

Featuring "His Master's Voice" Lines Exclusively

In the last issue of the Journal was an intimation that the Robert Simpson Co., Ltd., Toronto, the well known department merchants, had taken on the Victor line. A couple of years ago this firm opened up with talking machines and handled several makes, but just prior to the Christmas season, and in time for that trade, decided to confine the department exclusively to "His Master's Voice" lines.

The Victrola department is on the sixth floor, and is known as the "Music Studio." A generous floor space has been given over to the display and sale of music, with a series of attractively furnished demonstration rooms. The arrangement of record racks permits of a maximum of service with a minimum of help. The demonstration rooms open into the record storage room, as well as on to the main floor.

Mr. F. Irving Brown, manager of this department, is a Victor enthusiast, having had several years' experience with this particular line. His experience includes the management of the Mason & Risch Victrola department at Vancouver, and more recently he was connected with the same



Mr. F. Irving Brown.

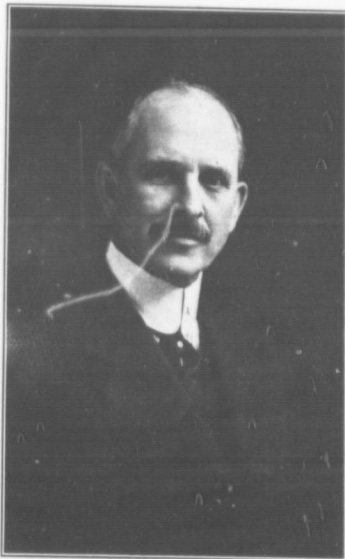
house in Toronto. Mr. Brown is quite optimistic as to trade for the current year, and is well pleased with the increased record demand in his department. Incidentally he has been impressed with the numbers of persons requesting machines in Flemish oak, these being buyers of the better types. From the retailer's standpoint Mr. Brown considers the development of public taste for the oak a decided advantage, there being no come-backs because of surface blemishes, scratches, bruises, etc., and in the event of an exchange, the oak is invariably in good condition.

Other "His Master's Voice" dealers recently qualified in Toronto are Mr. Armand Heintzman, who has opened up a retail store at Ossington Ave. and College Street, and Mr. Charles Ruse, who is opening up handsome Victrola parlors at 772 Yonge Street, a few doors south of Bloor Street, a busy shopping district of high-class stores.

Entering Retail Business

Mr. Charles Ruse, for the past twenty years identified with the sale of Gerhard Heintzman pianos, and more recently salesmanager of the Gerhard Heintzman, Ltd., wholesale department, has resigned from that firm to open up in retail business in Toronto.

February 21st is Mr. Ruse's opening day, provided the carpenters and decorators can complete their work of re-modelling the store taken by him at 772 Yonge Street. This is just a few doors below Bloor St., and directly opposite Paul Hahn & Co.



Mr. Charles Ruse.

Mr. Ruse is opening up with Gerhard Heintzman pianos and "His Master's Voice" lines. He purposes also carrying a line of cameras and supplies for summer trade. The store equipment will include a number of demonstration booths for the Victrola department. Mr. Ruse enters business on his own account with the good wishes of a host of trade and personal friends.

SWISS Phonograph Motors

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