test the capabilities of the phonograph for such work, it might be advisable for the first experiment to have the matron coffee cold and the bread fresh particularly one on a Saturday. This plan would induce the husband to put forth his most eloquent efforts at expression, revealing the latest 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 delivers on the precious occasion might be reproduced for his edification. Little explanatory comment would be required. Then tears, promises to do better, a happy household, courtesy, Denmark! The idea is worth trying. And if in so doing there is no mistake, the aura 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.

A salesman found a customer most exacting one morning, and after she had gone away, he discovered 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 Oderized age, he has sought work faithfully for four months, unsuccess-

Changed the factory, and for no other reason, as the men he interviews cannot know her name 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 every man he knows is working for the man and woman to be courteous in the business and 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 be seen to be courteous 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 aven.

"Special store bargains in chinaware to-day."

"Ask the clerk to show you our new line of silks."

"Exceptional bargains in chintzware to-day."

The records for this talking machine are taken the day before every sale and are recorded by 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 merchants, and kept the manager in the mind of every individual hearing the "barker" given in this unusual manner. The scheme might save a good many of the troublesome salesmen that are approved of by all merchants, but it pulled big results for this particular store.

HELPING DEALERS TO SETTLE.

Western Distributor Encourages Selling of Viertolas with the Larger Profits.

A Western talking machine distributor 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 inter-

The dealer in the selling of Viertolas from catalog and the profit of his first sale of a $200 machine cleared up his entire accounts. The dealer has since stocked Viertolas 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, 50 per cent. of his cus-

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TRADE ON THE PACIFIC COAST.


(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 even in 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 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 Auzetophone, 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. Blatchford, in the 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 foreground.

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 Reny, Curtiss & Son reports that the Red Seal record business has been very good this spring. Their 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 construction of the room 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; how to avoid the accumulation of stickers in all departments; how to keep out discord and create perfect harmony among the boys and perfect teamwork throughout the store.

We succeed perfectly. 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 and their lines, who favor us with an educational talk on the process and manufacture and best way of presenting their lines to the customer.

EXPERIENCE COUNTS.

Handling Talking Machines, Records and Accessories

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

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


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

(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, is preparing its campaigns 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 camps 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 has 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. 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 to 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 June 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 “Favor- ite” 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 finessed 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 a new disc instrument, recently developed. It is nothing short of a marvel in simplicity, purity and sweetness of tone, unequalled 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. Hall, 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 — and His Method of Testing 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 noises that spoil the singing of a soprano just when she is soaring to the top peaks of melody are called "flying-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 flying-pan 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. His experiments were tried with glass tubes, tin tubes, and corrugated tin tubes, but the best effect was obtained with the tin tube, say, from four to eight feet long. The friction noises were damped down, and all the various instruments in an orchestra sound better in the ordinary way, sounds harsh (from the production of overtones of high pitch), and how it mellows a voice that, without the tin tube, sounds like a harsh whisper.

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 record inside 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 up the illusion may be expected to give most pleasure to the listener.

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 behaves 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 $500 for the entire year.

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 endorsed 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 landscape records; the former is preferable and should be used whenever possible. A comparison 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 "flying-pan" noises. To quote further:

"As listening to music so reproduced is a kind of auditory illusion, any contrivance 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 appa
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.

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

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"

Make it an in your

Thomas A. Edison, Inc
THE TALKING MACHINE WORLD.

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 opportunity 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, lifelike tones for which the Edison is famous.

There is no scratching, no harshness, no metallic sound and practically no wear on either the reproducing 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.
SALESMSHP 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 hypnosis up 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 weakness of a certain kind of personality, 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 good, 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 clippings 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 scale 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-

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, as 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.

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 JOBBOBS 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 Manufacturers combined.

Quality alone is responsible for this remarkable achievement.


OLDEST AND LARGEST MAKERS OF TALKING MACHINE NEEDLES

Established 1870
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. X. BLACKMAN, BLACKMAN TALKING MACHINE COMPANY, NEW YORK CITY, VICE-PRESIDENT. J. C. ROUSH, STANDARD TALKING MACHINE COMPANY, PITTSBURGH, PENNSYLVANIA, SECRETARY. LOUIS BUEIN, LOUIS BUEIN & BROTHER, PHILADELPHIA, PENNSYLVANIA, TREASURER.

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BIRD'S EYE VIEW OF THE CITY OF MILWAUKEE.

Panoramic view, looking northwest from the lake shore. This being a very comprehensive view, most of the principal buildings can be readily distinguished. Note the Northwestern Railroad Depot and Johnson 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 forms, also the Court House, City Hall and Auditorium. The Public Library is at the extreme left of the picture.
EDWARD LYMAN BILL, Editor and Proprietor
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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 be inserted in the succeeding issue.

Long Distance Telephones—Numbers 4677 and 4678 Gramercy. Cable Address: "Elhil." 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 valuable 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 salesrooms 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 larger 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 have disappeared with the machines.

We have also received a good many communications from men who 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.

When 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 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 heart 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.

But, as in all trades, stack 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!

A. L. 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 unprjejudiced 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 Westbury the public has been unprejudiced.

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.

W. 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.
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 Gialdini, 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 PHONOGRAPHi 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.

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.

The U-S Phonograph Company

Associated with

The Bishop-Babcock-Becker Company

Cleveland, Ohio

BRANCHES:

5-7 Union Square West, New York.
215-223 W. Washington St., Chicago.
56-60 E. Fifth St., St. Paul.
1106 Commerce St., Dallas.

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

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

FILL OUT THIS COUPON

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

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

Name
Address
City
State
“Piano Records by Josef Hofmann.” We could not make that statement any stronger if we used all the adjectives in the dictionary. Exclusively Columbia.

DETROIT’S SUMMER BUSINESS

Makes an Excellent Showing—Machines and Records for Summer Homes—Hornless Type


(Special to the Talking Machine World.)

Detroit, Mich., June 10, 1911.

The post-Lenten quietness in the world of talking machines is evident a month and a half 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, which 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. They cost more, but the people seem to think they are worth it.

Machines and records will occupy half of the main store on Woodward avenue—it will be one of the finest homes for Victor and Edison machines and records in the State.

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 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 records 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 salesmen.

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

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
Finally the expiration date of the Berliner patent has been determined. The adjudication of this much discussed and controverted question was made in a suit brought by the Victor Talking Machine Company, Second Circuit, May 36. Judge Lacombe, the presiding justice, wrote the opinion, which was con- curred in by Judges Noyes and Hapgood. The court reviewed 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 on Feb. 19, 1912. That is the conclusion that was reached in a case that involved an appeal to the Court of Appeals of the United States, which was decided December 16, 1910. An application was subsequently (February, 1911) made to Judge Hough to limit said injunction so as not to extend beyond February 19, 1911, upon the ground that the full term of the patent would expire on that day. He held that the identity of the two patents was already determined by other modified claims as a cor- creed as preyed. (Victor Talking Machine Co. against Sues.)

"The case at bar came on for hearing before Judge Hazel, whose testimony having been taken as to the issue of the two patents, and the court, upon consideration thereof, Judge Hazel construed in Judge Hough's opinion and entered a decree May 3, 1910, based upon such decree that the pending appeal is taken; it is argued that the only question in the case has been disposed of by the former decision, and that the decree of dismissal should be affirmed.

We find no such conclusion. 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 ex- pressed a concluding thereon. When the same question subsequently comes before another judge at circuit or before the Supreme Court, it will be expected that he will follow Judge Townsend's findings and conclusion. But, if the court in charge of the case does not feel convinced that upon the new record Judge Townsend would have decided differently, we do not understand that he is in a position to do so.

As to this court, when an order is affirmed on the opinion of the court below it approves the reasoning, the findings and concurs in the conclusions of the court below. When itself writing nothing, making no record of its findings, the court's control is merely such as to announce 'order affirmed,' it is to be understood that for some reasons it has found itself in accord with the court below, either that it has reached the conclusion by a totally different method, or that while the main approving the opinion, there is something in it in the appellate court does not wish to approve. In the present case the court has done to affirm Judge Townsend's conclusion that the reason of the non-payment of dues on the Canadian patent is that the United States Berliner patent did not expire upon the seventy-one years of the Canadian patent. But Judge Townsend's decision was taken two years ago. And this decision on the record was presented, did not necessarily follow from the finding that the inventions claimed in the two patents.

Major premise: When no invention protected by a United States patent has also been protected by a Canadian patent, and the expiration of its normal term the Canadian patent lapses because of non-payment of dues, the United States patents will expire at the same time. minor premise: The invention the Berliner United States patent was also protected by the Canadian patent.

Major premise: This court and the Supreme Court both held that the major premise is true, and that inquired into further. The question whether or not the two patents cover the same invention is not to be determined by the construction of the patent, but by the construction of the patent and the construction of the patent and the necessary effect thereof. This court, when an order is affirmed on the opinion of the court below, has thus decided the matter.

The question whether or not in the United States patent there is a monopoly he had secured here and the monopoly abroad is well known and public generally that we will promptly and diligently proceed against all infringers of this same claim, no appeal from Judge Hough's order is pending, and it is brought to the Federal courts as valid and infringed, it is entitled to the full term of the Canadian patent, and only until the expiration of that term, February 19, 1911.

It is necessary for us to again notify the trade and public generally that we will promptly and diligently proceed against all infringers of this same claim, no appeal from Judge Hough's order is pending, and it is brought to the Federal courts as valid and infringed, it is entitled to the full term of the Canadian patent, and only until the expiration of that term, February 19, 1911.

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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 Factories, a premium is given to any dealer in "Enterprise" Business Active with Wardell—Other Items.

(Special to The Talking Machine World.)

Lowell, Mass., June 7, 1911.

"63,030,300 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 these figures 6,309,300 needles a day, which on an eight-hour basis, makes their output nearly a million an hour, or to be exact, 787,754 needles.

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 are manufactured in 10 days, and considering 30 working days to the year, it means the production of 18,900,000,000, 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 his city are working on a lost a five-day schedule, although they are fully-handled. 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 Grenewald, Jr.

TAKING A COLUMBIA LINE.

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

(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 Jerzbole, 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. Thus everybody who antagonizes officials viewed the lost 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 Lincoln Recording Horn Helps to Develop a Dealer's Record Sales—Columbia Records 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 booth of the Lincoln recording horn, the Pardess-Ellenberger Co. are putting great stress upon the fact that the sale of this horn will develop a dealer's record business tremendously. Owning as they do the two blazes only made a partial loss. This company is of the opinion that the sale of this horn will develop a dealer's record business tremendously. Owning as they do the two blazes only made a partial loss. This company is of the opinion that the sale of this horn will develop a dealer's record business tremendously. Owning as they do the two blazes only made a partial loss. This company is of the opinion that the sale of this horn will develop a dealer's record business tremendously. Owning as they do the two blazes only made a partial loss.

AN INTERESTING TESTIMONIAL.

(Special to The Talking Machine World.)

Richmond, Va., 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 especially. Mr. Mitchell is a humorist's medall. 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. Mulloon, head of the American Phonograph Co., distributors of Edison and Victor machines, records and supplies, is most optimistic, saying "business is good. Our grip 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 employee 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 a 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 & SUNDY CO.

48 Hanover Street

BOSTON, MASS.

J. M. LINSWELL, Mgr.
Some More Boosts for "NO-SCRATCH" NEEDLES

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

"Thanks for calling my attention to NO-SCRATCH Needles in your last letter. It is the only needle I have ever used and I find them the most satisfactory needle to use on Victor machines."
F. W. TUTTLE, Laconia, N. H.

JB0BBERS: Write for our proposition on "NO-SCRATCH" Needles, with samples.

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., Gen'l., Tribune Building, New York

Our Latest Cabinet is for the 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.
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 machines in every store. Everywhere I stopped, they 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 results from the jobbers who would have a better chance at profit if they would take up this burden and 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 a reasonable amount of good music would do for factories and all manufacturers, who will be 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 the girls in the contras 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. 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 employer.
BATTLE 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 or leasing it to others.
5. Charge depreciation on buildings, tools, fixtures, and other assets owned by you and used in your business at a rate equal to that which you would receive if renting or leasing them to others.
6. Charge amounts donated or subscriptions paid.
7. Charge all fixed expenses, such as taxes, insurance, water, lights, fuel, etc.
8. Charge all incidental expenses, such as dry-aging, 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 to do business. Then get busy in putting your selling figures on a profitable basis, and talk it over with your competitor as well.
14. Go over the selling prices of the various articles you handle and see where you stand as to profits, and then try to keep 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 Wladyslaw S. Czerniawski, 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 fiolecku lezay (F. Szopalski), Krakowiak (Kamienski); 10701, Kolo mego ogrodecka; 10702, Piosenka ludowa (Selski); 10703, Ustuj ze mi, Ustuj (Szopalski); 10704, Dumka (Kratsera); 10705, Krakowiczek (Morgenstern); 10706, Pies Wolno (Morgenstern); 10707, Aria Jansza z "Halka" (Morgenstern); 10708, Dwie Zorze (Morgenstern). 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 canvas. The original is said to have cost $1,000, while the expense for an edition of the reproduction will probably reach $1,000.

FOR

EDISON PHONOGRAPHs

List Price

CLEANRITE

RECORD BRUSH

Trade Mark

Formerly called the "PLACE" Record Brush

List Price

Victor Talking Machines

List Price

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

IT SAVES THE TONE

You can't afford to lose this protection.

FREE SAMPLES will be sent upon request to any jobber or Dealer

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"
Review of Trade Conditions.—The Coronation of His Royal Highness The Prince of Wales Record Manufacturers with Splendid Opportunities for Adding to the General Rejoicings by the Issuance of Records of a Patriotic Nature.—As an Amplification of the Two Write-Ups in the West End of the Trade by the British Zonophone Co.—Trade in the Provinces.—J. E. Hough, Ltd., Invade Wholesale Record Circles.—Issue Details of Sales Proposilion for the Strong, Edicton Attachment Proposilion 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.)


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 news is attributable. Sales are by no means short of the average for the time of year, but in almost every town legitimate dealers of all sorts are so active in giving publicity to the large number of distributors of talking machine goods, certain other non-advertising manufacturers are not doing so bad a trade 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 dealers and fair trading is hampered by price-cutting de

To introduce the new Columbia "Superbe" needle, a special box of 200 is offered by the company free of charge to all those using the Zonophone. 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 to dealers who will only follow out the scheme in its entirety, for it is one of the best propositions ever devised in their favor.

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. The subject itself is so attractive that it will be found that it will be a success, as will be noted elsewhere in this section, their efforts to extend trade, who recognized that much must be done to secure a larger audience for their products, have been amply justified, and the company is now ready to offer a complete scheme for the extension of trade.

The "Superbe" needle has been designed for use in the Zonophone, and is being sold at a moderate price to all legitimate dealers.

A magnificent selection of patriotic titles in keeping with the coronation time, appears in the Jute list of Edison-Bell records. In the near future J. E. Hough, Ltd., will issue some special records with music issued by Mr. John Burns, who has no knowledge of the records and has made some cylinder records for the company, and partly by reason of this old association she has chosen to renew acquaintance 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 the records and has made some cylinder records for the company, and partly by reason of this old association she has chosen to renew acquaintance with the great talking machine public through the medium of Edison-Bell records.

One of the most comprehensive lists of titles appropriate to the occasion is issued in this form, by the way, who trade on the basis of giving a disc machine free of charge in consideration of a contract to purchase 100 records on the weekly payment plan.

The Kingsor Coronation List. One of the most comprehensive lists of titles appropriate to the occasion is issued in this form, by the way, who trade on the basis of giving a disc machine free of charge in consideration of a contract to purchase 100 records on the weekly payment plan.

The Gramophone Co., Ltd., have issued a splendid booklet with the title of a most effectively produced booklet, with the letters are to be accompanied. At the same time that this booklet is being sent out by the dealers, the company will be advertising continually 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 busses, and hoardings, 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.

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FROM OUR LONDON HEADQUARTERS—(Continued.)

Daly's Theater. was given May 20 before His Majesty the King at of Luxemburg," the initial performance of which Co., who also may claim to have published the Melba were recently issued by the Gramophone "La Monastore" (waltz), by Court Orchestra. Can for Ninepence," Bertram Banks, and "Shirts," Parts I. and II. by Mark Manners; "Do What You Colonials, and "The Procession March," Royal Oily Oakley; "The Passing of the Guard," King's solo), by Oily Oakley. "The Sweep's In- Waltz," "Les Papillons," and "Loin du Bal," by Jane," Edward's Horse; "Tom Bowling" and "My Pretty Voiwooden.

Selections are as follows:

\[
\begin{align*}
\text{Surely no list could be without its comic element, so the redoubtable Billy Williams has been drawn upon to supply sunder remarks concerning the ceremony, with which he intersperses his song, "Go Where the Crowd Goes." }
\\
\text{For Indents of 8 Machines—Free Packing and F. O. B. London}
\end{align*}
\]

A Fine List of Current Issues.

Another fine list of current issues is to hand from J. E. Howd, Ltd., comprising Edison-Bell and Velvet Face records of exceptional merit. The selections are as follows: V. E. — "Der Geiz des Weinsnede, Overture" (Grossman), Parts I. and II. by Band of King Edward's Horse; "Ray- mood, Overture," Parts I. and II. by Band of King Edward's Horse; "Turn Bowling" and "Mr. Pretty June," Miss Ruby Hebler; "The Butterflies' Waltz," "Les Papillons," and "Loi 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 Bor- tensive and "Torchesight Parade" (banjo solo), 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 Nineteenpence," Bertran Banks, and "Shirts," Will Dean; "Black Cat Capera" (two-step), and "La Menestrelle" (epee), by Court Orchestra. New Gramophone Records Delight.

Three especially fine new records by Mine. Mella 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 Luxembourg," 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 compre- hensive 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 Arm- strong, 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 gen- erally as a coronation hymn.

Robert Howe contributes the old English song originally written by Jeremy Saville for the coro- nation of Charles I., to wit, "Here's a Health Unto His Majesty," with Stephen Adam's "Vet- erans' 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 sunder remarks concerning the ceremony, 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 per- formed in a setting of military music and rich com- edy, 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 their Majesties King George and Queen Mary. Here is the list: "Coronation March" (Sir Alex MacKenzie); "Coronation Belts" (Partridge); "Land of Hope and Glory" (cornet solo played by Sergt. Hawkins) (Elgar); "God Save the King" (Hind); "God Bless the Prince of Wales" (Rich- ards), and "Rule Britannia" (Arne), by the Band of H. M. Coldstream Guards; "Crown the King," the coronation ode (Elgar), and "British National Airs," by the Imperial Bandsmen; "Land of Hope and Glory" (Elgar), Mine. Clara Butt; "The Na- tional 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. Ar- scott), and "English People, Lift Your Voices" (Sir John Stainer), by Mixed Churct Choir, "Pelissi- anus" (Part I.) (Pelissier), and "Pelissiana" (Part II.) (Pelissier), by the Imperial Bandsmen; "The
Holy Temple" (Gounded), John Harrison; "Tell Her I Love Her So" (P. de Faye), John Harri-son; "Gems from Dorothy" (Paris I. and II.) (Cellier), the Light Opera Company, and "Rossignol" (Musilius) (Hudleston).

Edison Attachment Proposition.

Discussing their attachment proposition, the Na-tional Photographe 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 Am-berol record was put on the market. "We were hardly prepared for it, although we had taken the precaution of preparing a big re-stocks 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 quanti-ties 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 the attractiveness of the proposition, and the public will rise to the tempting bait offered in gratifying 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 new outfit will convince them of the ex-pedience of exhausting every possible means of dis-covering 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 when the outfits will bring. This is a matter that should be looked after at once."

An important omission from the details of their coronation list of records is reported by the Co-lumbia 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," "L.a laire fontaine," "Un Canadian errant," "Lev-ton pied," and "Quand Marianne x'en va-t-en 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 Edi-son records includes the following: Edison Amberol records—1319, selections from "The Quaker Girl" (Lionel Monckton), National Military Band; 1320, "Ream'n in the Glean-ine." (Lauder), Harry Lauder; 1321, "The Flight of Ages" (Weatherley and Bevan), Ernest Pike; 1322, "Let's Have a Song Upon the Phonog-raph" (Williams and Godfrey), Billy Williams; 1323, "All Clear Out of the Park" (Perceval Knight), Miss Florrie Forde; 1324, "Follow the Traun-lins" (Macdonald and Solman), Jack Charm-man; 1325, "Off to Philadelphia" (Bantam Haynes), Peter Dawson; 1326, "I Rang My Little Bell and Ran Away" (David and Mayo), Arthur Osmond; 1327, "Let's Have Free Trade Among the Girls" (Castling and Glover-Kind), Stanley Kirkby; 1328, "Songs of Long Ago" (specially arranged), National Military Band; 709, "Tis But a Little Faded Flower" (J. R. Thomas), An-thony and Harrison; 710, "Wait Till the Clouds Roll By" (H. J. Palmer), Will Oakland and chorus; 712, "Darling Nellie Gray" (B. R. Hanby), Metropolitan Quartet; 714, overture, "Des Dragoons de Vullers" (A. Mailleur), Gorde Republicaine Band; 719, "Baby Rose" (G. Christie), Billy Murray and chorus; 724, "The Prettiest Little Song of July" (Belaosco), helps solo, Charles Daub; 728, "Down in the Old Meadow Lane" (F. Van Alstine), Frank X. Doyle; 128, "Naughty Marietta"—selection (Victor Herbert), Victor Herbert's Orches-tra; 130, "The Harp That Once Three Taras Halls" (Moore), Irving Gillette and chorus; 192, "Dear Heart" (Tito Matti), Venetian Instru-mental Trio. Edison Standard Records—1404, "God Bless the Prince of Wales" (specially ar-ranged), National Military Band; 1405, "By the Moon's Pale Light" (James and Tate), Stanley Kirkby; 1406, "Oh! the Indians in the Strand" (Murphy and Lipton), Miss Florrie Forde; 1407, "Mother Put a Card in the Window" (Harrington, Collins and Rogers), Jack Charmman; 1408, "Clogs and Shawl Parody" (Weston and Barnes), Billy Williams; 1001, "Meet Me To-night in Dreamland,"—medley-waltz, New York Military Band; 1002, "Any Little Girl That's a Nice Little Girl Is the Right Little Girl for Me" (F. Fisher), Miss Ada Jones and chorus; 1005, "Come Josephine , in My Flying Machine" (F. Fisher), 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 in-crease 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
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. It is, of course, under consideration of a government under whose legislation the strenuous battle of competition, and apart from the questions of retrospective payment and compulsory license, it is only just and equitable that 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 legislation 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-restrictive nature. It may be likened unto the imposition of new taxes affecting any other industry. Such taxes are never retroactive; then why should these copyright claims which are analogous to a new tax upon this industry be so? Is it without a precedent in the history of recent times, and there appears to be no justification whatsoever for British publishers in suggesting a departure from the recent legislation of other signatories to the Berne convention, upon which the English copyright bill is based.

PROGRESS OF NEW COPYRIGHT BILL.


(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 legislation 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-restrictive nature. It may be likened unto the imposition of new taxes affecting any other industry. Such taxes are never retroactive; then why should these copyright claims which are analogous to a new tax upon this industry be so? Is it without a precedent in the history of recent times, and there appears to be no justification whatsoever for British publishers in suggesting a departure from the recent legislation of other signatories to the Berne convention, upon which the English copyright bill is based.

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 levings, 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 still further discussion of the copyright bill. They met at the Talking Machine News office, and Mr. Hough was voted to the
This interview is to be granted some time before more intimately than was possible at that time.

The members generally were in favor of the copyright bill as at present framed passed into law. He was informed that while the members for the London divisions, and representations were made to them by Mr. Hough has submitted to the ministerial interest in Canada and the United States, and was recently canvassed 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, 1895, 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 revisions to the Edison phonograph, and far from the first time heard my own voice reproduced, with the result that I became so enamored with the instrument that I purchased one on the spot (it was at that time over 50), which was accordingly shipped to Belfast. When I arrived at Liverpool, per the S. S. "Majestic," I gathered the instrument that I purchased one on the spot.

Interviewed upon the subject, Mr. Hough stated that he was distinctly 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 in that regard. 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 reprobating 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 outweigh the effort. The measure, it is feared, may 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, it is feared that it will be in possession of sufficient arguments to put up strong opposition on our behalf.

Mr. Hough paints 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 for the London divisions, and representations were made to them by Mr. Hough has submitted to the ministerial interest in Canada and the United States, and was recently canvassed 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, 1895, 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 revisions to the Edison phonograph, and far from the first time heard my own voice reproduced, with the result that I became so enamored with the instrument that I purchased one on the spot (it was at that time over 50), which was accordingly shipped to Belfast. When I arrived at Liverpool, per the S. S. "Majestic," I gathered
FROM OUR LONDON HEADQUARTERS—(Continued.)

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he and you have a part in the vast business and impressed your customer so he may feel that both supposed to whilst in another direction an equally interesting showed his talking machine to a wondering world, as startling an innovation as when Edison first Co. are shortly introducing on the market almost records."

placed on the market the Amberol, or four-minute increasing quantity ever since. Edison, invented and the Amberol, or four-minute machines and records has been a steadily output has been quite phenomenal since the 'wizard of hard up-hill work coupled with judicious advertis- ing, and I am glad to say that the sale of genuine commercial success which its founders had anticipated. These circumstances, however, did not rob me of my fascination for the phonograph, for I was conv- inced that the instrument possessed potentialities which would at some time materialize. I pur- chased the branch referred to, also the stock of in- struments, etc., with the hands in charge as my employees. The successful introduction of the instrunent into the North of Ireland resulted from hard up-hill work coupled with judicious advertis- ing, 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 and you have a part in the vast business and that he is not doing business with a school boy.

FOUNDATIONS 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 fac- tors that permitted toward their supremacy has al- ways 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 ques- tion 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 spurs, giving liberal treatment to customers and really wonderful bargain at one time, and later on trying to recoup itself for the loss thus incurred by exor- bitant charges in other directions. Ads, store and merchandise are made dependable at all times. More than this, there is an invisible determina- tion to satisfy customers—to give them their due— and even a little more—at all hazards. Be it never so hard to fulfill, 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 them- selves," 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 con- stantly exercised and constantly needed. The store exists in an atmosphere that is strictly business, and every minute of every employer's time is ap- plied 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 "officials" 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 abili- ties 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 super- ficial features should not be accentuated. The deeper foundation must be got at before the true 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 lonesome and divide the dinner. Keyhole 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 furn- ished 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: DEDIATORY, LONDON
THE TALKING MACHINE WORLD.

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., 909 Cherry street, Philadelphia, Pa.: "In the recent issues of The Echo 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 Ginerson, then manager of the Musical Echo Co., since dissolved, now with the Wasmaker stores. The original album had 12 pockets for holding single-face records only. The improved 1911 Echo Record Album has 30 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 Market Buildings and 9th 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 etched plates, from which the sound is reproduced as by the talking machine. The photographone records can be reproduced as phonographs, 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, "Knick," and you go it alone: For the cheerful grin Will let you in Where the "kicker" is never known.

Groll, 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 "take in" nothing, Work, and the prize is won; For the merry man Bad house can By nothing be outdone.

Hustle! and fortune awaits you, Shirk! and disaster 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 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 for promptness. On the other hand, there was put into force a system of fines. Five cents for the first ten minutes late, 25 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.

Don't Buy Needles That Damage Records

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.

MR. RECORDER, do you know my WAX "P," the best existing recording material for Berliner- (Gramophone-) cut? If not write for free sample to

THE LARGEST MANUFACTURING PLANT IN THE WORLD

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes for Gramophone and Phonograph

CHEMICHE FABRIK E. SAUERLANDT FLURSTEDT bei Apolda L. Tbs., Germany

H. R. H. NICHOLAS
258 Broadway, Room 615
NEW YORK
More Record Sales
As Well as From

Columbia Double-Disc Records

Some Suggestions That Are
of the New

Your first copies of the new Catalog of Columbia Double-Disc Records should be in your hands very soon after you read this announcement.

The size of the book is indicated by the illustrations—one showing the cover, and the other the schedule of arrangement, which is Page 4.

This message concerns not so much the book itself as the significance of its arrangement. If this catalog does not soon add 25 per cent. or more to your record sales, it will be because you have not stocked the records.

It is easy to believe that record buyers concentrate their attention on the newest numbers because they are new; but that is only partly true. The fact is, the make-up of the supplements is such as to tempt the reader to hear the selections listed. And, as far as possible, we have carried out this same selling idea in this catalog—we have tried to tempt the casual reader to buy what would otherwise escape his attention, rather than merely giving him facility in finding what he knows he wants. For instance, put yourself in the place of the man who usually buys 10-inch records, on general principles; throughout the alphabetical section the 10-inch records and the 12-inch records are arranged regardless of size and price, but every record is plainly designated as to size and price. So this man, in going through 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
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 outselling many records of a similar class at $1.00; the "William Tell" Overture series (A-5236), (A-5237); the overwhelmingly popular "Hindle 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 ballad 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.

NEW RECORDS EVERY MONTH

Additions are constantly being made to this catalog covering current popular successes 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'T, TRIBUNE BUILDING, NEW YORK, if your dealer cannot supply you.

From Regular Stock

The Supplements

imely Because of the Issue

Catalog of

MBIA Records

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.

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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 products 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 Malaya, 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 “Hudji,” or one who has made the sacred pilgrimage to Mecca, and, as such, holds a 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 contracts.

At Last! Condon-Autostop.

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

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

“IT STOPS RIGHT THERE”

VICTROLA WEEK AT WANAMAKER'S.

Important Series of Victor Concerts Started This Week.

At Wanamaker’s, New York, yesterday (14th), was inaugurated 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 receipts were under the direct management of Ernest Johns, of London, Eng., a Victor expert, who made clear the possibilities of the Red Seal and ordinary Victor records when properly marketed. Besides, Mr. Johns delivered short lectures on various operas, illustrating his talk 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 do you want?"

No courtesy in the worlds 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 just be 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 one 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. Voese, of the Atlantic Co., has patented a device on a combination player-piano and talking machine whereby both instruments can be operated in synchronism by the pneumatic motor. More detailed comments 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!
"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 Plan of the Educational Department—Entertainments at Dainty Collation Later.

With the prescience that has characterized every step of the Victor Talking Machine Co., Camden, N. J., as has been so doubtlessly noticed by readers of the 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. Mr. Geissler has mentioned that to a great extent the reason for this 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 victory had been accomplished at the World's Fair in New York as the first city to be won over. With this in mind it was arranged to have Mrs. Clark address the Victor distributors and dealers of the metropolitan district during the evening of June 8th in the Myrtle Room of the Waldorf-Astoria, on "How to Put Victors in the Public Schools." At least 100 were in attendance when Louis F. Geissler, general manager of the Victor Co., arose to introduce the speaker and make a short address himself. The attention of the audience. 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 must have been largely the fact that they had brought music to many people, and had brought 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 of great assistance to the teachers. "Mind you," Mr. Geissler remarked, "this was only a dream of Victor's, it was a dream, not of mine; but after some weeks of [study] 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 of great assistance to the teachers. "Mind you," Mr. Geissler remarked, "this was only a dream of Victor's, it was a dream, not of mine; but after some weeks of

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 some one 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 Airs. Clark's high teachers, and finally found our 'man' in Mrs. Clark. Mrs. Clark in this kind intended for the information of school authorities, teachers, etc., who have been very helpful in having the Victor in their school rooms as an invaluable aid in the study of music. I am now an enthusiast on the subject, and I have now the pleasure of introducing Mrs. Clark." After the applause that greeted Mr. Geissler's timely and clever remarks, he introduced Mrs. Clark, a lady of pleasing presence, in a clear, well-modulated voice, prefaced her set speech by saying that she had been yet 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, and recently the study of music had been receiving proper 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 often inadequate, they were not elastic, nor were they responsive. Then the speaker 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 germaine to the subject of modern culture and expansion as applied to school curriculum. It is needless for me to speak of Airs. Clark's high teachers, and finally found our 'man' in Mrs. Clark. Mrs. Clark in this kind intended for the information of school authorities, teachers, etc., who have been very helpful in having the Victor in their school rooms as an invaluable aid in the study of music. I am now an enthusiast on the subject, and I have now the pleasure of introducing Mrs. Clark.

"We 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 100 Victor V's in its schools, another, 50 others 35, and so on, experimentally, and the results have been so gratifying that it is only a question of a few weeks before every city 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, 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."

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

Columbia Phonograph Co., Gen'l, Tribune Building, New York

CALLERS AT THE EDISON PLANT.


"VELVET TONE" NEEDLE BALANCE.

The "Velvet Tone" needle balance, made by A. D. Macanley, Columbia, Pa., is claimed to solve the question of wear on records. As an instance, it is said the harder a tool is pressed 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. Macanley's expression. Now 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 already on May 25, being detained by special business, Paul H. Croxenlin, managing director of Thomas A. Edison, Inc., Orange, N. J., for Great Britain and Ireland, sailed June 10, with his family, on the "Minneapolita," of the Atlantic Transport line. As will be remembered, Mr. Crogenlin will make his head-quarters in London, where he is well acquainted. Frank L. Dyer, president of the corporation, who originally intended sailing with Mr. Croxenlin, 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 c.e 00 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 a big business. As a result so much is heard of it, but dealers who have entered that field report results are very satisfactory. Some are finding it, in the country, to be as much as in the city, while others are finding that is the case only in the big city with the smaller people in the country having little use for them. Some of the leaders in this line are going to the factory to select records at the close of Mrs. Clark's address in the Wildflield-Astoria, New York, June 8. He said: "This is a great field the Victor is entering upon in connection with the Columbia. Mr. Houck explained that the Columbia, Edison and the Victor, as well as the Mr. Robertson says: "I can beat that.

At the annual convention of the National Association of Phonograph Dealers, last winter, Mr. Robertson, and 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 and the Dictaphone was exploited, in connection with Edison business phonographs and records. Edison primary batteries, Edison kinetoscopes and motion picture films and Edison business phonographs, he has taken the place of chairman of the board of directors, a post he is eminently fitted for the same reason-you are obliged to discuss it, because you have to overcome the practical objections to the use of the machine which is being confused with the Dictaphone, and the question 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 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, and produces a purely tone of voice within a short distance, from three to five feet. In other words, the Dictograph, the sound concentrating receiving instrument being sensitive to sound as the human ear. For the transmission of phonographs, 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, as the Dictograph is a wonderful invention. The Dictograff, too, is a combination of a Dictograph Co., and C. W. Woodrup, assistant secretary for the transmission of sound the Dictograph has been exploited, in connection with Edison business phonographs and records. Edison primary batteries, Edison kinetoscopes and motion picture films and Edison business phonographs, he has taken the place of chairman of the board of directors, a post he is eminently fitted 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, "You know that if a church or a social gathering, or a club, are figuring on a little music and have a lot of records run off unless they possess a machine and go in to select records. There is originality of your youth, or song hits of the theatrical season etc., not to mention the "hard-earned money" of the "before and after" world.

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 business on the quiet. Beyond the bare announcement that they carry a full line of everything, etc., etc., much is added. The appended, from a recent advertisement of the Aeolian Co., is appealing, to say the least, and furnishes food for reflection: "Sum- mer time is Victor time. Afloat or ashore, camped in the fragrant woods or lolling through a hot evening in the snug room of a country house, music is enjoyed in perfect with summer's relaxed mood. Victor music is the happy music of summer time, informatie and convenient. You can take your nowhere—put it anywhere-play anything. Bits from your favorite operas, familiar melodies of your youth, or song hits of the theatrical season just heard in the theater. To many, Victor's buoyant spirit of vacation time complete." The "ud" carries a picture of a Victrola with an Alluring summer scene of the family and guests attentively listening to the music. There is originality and snap in this kind of advertising, besides it reflects culture and refinement.

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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 Whitsett's Letter.

Perry B. Whitsett, 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. We believe the city 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 taken 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 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 route 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.

'S1.20—SPECIAL OFFER—$1.20 For Limited Time Only.

To Victor Dealers Only!

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 Whitsett, 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 a very attractive and patriotic piece of 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 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—embodiments of freedom and strength—are shown in the last meeting of the American flag, with a close-up life-size picture of "The Spirit of ’76." The figures are executed in brilliant colors and hand painted.

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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 merchant 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, Ohio, 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 fact 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 rents 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 shabby 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 print 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 andweighs 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 whole-
salers 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? We can, and should, compete with a good-paying customer.

"8. The credit department and collecting force is the easy medium through which this system so directly supports his unworthy competitor.

"9. What did you do with the orders preceding the loss on your largest failure last year? Did you take a gambling chance and lose. The great army of bill jumpers have, in fact, been 'putting one over on us with marked regularity.'

"10. What did you do with the orders preceding the loss on your largest failure last year? Did you take 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 rec-
ord he has certainly done himself a great deal of credit. This record, A1092, is listed on the August supplement at 75 cents and contains on the other side, "The Widow Wood," by the Columbia Quar-
tet, which is also a most pleasing selection.

The company have also remade the following 10-inch selections: No. 19128, "The Palms"; No. 19326, "The Palms"; No. 1935, "The Pink Lady." This record is sung by Andrea Sarto, with chorus of women's voices. Mr. Sarto is a baritone of extraordinary ability and in this rec-
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We have been forced to triple our capaci-
ty 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.

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 something or to his ability to promote the happiness of others. The accumulation of money, the control of vast interests, political power, intellectual attain- ment, 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 by Paul H. Cranes' life worth living. But to live well, to blossom 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 specialise. Some of us come into manhood's estate with the impression that only money spells success, influences, happiness pre-dominating 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 arriving 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 burning sun. Seeking only for the gratification of self we miss the source of greatest pleasure, unsellable 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 recently that he has opened a store of propor-tions at 2500 Broadway. For the three years he has been in business Mr. Zion has made a mark for himself that is gratifying to the Victor distributers, 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 formally 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 manager, 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.

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

(Exclusive 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 a report 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 $231,166, as compared with $183,858 for the same month of previous year. The ten months' exportation of talking machines, records and supplies amounted to $2,416,579.

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.**


(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 business are still bright, largely because of the extremely hot weather which Wisconsin experienced in May last year, and the outlook is certainly opened up for the present. The public is finding something a little unusual for their pastime. Some have been spending a lot of time and money on their Victor records. There are situations in industrial circles where the rules are made with a deliberately 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 investments, and the result has been beneficial to the entire State, combined with the unusually sunny weather.

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

**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 tone is finished—a positive necessity after the 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 get its power to realize the merit of the attachment.

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

The strength and merit of Sonora's invention is incomprehensible to the layman, but its value is at once apparent.

Our capacity for manufacturing this attachment will be limited at the beginning, and those desiring to get their machines fitted with it are advised to act without delay, as they will be filled in the rotation received. For further particulars, write to Sonora Phonograph Co.

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

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, not to punish the little one who exaggerates all he sees—whose bears and giants assume such wonderful proportions.

The muscles of the head 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 little children imitate. It must be brought to the concrete possibility of being heard, loved and learned in childhood.

If music is ever to be a real force in human life, it must be taught better things, imagine that such trifling music that lasts but a day, everywhere, on extravaganzas, the cheap music of the nickel show, the musical comedy, the madrigal, the chorale and the march song which demonstrates that Lauder has a remarkably fine voice which he can use with effectual and unpretentious. 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 accompanying 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.

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 ala! 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 incoherent.

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

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, 390), and "Just Like Bein' at Home" (Amberol No. 12, 392). 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, 390, "Roamin' in the Gloamin'"; 12, 358, "Mr. John Mackie"; 12, 269, "That's the Reason Why I Wear a Kilt"; 12, 372, "The Weddin' o' Sandy Macnab."
The management of the Hupke 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 Ewell says it is pretty hard to say what to attribute this condition. No one seems to give any logical reason. People are getting ready to go away to the seashores and are not indulging in gayeties. They have, however, been doing a lot of packing and shipping of talking machines to people who are going away.

Louis R. & Brother report that "business could be better." They have their Pittsburg house open and are doing a very satisfactory business there, with Edmund Ruten in charge. Mr. Ruten 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. Pagel, of Allentown; George Keller, of Philadelphia; H. Keller & Son, Easton, Pa., and Charles Swarts, of W. P. Swartz, of York, Pa.

Mr. E. D. Hier, 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. Gope has started on a trip up the State. W. J. Robinson, who was formerly manager of the Monarch Typewriter Co., in Pittsburg, has been identified of 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.

A GREAT OPERATIC RECORD.

The Columbia Phonograph Co. General, New York, recently announced No. A5306, the great sextet from "Luch," coupled on the reverse side with selections from the same opera played by Prince's band (12-inch double disc; also No. A5305, 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 $1.95 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 show 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

TAKE NO CHANCES

get some from your Jobber AT ONCE.

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 store 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 Victor and a good lot of records are sent to another home, and we 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 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 months of May and the dealers are somewhat disappointed. They naturally expect the business to drop off some during the summer months, but have attracted a great many visitors. It is truly a room of much interest, and has been as interesting as it was in the original, and with an artistic department.

W. F. Mour, 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.

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IMMEDIATE SALES AND IMMEDIATE PROFITS

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.

(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 characterized 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 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 artist and kind of voice or instrument played, and then the accompanying. 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 listed 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 alphabetical 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. The Columbia catalog gives a short description of every composition, or if the exception of the last two, are subdivided into the various classes that are necessary to give adequate reference to the wide range of the complete catalog. 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 records easy for 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 best seller when it has been issued is 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


(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 industry, 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 attracted 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, and on the result that a great number of people packed up their duds and bade themselves to the mountains or the seashore.

One thing the dealers are strong in asserting and that is they expect orders to increase now that 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 Victor and Edison records.

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 Bowdon, of Sanders & Stayman, makes the optimistic announcement that the prospects are rosy for a fine fall trade of Victor and Columbias.
THE BLACKMAN CO. OUTING.

Employes 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 plaza, 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 employer and employer and between employers 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 employers 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 work rendered. After the distribution of the bonuses the party repaired to Luna Park, where they spent the evening taking in the various amusements offered. They then went to the Hotel Jefferson, where special tables were reserved for them on the plaza, and were served with a full course dinner.

The president then made a statement to the effect that the Blackman system of profit sharing is unique in that all that is asked of the employe in order to participate is that he 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 work rendered.

During Easter week the special Victor window display was something entirely out of the ordinary. 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


Mysteriously 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 the...
Orders from established representatives exceeded the way of interesting new dealers and taking the trade. The visitors to the booth, both those in and out of the Regent style attracted the most attention from the entire line of graphophones and Grafonolas. The Columbia Phonograph Co., who had a line carrying talking machines, and took advantage of their holding of the Piano Trade Exhibition at the 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 160 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. 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 Anita Nelson, 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. Patrice, 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, 50-50 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.

**COLUMBIA PHONOGRAPH CO.'S HANSDOME STORE.**

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.
“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 hangers. 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. Advantages.

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 "Tamarack" 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 startling 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 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 its remarkable recording ability. This invention is probably patentable. The jewel on the Perma-

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 contribu-

tions in this line are their new "Victrola" Catalog, four pages in 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 reproduction of "The Serenaders 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, Victor 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 as the head of anything heretofore put out to the trade in point of beautiful ex-

UDELL DISPLAY AT CONVENTION

Will Show a Handline 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 hand and key locks, and in a variety of capacities. They will show about a dozen styles of cabinets for the Victorolas, X., 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 de-

PASSENGER TRAIN DESTROYED BY FIRE.

A fire in the afternoon of June 6 completely de-

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 exclu-

FIND TRADE TO HIS LING.

V. W. Moody, assistant to General Manager William T. Udell of the Udell Works, last month, returned from a trip to New England on special business, returning June 5.

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 hand and key locks, and in a variety of capacities. They will show about a dozen styles of cabinets for the Victorolas, X., X., and XI. The exhibition will be impressive, and one that will greatly interest the visiting trade.

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60 YEARS' EXPERIENCE

PATENTS

THIS IS THE FAMOUS "TIZ-IT" PROJECT

All-Metal Horn Connection for Phonographs

WE WANT EVERY DEALER TO HANDLE THIS FAST SELLING ARTICLE. 50 CENTS.

Send for descriptive circular and printed List of Jobbers who are using this successful Article.

If your Jobber does not handle this Connection yet we will show you how.

One dozen lots, prepaid, $3.60

Free sample to Jobbers.

KREILING & COMPANY

1504 North 40th Avenue

Cragin Station

Chicago, Ill.
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.
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 terminate 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" peering 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 silver tinsel stars lend materially to the setting. As the imitation board fence conforms with the grained pedestals no false pedestal fronts are used. "Nothing like a bunch of 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.

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 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.
NEW BEDFORD, MASS.

W T E RR I L I A M F.

A fine polish for varnished surfaces, woodwork, furniture, adding machines, cash registers, guns and tools, and on all polished instruments. The Finest Oil Made. A fine polish for varnished surfaces, woodwork, furniture, adding machines, cash registers, guns and tools, and on all polished instruments. The Finest Oil Made.

It Absolutely Prevents Rust.

NOW SOLD EVERYWHERE BY ALL HARDWARE MEN

WILLIAM F. NYE

NEW BEDFORD, MASS.

NEWS FROM INDIANAPOLIS.


(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 Chicago Phonograph Co. here has just received the first consignment of the new Regent Junior, or table grafonola, which sell at $150. All who have seen it pronounced it to be a handsome machine in that line they have ever seen, and Manager DeVine, of the local store, predicts for it a heavy sale.

The voice 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 dictaphone machines only, pushed the records of the various numbers played by the Victor Herbert Orchestra on its visit to Indianapolis this month. A group of 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. Barringer, 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 heavy 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. 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. Barringer 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 he found his son humming “Every Little Movement,” announced the winner.

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.

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 SALESMAEN.

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? Your good customers have lost because your jobber failed to attend to your orders promptly. Don’t let them lose 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, needlets, extra parts and accessories of any kind. Get a line on our resources. Write 40-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."
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 Interest in Recitals in the Vicinity of Cleveland—A Budget of Interesting Items From All Points.

(Special to The Talking Machine World.)

Cleveland, O., June 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 expressed themselves very well satisfied with results. But in line with the run of business generally, sales are just fair, and a conservative dealer 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 the monopoly 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 smoothing recent alleged bribery at Columbia has attracted widespread attention to the machine. Enterprising bartenders are now dispensing "Dictaphone Cocktails" and dilute on their popularity. Next we may likely be regaled with "Edison Business Phonograph Sundays," if the legislative bribery investigation continues.

L. C. Wiswell, of Lyon & Healy, Chicago, was a recent visitor in Cleveland.

F. K. Dolber, general manager of sales of the Thos. A. Edison, Inc., was in the city the latter part of May.

J. M. Bane, representing the Victor Talking Machine Co., spent a few days visiting the talking machine dealers in the first of this month. W. H. Hug, representative of the Thos. A. Edison, Inc., was in the city June 8, interviewing the dealers and looking after the interests of his company.

Mr. Gorham, of the Victor Co., was here the last week of 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. Madison, local manager, "has 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 Fromstad, Eugenie Bronska 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 factory of the U-S Phonograph Co. G. M. Niibett, 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 been receiving full line of the company’s goods, and a branch house has just been opened at 56-60 East 6th street, St. Paul, Minn., and one at 1006 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 special 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 nearly the entire scale of musical attainment."

T. H. Towell, general manager, is now in New York.

Geo. M. Niibett, manager of sales, has just returned from a business trip to Chicago and St. Paul.

P. L. Dillbahner, of the M. R. Record Co., Chicago, was a recent visitor to the U-S Phonograph Co.

Conferences with The Caldwell Piano Co., which has just taken on a complete line of Victor goods, are the best. H. D. Scranton, manager of the new department, said: "The talking machine business for us has opened up most encouragingly. We are getting orders for more No. 36 malovery Victorolas 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 Victorola 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 Victorola. The Eclipse Musical Co. report trade in the wholesale department for both Victorolas 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, is 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 an excellent sale of Victor German, Russian and Italian records."

W. H. Buescher & Sons express themselves pleased with the sales of Victrolas and other Victorola products, as well as records, particularly the Red Seals.

R. Svehla, who recently purchased the West Side Columbia store of John Reiling, has entirely rehired the place, and in addition to talking machines has installed a line of pianos and small musical instruments.

Mr. Friedlander, 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 products. Our new Victrola X 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 as yet 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., Gent., Tribune Building, New York

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 especially competent, to edit the Monthly, is considered one of the easiest 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 Phonograph 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 promotions 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 clerk's 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 every suggestion to be acted upon, but one idea might be worth the attention you have given to the whole.
THE TALKING MACHINE WORLD.

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 HORN?

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.


(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 Victorlas in one town alone. He uses on his trips, for demonstrating, a Victorla X, for which he has had a special carrying case made. The motor he transports in his suitcase, which bears the Victor dog upon and in a prominent position. The trade-mark on the suitcase 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 from their whys and wherefores.

The proper study for merchants is merchandising. The way to find out what policies will be popular is to try 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 obstetricians 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 thereupon proceeded 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.

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 books 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.

SOLID WOOD (NOT VENEERED)
A further object of this invention is to provide an attachment for a phonograph which includes a plurality of sound-diafragms 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 sound-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. 5 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.

The invention fur-fthers 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.

The invention relates to sound recording apparatus, and contemplates the provision of 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 dictated 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, the cylinder, cylinder and the like, and must provide electric current or other means of operating the mechanism of the phonograph. He
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 styles in position for work, and generally give his personal attention and his time to the mechanical manipulation of the phonograph; when the rotation of the phonograph cylinder 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 released by the 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 thereof. Fig. 2 is a side elevation of a single unit. Fig. 3 is a detail view of a coil operated clutches which is employed. Fig. 4 is a detail view of a slide rod for opening and closing the operation 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. 


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 bases months directed toward firework covered sound openings in the casing. Instruments of this kind referred to usually have one or more trumpets branch ing from the sound pipe vertically to the top of the incom ing 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 enclosing 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 Holder for the Same. 


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 the phonograph such as 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. May be 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 announcement is but 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 Victrolas 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 purchase, chase 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."
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Perry B. Whitsitt, L. M. Weller

Perry B. Whitsitt Co.,
213 South High Street
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Edison Phonographs, Records and Records

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Don't forget the Jobbers' Convention next month.

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