

Mr. Gibson, formerly of Renwick & Gibson, Regina, who handle "The Old Reliable" Dominion lines, has retired from the piano business, and is now actively engaged in the business of marketing automobiles.

Mr. George H. Suckling, who has spent an average lifetime in the music business, is again in the west. The Journal representative met him renewing old acquaintances in Edmonton, where he was formerly in business and has many friends.

Met by a Journal representative, as he was returning home after a busy week with a motor car in the province, Mr. D. D. Walker, of Regina, superintendent of agencies for Saskatchewan for Gourelay, Winter & Leeming, Ltd., Toronto, was very cheerful over the farmer's buying power as a result of this year's crops, and also his willingness to purchase such a home essential as a piano.

Mr. D. S. Cluff, who is covering the Maritime Provinces in the interests of the Canadian Phonograph Supply Co., London, is meeting with splendid success with Starr phonographs and Starr records. The most recent word from him to his headquarters is a telegram with a rush order for a gratifying sample order for one of the most prominent music instrument firms in Eastern Canada.

Mr. Fred Cross, the well known wholesale representative in the West of Williams' Piano Co., Ltd., Oshawa, Ont., has completed a trip over his territory with the usual satisfactory results. Mr. Cross, who is also interested in retail business in Edmonton, becomes a more enthusiastic westerner each year. The increased wealth resulting from this year's crops is most pleasingly reflected in his sales.

"That reminds me," reminisced the salesmanager, "of a man we had, on one occasion trying to sell a 'prospect' who had his mind made up to buy a Louis. When our man showed him one of our Louis XV's he thought he would go back to the other store where he could get a Louis XVI. 'We can do very much better than that,' cheerfully lied our chap, 'we can give you three more Louis than that,' and he closed the deal for a Louis XIX design."

When the Journal man called at the store of Willis Pianos, Ltd., when in Victoria recently, he found Mr. Chas. Dodd, secretary-treasurer of that firm, in an exceedingly genial frame of mind. This may not have been entirely due to the visit of the stork on the previous day. This gives the Dodd household another soprano. Mr. Dodd, who has many friends in the trade in the east, commenced his music trade career with the House of Nordheimer.

Nipper, the famous Victor dog, was a prominent and attractive feature in the window of Heintzman & Co.'s Moose Jaw store. The Victrolas shown were all of satin finish, and with an attractive arrangement of "His Master's Voice" records the window presented a striking appeal. A later window by reason of its artistic simplicity was particularly good. A cabinet machine and one of table size were shown against a background of denim. Mr. Stanley Garrett, manager of this branch, is a son of the well known piano man of Barris, Ont., Mr. M. G. Garrett.

Wm. H. Feild, manager, Saskatoon Piano Co., Saskatoon, who feature Bell pianos, "His Master's Voice" lines, and small goods, is adding a number of sound-proof rooms on the ground floor. The firm is also planning an addition to the rear of the building occupied by them. The Victrola department, at present located in the basement, has been outgrown, and to meet the need of more rooms it was decided to locate these on the ground floor. The office of Mr. J. R. Pritchard, accountant, will be removed to the rear. Mr. Feild, manager of this firm, is a son of the late R. P. Feild, one of the organizers of the Morris, Feild, Rogers Co. of Listowel, which afterwards became the Morris Piano Co., and was in 1909 merged with the Karn firm of Woodstock, forming the present firm of Karn-Morris

Piano & Organ Co., Ltd. Mr. Feild has an extensive practical experience, which is particularly valuable in western business. Ability to tune or polish a piano, tone regulate it, or repair a player, has been found a useful acquisition. He still takes a keen interest in the movements of old shopmates and trade associates in the east.

Does absolute observance of "The One Price System," which is now a much debated topic in the trade, make or lose business? "In theory and practice, in square dealing to your customer, in building a reputation for your house, it is the only system," emphatically declared a wide awake western salesmanager who could relate many instances of success as a result of "only one price." Not the least interesting was the incident of a Scotch woman who had the cash with her and finally offered within fifteen dollars of the price of the piano. When told that the reputation of the house was worth more than fifteen dollars she started for the door. She wheeled just as she reached the door, came back, and in tones that only a native Scot can use, said: "Weel, if the reputation of your house is worth more than fifty dollars I guess I'll hae to gie it to you," and she bought the piano.

"If there is one way more than another in which piano men fall down, its in going after the cash," said a piano man to the Journal, who promptly warmed up to this subject. "The other day I had a 'prospect' in here, and as usual he wanted to know the terms. As usual I emphasized attractive terms. I couldn't sell him. The same week I saw him in a new automobile learning to drive. I knew he had to pay cash for the car, and that made me think. I resolved to talk cash, and cash only, to the very first customer that came my way. My chance soon came. It came in the shape of a farmer. Perhaps it was habit, perhaps it was lack of confidence, but my resolution to talk cash began to wobble. I showed the piano, I talked the quality of it, and soon the farmer asked, 'What are the terms?' Just because the piano business has educated people to expect terms and ask for terms, he thought of terms. While actually a bluff, so far as I was concerned, I talked cash as the most attractive terms I could offer. It didn't take the man a minute to decide, and that deal has helped me put across many a cash deal, and that is what we want in the piano business."

### Regina Firm Alters Its Name

Child & Gower, music dealers of Regina, have changed their firm name to Child & Gower Piano Co. This house, which has the Steinway and Nordheimer agencies, was established in 1904 by W. Allan Child, whose first experience in the piano business was with the House of Nordheimer. He came west and grew up with Regina, where every postman, cop, judge, lawyer, merchant, reporter, mechanic, and the premier know him by his first name. In 1910 Mr. Geo. C. Gower came into partnership, and during all the period that Captain Child was in training in Winnipeg with the twenty-eighth battalion and in active service in France, he worked day and night and successfully piloted the business through a period critical in the history of many a business house. Messrs. Child and Gower are both natives of London, Ont., and either of them can tune a piano and sell it. They have a corner location with a broad frontage and full flankage of plate glass. Their worry this season is sufficient stock. Vocalion phonographs and Columbia gramofones are prominently displayed in their store.

Captain Child was invalidated home following the famous Vimy Ridge affair, in which the Canadians covered themselves and their country with glory. He is again in uniform in connection with the working of Canada's new Military Service Act.