

# PIANOS.

JOSEPH P. HALE.

SKETCH OF THE CAREER OF A GREAT PIANO MANUFACTURER.

INCIDENTS IN THE GROWTH OF AN IMMENSE BUSINESS.

The Many Improvements and Rapid Success of the "Hale" Pianos.

Mr. Joseph P. Hale—like so many of the men whose business ability and mechanical skill have made America what it is, the most progressive country in the world—is a Yankee of the Yankees. He was born in 1819, at Bernardston, Franklin County, Mass., where the Hales had been respectable farmers for several generations. The death of his father, when the lad was in his fourth year, left a large family dependent on his widow, and the young Joseph's first efforts to make himself useful were consecrated to her assistance. Under such circumstances he received only a brief and irregular education, and at the very time when most youths of fourteen are ambitious of little else than a reputation in the base-ball field, he became the mail carrier of the district; no trifling duty, for it involved twice every week a ride of seventy-five miles. For two years he went this round among the rural post-offices, in all sorts of weather. But the post of mail carrier, while a laborious and responsible one, offered no prospects of such a career as J. P. Hale longed for. Confident, energetic and honest as he was, he set out to find his vocation in life; he tried his hand at all the small mechanical industries which he could find in the New England villages, and after some years he pitched his tent in Worcester, a town which had always been famous for its skilled mechanics.

His seven years of apprenticeship, as we may regard it, were now over, his *wanderjahre* were finished, his business life began.

With his success his ambition grew, and occasional visits to New York led him to form the wish of establishing himself where he could find a wide field for his energies. Circumstances drew his attention to the piano trade. His experience as a carpenter taught him something of the cost of both materials and labour. The delicate mechanism of the piano was soon understood by the man who had been so successful as a mechanic in Worcester, and he had a far-seeing eye. He not only saw that some of the old manufacturers were extravagant workmen or loved extravagant profits, but clearly perceived that their system was stifling the trade in its birth. He saw that, beyond the wealthy class who did not care what was paid for a piano provided it bore a fashionable name, there existed a large and constantly increasing body of our fellow-citizens who cared more for what a thing was than what it professed to be; he saw that every day music was more the subject of general attention and was becoming a part of common school education, and that a certain fortune awaited the enterprising man who first offered to the middle and industrial classes a good instrument at a cheap rate. He determined on a revolution which would make a piano as easily procured as a cooking-stove or a sewing-machine.

Mr. Hale came to New York in 1860 with a capital of \$30,000, and, after a brief experience of partnership into which he was beguiled at his first arrival, established himself in a small factory on Hudson and Canal Streets. His trade constantly increased, and necessitated constant removals and additions to buildings. His factory on Tenth Avenue and Thirty-fifth Street is one of the most complete in the country. Each room is devoted to a specific part of the piano, and each workman spends his time on one part of the instrument. A new, immense factory will be erected on the river front at 146th Street. It will be eight hundred feet front, fifty feet wide, and eight stories high. Here, under one roof, all parts of the instruments will be constructed, and arrangements will be made for ten freight-cars to run in and load under the roof. When we say that a piano is sent from the factory every twenty-five minutes during the ten working hours of the day, it will be seen what necessity there is for ready handling of the goods.

The secret of Mr. J. P. Hale's success, then, is personal attention to business, strict economy, and cash purchases. A few figures will show to what an extent his trade has developed since 1860. During the first five years he made and sold 2,200 instruments; during the next five years about 5,000, giving a total for the decade of 7,200 pianos. At present Mr. Hale turns out 140 pianos per week, or over 7,200 per year.

Great as this supply is, he could dispose of a great many more per week if he had room to produce them in his present factory. He is generally five or six hundred behind orders.

During Mr. Hale's business career in New York he has never had a note discounted, nor borrowed a dollar.



SAINT ANNE, OTTAWA RIVER.

## Notice to Contractors.

SEALED TENDERS, addressed to the Secretary of Public Works, and endorsed "Tender for Canal and Lock at St. Anne," will be received at this office until the arrival of the Eastern and Western mails on FRIDAY, THE 10TH DAY OF OCTOBER next, for the construction of a Lock and the formation of approaches to it on the landward side of the present lock at St. Anne.

A map of the locality, together with plans and specification of the work to be done, can be seen at this office and at the Resident Engineer's office, at St. Anne, on and after SATURDAY, THE 27TH DAY OF SEPTEMBER next, at either of which places printed forms of Tender can be obtained.

Contractors are requested to bear in mind that tenders will not be considered unless made strictly in accordance with the printed forms, and—in the case of firms, except there are attached the actual signatures, the nature of the occupation and residence of each member of the same; and further, an accepted Bank cheque for the sum of \$2,000 must accompany the Tender, which sum shall be forfeited if the party tendering declines entering into contract for the works, at the rates and on the terms stated in the offer submitted.

The cheque thus sent in will be returned to the respective parties whose tenders are not accepted.

For the due fulfilment of the contract, satisfactory security will be required by the deposit of money to the amount of five per cent. on the bulk sum of the contract; of which the sum sent in with the Tender will be considered a part.

Ninety per cent. only of the progress estimates will be paid until the completion of the work.

To each Tender must be attached the actual signatures of two responsible and solvent persons, residents of the Dominion, willing to become sureties for the carrying out of these conditions, as well as the due performance of the works embraced in the Contract.

This Department does not, however, bind itself to accept the lowest or any tender.

By order,  
F. BRAUN,  
Secretary.

DEPARTMENT OF RAILWAY AND CANALS,  
OTTAWA, 29th August, 1879.



Department of Militia and Defence.

NOTICE IS HEREBY GIVEN THAT THE above Department invites tenders for the purchase of a quantity of arms not now required for the service of the Department. Tenders to be received until Noon on the 6th day of OCTOBER, 1879.

- Quantities and descriptions as follows, viz. :—
- 2,983 Peabody Rifles.
  - 226 Starr Carbines.
  - 176 Colt's Revolver Pistols.
  - 34 Allan's Pistols.
  - 76 Artillery Carbines, O.P.
  - 219 Cavalry do do.
  - 107 Spencer do.
  - 5 do Muskets.
  - 1,840 Long Enfield Rifles, M.L.
  - 187 Short do do do.

Any information required in regard to the above can be obtained on application to the undersigned.

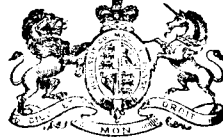
THOS. WILY, Lt.-Col.,  
Director of Stores, &c.  
Ottawa, September 1st, 1879.

NOTMAN & SANDHAM,  
PHOTOGRAPHERS TO THE QUEEN,  
17 Bleury Street, Montreal.

BRANCHES AT TORONTO AND HALIFAX,  
ALSO AT  
BOSTON, Mass., ALBANY, N.Y., AND ST. JOHN, N.B.

Medals awarded LONDON 1861, PARIS 1867, CENTENNIAL, PHILADELPHIA, 1876.

HAMILTON & CO.,  
Fancy and Staple Dry Goods,  
105 ST. JOSEPH STREET,  
(Opposite Dupre Lane)  
MONTREAL.



Department of Militia and Defence.

## GREAT COATS.

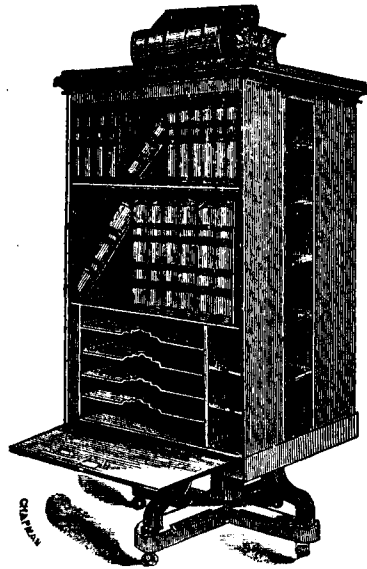
TENDERS WILL BE RECEIVED BY THE above Department until Noon on the 6th day of OCTOBER, 1879, for the manufacture in Canada and delivery into the Stores at Ottawa, of 5,000 GREY GREAT COATS, according to sealed pattern, which may be seen on application to the Director of Stores.

One-third of the Coats will be required on the 1st FEBRUARY, one-third on the 1st MARCH, and one-third on the 1st APRIL, 1880.

Tenders are to be addressed to the Adjutant-General, marked on the upper left hand corner, "Tender for Great Coats."

The Department will not be bound to accept the lowest or any tender.

W. POWELL, Colonel,  
Adjutant-General of Militia.  
Ottawa, September 1st, 1879.



TEES & CO.,

Manufacturers of Revolving Book Cases,  
DIFFERENT STYLES.

WAREROOMS: 11 ST. BONAVENTURE STREET.

## IN STOCK.

- Prunella, 10 to 20 Thread.
- Elastic Webs, 4 1/2 to 5 inches.
- Shoe Rivets, in Brass and Iron, all sizes.
- Shoe Nails in Common Iron, Swede and Zinc.
- Hook Eyelets.
- Do Machines.
- Heel Plates in Iron, 2 1/2 to 3 inches.
- Boot Laces, Real Porpoise and French Calf.
- Day & Martin's Liquid Blacking.
- Kerr's N. M. T. Thread, Black and White, 300 yards.
- Do Linen finished do, 9 cord.

FOR SALE BY  
J. B. MACDONALD,  
26 ST. SACRAMENT STREET.

Elliot's Dentifrice,  
THE BEST IN USE.

The testimony of the highest dignitaries of the State, the Church and the Bar, Officers of the Army and Navy, authorities in Medical Science and Dental Surgery and the Learned Professions, all unite in declaring that

Elliot's Dentifrice  
IS THE BEST IN USE.

The demand for ELLIOT'S DENTIFRICE has constantly increased since its first introduction to the public, 33 YEARS AGO. Each box contains THREE TIMES THE QUANTITY of ordinary Dentifrice.

Elliot's Dentifrice,  
THE BEST IN USE.

TURKISH BATH, 140 MONIQUE STREET,  
Off Dorchester St., near the Windsor Hotel.

LARGE AND COMPLETE,

ONE of the FINEST BATHS in the WORLD.

Hours:—Gentlemen, 6 to 9 a.m.; 2 to 11 p.m.

Hours:—Ladies, 10 a.m. to 1 p.m.

Open Sunday mornings for Gentlemen.

G. REINHARDT & SONS,  
LAGER BEER.  
BREWERY:  
HEAD OF GERMAN ST., MONTREAL.

VICTORIA MUTUAL  
FIRE INSURANCE CO.,  
OF CANADA.

HEAD OFFICE, Hamilton, Ontario.

W. D. BOOKER, GEO. H. MILLS  
Secretary, President.

WATER WORKS BRANCH

Continues to issue policies—short date or for three years—on property of all kinds within range of the city water system, or other localities having efficient water works.

GENERAL BRANCH:

On Farm or other non-hazardous property only.

RATES—Exceptionally low, and prompt payment of losses.

MONTREAL OFFICE: 4 HOSPITAL STREET.

EDWD. T. TAYLOR,  
Agent.

GOVERNMENT SECURITY  
FURNISHED BY THE  
ÆTNA LIFE INSURANCE CO.

This Company having transacted business in Canada so acceptably for twenty-seven years past as to have, to-day, the largest Canada income of any Life Company save one (and a larger proportional income than even that one),

NOW ANNOUNCES

that it will deposit, in the hands of the Government of Canada, at Ottawa, the whole RESERVE, or RE-INSURANCE FUND, from year to year, upon each Policy issued in Canada after the 31st March, 1878. Every such Policy will then be as secure as if issued by the Government of Canada itself, so far as the safety of the funds is concerned.

The importance of having even a strong Company, like the ÆTNA LIFE, backed by Government Deposits, will be appreciated when attention is directed to the millions of money lost, even in our own Canada, through the mismanagement of Directors and others during a very few years past.

Office—Opposite Post-Office, Montreal.

MONTREAL DISTRICT BRANCH,

J. R. ALEXANDER, M.D., Manager.

EASTERN CANADA BRANCH,

ORR & CHRISTMAS, Managers.

Sales of Furniture  
AT PRIVATE RESIDENCES.

W. E. SHAW,  
GENERAL AUCTIONEER,

Gives his personal attention to all Sales entrusted to him. His Salerooms—

195 ST. JAMES ST.,

(Opposite Molsons Bank.)

Best stand in the city for the sale of General Merchandise and Household Effects.

Those who contemplate selling their Household Furniture this Spring, will do well to make early arrangements with him, as he has already been engaged to conduct several important sales of which due notice will be given. Reasonable terms and prompt settlements have already secured him the leading business.

Valuations and Appraisals. Cash advances made on consignments.

EUARD & MACDONALD.

THE CELEBRATED

SULTANA HALL STOVE.

THE FIRST-CLASS

"JEWEL,"

"STEWART,"

"GOOD NEWS,"

RANGES.

GENERAL HARDWARE.

WEST SIDE OF VICTORIA SQUARE,  
Corner of Craig Street.

ENVELOPES.

The New Tariff is nearly 10 per cent. advance on these goods, yet I am selling my present stock at old prices:—

- Manilla Envelopes at.....\$0.75 per M.
- Buff Envelopes at.....0.90 per M.
- Canary Envelopes at.....1.00 per M.
- Amber Envelopes at.....1.25 per M.
- White X. Envelopes at.....1.25 per M.
- White XX. Envelopes at.....1.50 per M.
- White XXX. Envelopes at.....2.00 per M.
- White Superfine Envelopes at.....2.25 per M.
- White Extra Superfine Envelopes at.....2.50 per M.

JOHN PARSLOW,

47 ST. FRANCOIS XAVIER STREET,  
MONTREAL.