

Vol. XVII.]

TORONTO, JULY, 1916.

[No. 2

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CANADIAN MUSIC TRADES JOURNAL



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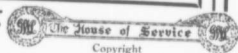
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| 302644 And They Call It Dixieland. Fox Trot.
Richard A. Whiting | .48 | 6320 There's a Quaker Down in Quaker Town.
Fox TrotAlfred Solman | .30 |
| 302666 Belle France, La.
Overture on Popular French Melodies
Introducing: (1) La Marseillaise; (2)
Au Claire de la Lune; (3) Cadet
Rousselle; (4) Teu souvenirs-tu? (5)
Le chant du D'epar; (6) J'ai du bon
tobac; (7) La mere Michel; (8) Fau-
fau la Tulipe; (9) La Bonne Adventu-
re; (10) La Marseillaise.
Arranged by L. P. Laurendeau. | 1.20 | 302656 Tripping Along. Fox Trot.
Harry C. Oblinger | .48 |
| 6316 Blue Goose Rag. Fox Trot.
Charles L. Johnston | .30 | 302698 Valse de LuxeEckstein | .60 |
| 302676 Broadway 1916. One-Step Medley ..
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Faithful; (2) Sweet Bye and Bye; (3)
All Hail the Power of Jesus' Name;
(4) Rock of Ages; (5) What a Friend
We Have in Jesus; (6) Jesus Lover of
My Soul; (7) Hark, Hark My Soul. | 1.20 | | |
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Tom Armstrong | .48 | | |
| S-2625 Our Hearts Go Out to You Canada
(Hats Off To You) Ball | .60 | | |
| 302672 Rose, Op. 30. (Selection on English
Melodies)
Introducing: (1) Here's a Health; (2)
Fine Old English Gentleman; (3)
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Hill; (5) Isle of Beauty; (6) Sally In
Our Alley; (7) The Thorn; (8) Drink
To Me Only; (9) May Day; (10)
Speed the Plough; (11) Farmers' Boy.
Arranged by Myddleton. | 1.20 | | |

METRO-ART (88- Note, Hand-Played)

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| 202786 Sunbeams. Entr'acte. Ivy St. Helier | 1.20 |
| 202802 Letter That Never Reached Home. | Archie Gottler .48 |
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| 202814 Down Where the Swanee River Flows.
Fox TrotAl. von Tilzer | .40 |

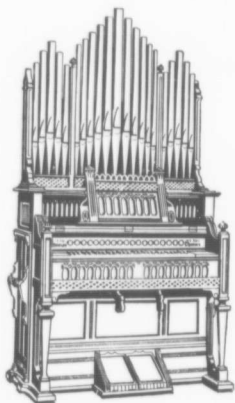
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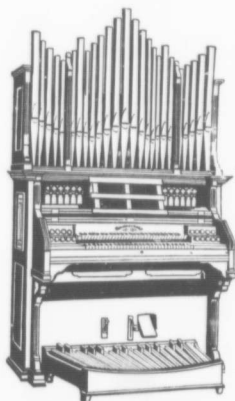
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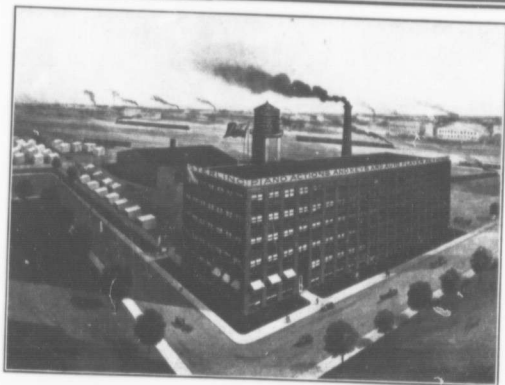
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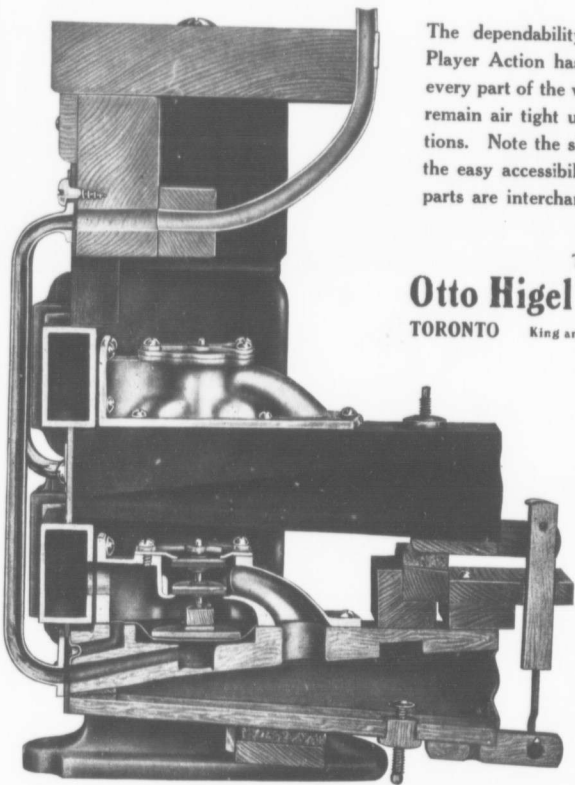
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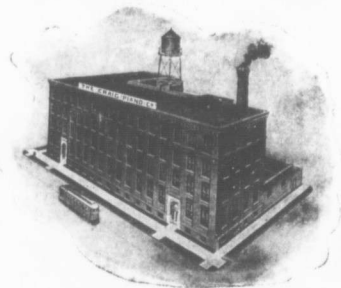
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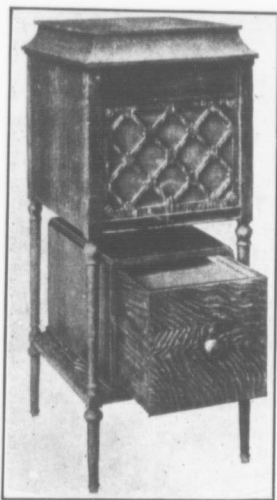


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PUBLISHED BY

British Representative:

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17 Little Tichfield St., Gt. Portland St.
London W., England.

FULLERTON PUBLISHING COMPANY

56-58 Agnes Street, - Toronto, Canada

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VOL. XVII.

TORONTO, JULY, 1916

No. 2

CANADIAN PIANO AND ORGAN MANUFACTURERS' ASSOCIATION

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Canada on the "Prospect List" of the British Piano Manufacturers.

THE English piano manufacturer is putting Canada on his "prospect" list. Conditions arising out of the war have caused him to make a survey of the piano imports and exports of each country in the Empire and of the allied nations. He admits that "in England they have always regarded Canada as a peculiar country as far as the piano trade was concerned." (The reason of Canada being a peculiar country to the English piano manufacturer is now definitely realized by him to be instruments and methods unsuited to the climate and people. Having arrived at this state of realization he is about to apply the remedy.

At the British Music Trades Convention held at Harrogate in May and of which a complete report appears in "The Pianomaker" of London, "British Trade Over the Seas" was the most seriously discussed subject by the manufacturers. Mr. Alexander Dow, of Murdoch, Murdoch & Co., who has evidently made an exhaustive study of this particular matter submitted a series of comparative figures. He also emphasized that the interests of the organ business should be considered, the United States being a great opponent of Great Britain in organ export trade. In 1913, for example, Britain exported organs valued at about £26,000 against £129,000 by the United States. In piano exports Germany was the greatest competitor with United States second. The 1912 figures of German piano exports were £2,100,000 against the British figures of £351,000 in 1913, or in the ratio of 87½ per cent to 12¼.

Concerning Australia where England was "under the notion that there they had been doing a large business in pianofortes, when they ascertained what Germany had done they felt a little chagrined," said Mr. Dow. In 1913 Australia bought British pianos to the value of £50,000 and German pianos to the value of £309,000. He noticed that the German pianos sent to Australia were of a cheaper class than sent to some other countries.

In New Zealand, one of the greatest piano purchasing countries according to population in the world, the balance was in favor of Britain by over £10,000; that is, in 1913 Britain sent to New Zealand pianos to the value of £73,129 as against Germany's £63,000.

In South Africa the German product dominated, one of the reasons suggested by the speaker being "the Dutch element in that country which had hitherto been rather cold towards Britain and warm towards Germany." In 1913 Germany's piano exports to this country were £70,000 as against England's £24,000.

"When they came to consider the case of Canada he mentioned that in England they had always regarded Canada as a peculiar country, as far as the piano trade was concerned. There were very important manufactures going on in Canada, and to his mind it was a remarkable fact that they had been able to send over any pianos to Canada, or that Germany had. The figures were small enough, and yet they were puzzling. From England they seemed to have sent pianos to the value of £6,861 in 1913, and from Germany pianos were sent to the value of £2,850. He believed there was a good market to be obtained in Canada if they tried to ascertain the real requirements of the trade there, and in this connection he reminded the meeting that difficulties of climate and design of pianoforte cases, etc., had to be taken into serious consideration, for, owing to the methods under which the Canadians lived, pianos for the Dominion should be built on different lines from what they were for home use.

"Passing on, he emphasized the importance of trying to thoroughly understand the requirements of the market they were endeavoring to cater for, illustrating which he pointed out that the United States send a very large number of pianos into Canada, and are enabled to do so because of their thorough acquaintance with the requirements of the Canadian people, and yet the United States were prejudiced to the extent of a fair percentage. That was to say, Great Britain enjoyed preferential rates in going into Canada, and if Britishers could not

take advantage of those preferential rates to compete with the United States he did not think it redounded very much to their credit. At the same time the fact that America enjoyed so much of the Canadian pianoforte market showed that the difficulties associated with the import duties were not insuperable."

The President of the British Piano Manufacturers' Association, Mr. Henry Billinghurst, managing director of John Brinsmead & Sons, Ltd., referring to Canada said: "If British pianoforte manufacturers were to do anything they must necessarily study local conditions. Particular methods of construction, largely owing to the climatic conditions there prevailing, were necessary, and he knew that the British pianoforte manufacturers had been unsuccessful in Canada for many years—in fact from the very commencement—in the exportation of pianos because of the conditions under which the pianos had been manufactured in this country, in which there was a great deal of moisture. Moreover, the Canadians had ideas of their own, based upon their own knowledge of their own requirements as to the materials of which their pianos should be manufactured."

The discussion resulted in the adoption of the following resolution: "That this meeting of British pianoforte manufacturers approves the policy of sending out a Commission of Inquiry regarding the overseas' trade, and if the Council can devise ways and means to carry it into effect, this meeting pledges itself to give the scheme its hearty support and financial help."

Other resolutions passed at a combined meeting of all sections of the industry were as follows:

1. "That this Sixth Annual Convention representing the Music Trades' Industry of Great Britain and Ireland do hereby resolve that in the future they will extend their full support in every sense of the word to goods of British manufacture, and in no case purchase foreign manufactured goods if a similar grade of goods can be purchased of British make."

2. "That this Sixth Convention of the Music Trades' Industry resolves to do everything in its power to secure every music trader in Great Britain as a member of the Music Trades' Association, and to immediately start campaigns throughout the country to that end."

Means Discovered to Preserve Church Organs from the Effects of Varying Temperature and Damp.

REMEMBERING that the organ is the most delicate piece of furniture in a church, and that it is, moreover, specially susceptible to sudden atmospheric changes, it is somewhat remarkable that hitherto no contrivance has ever been designed which would preserve the instrument from the evil effects of a constantly varying temperature. Few persons realize how complicated and intricate the interior mechanism of an organ is, and how the slightest defect may cause a temporary breakdown. This may result from the warping of the wood, the perishing of the leather, the rusting of some bit of wire or some other cause. But whatever it may be, the fault may, in nine cases out of ten, be attributable either to damp or to atmospheric changes.

As every organist knows, note ciphering is no unusual occurrence; in fact, so widespread is the evil that all who

are interested—organists, because they love their instruments, and church officials, because they hold the money bags—will be glad to know that a serious attempt has at last been made to remedy the evils referred to and that for some months past a series of experiments has been carried out with results that are so far eminently satisfactory. These experiments have been conducted under the auspices of the British Commercial Gas Association, and a report has recently been issued from which we make the following extracts:

"It has been clearly proved that the cause of the above-mentioned defects is the fact that in churches and similar buildings which are not in constant hourly (or in many cases even daily) use, or when used are frequently only partially so, the temperature of the air and the surroundings in the inclement seasons of the year drop to a very low point during the period when the building is either entirely unused or is not in full use. Dampness is also experienced in some cases.

"When the building comes into use, some form of apparatus for its general heating is started. The temperature then rises fairly rapidly, and the effect of this, and the heat and moisture arising from the congregation or audience when they assemble, is to cause air containing moisture—and at a temperature materially greater than that of the organ itself—to come into contact with the metal wires and plates, wooden stops, and other working parts of the organ. This causes condensation to form on the metal, and oxidation, etc., to ensue, causing subsequent corrosion. . . .

"It has been discovered that a means of preventing the trouble herein explained is to keep a constant stream of warm dry air passing over the internal parts of the organ during the inclement months of the year, so that the temperature of the organ and these internal parts is always kept above that of the general air and the contents and structure of the other parts of the building. Indeed, if necessary, it would thereby be possible always to keep the air in and around the organ at what may be termed normal summer temperature."

As this question is one in which a large number of our readers are sure to be greatly interested, we have availed ourselves of an invitation to meet one of the representatives of the Association, and inspect the working of the new invention for ourselves.

The experiments have been carried out at New College Chapel, Avenue Road, London, N.W., and perhaps no more suitable place could have been found. The building has suffered greatly from damp and the walls bear full evidence of this. Consequently the organ had suffered severely, and had been rendered wellnigh unplayable.

Such was the state of things in October, 1914, when the newly-designed apparatus was installed, which we will briefly describe. A tin box, divided into upper and lower compartments, stands by the side of the organ, practically out of sight. In the lower compartment is a Bunsen burner. One side of the upper compartment is pierced with half a dozen holes, and the air thus drawn in is heated from the burner in the chamber below, and passes out of the opposite side into a long tube with a bell mouth, which conveys the warm air into the interior of the instrument; and that is all!



All Canada
Awaits this
Announcement of
"The Most
Wonderful Piano In Canada"
The MAESTER-ART
(ELECTRICALLY DRIVEN)
PIANO

Science and Art have given to Canada one of the most remarkable inventions of the age.

The 88-note player had been invented, electricity discovered and motors manufactured that would operate and produce power for almost anything made. But it has been left to the study of Art—two years of hard work in testing and inventing devices—to perfect a product that would combine all of these wonderful achievements into an instrument that would produce music as the great Artists would play it themselves.

The human mind 20 years ago could hardly have conceived of an instrument that would produce the human touch of the Master Musicians; the exquisite coloring and tone shading and the dynamic precision which characterizes the playing of this Maester-Art Piano.

The piano dealer is at last able to offer to the Canadian public an instrument that is not mechanical. When once you have heard this marvelous instrument render the true reproduction of the Master Pianists you will feel that thrill, that magnetism that you experience in those rare moments when you hear great music.

So perfect is the Art of the Maester-Art Piano that all thought of the reproduction is lost.

No personal effort is necessary to operate the Maester-Art. If you choose you can put your own personal shading in the music, to suit your mood, as levers are provided for this purpose, or this instrument may be played by hand, as an ordinary piano.

The superb quality of the Maester-Art gives to the piano trade in Canada an instrument of perfection not to be surpassed by any other instrument in the world.

Here is an instrument that will add distinction and prestige to your store. Write for agency TODAY and be sure.

There is nothing like this wonderful instrument "Made in Canada" today.

Write TONIGHT.



THE WILLIAMS PIANO CO., Limited, Oshawa, Ont.

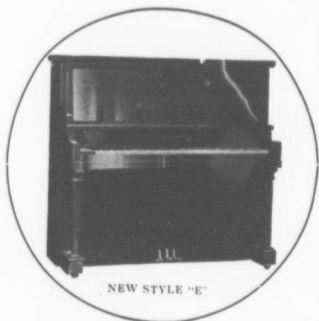
Manufacturers of the Quality Williams, New Scale, Piano



STYLE LOUIS XIV



STYLE "30" PLAYER



NEW STYLE "E"

PROOF

of Mendelssohn Values

"The proof of the pudding is in the eating"

*The Proof of Our Claim to Quality
Comes from the Customer.*

We do not pretend to make the cheapest piano on the market. Others may be bought for less money

WE DO CLAIM
That quality considered, we offer the dealer greater value dollar for dollar

The Mendelssohn is not built merely to sell. It is so constructed that

**The Customer is just as Highly Pleased
17 Years after Buying, as at
Time of Purchase.**

THE ACID TEST. THE TEST OF TIME.

The Mendelssohn Piano Co. 206 Argyle St., Toronto, Feb. 19, 1916.
110 Adelaide St. W., Toronto, Ont.

Dear Sirs:—

I have now had a Mendelssohn piano in use for seventeen years, and feel sure you will be interested to learn that it is still giving perfect satisfaction.

At the time the piano was purchased, I thought I was getting good value. I have had no reason to change my opinion in this respect, in fact the longer I have it, the better pleased I am with the piano, and the more firmly I am convinced that I made no mistake in selecting a Mendelssohn seventeen years ago.

I compliment you upon the splendid instrument you manufacture, and feel sure anyone looking for a piano that will wear well, stand in tune perfectly, and retain its handsome appearance for a long period of time, will make no mistake in selecting one of your pianos.

Yours sincerely,

(Signed) MRS. F. S. DURIE.

It is most gratifying to a manufacturer and means increased sales and profits to the dealer to have satisfied customers, such as Mrs. Durie, send complimentary letters seventeen years after.

This is Real Piano Selling Success.

Space will not permit of our showing copies of hundreds of similar letters on file, but they are open to inspection.

**IT WILL PAY YOU TO LOOK INTO OUR PROPOSITION
WHILE TERRITORY IS AVAILABLE.**

Write To-day.

The Mendelssohn Piano Co.

TORONTO 110 Adelaide Street, West

CANADA

The burner was kept going throughout last winter until April 26, and when we visited the church at the commencement of last month it had just been relighted for the ensuing winter.

Meanwhile, the effect on the organ has been little short of marvelous, and both organist and officials express themselves highly pleased at the great improvement that has taken place in the mechanism of the instrument. But while the evil effects of damp have been largely counteracted or removed, care has been taken so to control the action of this ingenious invention as to avoid or prevent any excessive dryness, the results of which might be equally disastrous.

We attach considerable importance to this interesting invention for the simple reason that it appears to offer a satisfactory solution of the difficulties which have attended the oversight and upkeep of our church organs, especially in country places—(The Choir).

South African Trade.

W. J. Egan, Canadian Trade Commissioner for South Africa says: "There were a few imports from Canada in medium priced and high grade organs during 1915, although there are more inquiries for purchase and agency in both organs and pianos. Some firms are making an effort to meet the demand on style and quality in pianos and a few sample orders have been placed to arrive in the near future."

IMPORTS OF MUSICAL INSTRUMENTS INTO SOUTH AFRICA.

Countries	1913	1914	1915
Canada	\$ 14,700	\$ 10,900	\$ 1,950
United States	50,000	42,400	51,800
United Kingdom	180,000	156,000	323,400
Germany	601,000	323,000	21,300
France	5,200	5,100	9,700
Switzerland		150	2,000

An Advertising Man's Opinion.

"THERE is not enough piano advertising and not enough good piano advertising. When you take into consideration the importance of the piano industry, the volume of sales and the number of fine stores devoted to the industry, there is really only a small amount of advertising and publicity devoted to the selling of pianos and players.

"I believe there should be an awakening to a higher class of advertising for both pianos and players—it should be along more artistic and educational lines. I see dealers advertising a piano but they say nothing that would make you feel as if you wanted one.

"You can't advertise an article like a piano as you would stores or house furnishings because people must have these things, and they are constantly looking for the best and the cheapest. But pianos they don't have to have and they won't have unless you create the atmosphere and make them feel that no home is complete without one—the great joy and pleasure it gives—the uplift—the development it means for the children—etc.

"If there is any business that can justly stand a higher plane of advertising it's the piano business. I don't believe sensational advertising—grossly exaggerated statements—statements that are written by some

advertising man who doesn't know a darn thing about the business—is a good thing for the piano or any other business."

Retail Salesmen—Read This on Veneers.

"IS this solid wood?" asked the lady. "No; it is veneered on solid wood," replied the salesman. "Ah! veneer! I don't want that kind; it is covered, I suppose, with a fine wood to hide the defects beneath."

Here you have the attitude of a large number of people who are badly informed on the subject, says the Furniture Trade Review. "Veneer," carries an entirely wrong impression. One manufacturer, recognizing this, has substituted the word "laminated," meaning layer upon layer, which certainly gives a better notion of how the article is built up.

It would be well for every retail salesman to get this lesson firmly fixed in his mind, so as to be prepared to defend the quality of his veneered stock when selling customers who are hazy on the subject.

To veneer is really a much more expensive operation than working in the solid wood.

While veneer presents a beautiful surface, its real use is to prevent the surface, particularly when it is of good size, from shrinking or checking. Layers of veneers, with the grain of each layer placed at right angles to those above and below it, is the best way to make a perfectly smooth, even surface, which will not expand or shrink in any direction.

The manufacturers of veneer select the portions of the log which present the greatest beauty in grain. Cut in the ordinary way, and built of the solid wood, almost two-thirds of the beautiful flakes, waves and burls would be lost to sight in the complete piece of furniture.

As a clincher, ask your captious customer some time if she knows why the most expensive piano cases are invariably veneered, and never made of solid wood.

Walnut Furniture.

TWO years ago walnut was almost never used in fine furniture, but now walnut is enjoying a great and daily increasing popularity, says the "Furniture Manufacturer and Artisan," of Grand Rapids. The war has practically shut off the supply of Circassian walnut to the United States, and the troubles in Lower Mexico have made mahogany scarce in this country. As a result, American walnut is being used to take the place of those woods. Another reason for its increasing popularity is the fact that walnut can now be finished in a great many different shades, ranging from light gray to almost black. The wood also takes on a high polish. The old dead color found in the walnut furniture of a generation ago is entirely out of date now. Missouri and Illinois, which supply about 20 per cent. of the walnut timber produced each year in the United States, still have great quantities of walnut timber. The fact that walnut prices are about the same as that for mahogany and quartered oak is causing many persons who like variety to put walnut furniture in their homes. Two years ago hardly a furniture factory in the country was making walnut furniture, and now 178 furniture factories are using walnut on a large scale.



INTRODUCING

To Retail at \$425.00

THE NORDHEIMER "JACOBEOAN"

JUST as a beautiful painting is the better for an artistic frame—so is a worthy piano the better for an artistic case design.

Our latest conception—the Jacobean here shown—is something just a little out of the ordinary, intended for those whose taste is for this style and who have a room furnished in harmony.

Just one more instance of the Nordheimer way of assisting Nordheimer dealers. The merchant who sells this truly high-grade instrument has everything done for him that can be done to win the trade of connoisseur-customers.

If he does his share, it's a winning combination.

THE NORDHEIMER PIANO & MUSIC COMPANY, LIMITED

Cor. Albert & Yonge Streets, TORONTO.

The latest figures on walnut, compiled in 1913, indicate there are 895 mills in the United States cutting walnut lumber, and that in that year the total cut was 40,565,000 feet. Indiana produces about 25 per cent. of the total cut of this country. Other leading states are Ohio, Missouri, Illinois, Tennessee, Virginia and Kentucky. Michigan is one of the group of states which combined produce but 7 per cent. of the total annual cut.

A United States Forestry Service bulletin recently issued shows that American walnut contributed 1,689,957 feet in the manufacture of furniture in a recent year at a cost of \$185,732.02. Those figures will be increased radically for 1916 because of the great popularity now enjoyed by that wood.

The Cost of Doing Business.

THE cost of doing business was the subject of a nation-wide investigation by System, of Chicago. The average cost for some retail stores was found to be slightly less than 25 per cent., made up as follows:

	PER CENT.
Rent	4.02
Salaries	10.95
Advertising	1.76
Heat and Light69
Delivery51
Supplies36
Insurance and Taxes	1.21
General Expenses	4.49
Depreciation and Shrinkage47
Bad Debts19

Total Percentage of Expenses to Sales..... 24.65

The dealer would do well to look up his own expense sheet and ascertain how it compares in whole and in part with the average, as found by System. It may awaken him to the fact that certain expense departments in his store are larger than they should be.

A Substitute for Mahogany.

AN interesting chapter in red gum's history may be repeated, with a slight variation of circumstances, says *Hardwood Record*. Some years ago this wood was in great demand in England for street paving blocks. The introduction of Jarrah, an Australian wood, crowded it out of that market. Contractors who were left with stocks of gum on hand were compelled to seek new markets in order to save themselves. They were successful in finding American markets for their gum, and that was the real beginning of this wood's popularity at home. It more than recouped in the United States what it lost as paving wood beyond the sea. Its loss in one quarter was turned to permanent gain in another.

The repetition which seems to be coming promises a further extension of the use of gum, not in order to make good in one place what it has lost in another, but to capture ground which another wood is losing on account of prohibitive freight rates. The wood for which gum is in a fair way to become a substitute is mahogany. It is not likely to become an imitation of mahogany, but to take that wood's place for certain purposes.

There is plenty of mahogany in the woods, but it is in Africa and Spanish America, and war business has advanced freights to such a point that mahogany is no longer crossing the water. Ships to carry it cannot be had.

The result is beginning to appear in the United States. Users of mahogany, whose supplies are running very low, are looking for some wood to take its place for high-class furniture and finish. Red gum and black walnut are considered favorably. There is no question that enough gum can be had; but the supplies of walnut have been so heavily drawn upon for war purposes that some prospective users fear that they cannot get all they want.

Mahogany has been so long before the public, and its qualities are so well known and its uses so firmly established, that manufacturers who have not been accustomed to use it will regret to change to another; but if force of circumstances compels a change to others, it is fortunate that this country is so well provided with excellent woods to take its place. A story is being told that a large importer of African mahogany, not being able to obtain supplies, bought a ship and sent it to West Africa for this wood. Arriving on the African coast he discovered that he could make so much more money hauling freight for others than by carrying logs for himself, that he put his ship to work carrying munitions, and left his mahogany in Africa. Under circumstances such as these it is easily understood that little mahogany will arrive in this country until conditions change; and appropriate native woods will be called upon to meet increased demands.

Shades Down on Sundays.

Reprinted from *Merchants' Record and Show Window*.

THERE are some merchants who make a practice of lowering the shades of their show windows on Sundays, presumably on the assumption that if the displays were left open to view, sales would be made, and that would be contrary to our religious teachings regarding the Sabbath. Without wishing to appear in the least cynical, however, we have generally ascribed this custom to another motive that may not be altogether untainted by commercialism. Some merchants, at least, have frankly told us that they considered the practice of keeping the windows closed on Sundays a good advertisement for the store. They hold that it gives "class" to the establishment and sets it apart from the common run of stores which permit the public to inspect the merchandise in the windows seven days in the week. However this may be, it seems a bit odd to walk down a business street and see a big store with the window shades tightly drawn, while on the other side are other stores selling equally good merchandise to the same class of trade, with the windows wide open.

We are irrevocably opposed to Sunday store keeping, but there are many cities in which, in fine weather, a considerable part of the population gets a good deal of pleasure from strolling along and looking at window displays. Many of these people find it impossible or inconvenient to inspect the windows on week days. This, however, is a matter that has to be decided by the individual merchant.



To build up a business of the character that counts, the dealer needs a piano that is the personification of quality.

THE
SHERLOCK - MANNING
20th Century Piano
Canada's Biggest Piano Value

Meets this high-class requirement.
It is an instrument of distinctive merit.

*The Sherlock-Manning
Piano & Organ Company*
LONDON, CANADA



London Piano Dealers' Association Meets.

Elect Officers and Decide on Weekly Half-Holiday.
London News Notes.

THE London Piano Dealers' Association, which some of the members feared had become dormant, is still a live wire issue with the trade in that centre. On July 4th the members met at luncheon at the Travellers' Club and held the deferred annual meeting.

Those in attendance were William McPhillips, J. A. Keenleyside, C. L. Gray, local manager Mason & Risch, Ltd., D. Frank Smith, local manager Gourlay, Winter & Leeming, Ltd., Frank Windsor, local manager Nordheimer Piano Co., A. M. Douthwright, local manager Wright Piano Co., Ltd., and Ed. Crawford, local manager Heintzman & Co., Ltd. A letter of regret was read from Mr. W. N. Manning who was unable to be present.

Officers for the ensuing year were elected as follows: President, Ed. Crawford; Vice-President, D. Frank Smith; Secretary-Treasurer, C. L. Gray; Executive Committee, W. McPhillips, W. N. Manning, A. M. Douthwright and J. A. Keenleyside.

Wednesday afternoon closing was discussed at some length, after which all members agreed to close every Wednesday afternoon during July and August at one o'clock. Not under any circumstance is any salesman or manager to be at his office during this time. The Wednesday afternoon closing in the past has been more or less observed, but a couple of the concerns have allowed their staff, with the exception of one man to have the holiday, and this one man was kept in the store for drop-in customers.

It was decided to meet again on August 14th, when a dinner will be held at the Travellers' Club. Every member was very enthusiastic over the year's prospects and the association looks forward to a very good year.

An extensive and up-to-date small goods department has been added by Mason & Risch, Ltd. From this branch three members of the staff have gone to the front, namely: Capt. Hewart Wilson, of the 70th Battalion, now on the firing line; Ed. Croden of the Cycle Corps now in France and Wilbur Short of the Army Medical Corps. All three men were held in the highest esteem by the Mason & Risch concern who wish them a safe return.

Mr. J. E. Keenleyside, the retiring secretary-treasurer of the local association, which office he has occupied since the inception of the organization gives very encouraging reports of business. Mr. Keenleyside has the Martin-Orme and Newcombe agencies.

A well-attended recital was held at the salesrooms of the Wright Piano Co., Ltd., 352 Dundas Street, on the evening of June 23rd. Mr. A. M. Douthwright, manager, had arranged a splendid programme, this being the first of a series that it is proposed to give. There were several vocal numbers and selections by the Orchestra Harmonica. The Wright player piano was heard to good advantage with Mr. Douthwright at the instrument, and Mr. Ed. Sweetz' violin solos were well received. The accompaniments were played by Mr. A. Winston Reading.

A. E. Wilkinson, formerly manager of the Nordheimer branch at St. Thomas, has joined the selling staff of Mason & Risch, London.

W. McPhillips has had two members of his staff enlist, namely his son, Lieut. Harold McPhillips and Capt. Erving, who for years has conducted the small goods department at the McPhillips store.

Mr. A. M. Douthwright, the local manager of the Wright Piano Co., Ltd., with Mrs. Douthwright, motored to the headquarters of the Company in Strathroy over the holiday. Combining business with pleasure. He reports business in the Forest City in a very satisfactory condition and confidently anticipates a very busy fall trade.

A. Winston Reading, special representative of the Wright Piano Co., Ltd., Strathroy, was on a business trip to Chatham and Windsor early last week, and states he was well pleased with the results attained. "That our instruments meet with favor wherever they are known, goes without saying," he smilingly remarked, "but, what is more, they are beginning to get Well Known."

The A. A. Langford Co. have taken on the agency of the Sonora Talking Machine.

Mason & Risch, Ltd., report business as being the best they ever experienced for the month of June.



THE FAMILY OF E. O. McDONALD.
A live Sherlock-Manning dealer in Fredericton, N.B.

Among their sales being several player pianos and a Louis Grand to one of London's leading manufacturers.

Mr. D. Frank Smith, who so energetically exploits Gourlay and Gourlay-Angelus lines in London and vicinity reports the summer trade much livelier than a year ago with encouraging prospects in spite of rains that prevented the usual amount of seeding in country districts.

Mr. C. E. Tanney, the genial representative of the Sherlock-Manning Piano & Organ Co., who occasionally drops business in order to spend a week-end at his home here recently made a successful tour of Ontario points. Mr. J. F. Sherlock, who has finally entirely forsaken the horse for the more modern and speedy means of locomotion has commenced his summer holidays. That is to say he is enjoying himself six days in every week selling Sherlock-Manning pianos to the farmers in a wide area of Western Ontario territory.

The arrival of the English mail some days ago brought the Sherlock-Manning Piano Co. an order for six pianos to be shipped to France. At least that is what it appeared until they came to the signature and found that a nephew of Mr. Manning's who had been in

Your Balance Sheet may be Permanently
Improved by Taking into Partnership the Products

—OF—
THE CECILIAN FACTORIES



The Cecilian Standard is high—very high. But every instrument we turn out must come up to it. No lower ambition exists in the Cecilian organization.

The Trade has been quick to realize the musical and commercial possibilities in Cecilian pianos and players, and numerous agencies have been established, as a result of which in many of the fine homes Cecilian pianos are giving absolute satisfaction.

The Cecilian price puts a truly great piano within reach of the average citizen of this country.

The Cecilian standard, Cecilian terms, and Cecilian policy of "Square Dealing—Good Service," puts the agency in the "You-ought-to-have-it" class.

If we are not already represented in your district write without delay. You'll want the agency later anyway—why not clinch it now?

THE CECILIAN COMPANY

MAKERS OF THE WORLD'S FIRST

ALL METAL PLAYER PIANOS

General Offices and Factory:
1189 Bathurst Street, Toronto

Retail Salesrooms:
420 Yonge Street, Toronto

LIMITED

TORONTO

the trenches for some months was endeavoring to play a joke on the firm. He wrote as follows:

Somewhere in France.

"The Sherlock-Manning Piano & Organ Co.,
London, Ont.

Dear Sirs:

Having travelled through England, France and Belgium, I wish to state that I have never seen a piano that can touch yours. I might mention I have played on every kind ever invented and can honestly say without prejudice that as far as I have seen in Belgium yours is unexcelled. Kindly ship six as before. Enclosed find cheque drawn on my \$1.10 a day, with discount taken off.

(Signed) Reg. Mozart."

The letter shows that in the serious business of the trenches the boys do not forget home and appreciate a practical joke, as any piano man knows what a shock it would be to find that an order for six pianos had no more foundation than \$1.10 per day.

Another paragraph of the letter reads as follows:

"There is one trench up here called (name censored). One day we hold it, the next day Fritz captures it back. War in itself is horrible but really not half as bad as the London papers paint it. I always imagined the front line trenches to be running with blood—well the only thing they are running with since I came is lice and it is a frequent occurrence for a man to go to sleep in our trench and wake up in Fritz's. Their carrying power is terrible."

WINNIPEG LETTER.

From the Journal's Correspondent.

CONSIDERABLE interest attaches to the announcement that the local Steinway and Nordheimer agencies are being taken over by the Winnipeg Piano Co. As a consequence the Nordheimer Piano & Music Co. will discontinue their branch here. Arrangements for the transfer of the agency were completed by Mr. Smith of the Winnipeg Piano Co. on the occasion of his recent visit to Toronto. It is generally conceded that this firm is well equipped to give these lines energetic and in every way the creditable representation that their status demands. A sale has been arranged by the Nordheimer Co. to dispose of the stock in their warehouses here. In reference to their decision to discontinue their Winnipeg branch Mr. Seythes, vice-president and general manager of the Nordheimer firm said: "This is an age of concentration. The larger success for the manufacturer of to-day lies in attending more and more closely to the business of manufacturing. To the specialist in retail merchandising is being delegated the retail selling end of all business. So the House of Nordheimer is merely following well-established precedent when it announces the relinquishing of its retail business in Winnipeg. Anyone acquainted with the history of the Nordheimer business will accept the announcement without surprise; the resolve to close the Winnipeg branch is just what might be expected from a house so closely identified with all that is best and most progressive in piano making and piano selling. The policy of selling through dealers—rather than through branches—has been adopted by many leading manufacturers; among them the renowned Steinway &

Son, with whom the House of Nordheimer have been closely associated for a period of over fifty years."

Mr. R. C. Willis, who is looking after the wholesaling of the Doherty lines, recently paid a visit to the Edmonton and Calgary branches of this firm and reports a successful trip and good prospects.

Fowler Piano Co. report the sale of a Knabe Grand Piano to one of the C.P.R. officials in Winnipeg. Mr. Fowler states that collections show a big improvement for the month of June.

Mr. Robert Willis, vice-president Willis & Co., Ltd., who visited Winnipeg on his return trip from the Coast, to headquarters at Montreal, carried with him an order from the Fowler Piano Co. for a carload of Willis and Handel pianos.

Mr. F. Bull, president of the Williams Piano Co. and of Messrs. Cross, Goulding & Skinner, is here on a business trip. Mr. Bull is accompanied by his son, Allan.

Mr. C. G. Sargent, sec-treasurer of Cross, Goulding & Skinner for the last four years, is leaving for Seattle owing to the ill-health of Mrs. Sargent. The firm's best wishes go with Mr. and Mrs. Sargent to their new home.

Mr. Robert Shaw is still bemoaning a shortage of Columbia Grafonolas. Orders, he states, are still piling up, although a plentiful supply of records is arriving, in much better shape than formerly. This firm are anticipating good business from their new foreign catalogue which is being published.

The Karn-Morris Piano Co. are exhibiting at the Brandon Fair, July 17-22. Mr. Merrill is happy over the arrival of delayed stock and June business and collections being much improved.

Mr. Biggs, Western manager for the Mason & Risch Piano Co., has just returned from a visit to the Company's branches at Saskatoon and Regina, where business is reported as good.

Mr. Alfred Crisp, a late employee of the firm, who joined the Princess Pat. Regiment, is reported as wounded.

Mr. Fitch, manager of Babson Bros., Edison phonograph dealers, is back from a six weeks' vacation.

Mr. Hemphill, who has been associated with the Nordheimer Piano Co. for a number of years, is joining the staff of the Winnipeg Piano Co., who have taken over the Steinway and Nordheimer agencies.

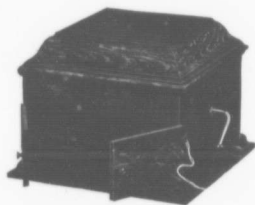
Messrs. Whaley, Royce & Co.'s Western Branch report the sale of a set of Imperial Brass Band Instruments to the 181st Battalion, also a set to the 217th Battalion. This firm are having a big demand for their Ideal Bugles and Drums.

Mr. Thos. Nash, manager His Master's Voice Gramophone Co., Ltd., Toronto, was a recent visitor to the Western Gramophone Co., the Victor distributors for the West. Business is reported good by these firms in spite of the shortage of Victrolas.

Mr. David Allan, assistant manager of the Bell Piano & Organ Co., Ltd., Guelph, paid this city a visit on his return from a visit to the Coast.

Miss Baxter, a highly respected member of the Winnipeg Piano Co.'s staff has resigned for reasons best indicated by the parting gift from the firm and staff and that the new house in which she will be a partner will be a very live prospect for a new piano.

The
Phonola Agency
 is worthy of
Your Best Efforts

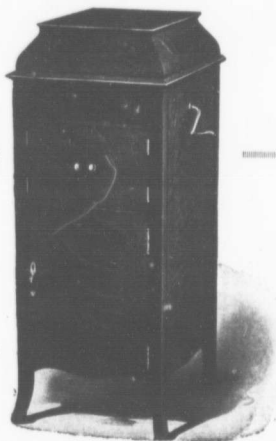


THE PHONOLA

is equipped with a strong, noiseless, accurately-made motor. It plays any make of disc record. Its reproduction of the voices of all the artists is as lifelike as it could possibly be.

THE PHONOLA

is a money-maker. Our agency terms leave you free to handle any other make you desire. Our prices enable you to reach everyone with a good profit for yourself.



The
Pollock Mfg. Company
LIMITED
Manufacturers of the
"PHONOLA"
 Berlin - - - Canada

There are

8 Popular Phonola Designs

to suit every taste. They retail at \$20, \$30, \$40, \$65, \$85, \$125, \$160 and \$250.

Mr. Fred Wray, proprietor of Wray's Music Store, and who was wounded in France, is now with the 32nd Battalion band at Shorncliffe. Word has come to Canada that Mr. Wray's brother, Walter Heribert Wray of Toronto, was killed in action.

Mr. O. Wagner, manager of the local branch of the R. S. Williams & Sons Co., Ltd., is on a visit to headquarters at Toronto.

Retailers Meet in Winnipeg.

Since the last issue of the Journal a verbatim report of the second annual convention of the Manitoba branch of the Retail Merchants' Association of Canada has been published. The Convention was held in the Industrial Bureau Building, Winnipeg.

On behalf of the merchants of Winnipeg Mr. J. W. Kelly, president of J. J. H. McLean, Ltd., and president of the Winnipeg branch of the association, welcomed the delegates. The purpose and spirit of the meeting is so clearly reflected in the sentiments expressed by Mr. Kelly that his address is here given in full.

"This Convention has been called together for business purposes, and the days of the Convention will be all too short to cover the numerous issues raised, and to discuss, as thoroughly as we would like, the many phases of the work that lie before us. But in spite of that, we trust that you will, everyone of you, find time to enjoy with us, a little social hospitality and to visit us on our own stamping grounds—the stores of Winnipeg—in order that, if there is any good thing to be gained from such a visit, you may benefit by it. And we in our turn would seek advantage from an interchange of ideas—would welcome comment and criticism, and would discuss with those in similar lines of trade the common grounds of our service to the public.

"It is not my purpose in this brief address even to outline the program set before this Convention, but there is one point to which I do wish to give expression. That if the spirit of unity between the city branch and the provincial branch of this association, which now exists, which must continue to exist, if we are to succeed in our aims, and which I for one firmly believe will always exist—for while the conditions which confront city and country merchants may differ widely in many outward aspects, yet the fundamental laws and basic principles of merchandising are the same for you as for us; we both have to serve the public honestly. We both have to be just to ourselves.

"We must work together, gentlemen, for our common good. Better standards of merchandising, the elimination of dishonesty from us, the improvement of trade conditions, the enforcement or repeal of present commercial laws, the placing of new laws upon our statute books where our true interests demand them—these are goals which we must reach side by side in our march towards better things. We are brothers in a common bond, seeking the welfare of the retailers of this Province. Let us develop that full strength that comes only with complete unity, and there will be no hardship peculiar to the country merchant; no problem confronting his city dealers, which we cannot mutually overcome for the good of each one, for the good of all, and for the good of the community we serve.

"The retail merchants of to-day, combined, form the largest body of public servants in this country; for your modern merchant is in every sense a public servant, and only in proportion as he recognizes that fact can he truly prosper in business. Our first aim then is to serve the public with honesty as individual concerns and to do our best jointly to protect the public from unscrupulous members of our own calling. All forms of dishonesty—fraudulent advertising, misrepresentation of values, substitution of inferior goods, etc., must be made to disappear from us.

"Then we must serve the public efficiently and in order to be efficient we must protect ourselves against commercial abuses and unjust trade conditions. This requires absolute co-operation among all merchants, large or small. Competitors we may be, one of another, and still be co-workers for our mutual betterment.

"And as public servants it becomes us to realize our place in the community; what sort of a factor we are in community building, and what good or evil our joint actions may produce in the country at large. We must remember that the condition of the retail merchants is a barometer to the outsiders of the condition of our community and country. It behooves us then to be keen to serve our fellow men, both in the store and out of the store, to be just to others and ourselves, to realize and to be ready to grasp the wonderful opportunities this country affords, and to cultivate a true spirit of optimism founded on faith in the country we live in.

"And as to the future of our country, there is no man here to-day who would dare question its greatness. For almost two years we have been engaged in the greatest war the world has ever known, but when peace comes—that lasting peace for which we are struggling shall come—we shall need every ounce of our new-found strength, every power of control that we have gained through stern experience, to preserve a true course in the flood of prosperity that will sweep over this rich and sparsely settled country of Western Canada.

"Let us, then, as retail merchants, preach and practice 'commercial preparedness,' be prepared to attack and overcome the evils of bad business methods, which ruin in adversity and enervate in prosperity."

The universal use of contracts as a means of preventing price cutting was urged by Mr. E. M. Trowern of Toronto, Dominion Secretary of the Retail Merchants' Association, who addressed the meeting. He stated that the system of a one-price contract between the manufacturer and retailer was thoroughly endorsed.

The delegates were tendered a banquet by the Winnipeg members at the Fort Garry Hotel, at which Mr. Kelly was the toastmaster.

Avery & Hara, Limited.

The firm of Avery & Hara, music dealers at St. Catharines, Ont., have taken out an Ontario charter under the name and style of Avery & Hara, Limited. The firm is capitalized at \$40,000 and Mr. Avery continues as managing director.

The Avery & Hara firm was established in January, 1914, to succeed W. P. Blair, who retired. Mr. Avery, prior to his removal to St. Catharines had been for some years connected with the Willis & Co. branch at Ottawa.

Retail Piano Capital Cannot be Better Invested than in a Willis Order

*Willis
Art Piano
Style
"A"*



You know, as every good business man knows, that when you buy additional stock for your store you want in return for the investment—quality, attractiveness, satisfaction, and service.

That's exactly what you are promising your prospective buyers. To sell it you must buy it. You do buy it every time your order goes into the HOUSE of WILLIS, Montreal.

It is just this very consideration that is regularly adding to the already very substantial group of WILLIS dealers in every province of this Great Dominion.

Willis & Co., Limited

HEAD OFFICES—580 ST. CATHERINE ST. W.
MONTREAL, QUE.

Factories St. Therese, Que.

MONTREAL LETTER.

From the Journal's Correspondent.

"PAYMENTS since last fall are much better and collections are improving," was the opinion expressed to the Journal's correspondent by Mr. R. A. Willis, vice-president of Willis & Co., Ltd., referring to his Western trip from which he had just returned. Mr. Willis visited the leading centres from Montreal to Victoria and was successful in opening up a number of new agencies for the Willis and Knabe lines. Willis styles "K" and "R" he found particularly good sellers. High prices and the big demand for metals has given mining in British Columbia a boom though the scarcity of labor due to recruiting is very acute. Referring to the wheat crop Mr. Willis stated that it would represent an acreage of about 11.5 per cent. less than last year but about 11.6 per cent. greater than in 1914. "Taking it all round business shows an outlook far brighter than last year's. Everything seems promising from all angles. Prevailing high prices for live stock and agricultural products are reflected in the increased demand for all lines of merchandise and prosperity seems to be felt by all good piano dealers in the West," concluded Mr. Willis.

Mr. C. R. Coleman, who has been manager of the local branch of the R. S. Williams & Sons Co., Ltd., of Toronto, since its inception some six years ago, has severed his connection with that firm. Mr. Coleman has returned to Toronto to take the management of the Thos. Claxton Co., Ltd., succeeding Mr. Charlton, who has returned to the United States.

Mr. Ralph Cabana, manager of the Canadian Division of Columbia Graphophone Co., and whose headquarters are at Toronto, visited this centre recently.

A legal point of considerable interest bearing on the sale of goods on the instalment plan and of special interest to the piano trade was decided by Mr. Justice Lafontaine in the Superior Court, when he dismissed the action of the Hurteau-Williams Piano Co. against W. W. Browning for the recovery of a piano sold to the latter in Prince Albert, Sask. It was alleged that Browning removed to Montreal with the piano and here sold it. Action was then entered by the plaintiff company to obtain possession of the piano, claiming that it remained their property until fully paid for, and as a balance was due on it it should be returned to them. His Lordship in judgment held that the plaintiffs did not have the right to take the piano and keep the money already paid on it, which amounted to \$270. He found that the company should have offered to return the amounts paid when they requested return of the piano. There was nothing in the contract to show that it was understood the company could keep the amounts paid if the piano was returned.

Willis & Co., Ltd., have merged the Willis Piano Co., Ltd., under which name the manufacturing firm at St. Therese was incorporated, into the parent firm. This is for the purpose of facilitating accounting. The head offices of both firms were at Montreal and from which central office the wholesale business will be handled as before.

Mr. Philip E. Layton of Layton Bros., who has a successful business career to his credit in spite of the lack of eyesight was an interested visitor to the closing

exercises of the Montreal School for the Blind. Mr. and Mrs. Layton have taken a very active interest in this institution from its inception and each donated prizes for the contestants. An interesting feature of the programme was the performance of a blind shorthand writer who took seventy-five words per minute and transcribed at the rate of forty words per minute on the typewriter.

On the prize list of the Montreal Daily Mail's \$50,000 Club are two Willis pianos and an Edison Diamond Disc. The latter was purchased from Layton Bros.

It is announced that the Wm. Lee Piano Co., Ltd., will open up piano and talking machine warehouses on the south side of St. Catherine St. West.

Among recent trade visitors noticed in this centre were Mr. D. R. Gourlay, of Gourlay, Winter & Leeming, Ltd., Toronto, and Mr. Norman Brownlee, manager of the Ottawa branch of Willis & Co., Ltd.

Fred Leach, son of Mr. W. H. Leach, president of the Leach Piano Co., Ltd., who is now "somewhere in France," having enlisted as a private, has received his corporal's stripes.

George E. Tanguay, who has been in the head office of H. C. Wilson & Sons, Ltd., Sherbrooke, Que., for over five years has been appointed manager of the new branch which this firm have recently opened at Coaticook.

Layton Bros. have sold to Dr. Wilfred Grenfell of Labrador fame a supply of Columbia records, patriotic and popular, which he will take along with him on his trip.

Messrs. Philip E. and George Layton attended the Convention of Music Dealers held in New York during the last week of June.

British and Allied Music Trade Directory.

A music trades directory of Great Britain and Ireland, the colonies and allied countries for 1916 has been issued by "Musical Opinion and Music Trade Review," of London, England. This is a very comprehensive publication for quick reference. There is a separate alphabetical list of the London section. In addition to the street addresses are telephone numbers and telegraphic addresses. These names also appear under the various trade classifications.

The foreign and colonial section gives names and addresses of the principal dealers in Australia, New Zealand, India, South Africa, West Indies, Canada, France, Italy, Russia, Portugal, Japan and Egypt.

This directory, which will be mailed on receipt of 5s. 6d., should be of special interest to Canadian firms interested in export business. The address of the publishers is 35 Shoe Lane, London, E.C., England.

The volume contains 295 pages and includes "The Piano Dealers' Reference Book." This contains chapters on "Piano Player Repairing," "Pianoforte Tuning," "Pianoforte Repairing and Regulating," "Modern Pianos," "Piano Polishing," "Piano Actions and Action Repairing," "Reed Organ and Harmonium Repairing," and "The Law of Hire-Purchase."

Babson Bros., Edison distributors of Chicago, who have a branch at Winnipeg, have adopted daylight saving upon a majority vote of the employees.

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Columbia
Columbia Records
Note the Notes

Columbia
Columbia Records
Note the Notes

Songs our Mothers Sang

memories we cherish of the old, half-forgotten from our mother's lips. Columbia Records bring back these bygone days with the tenderness of tone that is human reality.

An Artistic Achievement—
Columbia Trio Records

A WOOLING, melody of sound and a grand effect of ensemble effect mark these records.

The unforgettable beauty of the recordings attest the pure process that makes them perfect records is a masterpiece of instrument.

Columbia
Columbia Records
Note the Notes

Hear these records, if you want to buy the best records.

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Columbia Records
Note the Notes

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Columbia
Columbia Records
Note the Notes

Special—Just Out
"So Long, Letty"

Columbia
Columbia Records
Note the Notes

The Living Voice

THE exclusive processes controlled by the Columbia

It's advertising like this—15 inches, triple column, week after week and month after month, in hundreds of cities and towns throughout the country, that is making the Columbia line the big profit-maker of the year for talking machine dealers.

The Music Supply Co. 36 Wellington St., E.
TORONTO - CANADA

Sole Ontario Selling Agents for Columbia
Grafonolas and Records

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Talking Machine and Record Section

CANADIAN MUSIC TRADES JOURNAL—JULY, 1916

Concentrate on Records.

THE shortage of machines has brought many retailers into more intimate relationship with record business and the possibilities of keeping sales up by concentrating on records. So long as machines were easily available there was the ever-present inclination to specialize on machines because of the larger amounts represented in the individual sales. Because of this comparative neglect to give record sales the same intensive cultivation too many machine owners became non-purchasers of records. Left to the impetus of his own enthusiasm the average machine owner will gradually become less and less interested until he finally ceases purchasing records altogether.

The retailer need not feel elated over his machine sales if he is not giving some kind of a service to keep the customer interested in records. The fact that the customer ceases record purchases should be enough to cause the dealer some concern until he ascertains the reason and applies the remedy if in his power.

The unused machine is to be avoided because of its moral effect as well as for the profit represented in the regular record sales.

Despite all the efforts of manufacturers the frequently repeated prediction that there will be a shortage of machines for fall trade this year seems to be well founded. If the dealer cannot supply all the machine customers that he could sell to he at least has the consolation of knowing that he can get records and that by energetically featuring them sales can be made to show the normal increase.

Local advertising of retailers has heretofore been characterized by an absence of anything more than a passing reference to records. As the camera supply houses feature cameras by creating a desire to get pictures of scenes, events and persons so might machines as well as records be sold by creating the desire to hear the various kinds of music. The scarcity of machines seems to make it desirable to work backwards so to speak. That is instead of featuring the machine as a means of providing music as so many dealers have always done, feature the records and music, which appeals not only to machine owners but to non-owners who might just as readily be influenced this way as through a direct machine appeal.

As to featuring records there are many ideas and many opinions. There are some well tried-out plans such as recitals, mail or telephone follow-up of machine sales, but there is probably no plan more successful than personal work.

Keep the Talking Machine in the Music Trade.

THAT talking machine representation, on account of its influence upon retail piano sales, should not be permitted to drift to drug stores, furniture stores and the like, but retained within the confines of the music

trade, appreciated and cherished as one of its most valued acquisitions in the realm of music in which it has made good to a superlative degree" is the opinion expressed by the senior member of the firm of Sherman, Clay & Co., San Francisco music house, whose name is not unfamiliar to the Canadian trade.

Members of the music trade in Canada who have reason to enthuse over their talking machine departments will heartily agree with Mr. Sherman. The natural and logical place for the talking machine is in the music store and that it is found in growing importance in the establishments of merchants in other lines of business is a reflection on the attitude of the music dealer towards this branch of the business earlier in the history of the trade.

When music dealers viewed askance the talking machine proposition they were driving a legitimate music line into other hands. However, it came back to the music dealer, through the persistent efforts of the manufacturers who foresaw their industry's future assured in the music trade.

The furniture retailer is probably the most serious competitor the music trades can have. He is accustomed to instalment selling and the nature of his business brings him in intimate contact with the home requirements. The nature of the business also gives ample time to handle a line so nearly akin to home furnishing. But the public has been taught to look for music in the music store and retailers in this line cannot afford to ignore the possibilities of competition from retailers of furniture, hardware, jewelry or stationery, or drugs.

Influences Piano Sales.

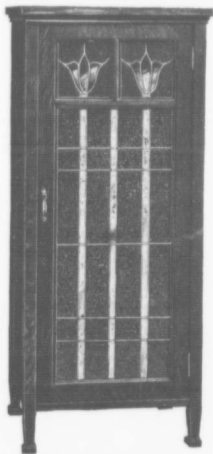
IN an interview with "Music Trades" the dealer referred to in the preceding paragraph has also enlarged on his views as to the influence of the talking machine in making piano sales in reply to the question, "What is your opinion on the influence of the talking machine upon retail piano sales and its influence as a piano prospect builder?"

"To my mind there are many more reasons favorable to the affirmative side of that inquiry than otherwise.

"I will mention a negative reason first. Of the many people who feel that they cannot afford both talking machine and piano, some may be inclined to give preference to the purchase of a talking machine on account of the initial cost being considerably less than that of a piano. I believe, for this reason, the talking machine influences many piano purchases to be deferred to a later date. The piano dealer making the talking machine sale upon such a decision need have no regrets, however, as the ultimate investment of the purchaser in talking machine and records frequently exceeds the price of the average piano.

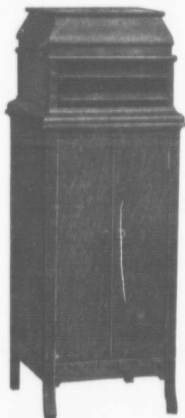


THE NEWBIGGING LINE



HEIGHT 48" WIDTH 20"
No. 43, FUMED OR EARLY ENGLISH
No. 44, BIRCH MAHOGANY.

Dealers will be well advised to place orders for cabinets ahead of requirements for the balance of this year, as there is an undoubted shortage of skilled labor, and all manufacturers are feeling it. Remember these are war times.



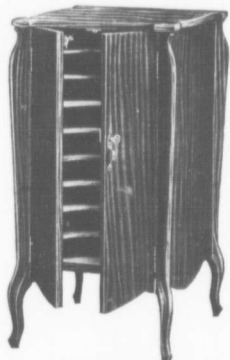
No. 68, GOLDEN OAK. TOP 17 x 17
Suitable for Victor and Columbia machines. The doors and panels quartered oak all around. Double door and nickel hinges. Gliders on feet. Gives smaller machines Cabinet effect.



Newbigging Cabinet Co.

LIMITED

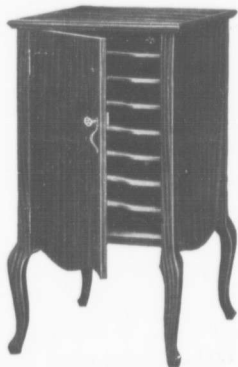
HAMILTON - ONTARIO



No. 83, GOLDEN OAK
No. 84, MAHOGANY
No. 85, FUMED OR MISSION
A fine Cabinet, with top shaped to fit base of Victor No. IX.

**Player Roll and
Record Cabinets
for all makes of
Machines.**

Write us about your
requirements.



No. 80, GOLDEN OAK
No. 81, MAHOGANY
No. 82, FUMED OR MISSION

"The purchaser of a talking machine becomes a continuous customer for records for an indefinite period, whereas the purchaser of a piano is supplied for all time with the single purchase, or at least until a second piano is needed in the family.

"The affirmative side of your inquiry abounds with many good reasons to the credit of 'talking machine influence upon retail piano sales.'

"If a purchaser, in giving preference to the talking machine, on account of its lower price, purchases the instrument from a piano dealer that dealer has a decided advantage in his favor when such a purchaser is ready to consider the buying of a piano, for the reason that the acquaintance will have been made with the customer and a credit established for such prospective piano buyer. So in the end the original talking machine sale has a most decided 'influence' upon the piano sale which follows."

Collects on Monday.

AFTER studying the returns of his collector a dealer found that his greatest returns were always on Monday. He accordingly adopted Monday as collection day. His plan is here given in the dealer's own words:

"We had some difficulties in keeping collections up to par until one day an idea struck me. I gathered a few statistics from our collection books and discovered that our collector had good results on Monday, fair on Tuesday and poor on Wednesday. In other words, Monday was the ideal time for a 'home run drive.'

"I had the bookkeeper route out and subdivide all the collection cards in eight individual districts. We had four salesmen, a collector and three other available men, making eight in all. We start out on Monday morning bright and early at 7.30 and beat the other collectors to it, and get our money all collected in by noon Monday, that is the ones we have collected from. The idea is that everybody has money on Monday morning and if we go for money while customers have it we get it. The results have shown so wonderful the past few months that I want the entire 'Trade' to know this little tip. Because after all getting the money is the principal feature in the entire business."

The Talking Machine on the Farm.

MERCHANTS looking for some original literature with which to impress prospective talking machine buyers would probably find an editorial, here reproduced from Pierce's Farm Weeklies, worth printing in circular form for distribution purposes:

"It seems to me there is no end nowadays to the commendable plans to improve country life conditions. We are adding modern comforts and conveniences to our farm homes; we are beautifying our rural schools and churches; we are bringing town and country closer together in a diversity of ways and removing the isolation that once characterized life on the farm. Let me call your attention to one of the things which is playing an important part in this praiseworthy work, bringing cheer and pleasure to young and old.

"We have one of the standard makes of talking machines in our home, and nothing gives us all—young and old—greater pleasure. Our assortment of records

ranges from "Believe Me, If All Those Endearing Young Charms," from the ever-popular "Bohemian Girl," and solos by John McCormack, the gifted young Irish tenor, to the always beautiful Barcarolle from "Tales of Hoffman," and the Intermezzo from "Cavalleria Rusticana." My musical education was sadly neglected in my youth. I attended a round-log school-house back in Ohio, and reading, writing and arithmetic were considered sufficient unto the day and were really about all that it was possible to give us, so that I am not as well posted on music as are the young folks of today, with their splendid opportunities both in the schoolroom and at frequent concerts. I have to thank the talking machine (which I consider one of the most marvelous inventions of my time) for acquainting me with musical masterpieces which would otherwise be unfamiliar to me. I am not quite as bad as General Grant, who knew only one tune, and that one "Hail to the Chief," played every time he made his appearance, but before we installed the talking machine in our home I knew only a few tunes, and now I am being educated and entertained at a rapid rate.

"I had an interesting experience out West a few years ago. Business called me to a little settlement twenty-five miles across the sage-brush plains from a railroad station. We made the trip by stage, spending the night at a typical frontier 'hotel,' a two-storey frame building, right on the bank of one of the brawling mountain streams which irrigate that country. The next morning, before sunrise, a young rancher reached the hotel, having traveled fifty miles on foot and horseback (coming down the mountain side on snowshoes) in order to catch the stage back to the railway, where he was to receive a shipment of new records for his talking machine. He had packed the machine up the long, steep trail and was spending his winter nights in the company of the best operas and the best singers of the whole world. That talking machine was keeping him in touch with civilization and culture, it was whiling away the long winter nights and giving him an enjoyment otherwise impossible to him.

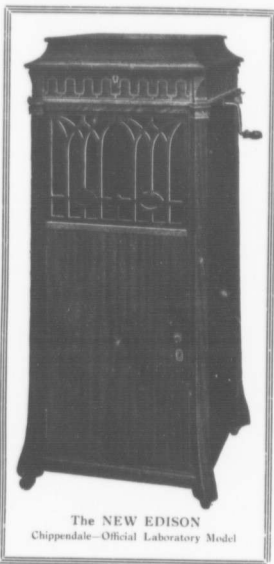
"My Friends, there is not one of us who cannot enjoy the same privilege, thanks to these talking machines. With music in our homes and our schools we are almost certain to have our lives refined and sweetened so that we will confront the future with brighter, cheerier hearts and find greater good in everything that comes our way."

Price Maintenance.

THAT a manufacturer of an advertised and trade marked article has the right of establishing and protecting the consumer price," said W. H. Ingersoll, salesmanager of the Ingersoll Watch Co., whose price maintenance principles are well known.

"Because, having established through publicity a demand for his article, he has created a condition of market that automatically goes with the article to the retailer, but which the retailer does not purchase. Because, having prepared at his own expense the foundation upon which depends the successful resale of his article, he should have the right to protect the established reputation for quality through the maintenance of a uniform price. Because the trade mark placed on the article is

PRESTIGE *and* PROFITS



The NEW EDISON
Chippendale—Official Laboratory Model

No matter how distinctive and lucrative any dealer's line may be, the NEW EDISON would add prestige and profit. Prestige because the NEW EDISON embodies Thomas A. Edison's new art—Music's Re-Creation. Demonstrations of this unparalleled achievement have profoundly impressed many thousands of cultured music lovers with the fact that the NEW EDISON is the peer of the finest musical instruments in artistic achievement and unapproached by any in its range of musical expression.

On the recently concluded tour of Marie Rappold, brilliant Metropolitan star, when she sang in immediate comparison with the NEW EDISON from New York to Seattle, from St. Paul to Dallas, over 40,000 music lovers and critics strained their ears to catch any difference between Mme. Rappold's living and Re-Created voices and were astounded to find there was no difference to catch.

Surely an instrument to sustain this exacting test must possess characteristics so distinctive as to place it above comparison. The prestige thus created is an invaluable asset for the Edison dealer.

Edison profits are ample. The average per sale is unusually large and requires no more effort to secure, and frequently less than with lines carrying a much smaller profit per sale.

The Edison Probationary Zone Plan gives good dealers a chance to prove that they are good dealers.

Details of this plan may be secured from

THOMAS A. EDISON, Inc.
103 Lakeside Ave., ORANGE, N. J.

the sole property of the manufacturer and no rights in it or to it are transferred to the retailer by the act of his purchase of articles bearing it for the purpose of resale, and consequently the retailer should not be permitted to sell the article for any price other than the price for which the article was manufactured to be sold at."

Bookkeeping for Talking Machine Dealers.

By Edmund V. Bragdon, in the Talking Machine World.

THE talking machine dealer, when he decides to go into business, at the same time decides to invest a certain amount of money in that business. Let us say, for example, that this amount is \$4,000. With one-half of this amount he purchases his stock in trade. The other half he puts into a bank. Now if he is a careful man, he deposits the total amount of his sales and keeps an exact record of the amounts and purpose of each withdrawal from the bank. When his bank book is balanced, if it should not be in exact agreement with his cash balance, he starts an immediate investigation to find out the reason and he is particularly tickled if he "gets one" on the bank.

But what about his other \$2,000 that he converted into stock? Does he keep an equally careful record of his receipts and disbursements here? This is just as truly his money as the amount that he deposited in the bank and yet the average dealer is content to take inventory perhaps once a year, and using this inventory figure, to say, "I have purchased so much, I have so much on hand, therefore I have sold the difference." How do you know that you have sold the difference? How do you know that there are no thefts, either by employes or customers, or that goods are not leaving your store daily which have not been billed to your customers?

A system of bookkeeping has been devised and is in successful operation in a number of stores, that is particularly adapted to the talking machine business, due to the fact that your sales prices never change. Every purchase bill, when it has been properly checked, is extended on the face of the bill at sale prices, and your record, machine or sundries' account is charged with this amount. Your jobber is credited with the amount of his invoice to you, and the difference between the cost and selling price is credited to a loading account. The total of the day's or month's sales is credited to your record, machine and sundries' accounts, and the balance in these accounts will at any time show the amount of your inventory of stock on hand. The credit balance in the loading account will always represent the load on the stock on hand plus your accumulated gross profit on sales. Provision must, of course, be made for unloading credits to the merchandise accounts on account of returns to jobbers and for breakage.

By this method inventories may be taken as frequently as desired and if they do not always tally with your ledger accounts, it is conclusive evidence that goods have disappeared from your shelves without proper return to yourself.

Another most important matter is the proper recording of your charge and instalment customers' accounts. There is perhaps no easier way in which to make bad friends than to send a man a bill for an amount that he has already paid. It is a reflection on the store which

is not soon forgotten, and which needs a lot of explanation as to just how it happened. In most stores it will be found necessary to keep a separate ledger for each class of accounts. In addition to these, an account in your general ledger, which reflects the condition of the total of each class of accounts is the best means of keeping a check on these accounts that has been devised. This is technically known as a controlling account, and if the total of the individual accounts is in agreement with the balance of this account you are assured of two things: first, that all goods sold to these classes of customers have been charged, and second, that all payments by these customers have been credited. There is no proof, however, that Mr. Brown's payment has not been credited to Mr. Jones, and great care in posting should be exercised here.

Duplicate sales tickets should be used and each sale should be legibly recorded for your subsequent distribution in the sales book. This may be done briefly as, for instance:

2—10 in. D. F.	\$1.50
1—10 in. R. S.	1.00
1—12 in. B. L.	1.50

Stock ruled columnar books answer all requirements for your purchase and sales books and stock ruled loose leaf ledger sheets should be used in your customers' ledgers.

The criticism of this system that will be uppermost in the minds of many dealers will be that it requires time to keep the records in this way. Work of this nature in a very short time becomes mechanical. You do not have to stop and think where you will enter this bill or that sale, you know without thinking and the day's business can be taken care of in a few minutes in the next morning. You spend the time now in balancing your bank book, and consider it well spent; why not spend some time in balancing your inventory? It will save you money and a proper record of your customer's accounts will save you friends.

Some Salesmen's Methods.

(From Printer & Publisher.)

ASKED to explain his success as a salesman, Brown said, "I start in by getting my man saying 'yes.' I ask him some questions which he must answer with 'yes.' Always I have him assenting to some general proposition or to some direct question. I study my propositions and I take great care that 'yes' is the sure reply. If my man shows a tendency to dissent or say 'no,' I switch the canvass on to 'yes' lines immediately. I won't let him say 'no.' I want to work him up to the point of saying 'yes' when I ask him for an order. I get him into the 'yes' habit in advance."

Brown's way is his secret of success. Now you have a secret worth hundreds, even thousands of dollars, to a good many.

The Methods of Smith.

Smith's way of getting the order is—but, I'll let him tell it himself:

"I establish a point of contact. I find out beforehand, if possible, what the man will answer back to. I touch him on the side of his interests, I make him responsive.



JULY 1st

Additional departments for manufacturing and assembling in our Elyria factory will be ready July 1st. They will increase our output

200%

We wish to thank our customers for their patience and co-operation, but after July 1st

Watch Our Deliveries

Otto Heineman Phonograph Supply Co.
25 West 45th St., *Otto Heineman*
NEW YORK President



"With his interest secured, I haven't much trouble in working the canvass towards my proposition, but I never start in on my proposition first. First I get my man."

Wilkins' Subtle Way.

Wilkins has a way which is worth presenting:

"I give the prospect back his own dream or desire. I 'paint the picture,' show him the vision of his heart.

"You know the International Correspondence School's advertisements—a man opening his envelope and taking out more money than he used to draw; the foreman being called into the general manager's office, and receiving the appointment of superintendent,—well, that's my way. I know pretty well what is the dream or desire of the man I talk to, and I put it into words.

"He begins to see things the way I want him, and I make him feel that he can possess his desire by having what I am selling.

"I don't sell my goods so much as sell the man his own dreams and wishes. He buys what I have to sell him as he would a railway ticket. It is necessary to get to his destination.

"You know what the great Dr. Johnson said when he announced the sale by auction of a brewery, he being an executor of the estate: 'Gentlemen, we are not met here to sell you a fabric of brick and mortar, and a collection of pots, kettles and pans, but the potentialities of wealth beyond the dreams of avarice.'"

Higgins a Conscientious Chap.

Higgins gets orders, many of them, by sheer force of argument. He is not brilliant, nothing flashy about him, not very well educated; but he has a good address, a

fighting spirit, good reasoning powers, and he stays close up to his man and his business. In a company of successful salesmen he is the best business-getter.

Dignity and Earnestness Doyle's Strength.

Doyle's way—and Doyle is a winner—is his sincerity, coupled with dignity. He knows what he is selling from top to bottom; he puts imagination into his canvasses, he has a faculty of convincing by his own earnestness and by his own obvious belief in the worth of what he is selling. He crowds his prospect, applies pressure to him; and because of Doyle's waruth of argument and his good reasoning, the prospect finds himself yielding, until in the end he gives the desired order.

Howard Earns \$40,000 in Six Months.

Howard is a big man and won't go out with anything not his size. He likes to call on big men. Howard's record is 400 sales in six months, on which he made \$100 commission on each sale—total \$40,000! He did this in Canada.

Before he started out he knew exactly what men he meant to interview. They were millionaires, or near-millionaires, and Howard's merchandise was a luxury. It appealed to men on the side of their vanity, their love of the aesthetic, their patriotism.

Howard dominates his man, millionaire though he may be. Intellect, good manners, and a thorough knowledge of his proposition coupled with mastery salesmanship, make the buyer fairly easy prey.

He uses flattery adroitly, with an art that conceals art.

Howard is a widely travelled man, a man of fine education, of great dramatic gifts, a man accustomed to applause and success. He never thinks failure, and so he wins nine times out of ten.

Flattery is Green's Method.

Green is as smooth as silk, a flatterer from the word go. He has a whimsical smile, and dancing eyes. His good nature is contagious. He makes you feel good with yourself. You like him; and his guileless flattery, so gentle, so ingenious, makes you swell up with self-appreciation.

When he starts in on his canvass he is animated, he exalts the commonplace. There is a certain sonorous pompousness in his language. You see that what he offers is absolutely essential to you, and your self-respect won't let you say no to his proposal. All the time Green makes you feel that you are honored by being called upon by

W. H. BAGSHAW

Lowell, Mass., U.S.A.

Oldest and Largest Manufacturer of
Talking Machine Needles

WORLD'S RECORD SHIPMENT OF

63,000,000

NEEDLES IN TEN DAYS



The demand itself is the most unmistakable indication that Columbia Grafonolas and Columbia Double-Disc Records are the product that the public wants.



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company

365 Borauren Ave., Toronto



Model 5.
Universal Electric Motor.
Dimensions $20\frac{1}{2} \times 17 \times 13\frac{1}{2}$.



Model 4.
Dimensions $20\frac{1}{2} \times 17 \times 13\frac{1}{2}$.



Model 3.
Dimensions $16 \times 18 \times 11$.



Model 1.
Dimensions $11 \times 12 \times 5$.

Live dealers, it will pay you to carry and demonstrate the

ARIONOLA

Our new Sounding Board principle eliminates all metallic and muffled tones.

Our motors are manufactured exclusively for us by The Waltham Watch Company.

Finished in satin mahogany and mission oak.

Retail prices range from \$21 to \$100.

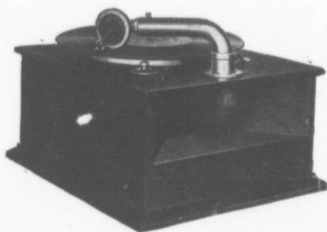
Write for Dealers' Terms and Discounts.

Manufactured By

Arionola Mfg. Company, Limited

Head Offices, ROBINS BUILDING

TORONTO : ONTARIO



Model 2.
Dimensions $14 \times 16 \times 8$.

him with the proposition such as he has to offer, and you don't want to refuse. You take Green's fountain pen and sign with an extra flourish to your signature—all as a matter of course. And lo, Green is gone!

Frankness is Brewster's Strength.

Brewster is also smooth, and he is as clever as a fox. He smiles blandly. His black eyes beam with good will. You like him and his frankness the moment you set your eyes on him. Without preamble, Brewster informs you of his errand. He dignifies it. You are honored by his having you on his list. You find yourself being projected along a pair of well laid rails swiftly to a goal.

Brewster is earnest, he makes you see how vast will be your gain by possessing his goods. He makes the vista luminous and long. To be without what he offers you is to be poor, all the rest of your days; and he shows you how absurdly easy it is to possess what he is selling. The price shrinks to nothingness; and under his spell, and with the vision still radiant, you sign—all in twenty minutes!

Bull-Dog Hammell.

Hammell never lets up. If he doesn't get you today, he will hope to get you to-morrow. He talks only his goods—no visions for him. No pompousness. His goods you ought to have.

Hammell's great aim is to show you that his goods are without a peer, and to persuade you to a decision.

Persistence, joined to earnestness, wins for Hammell. You don't tire of him—you admire him. He has no time for nonsense. Until you buy you feel yourself an un-saved sinner, and in the end you succumb to your own sense of duty and to Hammell's untiring pursuit of you; and you have done it! Hammell also is glad you have done it, not for his sake, but for your own. Fine fellow, Hammell.

Fight Shy of the Adjective.

“ONE of the hardest habits to overcome in writing advertising copy is the too free use of adjectives. To my mind it is a handicap to printed dietion, comparable only with the use of profanity in speaking,” says Howard Pemberton in a discussion of Piano Publicity in the *Player Piano Journal*. “Just as the habitual cussler is at a loss to express himself without swearing, so is the ad. writer with the adjective habit unable to convey his message in simple words that count. If you are one of those who would avoid exaggeration, banish the adjective or use it sparingly—one cannot exist without the other. Of course, it is not

meant to abolish the descriptive adjective; it is chiefly when used as a superlative that the adjective becomes an evil.

“The writer who cultivates the use of simple, direct language will be surprised at the latent strength developed by the most ordinary words. Commonplace sentences take on new life; they ginger up because not overshadowed by superlatives. In our frantic endeavor to attract attention and impress the buyer, we leave nothing unsaid, no matter how extravagant. We slop over with praise of our product, overlooking the fact that a little thin stream of logic carries more with it than a torrent of superfluous gush.”

Stores That Lie.

EVEN the Saturday Evening Post sometimes makes an editorial observation that is pertinent, such as the following, and the sentiment of which every business man appreciates:

“Self-respecting retail trade everywhere is more or less pestered by stores that lie. Sometimes it is the fly-by-night shop, which sets up in a certain location, advertises itself as a bargain sale of a bankrupt's stock, a fire sale, or the like, and after having worked off a collection of inferior goods, flits to a new location. Sometimes it is a fixture, in a chronic state of closing out, or selling a five-dollar article at five dollars and ten cents, “marked down from twelve dollars.” Sometimes a few standard trade-marked goods are offered at cut rates as a lure. Sometimes goods with whose merits the public has become well acquainted are displayed in the street window and imitations of them are palmed off within. For the self-respecting store this competition is excessively annoying.

“It is an odd fact that people in general regard lying in print as something mysteriously different from lying orally. If a man looked them in the eye and asserted by word of mouth that the common retail price of a given article was nine dollars, while he offered it at eight, and they then discovered the common retail price was eight, they would put him down for a liar and never trust his word again. If he asserts the same falsehood by a printed placard they regard it as a venial trade stratagem.

“An association of merchants in New York has enlisted the district attorney and purposes to drive out some chronically lying shops in its particular line. It is a good example.”



The quicker you turn over your order to the nearest Columbia distributor for the new records by Florence Macbeth, Eddy Brown, Leon Rother and Helen Stanley the quicker you will turn over your money.



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
365 Spadina Ave., Toronto

NEW RECORDS

Edison Records for August.

CONCERT LIST—\$1.00 each.

- 28238 Praise Ye—Attila. (G. Verdi). Soprano, Tenor and Baritone. Orchestra accomp. Mary Rappold, Karl Jern and Arthur Middleton.
- 28239 Where'er You Walk—Semele. (G. Handel). Tenor. Orchestra accomp. Gertrude Hollinshood.
- REGULAR LIST—70 cents each.**
- 2921 Are You Half the Man Your Mother Thought You'd Be? (Harry de Costa). Tenor. Orchestra accomp. Walter Van Brust.
- 2923 When It's Orange Blossom Time in Loveland (I'll be Waiting at the Church for You). (Arthur Lange). Tenor. Orchestra accomp. George Wilton Ballard and Chorus.
- 2924 Where Did Robinson Crusoe Go With Friday on Saturday Night. (Geo. W. Meyer). Tenor. Orchestra accomp. Billy Murray and Chorus.
- 2925 Letter That Never Reached Home. (Ardie Grotter). Tenor. Orchestra accomp. George Wilton Ballard.
- 2926 Mary of Argyle. (Old Scotch Air). Tenor. Orchestra accomp. Will St. Rhodes, Jr.
- 2924 Sing It's a Song of Bonnie Scotland. (T. H. Payne). Glen Ellison, George Wilton Ballard and Chorus.
- 2926 Setting the Pace—One-Step. (Chester W. Smith). For Dancing. Jaudas Society Orchestra.
- 2928 True to the Flag March. (von Ben). United States Marine Band.
- 2927 Wake Up, America! Medley—One-Step, for Dancing. Jaudas' Society Orchestra.
- 2927 First Heart Throb. (Rich. Eilenberg, op. 56). Bells, orchestra accomp. John F. Burkhardt.
- 2927 Hilo March. Hawaiian Guitars. Helen Louise and Palakali Ferreira.
- 2925 Kangaroo Hop—Fox Trot. (Melville Morris). Xylophone, orch. accomp. Lou Chiba "Frisco".
- 2932 Legende. (Op. 17). Violin, Piano accomp. by Robert Gaynor. Richard Czerwonky.
- 2929 Lullaby—Joelynn. (Godard). Cornet, orchestra accomp. Ernst Albert Cottarius.
- 2928 Johnny Get a Girl. (Harry Puck). Tenor. Orchestra accomp. Billy Murray and Chorus.
- 2929 Since Mother Goes to Movie Shows. (Albert Von Tiltzer). Orchestra accomp. Billy Murray.
- 2928 Sidus Trombone (A Trombone Comedy). (M. L. Lake). Sodero's Band.
- 2930 What's the Use of Going Home. (Jimmie V. Monaco). Baritone. Orchestra accomp. Arthur Fields.
- 2930 Italian Rosa. (Cotton and Long). Recitation, Lester Bernard.
- 9443 A Sa rulla vi pa Kuttingen. Baritone. Orchestra accomp. (Swedish). Chas. G. Widdow.
- 9442 National Song of Denmark (King Christian Stood Beside the Mast). (Hartman). New York Military Band.
- 9441 Swedish Guard March. (Go. J. Lovander). New York Military Band.

Columbia Records for August.

- 10-INCH DOUBLE-DISC BLUE-LABEL RECORDS—Price 85c.**
- A2021 I Sent My Wife to the Thousand Isles (Von Tiltzer). Al Johnson, comedian. Orchestra accomp.
- O'Connell, tenor. Orchestra accomp.
- A2025 Hurry Back to My Bamboo Shack (Berlin). Henry Burr, tenor. Samosa (Some More) (Mohr). Albert Campbell and Henry Burr, tenor duet. Orchestra accomp.
- A2026 I've Got a Sweet Tooth Bothering Me (Berlin). Anna Chandler, mezzo-soprano. Orchestra accomp.
- The Stormy Sea of Love (Carroll). Oscar Shaw, baritone. Orchestra accomp.
- A2019 My Grandfather's Girl. (She Was a Grand Old Girl) (Dillon). Peerless Quartette. Orchestra accomp.
- Through These Wonderful Glasses of Mine (Von Tiltzer). Albert Campbell and Henry Burr, tenor duet. Orchestra accomp.
- A2020 She Always Did the Minuet (Von Tiltzer). Marguerite Farrell, soprano solo. Orchestra accomp.
- Do What Your Mother Did (Von Tiltzer). Sterling Trio. Orchestra accomp.
- A2024 Songs We Used to Sing in Dixieland (Roma). Jas. F. Harrison, baritone. Jas. Reed, tenor. Orchestra accomp.
- The Sweetest Melody of All (Monaco). Grace Nash, soprano. Orchestra accomp.
- A2027 Goodman is a Rootton Now (Grant). Anna Chandler, mezzo-soprano. Orchestra accomp.
- Michael and His Motor-Cycle (McCarthy). Oscar Shaw, baritone. Quartette. Orchestra accomp.
- A2025 Young America. (We're Strong for You) (McKenna). Peerless Quartette. Orchestra accomp.
- We'll Never Let Our Old Flag Fall (Kelly). Albert Wiederhold, baritone and Broadway Quartette. Orchestra accomp.
- 12-INCH DOUBLE-DISC RECORDS—Price 81.25.**
- A2928 Where Did Robinson Crusoe Go With Friday on Saturday Night? (Snyder). One-Step. Introducing "New He's Got a Beautiful Girl." Prince's Band.
- At the Fountain of Youth (Jentles). One-Step. Prince's Band.
- A5825 Mo Ana (A Hawaiian Waltz) (Osien). Prince's Band.
- A5826 Red Raven Rag (Straight). Fox Trot. Prince's Band.
- Bantam Step (Jentles). Fox Trot. Prince's Band.
- A5827 Siam (Fischer). Fox Trot. Prince's Band.
- On the Hoko Moko Isle (Von Tiltzer). One-Step. Prince's Band.

- 10-INCH BLUE-LABEL DOUBLE-DISC RECORDS—Price 85c.**
- A1992 Sweet Is Tipperary (Fischer). Mary O'Rourke, soprano solo. Orchestra accomp.
- Ma Little Curly Headed Baby (Clutsam). Mary O'Rourke, soprano solo. Orchestra accomp.
- A1927 Berenice from Jocelyn (Godard). Jules Falk, violin solo.
- La Cinghinaite (Gabriel Maré). Jules Falk, violin solo.
- A1989 Pearl of the Harem (Guy). Fred Van Eps, banjo solo. Orchestra accomp.
- The Motor March (Rosey). Two-Step. Fred Van Eps, banjo solo. Orchestra accomp.
- A1986 Gigue (Corelli). Carlos Salzedo, harp solo.
- Chacone (A. Durand). Carlos Salzedo, harp solo.
- A1987 Exhortation (Rogers and Cook). The Right Quartette.
- Rain Song (Rogers and Cook). The Right Quartette.
- A1997 Still, Still With Thee (Gerrish). Columbia Stellar Quartette. Unaccompanied.
- Just As I Am (Bradbury). Columbia Stellar Quartette. Unaccompanied.
- A2013 My Dreams (Tooti). Taylor Trio. Violin, 'cello and piano.
- Beauty's Eyes (Tooti). Taylor Trio. Violin, 'cello and piano.
- A2014 Ambade (Massenet-Kretschmer). Prince's Orchestra.
- Bells of St. Mark (Rimmer). Prince's Orchestra.
- A2017 Kiss Me Again (Victor Herbert). Waltz. Blue and White Marimba Band.
- Railroad Jim (Vincent). Fox Trot. Blue and White Marimba Band.
- A2015 Gwine to Run All Night (Foster). H. C. Browne, baritone. Banjo and orchestra accomp.
- Roll Out, Hoave Dat Cotton (Hays). H. C. Browne, baritone. Banjo and orchestra accomp.
- A2016 Wallana Walk (Drowsy Waters). Helen Louise and Frank Sinatra. Hawaiian Guitar Duet.
- Hawaiian Medley. Arranged by Libornia H. Liholohani. Two-Step. Introducing "Maui" and "Aloha Oe." Helen Louise and Frank Ferera, Hawaiian Guitar Duet.
- A2022 Semper Fidelis March (Souza). Prince's Band.
- A2018 American Peace March (Hager). Prince's Band.
- A2018 Duran's Hornpipe. Introducing "Little Brown Jug." Don Richardson, violin solo.
- A1994 Mississippi Sawyer. Don Richardson, violin solo.
- A1994 Narevaca (Nevin). Gypsy Countess Verona. Gypsy cimbalom solo.
- Zigenweisen. Gypsy. Airs (Pablo de Sarasate). Gypsy Countess Verona. Gypsy cimbalom solo.
- 12-INCH DOUBLE-DISC RECORDS—Price 81.25.**
- A5805 Overture to Martha (Flores). Part I. Prince's Orchestra.
- Overture to Martha (Flores). Part II. Prince's Orchestra.
- A5808 Prince Igor (Borodin). Dance No. 17. Part I. Beecham Symphony Orchestra.
- Prince Igor (Borodin). Dance No. 17. Part II. Beecham Symphony Orchestra.
- A5822 Julius Caesar. Marc Antony's Oration Over the Body of Caesar. (Shakespeare). H. K. Humphrey, recitation solo.
- Othello. Othello's Apology (Shakespeare). H. E. Humphrey.
- 10-INCH BLUE-LABEL DOUBLE-DISC RECORDS—Price 81.25.**
- A5818 Hammered On Two American Folk Songs. "Dixie" and "Old Folks at Home." (Arranged by Kramer). Zoellner String Quartette.
- Genius Lost There. Zoellner String Quartette.
- A5824 Il Trovatore (Verdi). Chorus. El Misereor. Grace Kern, Irish with orchestra accomp.
- His Opera Chorus. In English with orchestra accomp.
- Cavalleria Rusticana (Mascagni). Scene and Prayer. Columbia Opera Chorus.
- A5819 Tambourin Chinois, Opus 3 (Kretzler). Kathleen Parlow, violin solo. Charles A. Prince at the piano.
- Charles A. Prince at the piano.
- A5821 Allegro Appassionato (Saint-Saens). Pablo Casals, 'cello solo.
- Charles A. Baker at the piano.
- Minuet in C Major, with Variations (Haydn). Pablo Casals, 'cello solo.
- Charles A. Baker at the piano.
- A5820 Abide With Me (Monk). Louis Gravenure, baritone solo. Orchestra accomp.
- Jesu, Lover of My Soul (Marsh). Louis Gravenure, baritone, and Columbia Stellar Quartette, with orchestra accomp.
- A5823 La Marseillaise (The Marseillaise) (de Lisle). Leon Rothier, bass. Orchestra accomp.
- Le Pere La Victoire (Father Victory) (Game). Leon Rothier, basso. Orchestra accomp.

Columbia Manager in New York.

Among the few representatives from Canada who visited New York during the conventions of the various bodies in the music trades of the United States was Mr. Ralph Cabanas, manager Canadian Division of the Columbia Graphophone Co., Toronto.

Mr. Cabanas had only returned from his Western trip a few days when business required his presence in New York, where his family had gone while he was absent in the West.

Activity in the talking machine trade in the United States Mr. Cabanas thought to be just as pronounced as here with the various manufacturers making abnormal efforts to take care of the dealers' demands.

Mr. Cabanas is quite elated with the continued increase in Columbia sales in Canada and the prospect of his firm catching up with sales at an early date.

Pathe Lines in Canada.

A new firm has been organized and incorporated under an Ontario charter to distribute and eventually manufacture Pathe lines in Canada, under the name and style of Pathe Freres Pathephone Co., of Canada, Limited. The headquarters of the company are at 215 to 219 Victoria Street, Toronto, a five-storey brick block owned by Mr. W. J. Craig, a well known Toronto resident, who is managing-director of the new corporation.

Associated with Mr. Craig on the executive are Mr. James Malcolm and Mr. N. G. Valiquette of Montreal. The latter has one of the largest and most successful retail furniture and furnishing houses in Canada. Mr. Malcolm has old established and progressive furniture manufactories at Listowel and Kincardine. The firm, of which he is the head, was established many years ago by his father, the late Andrew Malcolm, of Kincardine, and a former member of the Ontario Legislature. This firm is rated among the most advanced furniture manufacturing establishments in the country and has a reputation for up-to-dateness in the United States.

Mr. Craig, who will be the active head of the new concern, has had a long career in the furniture industries in Canada in which he is well known and has made an unqualified success. For many years he has handled the products of several of the best Canadian factories in addition to imported lines. He maintains permanent show rooms in his building on Victoria St., Toronto, where the headquarters of Pathe Freres Pathephone Co. of Canada, Ltd., are located.

The management of the Pathephone and record business is vested with Mr. Henry Pratt, formerly on the selling staff of the R. S. Williams & Sons Co., Ltd., and latterly in charge of the retail phonograph department of Frank Stanley, Toronto.

While it is the purpose to manufacture in Canada, Pathephones and records are in the meantime being imported from the factories of the New York concern with which the new firm is linked up as well as the parent firm in France.

Referring to the prospects for doing business Mr. Pratt stated to the Journal that so numerous have been the inquiries for agencies even before they were ready to make any definite announcement that they have been unable to take care of all of them.

Winnipeg Manager Visits the East.

Mr. O. Wagner, manager of the Winnipeg branch of the R. S. Williams & Sons Co., Ltd., who has been visiting the company's headquarters in Toronto stated to the Journal that the scarcity of musical merchandise was causing him greater concern than the business of selling. "The demand is remarkably good," said he, "and the people are willing to pay the higher prices that they appreciate are inevitable." Mr. Wagner is a thorough optimist regarding the present and future of Winnipeg and all the immense territory west of that point.

H. B. Nevitt, a former employe of the Mendelssohn Piano Co., Toronto, has been killed in active service overseas, according to a recent dispatch. Private Nevitt volunteered soon after the outbreak of war in 1914.

British Music Trade Convention.

An important convention of all sections of the music industries of Great Britain was held at Harrogate in May. There were business sessions of the various branches and also a combined session. The grand finale was a banquet at the Hotel Majestic. Harrogate was the place of the 1911 convention.

The manufacturers decided to appoint a commission of enquiry re foreign and colonial trade. They also discussed at length "The Goodwill of the Manufacturer," which had reference to stencil pianos and resulted in the adoption of the following resolution:

"That the name of the maker or his registered trade mark and town of origin appear on every piano for the furtherance of his goodwill and that of the whole industry."

The topics handled by the dealers included discussions on "The Hire-Purchase System," "How to Increase Membership," "The Retail Trade and the Effect of the War" and "Minimum Prices for Sheet Music."

"Common Interests After the War" was introduced for discussion at a combined meeting of the different branches. "Sole Agency Questions" and "German Interests in British Firms" were also handled.



STAFF OF THE PHONOGRAPH DEPARTMENT OF THE R. S. WILLIAMS & SONS CO. LTD. AT THE EIGHTH ANNUAL OUTING.

Left to right, back row: J. D. Ford, manager; Miss T. Clarke; Mr. H. E. Braid, chief clerk; Mr. D. Long; Mr. R. H. Ponnier, inspector mechanic. Front row: Miss Adele Clarke; Miss A. Whalen; Miss L. Gilmour.

Violins Under the Hammer.

At a recent sale of musical instruments by Messrs. J. J. Graves & Sons at Sheffield, England, a violin by Guadagnini was sold for thirty guineas; one by C. A. Testore from the Simpson collection realised twenty-two guineas; a half-sized violin by Carlo Guisepp Testore, 1721, was sold for five-and-a-half guineas; an Old English violin, five-and-a-half guineas; a violin by George Craske, five-and-a-quarter guineas; a Nathaniel Cross in excellent condition, five-and-a-half guineas. A violoncello labelled Paolo Maggini, Brescia, 1720, was sold for ten guineas, and one by Wm. Conway, London, 1740, eight-and-a-half guineas. Violin bows by F. N. Voirin and Lamy were both sold at 45s. each.

Eighth Annual Medley of the R. S. Williams & Sons Co., Ltd.

Climatic conditions were not exactly propitious on the occasion of the "Eighth Annual Medley" of the R. S. Williams & Sons Co., Ltd. "To Queenston Heights and Return" on June 15, but the rain was scarcely noticed by the excursionists. They started out with a determination to enjoy themselves thoroughly and for one whole day be entirely oblivious to business or anything pertaining to it. In fact any symptoms of talking shop were promptly squelched. None entered into the spirit of the day with greater zest and real enthusiasm than the president of the firm, Mr. R. S. Williams, or Mr. H. G. Stanton, the vice-president and general manager. The former particularly had been looking forward to this month with as much pleasurable anticipation as any employee of the house.

To the number of nearly one hundred and fifty the firm's employees and friends, including the staff from the

and finally got up and said, "This is the first I have heard of the girls' tennis club being financially embarrassed. I'm sorry I didn't know about it before. I'll give the girls a hundred dollars myself to help along their tennis club." The shrieks of delight that followed this sally clearly indicated that the success of this ruse for raising funds for the tennis club was a foregone conclusion. The Journal understands that "R. S." has since handed over a cheque for the amount as an appreciation of the clever manner in which it was earned.

On arriving at the grounds the party sat down to luncheon already arranged by the Toronto caterer engaged for the occasion. The opening event of the programme at the grounds was the baseball game. This was a departure from the usual order, being a contest between mixed teams, five ladies and five gentlemen on each side.

In all there were twenty-two events and every one was a spirited contest so that the interest of spectators



Showing the R. S. Williams & Sons Co. excursion party at the entrance to the park at Brock's Monument. Several others not shown arrived by a later boat.

Hamilton branch, gathered at Brock's monument. Both the Toronto and Hamilton stores were closed for the entire day so that the staffs from both cities could unite in one big family gathering. The Toronto party crossed the lake on the "Turbina," on which they had placed a piano for their own use. Several of the events on the programme were arranged to take place on the boat, thus providing entertainment going over.

For the return trip there was a well-arranged musical programme, the Company's staff, including a number of talented musicians both vocal and instrumental; Mr. C. LeRoy Kenny, a well known Toronto entertainer, who was a guest of the Company for the day, also contributed to the programme.

A particularly clever and amusing sketch was by a group of young ladies who personated the president, the general manager and the various department heads at one of their regular efficiency meetings. This gave an opportunity for some clever take-offs. During the progress of the burlesque business meeting the finances of the girls' tennis club came up. She who represented Mr. R. S. Williams listened attentively to the discussion

and participants never flagged for a minute in spite of the light drizzling rain that fell most of the afternoon. At the conclusion of the list of events dinner was served on the grounds.

The outing was a pronounced success and a credit to the various committees of which Mr. H. Y. Claxton, salesmanager of the wholesale department, was convener in general. The committees and those in charge were as follows:

Transportation Committee, Mr. F. Shelton; Games' Committee, Mr. R. Collins; Refreshment Committee, Mr. H. Braid; Ladies' Committee, Miss Curran; Prize Committee, J. Dinsmore; Entertainment Committee, F. A. Boddington; Press Committee, H. D. Kresge; Sec. Treas., Mr. J. D. Ford.

Mr. R. P. Newbigging, head of the Newbigging Cabinet Co., Ltd., of Hamilton, who visited New York recently, speaking of talking machine trade said, "Everything points to a very busy fall trade in the United States, and that will likely mean a shortage for Canada.

Ottawa Symphony Orchestra.

The Ottawa Symphony Orchestra, shown in the accompanying illustration made on the occasion of the last concert, is composed entirely of amateurs, a first and second orchestra of forty each, making at full strength eighty members. To Mr. Donald Heins of London, England, and since 1902 of Ottawa, must be given the credit for the creation and welding together of such an organization as is shown above.

Their record is indeed a proud one, having among innumerable other achievements, won the Earl Grey Trophy four times; on the last occasion Dr. A. S. Vogt of Toronto, being the adjudicator, said, "I know of no place in Canada where the people maintain an organization of such merit as yours. Mr. Donald Heins is doing a great service in drawing the attention of the people in this materialistic age to the higher concerns of life."



They were also the first musical organization to be taken direct notice of by the Government of Canada since the Sheffield Choir invaded the House of Commons.

At the last concert His Royal Highness the Duke, and the Princess "Pat" were present and at the close personally complimented the conductor, Mr. Heins.

Donald Heins was born at Hereford, England, and had the advantage of studying under such conductors as Sir Edward Elgar, Sir Hubert Parry, Sir Villiers Stanford, Horatio Parker, and Coleridge Taylor. He is a great admirer of the Martin-Orme piano, also of Ottawa, and of which he says, "It is a recognized fact that the quality of some pianos is more suited to purposes of accompaniment of voice or violin than others. It is in this that the Martin-Orme excels. It blends beautifully with the resonance of the softer passages on the violin and offers splendid support where broad tone is required." One of these instruments is seen in the above illustration. This make is a general favorite with pupils as well as conductor.

Change at Beare & Son's.

Following the resignation of Mr. S. A. P. Clarke, who has been manager of Beare & Son's Canadian business since September, 1914, Mr. William J. Stumpf has taken Mr. Clarke's place on the road. Mr. Stumpf, late of Whaley, Royce & Co.'s staff, has had a long and varied experience in the small goods' trade and has previously travelled both Eastern and Western Canada with musical merchandise lines. Miss Jessie Plaxton, who has had charge of the office and inside work continues her duties in that capacity.

The Journal is informed that as a result of Mr. Walter Beare's foresight in going on a buying trip, shortly after the outbreak of war in the fall of 1914, to Italy, France and Switzerland, the firm is exceptionally well stocked in all lines. Shipments from Britain are reported coming through satisfactorily. Recent ship-

ments contain some good offerings in violins, bows, cellos, bugles and metronomes.

Mr. Stumpf has already begun his calls on the retail dealers by visiting a number of Ontario centres.

Leased Additional Wareroom Space.

To be prepared for the fall rush and in line with their policy of service The Music Supply Co., Toronto, have leased additional wareroom space in order to handle a larger stock of Columbia Grafonolas than they have ever carried. Having in mind the shortage that has existed and the increased demands that it is confidently expected will be made on the talking machine trade this fall they have placed unusually heavy orders in the hope of being able to accumulate stock in advance to take care of early fall deliveries.

The Columbia factories are gradually catching up with orders and hope to be in a position by the end of the summer to fill all orders immediately.

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Music and Musical Merchandise Section

CANADIAN MUSIC TRADES JOURNAL—JULY, 1916

Resolutions Affecting Prices.

ONE of the first and most important matters dealt with at the United States Publishers' Convention was the question of prices. The discussions came to a head in the following resolutions:

"In view of certain representations laid before the Music Publishers' Association of the United States this day by the National Association of Sheet Music Dealers, in regard to certain demoralizing tendencies in the trade, and more particularly it being feared and realized that certain rates of discounts now offered to the faculties of schools and colleges may be and are taken advantage of to the detriment of the trade in general, in so far as a large body of teachers are being, and have been, educated to expect and demand of their dealers so-called school discounts which are incompatible with the usual wholesale discounts:

"It is hereby resolved that the Music Publishers' Association of the United States favors and earnestly recommends to all its members and other publishers and dealers that the rates of discounts now, or to be allowed to schools, convents and colleges be restricted to the institutions themselves, and to accounts to be kept in the name of the institutions, and that all bills and accounts not in the name of the institution be refused school rates. We also recommend that the following rates of discount to schools and colleges be established as extreme maximum discount allowed:

"One-half on the editions.

"One-half and 20 per cent. on sheet music.

"Twenty-five per cent. on 'net works.'

This resolution was unanimously adopted by the Publishers' Association.

The second resolution reads:

"It is the sense of the Music Publishers' Association of the United States that if the National Association of Sheet Music Dealers will by a majority vote decide to make the maximum retail discount on the so-called low price editions of the classics hereafter named 33 1/3 per cent. and the maximum discount to be allowed schools 40 per cent., that they will have the co-operation of the Music Publishers' Association and the individual publishers will maintain the same schedule: The Ditson Co. for the Ditson Edition; Carl Fischer for the Carl Fischer Library; G. Schirmer for the Schirmer Library; White-Smith Co. for the White-Smith Edition; G. F. Wood Co. for the Wood Edition, and the Willis Music Co. for the Willis Edition."

It was said in connection with the above that the John Church Co. had agreed to be governed by the action of those represented in the Publishers' convention regarding the John Church Edition. It was further stated that Theodore Presser, although not represented in the convention, had agreed to live up to the condition of the resolution as far as the other editions were concerned, but would not agree to the rate for his own.

The discount matter was discussed at great length, practically every dealer present giving his views, after which it was put to a vote, and it was unanimously agreed to adopt the new scale of discounts.

At the Dealers' Convention.

AT the third annual convention of the National Association of Sheet Music Dealers held in New York the bulk of the discussions centred around prices and discounts but one of the most interesting discussions of the first day's session was that relative to the cost of doing a sheet music business and methods of estimating accurately that cost. Although the great majority of those in attendance really offered their personal experiences it was impossible to strike any satisfactory average, the percentage of selling costs being estimated anywhere from 20 to 40 per cent., and being backed in most cases by actual figures. There also was a lack of uniformity in the taking of stock and in estimating stock values, some concerns figuring the music on their shelves at \$18 per foot, and others going as high as \$50 a foot. The discussions, however, at least gave dealers much material for earnest thought in relation to their business methods.

Popular music also came in for its share of consideration, and the dealers appeared to endorse strongly the attitude of certain publishers who have charged the standard or production price for the leading popular numbers. Several dealers stated that they had placed the average run of ten-cent music on their twenty-five and thirty-cent counters with success, for the loss in the volume of sales was made up by the increased profits. The opinion appeared to prevail, however, that popular music wholesaling at twelve and one-half cents, would prove most satisfactory to a greater number of the retailers. It was noticeable that the question of popular music did not call for the attacks that had been delivered to that class of music at previous sessions.

A resolution was adopted to place before the publishers for their approval that where heretofore book publications had a 20 to 25 per cent. discount, the discount should be placed at 10 per cent. The question was brought before the delegates for a proposed reduction in the size of sheet music, this in order to save the dealer 25 per cent. in transportation charges. There was a difference of opinion in regard to the foregoing, and the chairman called for a roll call and a vote was taken, the resolution being passed by a two-thirds majority.

A resolution was also passed that the association recommend a discount of 25 per cent. on uniform editions. The association could also recommend to the Boston music dealers that they take this up with their Boston publishers. The secretary made a motion that it be the sense of the association assembled that the publishers advance the price to schools and teachers 50 per cent. over the wholesale price.

Marking All Sheet Music Net.

MR. Walter Eastman, of Chappell & Co., said at the Convention, "We have always been keen on having a net price on our music. We would rather mark it 45 or 35 cents. About two years ago we wrote a letter to our customers about it; but the majority were not in favor of the net price. We look to the dealer for our living; we ignore the teacher, and are quite willing to do anything the dealers want; but we are much in favor of the net price. There is no doubt the time is coming when music will be marked exactly the price it will be sold at. It may be a hundred years from now, but it will come."

General Good to Business.

UNDER this head the secretary said: "I have made a practice of adding to all bills 1 cent above the postage to cover cost of bill. The postage of the postal card bill, postage 2 cents, we charge 3 cents; when the postage is 4 cents we charge 5 cents, as that is the actual amount of the postage you have expended on the transaction. Once in a great while there is a complaint, but after explaining the matter I never have had a customer who was not satisfied that the point was well taken.

"The matter of insurance is more complex. We have to stand all losses that occur on the mails. We cannot write our publishers that we did not receive the music and expect him to deduct it from his bill; and, on the other hand, if your music does not reach a customer they will not pay for it, and if you attempt to collect you will lose him altogether. So we lose both ways. As a matter of protection I have adopted the plan of insuring every parcel post package of over a dollar and charging the insurance to the customer. I never say anything about it—just add the cost to the postage; if it is 5 cents the postage reads 8 cents; the extra 3 cents you put right in as postage and 98 per cent. of the customers never give it a thought. It is not only protection against loss, but fire, train wreck, etc."

American Publisher's Address.

SPEAKING at the twenty-second annual convention of the National Music Publishers' Association of the United States, President Walter M. Bacon said in part:

"Over-production seems to be the chief bane of the business not only with copyrighted music, but particularly with non-copyrights and reprints. I have referred to this in all of my previous addresses, and I am pleased to say that during the past two years there has been, from my observation, a change for the better in this

respect, particularly among the members of this association, although there is much to be accomplished yet.

"It is a common business axiom that the supply of a commodity regulates the price. If there is an over-supply the price is always low. If, on the contrary, there is a shortage the price is correspondingly higher. Our trade papers have recently very ably and thoroughly discussed the question of over-production in the music publishing business, incidentally giving the views of a number of leading men who are well versed, and it seems to be the almost unanimous opinion that new music is being published faster than it can properly be assimilated by the public, one well-known dealer claiming that 'the sheet music that is purchased one month is buried under the avalanche of new music that comes in with the next month.' Although this remark was applied particularly to popular sheet music, nevertheless it does apply with more or less effect to all classes.

"To lay the entire blame to the publisher alone for this condition of over-production seems hardly fair, particularly on copyright music. The new compositions from reputable composers alone are prolific, and it does seem that almost everyone else who has a slight smattering of musical taste or talent has at least one tune of their own make that either they or friends want to see in print, and the result is that the publisher has a deluge to choose from, and if he would exercise not only a duty he owes to himself but also to the trade he must decide on the offerings solely from the commercial point of view with perhaps an occasional exception for art's sake, or from policy.

"Good composers still expect to be well paid for their work, and they should be, and if we wish to maintain and encourage their writings music has got to be sold

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at a price that will serve to sustain not only the composer but also give the publisher and dealer a fair profit.

"Business during the past year in our industry has been much improved in volume over the preceding period and were it not for the tremendous increase in the cost of production, not followed by a corresponding increase in the selling prices of our publications, it might safely be claimed that we have had, as a whole, a satisfactory year. On the contrary, however, profits have been small, and if costs continue to increase margins are going to be still smaller. The law does not permit us to act in a body to change this condition, and the only way out of it seems to be for some to lead and the rest to follow suit.

"There is now pending before Congress a bill known as the Stephens-Ayres-Ashurst bill, the provisions of which are undoubtedly familiar to you all. Should the bill become a law it is claimed that the publisher can, by use of a registered trademark on any certain line of publications, protect not only himself but also the dealer and the consumer by fixing the price to each and also be in a position to enforce that the price so fixed shall be maintained. Your directors at a special meeting held in January unanimously approved this bill in behalf of this association. We trust that at this meeting the association will by vote ratify the act of the directors. It is a well-known fact that price cutting tends to lower the value and estimation of our publications in the minds of not only the dealer but also the consumer."

Comments on the Conventions from the American Trade Press.

UNFORTUNATE it is that more members of the retail trade have not realized the value of association work and shown at least enough interest to attend the meeting. The fact that a score or more of the most representative dealers of the country appreciate the importance of these meetings and the fact that they could profit by attending them should have proved to the smaller retailer that there was still much to learn in the conduct of his business through association with his fellow dealer at convention.

Whatever may be said of the practical value of the convention to the trade as a whole, the fact remains that those who attended heard much that can be utilized to their profit. A large part of one session, for instance, was given over to the all important matter of ascertaining selling and handling costs in the retail music store and the statement of those who entered into the discussion went far to prove that one of the duties for the association in the future will be an endeavor to standardize stocking and selling systems so that there will not be such a discrepancy in percentages between the dealers in the various localities or even between those in one locality. If one dealer can sell music at a cost of 18 per cent. to 20 per cent there must be some real reason why it costs another dealer 40 per cent. or more.

If one dealer in making inventory finds that his stock is valued at \$15 to \$20 a foot on the shelves, while another dealer places a valuation of \$40 to \$50 on the same quantity, the association through discussion should be able to evolve some system whereby something like a standardization of value should result.

Although popular music was not strongly repre-

sented in the convention, except as a basis for comparison, it is to be noted that several publishers have been inclined to favor the legitimate music dealer by keeping the prices of their music up to the 15-cent or 18-cent mark and thereby eliminating the ten-cent store as a factor in handling such numbers. One of those most aggressive in this new step recently relieved himself of the opinion that he had made a mistake, that when the music was sold at the usual popular rate the ten-cent stores have purchased a quantity and paid for it promptly, while the other music dealers were inclined to take their share. With the price confined to music dealers exclusively, however, the result has been far from satisfactory. Orders were small and the publisher had to listen continually to the arguments of the dealers that he lower his price to 12½ cents. It seems, therefore, that there is something to be said on both sides.

The heavy increase in the cost of paper and ink and the consequent rise in prices of printing have faced all branches of the trade with a serious problem. It is almost impossible to get sufficient quantities of good paper even at an advance of from 50 per cent. to 100 per cent. over normal prices. Then again printing costs have already advanced something over \$1 per thousand. The elimination of the multi-colored title page has relieved the situation somewhat, and one publisher has even gone to the extent of rearranging his music to eliminate entirely the middle sheet. Even under these conditions, however, publishers are frankly up against it. This is a fact that dealers should appreciate in making demands. The profit on music publishing, especially in the popular field, is not large enough to allow for publishers standing raise after raise in production costs without passing at least part of the increase along to the retailer.

The worst feature of the situation is that there is apparently no hope for any relief in the near future, all the indications being to the effect that the top has not yet been reached in the matter of increased costs. Were it simply a matter of dollars and cents it would be serious enough, but those willing to pay the price find it impossible to secure proper grade of materials under any conditions. It is simply a question of scarcity of dyes and chemicals that have previously been imported from Europe and which are not yet being manufactured here.

Where South Africa Gets Her Music.

THIS table of imports shows where South Africa gets her sheet music and books:

IMPORTS OF PRINTED MUSIC INTO SOUTH AFRICA.			
Countries	1913	1914	1915
United States	\$ 50	\$ 5	\$ 120
United Kingdom	49,200	39,000	46,600
Germany	1,200	2,700	320
Holland	100	15

Fiddle Stock Idea from "Veneers."

Fiddles have been made of gourds, cornstalks and various odd things, and recently some genius made a fiddle body entirely of leather, which excited considerable interest. Meantime there is quite a lot of business in fiddle-making shifting from Germany to Japan which might as well come to this country, if we could



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from this House do not stay on your shelves. They practically sell themselves, because of their reputation for good quality, finish and durability. When you see the word "IMPERIAL" on a musical instrument you know at once you have the highest grade known to the music trade or profession. Let us know your requirements. We can supply them **accurately, intelligently and quickly.**

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Rudyard Kipling

Music By
EDWARD GERMAN

"Laddie in Khaki"

(The Girl Who Waits at Home)

Music by
IVOR NOVELLO

"Land of the Long Ago"

Music by
LILIAN RAY

"Love's Valley"

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develop a method of manufacture that would enable us to meet the requirements.

Fiddle-making has been a business of slow, tedious hand work, and for the cheapest fiddles those countries having low-priced labor have held the bulk of the trade. Usually the wood is cut thin and laboriously worked out and the shape developed. It should be easily practical to make forms and build up with veneer the body lumber for fiddle work, and get a product that would be superior to, as well as less expensive than, that used at present. It may take considerable experimenting to develop the kinds of wood and methods of building up to get the desired tones of sounding qualities, but this is only a matter of detail, and the important thing is whether or not it is practical to make fiddle stock out of built-up veneer. Somehow the idea looks good, and we hope some one will find it interesting enough to undertake some experiments with a view to developing it.

Publish Music for Three Successful Musical Plays.

Messrs. Ascherberg, Hopwood & Crew, Ltd., London, have been fortunate in publishing the music for three successful two-act plays. "My Lady Frayle," produced at the Shaftesbury Theatre, "Toto," at the Duke of York's Theatre and "Mr. Manhattan," at the Prince of Wales Theatre.

The music of "My Lady Frayle," by Howard Talbot and Herman Finck, is: "Day by Day," Howard Talbot; "Life and Love," "What a Naughty Old Gentleman!" "The Song of the Bowl," "Prunes and Prisms," "My Lady Frayle Waltz," all by Herman Finck, and "Selection for the Piano," arranged by Herman Finck.

The music in "Toto," by Archibald Joyce and Merlin Morgan, is: "Good-bye to my Garden of Girls," Archibald Joyce; "Flirtation," Archibald Joyce; "I take after Father," Archibald Joyce; "I'd like a little Girl like you," Merlin Morgan; Waltz Duet "Hearts that were aching," music by Archibald Joyce; Toto Waltz, by Archibald Joyce and Merlin Morgan; Fox-Trot, by Merlin Morgan; Pianoforte arrangement, Selection, by Bertram Lestrangle.

The music in "Mr. Manhattan," by Howard Talbot, is: "Remember, we christened you 'Hope!'" "Things I must not do," "Man, Poor Man!" "Lolotte" (Waltz). Also "Piccadilly," by Philip Brubham; "Fox-Trot Rag" and Piano Selection, arranged by Clifford Courtenay.

New West & Co. Issues.

There has just been issued a companion song to Zo. Elliott's "There's a Long, Long Trail," entitled "The Trail That Leads to Home." This new ballad has every promise of becoming a rousing success. This is published by West & Co., London, England, as also the intermezzo, "Lace and Lavender," by Guy Jones, which is being widely used.

Regarding West & Co.'s publications one of the British trade papers says: "A firm which has consistently specialised in the exploitation of the ambitious unknown native composer, are constantly adding to their extensive catalogue and the already long list of young composers whose names are included in their list of publications. A notable new number which has

recently come before us is a bright, swinging military march entitled "Yeomen," from the pen of Mr. J. Gilbert Henderson, who is, we understand, a 2nd Lieutenant in the 21st Worcestershire Regiment."

Another paper says of this firm's music: "Strangely dissimilar in character are some of the songs which go to make up the month's stock of novelties from this source of supply. The more serious essays are Emily Howden Brown's staid and yet tenderly moving 'The Grave on the Moor' and Peggy O'Dea's 'I'm Dreaming of an Irish face,' a sympathetic setting of some tasteful lines by Edward Lockton.

"Two stirring martial ditties are 'Men to the front' (Quivis) and 'Out and Back' (Floris l'Anson), the last named having for its sponsor Mr. Leslie Nield, who has sung the song with great acceptance.

"By way of diversion we have Ben Styler's 'My Moonlight Mango Maid' (sung by Mr. G. H. Elliott), and Herbert B. Hedley's 'I want my home in Ohio' (sung by Miss Betty Barclay). Canon H. J. Jones' 'Song of the Welsh Recruit' strikes a patriotic note, and both words and music emanate from one and the same pen."

Music From House of Joseph Williams.

The month's parcel of music from Messrs. Joseph Williams, Ltd., London, contains: "Dreams in the Twilight," song by Esting Wayland; "The Land of Joys," song by Lionel Elliott; "Pierrot," op. 19, No. 1, for piano, by Ernest Farrar; "Holiday Time," nine little pieces for the young, by George Tootell; "Six Scotch Songs," Robert Burns' words with music, by Stewart Macpherson, for both low and high voices, in the Berners' Edition; "Six Lyrics," selected from poems and songs by Richard Middleton, set to music by Florian Pascal, and "The Follies Fifth Album of Songs," composed by H. G. Pellissier.

It will be remembered that Messrs. Joseph Williams, Ltd., are publishers of the pianoforte music selected by the Associated Board of the Royal Academy of Music and Royal College of Music, for Local Examinations in Music 1916 and 1917.

Regarding Joseph Williams, Ltd., pianoforte music Musical Opinion says: "The Berners' Edition not only grows apace but widens in scope. A companion book to the first of the series issued some time back is the Second Sonata Album, which has now just come to light. Herein we find seven favorite sonatas by Kuhlau, Clementi, Schmitt, Dussek, Steibelt, Keinecke and Schumann—to give the names in order as they appear—and all offered at the modest price of one shilling. We would particularly draw the attention of the music teacher to the phrasing of this edition, which can only be described as exceptionally good throughout.

"Two albums of Progressive Studies (Grades II. and IV.) are among the firm's more recent issues. We like these books because they contain chosen studies from all the representative composers, being therefore more varied and interesting than if restricted to the studies of one composer alone.

"A comprehensive second series of Pieces for Children emanates from the pen of Felix Swinstead, who dares to offer the young folks something wholesome and substantial in the way of musical fare. There is not

a commonplace number in the set. The bare titles will give some clue to the general character of the little sketches: Prelude, 'A Frosty Morn,' 'Evening Song,' 'Elevation,' 'A Lament,' and Two-part Invention. Each number has been published separately."

New Patriotic Song by Edward German.

Messrs. Chappell & Co., Ltd., announce a new song by the well-known English composer, Edward German, entitled, "Be Well Assured." The words are taken from that recently published and instructive booklet of Rudyard Kipling, "The Fringes of the Fleet," and are, of course, quite in the Kipling manner. What is more, they are emphatically apropos in the light of the recent naval battle off the coast of Jutland, as for instance:

"... that in all time of our distress
And of our triumph, too,
The game is more than the player of the game,
And the ship is more than the crew."

As for the music, the London "Daily Telegraph" says:—"Mr. German has the rare gift of being simple, without being silly. His setting is tuneful enough to be acceptable anywhere, and it has a musicianly dignity and force which raise it far above the inanity which disfigures so many popular effusions."

Continued Activity.

Summer business is continuing good in all departments, is the report received at Whaley, Royce & Co. headquarters. The band instrument factory continues to hum, turning out the made-in-Canada cornets, bugles and other instruments which the Canadian public are being made familiar with through the firm's daily newspaper ads. The printing department has just issued a new edition of the popular "Empire Song Folio." That the Whaley-Royce wholesale men in the extreme eastern and western provinces are doing well is shown by the orders being received at the head office.

Some Noteworthy Music.

One of the most promising songs that has made its appearance in some considerable time is "Vale" (Farewell), by Kennedy Russell. It has been referred to as being of "the Rosary type," and is characterized in England as an immediate success. The words are by De Burgh D'Arcy. "Vale" is published by Edwin Ashdown, Ltd., and handled for Canada by Anglo-Canadian

Music Co., who also have two new song offerings of note from Enoch & Sons, viz.: "I'll Sing to You," by Jack Thompson, an answer to his widely known "Come, Sing to Me," and "The Home Bells are Ringing," by Ivor Novello. Both the latter are published in three keys. Also Musical Opinion says: "Two songs stand out conspicuously from the others found in the present parcel of novelties,—viz., Sir Charles Stanford's 'Devon Men' and Ernest Newton's 'Asra,' each quite opposite in point of style and yet both really effective vocal solos. 'Asra' is an expressive love song; Fred. E. Weatherly is responsible for the text. The music rises at times to a passionate height. Other numbers also included in the parcel before us are 'An Hour Ago' (Eli Hudson), 'To Those Who Love Us' (Herbert Matheson), 'My Wish' (Arthur Rosse), 'Look Up from the Darkness' (Adelina de Lara), and 'Sonny' (Arthur Meale)."

The Pianomaker says of Enoch & Son's issues: "A truly 'great' song is Sir Charles Stanford's latest—'A Carol of Bells.' It is one that unquestionably requires the highest vocal and dramatic talent to give utterance to the deep significance of its noble musical and lyrical attributes. The concluding strains of the National Anthem used in contrapuntal movement with the melody at the finish leading to the exclamation 'God save the King,' forms a climax of overwhelming power and distinction. That this remarkable song will make a most poignant appeal to English hearts the Empire over is beyond doubt. 'All in a Lily-white Gown,' from Eas-thope Martin's most recent song cycle, 'The Philosopher and the Lady,' is now published separately. This charming song is as attractive as any he has yet favored us with. He is a writer who has created quite a style of his own, of which this dainty song itself is clear evidence."

"'Royster Doyster,' Herbert Matheson, is a jolly baritone song depicting the humors of a 'royst'ring rogue who must be married on Sunday.' The melody has a lively swing and 'go' in its rhythm of so fascinating a character that it will soon gain great popularity at public musical functions everywhere. Another song by Jack Thompson, the writer of the famous song 'Come, Sing to Me', 'I'll Sing to You,' appears this month—the melody of which, by reason of its unstrained simplicity and easy vocal outline will ensure for it wide appreciation. Landon Ronald, in his setting of Christina Rossetti's 'Remember,' again reveals his power for musical composition."



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

No wonder!—we have the right instruments and the right range of prices; we have the artists and the right records; the dealer has the right discounts, and every day the public demand grows.



Columbia Graphophone Company
365 Spadina Ave., Toronto

NEW MUSIC Copyrights entered at Ottawa

31700. "Take Off Your Hats to the Boys." Words by W. J. Miller. Music by W. J. Hastings. W. J. Miller, Chamberlain, Sask.
 31703. "J'y Suis! En Garde!" Chant pour le 80e Bataillon Gabrielle Duval, Fraserhill, Que.
 31704. "The Empire of the Seas." Words and Music by J. S. Mahood. Koutenay Lake, B.C.
 31707. "E! Come Back to You When My Fighting Days Are Through." Toronto Light Infantry Marching Song. Words and Music by Frank O. Madden. Arranged by Jules Brazil. Frank O. Madden, Toronto, Ont.
 31712. "What are you going to do to-morrow evening?" Song Words by Stanley Murphy. Music by Albert Gumble.
 31713. "Sing me that song again." Words and Music by Anita Owen.
 31714. "I can live on memories." Words and Music by Helen Trix.
 31715. "Gun-Cotton Rag." By Merle Von Hagen.
 31716. "National Defense." Military March. By J. Bodewalt Lampe.
 31732. "When They Come Back; or, When Our Soldier Boys Come Back." Words and Music by Morris Manley, Toronto, Ont.
 31736. "Nearer My God To Thee." Words by S. Flower Adams. Music by R. G. Stappell. Anglo-Canadian Music Publishers' Association, Limited, London, Eng. and Toronto.
 31737. "Twinkles." Novelette. By F. W. Vandersloot.
 31738. "Dream Garden." Reverie Transcription. By F. W. Vandersloot.
 31743. "March Inevitable." By Ana Huycke, Peterborough, Ont.
 31744. "Hurray for the Buffs!" Marching Song. Words and Music by Frank O. Madden. Arranged by Jules Brazil. Frank O. Madden, Toronto.
 31749. "Boomerang Rag." By Geo. Botford.
 31750. "There's a Little Bit of Irish in Sadie Cohn." Song. Words by Alfred Bryan. Music by Jack Stern.
 31751. "The Whole World Loves a Lover (And the Lover that I Love is You)." Song. Words by Dave Radford. Music by Richard A. Whiting.
 31752. "You'll Find a Little Bit of Ireland Everywhere." Song. Words and Music by Stanley Murphy.
 31753. "On the Old Dominion Line." Song. Words by Jean C. Havez. Music by Geo. Botford.
 31754. "Pretty Baby." Song. Words by Gus Kahn. Music by Tony Jackson and Egbert Van Alstyne.
 31755. "Teddy, You're a Bear." Song. Words by Ring W. Lardner. Music by Lee S. Roberts.

31761. "La Marche des Pompiers de Montreal." Paroles de A. Robi. Musique de H. Miro. Henri Miro et Armand Robi, Montreal, Que.
 31762. "By the North Sea." (Death and Sorrow and Sleep.) Words by W. L. Courtney. Music by Capt. R. C. Cockerill, Toronto.
 31763. "L-I-b-e-r-t-y." Words and Music by Ted. S. Barron. Whaley, Royce & Company, Limited, Toronto, Ont.
 31764. "When It's Playtime in Maytime." Song. Words and Music by Mrs. A. M. Vinberg. Imperial Music Co., Montreal, Que.
 31766. "Canadiens-Francais." Chanson Officielle du 157me Bataillon, C.F., E.C.C. Par A. Paul Derome. Yves Derome, Montreal, Que.

"Advertising is the speech of business. Advertising is to business what language is to man, a mode of self-expression. A business that will not advertise is both deaf and dumb, and is as heavily handicapped in the world's progress as is the deaf and dumb man. Distribution, the distribution of wealth, of natural and manufactured products, of people, of property, of education, is the great problem of the world to-day. Advertising is not only to sell goods. It is to enable people intelligently and economically to buy goods."

Many men in business are like Easter hats—all trimmings.

Opportunity never hunts a man up, but it clings fast to good brains like a burr holds fast to good wool.

There are empires of trade still as invisible to us as the Empire of the Northwest was once invisible; and men of the future will make millions from them.

Standard Songs
Every Dealer Should Stock

- Will Never Let the Old Flag Fall (107th thousand).
 Vale (new) Kennedy Russell
 As I Went A-Roaming Brahe
 The Home Bells Are Ringing Ivor Novello
 The Grey Watch Crichton
 Good Luck Barnes
 Little Girl in Belgian Blue Brazil
 Spring Flowers and Summer Roses McGeoch
 Two Eyes of Grey McGeoch
 'Till Belgium's Wrongs are Righted Adamson
 Somewhere in France Ivey
 Admiral's Broom Bevan
 Heroes and Gentlemen Peskett
 Come, Sing to Me Jack Thompson
 I'll Sing to You Jack Thompson
 The Call to Arms Jack Thompson
 You, Just You Jack Thompson
 Carry On Maxwell
 Somewhere a Voice is Calling Tate
 Some Day Your Voice Will Answer Virgo
 Little Red House on the Hill La Touche
 Blackbird's Song Cyril Scott
 Time's Roses Barry
 I Know of Two Bright Eyes Clatsam
 Vilanelle Dell'Acqua
 Sailor's Grave Sullivan
 By Order of the King.
 I'll Not Forget Your Soldier Boy.
 There's a Fight Going on, are You in it?

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We manufacture fine calendar coated silks and nainsooks for Pouches and Pneumatics, and special fabrics for Bellows of every description.

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Manufacturers of
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*Its Beauty is
Irresistible*

"Baby Grand"
\$205.00



SUPPOSE you were a *buyer* instead of a seller of phonographs. You would compare the Sonora with others.

And you would find that the Sonora Swiss-made motor is unequalled in construction and design, that the tone-control is scientifically and correctly accomplished, that this instrument is **designed** (not adapted) to play all disc records, and that the features, such as the automatic stop, envelope filing system, motor meter, sound box, etc., all are of a decidedly superior character.

Finally, the grace and elegance of the cabinet work, and the marvelous purity, strength and expressiveness of the tone would convince you that there is no phonograph like the Sonora—the value and beauty of which is irresistible.

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If you are interested in selling "the highest class talking machine in the world," write to us.

Each Sonora Phonograph priced above \$100.00, can be equipped with Electric Motor at an additional cost to the consumer of \$45.00.

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I. MONTAGNES & COMPANY

Ryrie Building, Yonge and Shuter Sts., TORONTO

Head of House of Nordheimer Attends Convention.

Mr. Albert Nordheimer in New York.

Mr. Albert Nordheimer, president of the Nordheimer Piano & Music Co., Ltd., Toronto, was in attendance at the music trade conventions held in New York during the last week of June.

Asked by the Journal as to his impressions of the accomplishments of the various associations in the United States trade, Mr. Nordheimer said, "I find that the problems they are trying to solve are exactly the same as those that confront us; on a larger scale perhaps, and their efforts in handling them are perhaps more energetic than our own, but the elevation of the trade and its advancement to a higher and more creditable status is the work that the retailers and manufacturers over there have earnestly set themselves to do."

Advertising was one subject mentioned by Mr. Nordheimer in which results of combined effort were already quite apparent in eliminating fraud and deception. Although there is yet much to be desired a marked improvement in the tone of American piano advertising in the daily press is recorded since the question was handled at the convention of last year.

The elaborate attention to every detail in an extensive programme of business and entertainment of the delegates impressed Mr. Nordheimer. A private banquet tendered by the firm of Steinway & Sons at the Ritz-Carlton Hotel to their visiting representatives proved to be a most enjoyable affair, and the remarks made by the different speakers showed a spirit of loyalty to the Steinway's of which any House might be proud.

Mr. Nordheimer had occasion to state that his House was the oldest name of dealers in the Steinway books, and that he felt proud to be able to confidently claim that the name "Steinway" was as well known and recognized throughout Canada as in any other part of America.

What added greatly to the success of the entertainment was the fact of Mr. Chas. Steinway, the President, being able to preside owing to his restoration of health, and his felicitous remarks proved him to be a host entirely out of the ordinary.

Concerning trade conditions in the music industries of the United States Mr. Nordheimer's observation was that he could best describe it by the word "spotted." In certain localities it was reported good and in other places quite the contrary, but in the aggregate was indicative of prosperity.

The work being accomplished by the various music trade associations in the United States and the beneficial results of unanimity in efforts to improve trade ethics Mr. Nordheimer thought a commendable example for this country.

TUNER AND SALESMAN WANTED.

First class position open with high class music house located in Niagara district for an absolutely first class tuner and an energetic, conscientious, competent piano salesman. British Canadians and abstainers preferred. Will pay salary or commission. Give full particulars in reply which will be considered in strict confidence. Address Box 2267, Canadian Music Trades Journal, 56-58 Agnes St., Toronto.

News Briefs.

Mr. Otis C. Dorian, assistant manager Columbia Graphophone Co., Toronto, is among the members of the music trades spending a vacation in the "Highlands of Ontario."

Mr. Frank Stanley, who has been ill for many months, is able to be back at business again. Until fall he does not propose to be at his desk more than a part of each week, spending the balance of the time at his Island home gaining strength.

Mr. I. Montagnes, of I. Montagnes & Co., Toronto, the Canadian distributors of Sonora phonographs, has returned from a visit to the Sonora factories at New York. Mr. Montagnes was well pleased with the goods he was able to secure for immediate delivery, which he states will take care of orders.

Mr. F. H. Avery, of Avery & Hara, Ltd., the well known St. Catharines music house, is now realizing the advantages of ambidexterity. He is making his signature with the left hand since the engine of his car back-fired and fractured his wrist and tore the ligaments, making a very painful as well as awkward injury.

A Gourlay piano of Jacobean design has been introduced by Gourlay, Winter & Leeming, Ltd., Toronto. At their retail salesrooms this new design was featured in the show window with an appropriate setting of Jacobean furniture. The finish secured in the Gourlay factories is uniform with the finish of the highest grade furniture, an advantage readily appreciated by the salesman.

Year Book of English Trade.

A copy of the 1916 Diary and Year Book of Music Trades Review, London, England, has been received by this Journal with the compliments of the publishers, G. D. Ernest & Co., 4 Duke Street, Adelphi, London, W.C.

It is an elaborately prepared publication and one that should be very valuable to anyone interested in the music trades of Britain. There is a "Buyer's Guide," information on "hire-purchase," postal rates, Shops Act, patents, British possessions, exports and imports of musical instruments, and last, but not least in importance, is the advertising of the various British manufacturers. The selling price of the book is half-a-crown with sixpence extra for postage.

The distributors of the Pathe lines in the United States have formed an association which they have named "Pathephone Distributors of America." The organization meeting was held at Hotel Claridge, New York, and it is proposed to meet annually.

A tragic death befell Mr. J. V. Steger, head of the Steger Piano Mfg. Co. and who in 1891 founded the Illinois town bearing his name. Deceased, who was sixty-two years old, resided in Chicago but spent the week-ends in Steger with his son and daughter. On Sunday afternoon he visited the reservoir to feed the gold fish. His long absence alarmed his relatives who went in search, finding his body in an upright position in five feet of water. Death was attributed to heart failure. Deceased was a native of Wurttemberg, Germany, and came to New York in 1871. His estate is estimated at \$5,000,000. Two sons, connected with the business, survive.

TRADE REPORTS FROM VANCOUVER.

From the Journal's Correspondent.

REPORTS received from dealers in this district indicate a steady business being done, and one that is satisfactory in the opinion of the greater number when due allowance is made for present-time conditions.

The Kent Piano Co., of 558 Granville St., are back in their own quarters, now remodelled and up-to-date. They report a very successful sale while in their temporary premises.

Owing to everything not having been quite straightened out after the removal a full account of the improvements is held over for our next issue. However, our representative, whom Mr. Kent kindly showed over the whole premises, would say that he was much struck with the real improvement of the changes made, especially with the sense of light and air and room in each department, which before had impressed him as cramped and lacking in these essential respects.

Mr. Montelius, of the Montelius Piano House, Granville St., reports that he is holding a very successful sale at the present time, preparatory to the commencement of alterations mentioned in a previous issue of this journal.

Mr. F. G. Ward, manager for Mr. Montelius, in the branch establishment on Hastings St., also reports business brisker for the past month, especially in pianos, while the Vietrola business has picked up on the previous month. Mr. Ward also reports that in May they supplied the new City Police Bagpipe Band with instruments.

Mr. Kennedy, manager of Mason & Risch, reports that things are coming along good, and that people generally appear to hold a more optimistic attitude than formerly.

Mr. Switzer, of Fletcher Bros., Granville St., reports little change in amount of business done, that it is up to its usual standard and no kick coming.

Mr. Bowes, of the Bowes Music House, Ltd., Hastings St., says that the piano business has distinctly picked up during the past month.

At Mr. Wm. Thomson's, on Robson St., the manager reports that he is satisfied with the business done, and considers that indications point towards improvement.

We are glad to report that Mr. Thomson (Junior), who has been twelve months at the front, has so far escaped without hurt, and ranks now as Staff Sergeant.

Mr. Walter F. Evans, of Hastings St., reported business prospects to be hopeful.

At the Ajello Piano Co. on Granville St., there has been little change during the past month, and business has been up to the usual mark of recent times.

Mr. H. A. Grimsdick has arrived in Canada from England to take charge of the Bell Piano & Organ Co., Ltd., at Guelph. Mr. Grimsdick visited Canada last year on an order from the court to look into the company's affairs.

Mr. Henry Coles, of Coles Piano & Music Warehouse, Palmerston North, New Zealand, accompanied by Mrs. Coles, spent a few days in Toronto while investigating the possibilities of buying pianos in Canada for his trade.

Mr. Will M. Dunlop, of the Thomas Organ & Piano Co., has just returned to headquarters at Woodstock, Ont., from a successful visit to the trade in the Eastern Provinces. Mr. Dunlop has many warm, personal friends among his customers who always extend him a cordial greeting and make his trip more of a holiday than a strenuous business outing.

Mr. Beale, head of the piano manufacturing firm of Beale & Co., Sydney, New South Wales, spent a few days in Toronto en route to England. Mr. Beale, who was accompanied by his wife and daughters, has three sons in the army. He predicts very little trade in Australia for German products after the war, the feeding against Germany being particularly strong.

"Imported lines are at a premium, in fact almost impossible to obtain," report Whaley, Royce & Co., Ltd., Toronto, "but on the other hand our factory is turning out a finer grade of band instruments than ever, and working full time with a full staff." One result of the war as far as this firm is concerned is that "Imperial" lines will be better and more favorably known than ever before.

Mr. J. W. Woodham, general manager Foster-Armstrong Co., Ltd., has just completed a trip through the Maritime Provinces in the interests of Haines Bros. and Marshall & Wendell lines. "The best trip I ever had in the east," said Mr. Woodham, commenting upon the business secured. "The east is a solid, steady class of trade that buys the best grades." Mr. Woodham has now completed a visit to all Haines Bros. dealers from Coast to Coast.



The Columbia Grafonola is more and more being recognized as the supreme instrument of music. The greatest music lovers are buying the most perfect instrument.



(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
365 Spadina Ave., Toronto

Strathroy Notes.

Mr. E. J. Wright, managing director of the Wright Piano Co., Ltd., Strathroy, whose holidays since the organization of this firm have been few and far between, is spending the month at Port Frank on Lake Huron, where the fishing is said to be good. He expects to be back at business by August first full of enthusiasm for fall business.

Prominent in the Dominion Day Pageant at Strathroy was a four-horse float on which appeared two Wright pianos. The float was one of the most attractive in the parade and formed a creditable representation for the Wright Piano Co.

J. Calvin Down, and wife, of the Wright Piano Co., Ltd., Strathroy, were visitors in London, June 27th, to witness the presentation of the Colors to the 135th Regiment, in training at Carling's Heights, where they have a number of soldier friends, some of whom have given up the making of pianos to help continue the making of the Canadian Empire. Good luck to them.

Miss Emmiline Bryant, accountant at the Wright Piano Co.'s factory, Strathroy, for the past three and one-half years and who in February had to return to her home in Arkona because of ill-health passed away there during the latter part of June. Miss Bryant was highly respected in Strathroy and greatly esteemed by the employees of the Wright Piano Co., everyone of whom attended the funeral services, motor cars being provided for the purpose.

Captain Child Visits Canada.

Captain W. Allan Child, who in civil life is a member of the firm of Child & Gower of Regina, surprised his Toronto and London friends with an unexpected visit over Dominion Day. Captain Child, who went overseas last year with the 28th Battalion and is on the Headquarters staff in England, was detailed to bring home a number of wounded men. Captain Child was most enthusiastic over the spirit shown by even badly maimed soldiers and their pride in having been able to "do their bit." Wherever he went in England there was no thought of any result of the war but unqualified victory for the Allies.

Captain Child expects to be sent to France or Belgium at an early date and is eagerly anticipating service in the trenches.

Willis Branch at Calgary Moves.

The branch of the Willis Piano Co. at Calgary, which is under the management of Mr. W. M. Howe, has recently removed to larger salesrooms at 325 Eighth Ave. West. This branch was opened up five years ago in the Hope Block on First Street West. Two years later business had so increased as to demand more room and this was found at the corner of Sixth Ave and First Street East. Now comes the removal to the main business part of the city and where the management has endeavored to provide for the expansion that is looked for during the next few years.

Extensive alterations to accommodate the Willis business have been made in the building now moved into and which will make these among the finest showrooms anywhere.

The ground floor from the west entrance is devoted to piano display and a carload of instruments can be shown here quite easily. Connecting with the main floor and opening directly from it is the piano salon, furnished with easy chairs in which customers may luxuriate while inspecting the pianos displayed.

To the rear are the polishing and tuning rooms into which the pianos are loaded direct from the railway siding at the door. The storeroom is on the third floor where there is capacity for four carloads. In addition to their own lines they also carry the Knabe for which the Willis firm have the Canadian agency.

Toronto Piano Man Visits Ottawa Plant.

Mr. B. A. Trestrail, manager of the piano department of the R. S. Williams & Sons Co., Ltd., Toronto, was a recent visitor to the factory of the Martin-Orme Piano Co. at Ottawa. He made an inspection of the various processes of Martin-Orme manufacture in which he was exceedingly interested.

The foremen of the different factory departments pointed out to Mr. Trestrail the constant increase in the quality of materials going into Martin-Orme instruments, in the face of the heavy advances in the cost of such supplies. The Martin-Orme Company having bought far ahead, state that they are able to guarantee prices to their dealers for some time to come in spite of present market conditions.

The R. S. Williams & Sons Co., Ltd., are sole representatives for Martin-Orme pianos in the Toronto, Hamilton and Niagara districts, and Mr. Trestrail stated that his visit of inspection had filled him with a greater confidence than ever in the excellence of the product of this Ottawa factory.

Before leaving "B. A. T." was introduced to the campus of the Royal Ottawa Golf Club, and finding the directors of the "M-O Co." somewhat off their game, took full strategical advantage of the situation.

500 Bandsmen at Canadian National.

Musical Festival will be led by Conway's Famous Band of Soloists.

Over 500 Bandsmen will be engaged for the musical programme at the Canadian National Exhibition. In all over 20 bands have been engaged to play at various times and there will be nearly 400 each night in the massed concert in connection with the Federation of Empire Spectacle. The musical festival will be led by Conway's famous band of soloists, the Director of which has the reputation of being the king of programme makers. There will be concerts every hour of the day and well into the night.

The "Boudoir" Design.

One of the most popular styles of the Ennis line manufactured by the Williams Piano Co., Ltd., of Oshawa, is known as the "Boudoir." Their advertising man had an illustrated announcement of this instrument prepared for their page in the Journal but more orders than they could fill came in for this particular style so that they withdrew the advertisement of it and this they consider substantial evidence of its place in the minds of the dealers.

Universal Rolls of Note.

In the July player music issued by the Universal Music Co. there are two rolls of particular importance, 30266 "La Belle France," an overture on popular French melodies, and 302672 "Rose," op. 30 selection on English Melodies. Both these introduce melodies not listed separately in the firm's catalogue and both promise to be good sellers.

Other rolls worthy of mention are 302594 "Victor Herbert March Melody," 302604 "Aloha Oe," Ukalele arrangement, Queen Liloulakani, 302698 "Valse de Luxe," by Eckstein, a Montreal musician, and 302646 "Wreath of Carnations," Ukalele arrangement, Charles J. Hopkins.

Every Home Should Have an Organ.

Mr. C. E. Tanney, of the Sherlock-Manning Piano & Organ Co., London, who sometimes makes his home city as often as one Sunday in three, stayed over a day in Toronto on his return from a recent visit through the northern section of the older part of Ontario.

Mr. Tanney's policy is one of keeping everlastingly at it and if the first call fails to bring business he calls again and continues to call until the desired account is eventually opened up. While fully appreciating the place of the piano and the player Mr. Tanney is still an advocate of the organ. "Every home should have an organ as well as a piano," said he, "and probably would if the people only knew how to play the organ."

Trade News Briefs.

Mr. John E. Hoare, head of the Cecilia Co., Ltd., Toronto, spent several days in New York during the week of the music trade conventions there. With other matters requiring his personal attention, however, he was unable to attend any of the business sessions.

Mr. Alex. Saunders, head of the Goderich Organ Co., Ltd., and general manager of that firm, who has been absent from business for the past month on account of illness has now almost fully recovered. Mr. Saunders underwent treatment in Wellesley Hospital, Toronto.

Mr. Otto Higel, who has been in New York looking after the erection of his American firm's factory and getting machinery installed, spent some days at the Toronto factory this month. Mr. Higel reports both Canadian and United States business to be in most promising shape.

Edward P. Mason, prominent in the music trades of the United States, has acquired an interest in the Otto Higel Co., Inc., of New York. In addition to being a director he is to supervise the outside sales department. Mr. Mason was formerly salesmanager with Walse & Co., action manufacturers, and later he was connected with Auto-Pneumatic Action Co. in a similar capacity.

Mr. C. R. Coleman, manager of the R. S. Williams & Sons Co., Ltd., branch at Montreal has returned to his home city of Toronto, where he is now manager of Thos. Claxton, Ltd. The latter firm are retailers and wholesalers of musical merchandise and have an extensive phonograph trade, featuring Columbia and Edison lines.

Wilfred James Stevenson has arrived. He is the infant son of Mr. W. D. Stevenson of the Mendelssohn

Piano Co., Toronto. Not having heard of the popular superstition concerning Friday he completed his journey on that day. Naturally he will be brought up to regard the music trades the chiefest industry on earth and he is already responsible for an added impetus to the sale of Mendelssohns.

Mr. R. H. Easson, vice-president of the Otto Higel Co., Ltd., Toronto, is back at his desk after a visit to New York during Convention week. Mr. Easson was too busy seeing the firm settled in the new factory to attend the Convention sessions. All the plant and machinery has been shipped from Buffalo and operations actually commenced in the new premises according to schedule.

It is said that the present war cannot be held responsible for the high price of Circassian walnut. The price would be high if there were no war. A report from the British consul at Poti, where the wood is most plentiful, states that the actual scarcity of the Circassian trees and the increased cost of transporting them from remote districts are the causes of the high prices. The price has advanced nearly 100 per cent. since early in 1914.

The home of Mr. J. D. Ford, the energetic and popular manager of the R. S. Williams & Sons Co., retail phonograph department at Toronto, was favored by a June visit from the stork who left a miniature edition of the head of the house. "A sure enough phonograph man" agreed Jeff on being introduced to his son, but he thought the young man's voice sufficient in itself for some time to come without the necessity of undergoing re-creation.

July Player Rolls by Otto Higel Co.

SOLO-ARTIST RECORDS.

502629	A Dream, Romance, Bartlett	\$. 55
502614	Chanson Bohemian, Romance, Berger 70
502664	Hymn, Medley No. 3 70
	Introducing: (1) At the Cross, (2) Just As I Am, (3) Onward, Christian Soldiers, (4) God Be With You Till We Meet Again.		
502595	In the Garden of My Heart, Song, Ball 55
502675	In the Valley of the Shannon, Song, Russell 55
502653	(1) Love's Reason, (2) Dearest Mine, Songs, Common-Glover 55
502634	Rose Petals, Revue, Ballard, Spencer 70
502602	Sweet Memories, Revue, Ballard, Spencer 55
502644	Under the Stars, Novellette, Dailey 70
502583	When June Time Brings the Roses, Song, Petrie 55

SOLODANT MUSIC ROLLS.

012854	Betty Lee, The, Waltz, Richardson 70
012843	Cup Hunters, The, One-Step, Lewberg 55
012866	Jig, Medley No. 2	1.00
	Jigs, Reels and Country Dances, Introducing: (1) Garry Owen, (2) Campbells are Coming, (3) Four Hand Reel, (4) Sailor's Hornpipe, (5) Kitty of Coleraine, (6) The Real Thing, (7) Bonnie Dundee, (8) From the Next County, (9) Em-dearing Young Charms, (10) Warm Stuff.		
012875	Just Before the Battle, Mother, Song, Root 55
012923	Red Haven Rag, One-Step, Straight 55
012905	She Was Made for Love, One-Step, Mohr 55
012893	Such is Life, Big Fox Trot, Cook 55
012835	Trilby Rag, One-Step, Morgan 55
012883	Universal Fox Trot, Rosey 55
012913	Wake Up America, One-Step, Glasgow 55

STAR MUSIC ROLLS—25 Cents each.

X218	Those Good Old Days Back Home, Fox Trot	Monaco
X219	It's a Hundred to One, You're in Love, One-Step	von Tilzer
	Introducing: Oh, Daddy, Come Home.		
X220	While the British Bull Dog's Watching at the Door	Lauder
X221	March Song	Gottler
X222	Letter that Never Reached Home, The, March Song	Gottler
X223	On the Hoko Moko Isle, One-Step	von Tilzer
X224	O, Canada, Canadian National Anthem, Introducing: (1) Gavottes, (2) Are You from Dixie! (Cause I'm from Dixie, Too)	Cobb
X225	One, Two, Three, Four, Ukalele Waltz	Redding
X226	In the Valley of the Pines, One-Step	Daly
X227	Be a Good Little Chicken, and Lay in My Lap, One-Step	Duoye

You can always make ten more blades of grass grow where one grows now.

An Income and Statement Book.

COMPLEX accounting systems do not appeal to the majority of dealers. A simple system is being used by a southern dealer, the salient feature of which is the "income and statement book," which, although simple in its numerical contents, gives an accurate dial on: (1), the per cent. of loss between what is expected and what is actually made in the sales of any one department such as the piano, player piano or talking machine departments; (2), the stock on hand in any given department without taking any actual inventory; (3), the real net profits and, (4), the per cent. which it costs to do business in any given department.

This last element is a most important one because it eliminates guess work and taking chances. For instance, by referring to a single page in the "income and

the per cent. of cost of doing business, to make it a good proposition from the net profit standpoint. This system has attracted considerable comment and approval from prominent travellers and prominent dealers.

Humor in a Collection Letter.

DOES it pay to interpolate a little humor in one of a series of collection letters? The head of a large collection department claims that it does and gives this example as a sample:

Dear Sir:

Willie came up to his mother with an expression of anxiety on his face. "Ma," he asked, "if a poor, hungry little boy was to come to the back door and ask for something to eat, would you give him that piece of pie that was left over from dinner?"



This attractive display of a Nordheimer Drawing Room Grand was arranged by Mr. Frank Whitehouse, the Nordheimer representative in the Peterboro district. This display is in one of the fine show windows of Cressman & Co., Peterboro's most progressive department store.

statement book," the dealer discovers that to conduct a gross business of \$10,000 it cost him \$2,500, which means 25 per cent. Now he knows absolutely that to make it a paying proposition at all there has got to be a difference between wholesale and retail of over 25 per cent. Otherwise, he knows the manufacturer is offering him a line that means an ultimate loss.

If, on the other hand, the cost should be only 15 per cent., the dealer knows that in such a department he is open to handling lines that have over 15 per cent. difference between wholesale and retail prices. As a rule it has evolved, thanks to the column which gives the per cent. of loss between expected and secured retail price, that the dealer needs a 5 per cent. margin over

"Yes, Willie, of course I would," said the mother. Willie's face cleared.

"All right," he said, "just wait a minute till I run around to the back door."

Now, Mr. Smith, we want to place you in the position of Willie's mother and ourselves in the position of Willie.

If we came to your office and asked for a check for \$—, to replenish our bank balance, you would give it to us, wouldn't you?

Well now, if you would do this for us if we came to your office, why won't you do it just as willingly when we come to you in the form of a letter through His Majesty's mail?

We would like to visit you in person, shake you by the hand and tell you just how much we really would appreciate a check for your account, but we can't do this to all our good customers, but we do want to say to you with all the earnestness and enthusiasm at our command how very anxious we are to have your check, NOW—by return mail—attended to before it again escapes your attention, and we will appreciate and value it just as highly as though handed to us in person were we to call at your office.

Please perform the kind act of little Willie's mother.

Yours very truly,

The above letter is just the kind that gets under your skin; and, after the ordinary collection letters, if the letter doesn't get under the skin, it won't get the money.

Cause of Sound Board Splitting.

WILLIAM Braid White answers the question "What Causes the Sound Board to Split?" in an article in the New York Music Trade Review by saying: "What causes rocks to split when water has dropped into clefts in them and then frozen? The sound board is in a state of tension, with its entire structure squeezed into a space a little too small for it. This space does not change its dimensions. If we could keep the board in a vacuum so that no trace of moisture from the air, no change of temperature and no one of the multitudinous influences that affect wooden structures in daily use could touch it, then the board would never split.

"But in ordinary use we have heat and dampness in the summer; heat of a different sort with dryness in the winter. In summer time the sound board swells up and in winter time it dries out. In summer time it expands and in winter time it contracts. Always the expansion and contraction must take place without any allowance in the structure of the board for the resulting molecular changes. The outside edges of the board are enclosed within a rigid band and the only chance of responding to contractive and expansive atmospheric influences is through rising and falling of the centre line of the board. But the strings of the piano cross the board along its diagonal, roughly speaking, and so interpose an almost completely effective obstacle to expansion or contraction along the only line of motion left. Hence, not unnaturally, the sound board strains itself back and forth until somewhere it splits. Why should it not split? Indeed, how can it help splitting?"

Confessions of a Salesman.

THE little record I keep of my sales showed June business was good, so I broke into July feeling as if I had the world by the slack of the pants—wasn't going to let anything wet-blanket my enthusiasm," writes a salesman in Advertising and Selling. "Everything went along lovely and ping pong until I dropped in to see old man Grizzly at Newcastle.

"Stopped up in front of the store and shook hands with all the boys. One of them whispered: 'Say, Bill, the old man gets sore when any of you fellows stop up here in front and speak to us first. You ought to go right by us and go back to his desk the first shot out of the

box.' Sure enough when I reached Grizzly's desk, he looked at me as if I were about as welcome as a splash of gravy on a white shirt front. He wouldn't even offer to shake hands. 'I thought you were here last week,' he growled. 'Nope,' I said cheerfully, 'it's three months since I visited this beautiful city.' 'Well, I haven't sold a thing since you were here and I'm going to throw out your line,' he remarked sarcastically. Then it happened. Grizzly and I had a wordy war. Grizzly got sore. Of course he did, because I was sore myself. And no salesman has any business getting sore. I not only failed to get an order, but I made an enemy of Grizzly. I've pasted this in my hat. 'If you want to get even with a man, don't argue with him—just take all he says with a smile and get even with him by over-selling him some time.'

"I was surprised when I called at Barnes' Department Store to learn that Bob Phillips, one of the clerks, has been appointed buyer since my last trip. I was still more surprised by his somewhat cool manner toward me. As old Plutarch said of Romulus, 'He behaved as almost all men do who rise by some great and unexpected good fortune to dignity and power; for, exalted with his exploits, he dropped his popular affability and assumed the Monarch to an odious degree.' So I called him 'Mr. Phillips' instead of 'Bob' and was very respectful—and copped a nice order. Such is life."

Demonstrating the Player.

Republished from Standard Player Monthly.

BE sure, before starting to demonstrate any player piano that it is in first-class condition for demonstration; that no minor adjustments remain to be made, and that it is to the height of its efficiency in every detail. This is not to be ascertained while your customer is waiting, of course, but a good manager will see to it that his stock of players is at all times kept in first-class condition, so that the salesman will not have to experience the humiliation of sitting down to play and then "something happen."

Another thing, be sure that all demonstration rolls are perfect in cut.

Here is about the way to demonstrate a player piano—a light classic first, a few chords by hand to show that the instrument can be thus played—a 25-cent roll, something popular and lively, showing how cheaply good music can be procured for the instrument; then, ask the prospective customer for his choice of two or three of his favorite selections, explaining that you want to be sure you have one or the other in stock. Then select the roll of the three that you can play the best and play that one. If he has no preference for any roll, simply ascertain what type of music he desires to hear, and play one roll of that, but don't make the mistake of playing so many rolls that the edge is gone from the prospect's interest.

The demonstration of the player piano is one of the most vital factors in its sale. To prolong the demonstration tiresomely is to lose the concentrated attention of the prospect, which may ultimately result in a lost sale.

In short, everything should be pleasing to the eye and ear of the customer, not even forgetting the salesman himself.



The New Gerhard Heintzman Player Piano

Which has made its appearance, **REVOLUTIONIZES** the present day player mechanism as it is the only practically All-Metal Player made.

Made in Canada.

Made by ourselves in our own factories.

The **NEW GERHARD HEINTZMAN METAL PLAYER PIANO** contains the most ingenious method of incasing the delicate valves in a **SEAMLESS, NON-CORROSIVE, INTERCHANGEABLE METAL SHELL** or CARTRIDGE.

The **WIND CHESTS, TRACKER TUBES** and **TEMPO BOX** are **SEAMLESS BRASS**; the **VALVE BOXES** are **SEAMLESS METAL CASTINGS**.

The **NEW GERHARD HEINTZMAN METAL PLAYER PIANO** is simplicity itself (anyone can play it). It is **DUST-PROOF, LEAK-PROOF, NON-CORROSIVE**, will withstand any climate or change of temperature, and is practically no larger than an ordinary upright piano.

The many exclusive features are patented or patents pending.

The **NEW GERHARD HEINTZMAN METAL PLAYER PIANO** is the great realization of an ideal after years of study; let us demonstrate its selling ability to you; you, like others, will be immediately convinced that the **LAST WORD** in Player Piano mechanism is contained in the **GERHARD HEINTZMAN, Canada's Greatest Piano**.

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