

CANADIAN MUSIC TRADES JOURNAL



The Journal extends the
Season's Greetings to
every Reader with Best
Wishes for the coming Year.

We Wish Our Friends

A Merry Xmas

And

**A Glad and Prosperous
New Year**

and extend to them our sincere thanks for assisting us in
making this our banner year.

W. N. MANNING.

J. F. SHERLOCK.



THE
SHERLOCK-MANNING
Piano Company

LONDON, CANADA

(No street address necessary.)

THE makers of the Martin-Orme pianos and players take this opportunity of extending to the entire Music Trades throughout the Dominion their very best wishes for a Merry Christmas and a New Year of joy and prosperity.

**STYLE
" D "
FULL
88-NOTE.
ONLY
4 Ft. 4½ in.
HIGH**



**THE
MARTIN-
ORME
PLAYER
THAT
WILL
MARK
1914
SALES**

The Martin-Orme Piano Co., Ltd.

Ottawa

Canada

ESTABLISHED 1870

ESTABLISHED 1870

Newcombe Pianos and Players

"Never Suffer by Comparison"



PLAYER IS A PLAYER, BUT—a Newcombe Player is more than a mere player. It is a work of beauty built to withstand year in and year out the extra usage to which a player piano is subjected.

Newcombe instruments are noted for staying in tune. It stands to reason that the immense strain of the 228 strings in a piano pulling on the frame must cause some bending of the frame, and be it ever so slight, the tone is affected detrimentally. To counteract that strain has been one of the problems of piano building for years, resulting in numerous useless devices—and numerous devices have been and are now being used. There is, however, nothing quite so simple and effective, and quite so easily explained to the customer as the

HOWARD PATENT STRAINING RODS

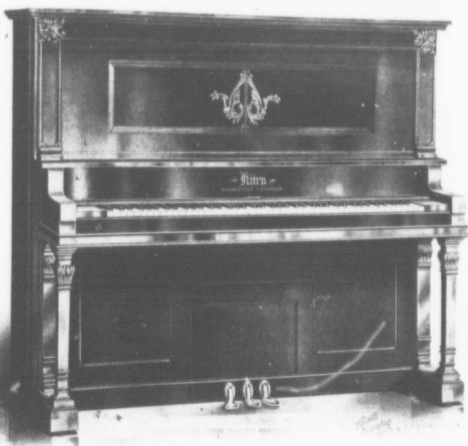
with which each Newcombe—and Newcombes only—is equipped

The
NEWCOMBE
Piano - Company
Limited

HEAD OFFICE:
359 YONGE ST. - TORONTO

Factory:
121-131 Bellwoods Avenue

IT TAKES AN **AI-PLAYER** TO MAKE AN **AI-REPUTATION**



In the purchase of a piano or player piano for the home there is more often than not a willingness to indulge the desire for something of greater elegance than elsewhere in the house.

The dealer handling KARN PLAYERS is in the exact position to make possible the indulging of that desire.

Sometimes—very often, in fact—it is the things that may seem slight and trivial that make the vital difference when the question of tone and customer satisfaction are seriously considered. The KARN factory management watches the little things—and it tells in the finished product.

Use your customer's curiosity. Put a KARN PLAYER in your window. Take the front off and expose the action to view. Have a KARN PLAYER playing inside your store. Then you are showing off its tone. The Player Action attracts,—impresses. The appearance speaks for itself.

THE KARN-MORRIS
COMPANY

Wishes You a Very
Merry Christmas.

KARN-MORRIS
Piano and Organ Co.
LIMITED
Woodstock - Ontario

Factories
Woodstock and Listowel

THE KARN-MORRIS
COMPANY

Wishes You a Very
Happy and Prosperous
New Year.

Karn on Players is a Quality Name

The Gourlay - Angelus



**The Choice of
all Musical
Entertainment**



When the sweetness of Gourlay tone is united with the human possibilities of the greatest of all piano-players then we have, evolved in the Gourlay-Angelus, a rare medium for every form of musical entertainment.

With Human Skill

Whether the selection be an old folksong, or a Wagnerian overture, the sensitive little Phrasing Lever responds to the most delicate pressure of the right hand in answer to your own interpretation. It imparts all the human pathos and feeling that is in the soul of the performer with a skill that is marvellous.

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Soloists welcome the Gourlay-Angelus for its perfect human accompaniments. The melody is sustained by a clever Melodant device, and absolute control of tempo and volume of tone affords any desired shading in expression.

Instrument of Royalty

The world's best productions are the choice of royalty. This has been the crowning distinction of the Angelus player in European courts—won entirely on its unsurpassed musical merits.

The Gourlay-Angelus therefore is endorsed by the most eminent European masters and composers as an instrument with marvellous human possibilities.

This Gourlay-Angelus will amaze you with its responsive human touch, from the music of the rhythmic dance to the complicated setting of a concerto. It fulfils every form of musical entertainment with surprising effect and is the greatest boon to all lovers of music.

Its musical appeal is irresistible.

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TORONTO

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The BELL PIANO

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No Musician and no Dealer who
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The new walnut with the figure
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Write us for quotations on Pin Block, Bellows,
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THE Themo-Art Rolls are produced from the recorded performances of pianists of high standing; they portray with wonderful fidelity the distinctive characteristics of hand playing, and with side perforations for the purpose of melody note accenting, automatic sustaining pedal, and the line of interpretation

THEMO-ART Rolls are a great success because many player merchants have discovered the various ways in which they contribute to success in player selling. They are really a necessity to every piano man who is devoting his energies to the increasing player trade.

TO renew the interest of old player owners, Themo-Art Rolls present a very fine means for enlivening the interest of all player owners in their instruments, thus making them music roll buyers and prospect producers.

The perfection of Themo-Art Rolls cannot be surpassed.

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Universal Music Company

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Piano and
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Pay For
Nothing
But
Quality



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For
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But
Quality

Holiday Season

Will be Upon us Before we Know it.

Stock Up Now Before the Rush Season

We Have a Nice Stock of

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Through Our Works for Prompt Ship-
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Do Not Delay Until Your Customer Asks
for the Goods, But Order

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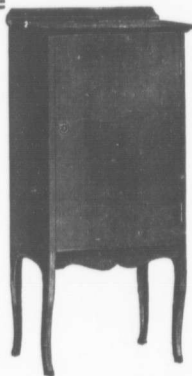
The Goderich Organ Company, Ltd.

Goderich,

Canada



No. 200. Bench, Single or Duet.



No. 10. Music Cabinet.



The Wormwith Piano Company, Ltd.

Extend to all in the Trade

A Merry Christmas

and

A Happy and Prosperous New Year



Style "A" Player

These Players meet the demands of all
first-class musicians.



Style Louis XV. Player



The Wormwith Piano Company, Ltd.

KINGSTON, - - ONTARIO

**Established
1856**



**Built to
Serve**

CRAIG pianos serve two classes—the men who have to sell them and the people who buy them for constant use.

In every field of industrial endeavor Service has become a basic necessity. Successful commercial activity is dependent, to a large extent, upon it.

Perhaps in no business is Service more essential than in the production of high grade pianos.

We have fully realized the vital importance of Service to those whom we would serve. We are deeply conscious of the part it plays in our own success.

Results prove that the Craig factory Service has been appreciated, and with the approaching months of renewed selling activity, the claim for Craig pianos—that they are built to serve—will be of greater import to the trade than ever before.

—The—

Craig Piano Company
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Perfection in Finish

IS OBTAINED
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**Jamieson's
Varnishes and Stains**

NONE BETTER CAN BE
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R. C. JAMIESON & CO., Limited

Established 1858

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Over Fifty Years of Experience Guarantees the Quality of
Our Products

“Artistouch”

**“Forster Artistouch
Expression Control”**

The device which makes a Player Piano
sound like the hand playing of an artist.

Make an appeal to the musical sense of your customers. They will appreciate the “Artistouch” and it will make more sales because your customer will play much better with it than without. Ask for it in your next order for players.

Can be had to install on your
present stock if you wish it.

Any further information will be gladly given
by the manufacturers, Otto Higel Co., Cor. King
and Bathurst Sts., Toronto, or

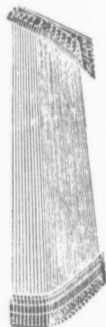
THE INVENTOR

J. Leslie Forster

680 King St. West

TORONTO

CANADA



Piano Strings

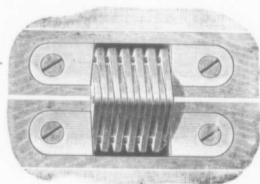
(Patented 1904)

of Highest Grade

Canadian Agents for Rudolf
Geise's German Music Wire

**Toronto Piano String
Manufacturing Company**

122 Adelaide St. West Toronto
Phone Main 5848



When you don't see the hinges on a
player-piano you may know it
is equipped with

SOSS Invisible Hinges

Most Players Have Soss Hinges

Because Soss Hinges help sales. Have some
manual pianos made up with Soss Hinges and
note results.

The SOSS INVISIBLE HINGE CO., Ltd.
104 Bathurst St. Toronto, Can.

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**Well Bought
are half Sold**

1913 did well for **Stanley
Pianos** and **Players** and
we hope our dealers have shared
in the prosperity.

Our factory facilities will
soon be increased and we desire
in the meantime to submit
samples on approval to prepare
for the big things to follow.

We Excel in Players

There's a reason **why** our
trade has grown, and you should
be interested in a line like ours.

Our Dealers Like the Tone.

Write us, it will pay you.

**Stanley Pianos
Toronto**

C. F. GOEPEL & COMPANY

137 EAST 13 STREET

SUPPLIERS OF

NEW YORK

High Grade Commodities

SOLE AGENTS

U.S. & CANADA
FOR

Klinke's

GERMAN

Tuning Pins

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Player Accessories.

Tracker Bars, Transmissions, Brass and Rubber Tubing, Rubber Matting for Pumper Pedals, Pumper and Player Pedals, all Special Hardware formed or cast, Leather Nuts, Push Buttons, Special Punchings cut from Cloth, Felt, Fibre, Paper, Pasteboard, and all character of Leather.

Send inquiries, accompanied by Samples, for Prices, stating Quantities required.

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Of every description, comprising Name-board, Stringing, Polishing, Muffler, Straight and Tapered, in Rolls and Sheets, etc., Stripped to Width and Length as wanted.

Imported French and German, also Domestic Bushing Cloth ——— Hammers.

Soft Yellow Poplar Veneers

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Write to

The Central Veneer Co.

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200,000 feet daily.

W. Va.

Adelina Patti and the Haines Bros. Piano



What Adelina Patti Said 25 Years Ago

Craig-y-Nos Castle
Ystradgynlais (Swansea Valley)
South Wales.

Messrs. Haines Bros.,
Dear Sirs:

The Upright Piano-forte you shipped to me has arrived in perfect condition at the Castle, and I must say I never heard one with such lovely tones. Each time that I use it I am more surprised and pleased with it. Until I became acquainted with your instruments I believed it an impossibility to find such pure quality and volume of tone in any instrument but the Concert Grand.

Assuring you of my delight with my piano, and with sentiments of distinguished regard, Believe me,

Your sincere friend,

Adelina Patti

And What Her Opinion Is Today

Craig-y Nos Castle
Penycae, S. C., Breconshire.

Messrs. Haines Bros.,

7th May, 1913.

Dear Sirs:

The Baroness Cederstrom (Madam Adelina Patti) has just returned from the Continent and finds your letter of the 21st February last awaiting her. In reply I am desired to say that the Haines Piano, which was sent here many years ago, is still in her ladyship's boudoir and continues to keep in good condition, tone and touch, and gives her pleasure when playing upon it. Also I am to express the Baroness' best thanks for the good wishes and remembrances you recall, and for the little volume called Musical Celebrities, you enclosed.

I am, Dear Sirs,

Yours faithfully,

H. J. D. Alcock, Sec'y

The Foster-Armstrong Co., Ltd.

J. W. Woodham,
General Manager.

Head Office:

4 Queen St. East, Toronto

Factory:

Berlin, Ont.

E. Birch,
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MENDELSSOHN PLAYER PIANO

Player mechanism
thoroughly re-
sponsive.

Player Piano con-
struction up-to-
date in its capa-
bilities as a
Player and
Piano.

Music lovers satis-
fied by its un-
limited capacity
for expressing
musical feeling.

MENDELSSOHN PIANO CO.

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BRIGHTEN YOUR STOCK. If you would have attractive people come to your store to see attractive and sweet-sounding Pianos—that will remain year in and year out sweet-toned and attractive—Just brighten your floor with

WRIGHT INSTRUMENTS

Ours are products out of the ordinary, designed and built with care that seems to be just a little more than necessary, but at prices that are well within the moderate limit.

They are demonstrated result-producers.

YOU put them to the test.

Wright Piano Co.

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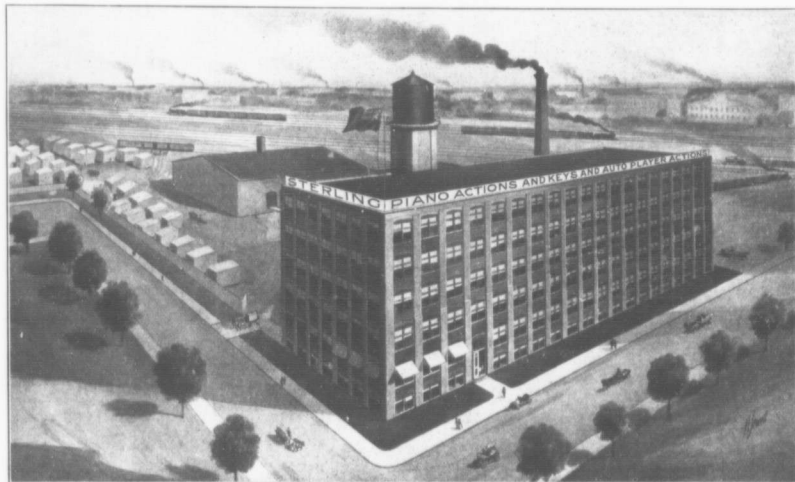
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Ontario

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The Oldest Piano Action Manufacturers in Canada



IN THE PIANO WORLD
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PIANO ACTIONS
OR
PLAYER ACTIONS



PIN YOUR HOPES
TO THE NAME
"STERLING"

Sterling Actions and Keys **Ltd.**

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CANADA

..IT'S WORTH NOTING..

A reference to our sales for the first three months of 1913 shows almost as much business as was done for the three last months of 1912—which means that dealers in Talking Machines have the bulk of the season ahead of them and need not be afraid of stocking up.

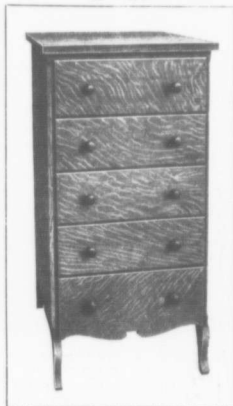
ORDER NOW

FOR
Edison Amberola V., VI. & VIII.



Capacity 90 Records
No. 57—Oak
No. 58—Dark Mahogany
Top 20x24 1/2

FOR
Edison Amberola V., VI.
& VIII.



Capacity 150 Records
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LAST CALL
FOR
CHRISTMAS

CABINETS
FOR EVERY
Make of Machine

ORDER NOW



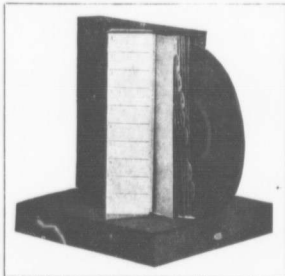
No. 48 Golden Oak. No. 49 Mahogany
No. 50 Mission

A very popular, useful article at a moderate price. Top large enough to hold any machine; the door when open forms a support to rest records on, and the shelf will hold Albums or Player Roll Boxes.

NEWBIGGING
CABINET COMPANY
LIMITED

Hamilton
Ont.

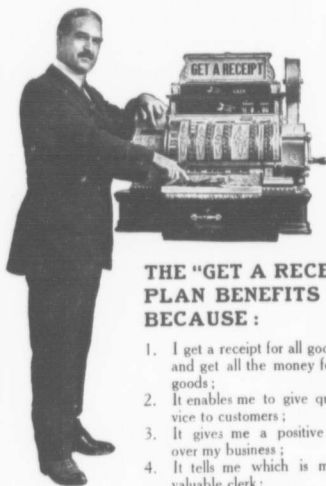
Specialists in
Phonograph
Records and
Player Roll
Cabinets



The handiest Album made. Will hold 10 or 12¹/₂ Records. Can be used standing on end. Also the cheapest Album that you can buy. Ask our prices.

The "Get a Receipt" Plan Benefits

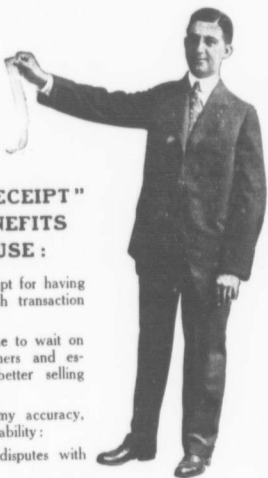
MERCHANT



THE "GET A RECEIPT" PLAN BENEFITS ME BECAUSE :

1. I get a receipt for all goods sold, and get all the money for these goods;
2. It enables me to give quick service to customers;
3. It gives me a positive control over my business;
4. It tells me which is my most valuable clerk;
5. It prevents misunderstandings with customers and thereby increases trade.

CLERK



THE "GET A RECEIPT" PLAN BENEFITS ME BECAUSE :

1. I get a receipt for having handled each transaction correctly;
2. It enables me to wait on more customers and establish a better selling record;
3. It proves my accuracy, honesty and ability;
4. It prevents disputes with customers;
5. It teaches me to place the correct value on money and to handle it accordingly.

Besides the merchant and clerk, the "Get a Receipt" plan benefits customers.

Stores using the "Get a Receipt" plan can give quick service to their customers.

This result is a **satisfied** trade, which is the best advertisement for your store.

Every merchant can give better service to his customers, increase the efficiency of his clerks and get more net profit for himself by using the "Get a Receipt" plan.

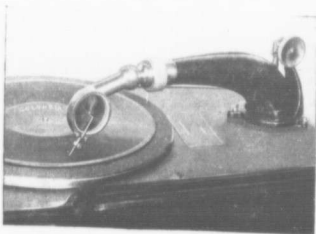
Write for more information

The National Cash Register Company, 285 Yonge Street, Toronto

Canadian Factory, Toronto

The receipt issued by the National Cash Register protects customers against mistakes; furnishes proof of what servants and children spend when sent to the store; prevents mistakes on charge accounts.

PROFITS FOR Still Time for Xmas Orders CANADIAN JOBBERS—



Pat. Pending

UNION No. 1, for
Edison Machines.
Gold Plated, \$5.00
Nickel, oxidized, \$4.00

NOTICE

U. S. list prices quoted here.
Duty extra in Canada.



Pat. Pending

UNION No. 2, for
Victor Machines.
Gold Plated, \$7.50
Nickel, oxidized, \$6.50

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Columbia Machines.
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Union Specialties
double the range
of your customers'
machines.

HERE are seven profit-
able specialties that
will sell to your customers
on sight. Why? Because

UNION PHONOGRAPH SPECIALTIES

meet a long-felt demand.

UNION No. 1 enables owners of Edison Disc
Machines to play Victor, Columbia and other
similar records on an Edison. It adjusts in-
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UNION No. 2 plays Edison records on a Victor.
UNION No. 3 plays Edison records on a
Columbia.

UNION Modifiers enable the owner of any
machine to get exactly the tone desired, using a
loud needle. UNION Modifiers are a big aid in
selling new machines.

The UNION Sound Box is a new advance in tone-
reproduction designed to eliminate scratching.

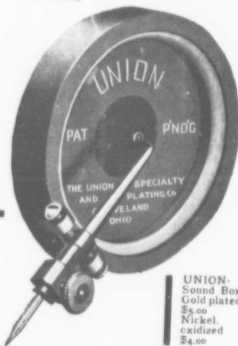
FREE CATALOG — "Two Phonographs in One"

Write for your copy to-day and see for yourself how this
simple but detailed booklet with full illustrations will interest
your customers and make profits for you.

The Union Specialty & Plating Co.
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- Fletcher Brothers, Ltd.
633 Granville Street, Vancouver, B. C.
- Gerhard Hein'zman, Ltd.
41 43 Queen St., West, Toronto, Can.
- Layton Bros.
150 St. Catherine St. W., Montreal, Can.



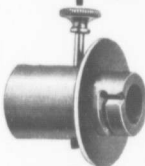
Pat. Pending

UNION-
Sound Box
Gold plated
\$5.00
Nickel,
oxidized
\$4.00



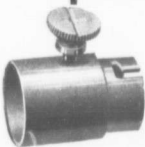
Pat. Pending

UNION
Modifier
for Edison
Machines
(open)



Pat. Pending

UNION
Modifier for
Columbia
Machines



Pat. Pending

UNION
Modifier
for Victor
Machines



Actual size.

UNION No. 1 (shown in use with UNION
Sound Box in upper left-hand corner.

NORDHEIMER



PLAYER PIANO



Plays Like the Natural Hand

The success of the Nordheimer Player is the crowning achievement of our long and successful record of manufacturing high-grade pianos.

Dealers who are looking for an instrument that will appeal to customers who wish to purchase a Player on account of its artistic qualities and durability, will find it in the Nordheimer.

No expense has been spared in the construction of a Player Action which would be thoroughly in keeping with the high standard of the Nordheimer Piano.

Dealers wanted in unrepresented territory.

The NORDHEIMER PIANO & MUSIC CO., Ltd.

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15 King St. East, - TORONTO

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T. L. LUTKINS

Piano Player and Organ
Leather Pneumatics, the
Best Bark Packing made
—Alum Packing—Alum
and Suede Valves—and
all special tanned bellows
leather.

Special tanned chamois that
will not scratch any highly
polished surface.

40 SPRUCE STREET
NEW YORK CITY

"Superior" Piano Plates

MADE BY

THE

SUPERIOR FOUNDRY CO.

CLEVELAND, OHIO, U.S.A.



Bookkeeping by Machinery

A large manufacturer says: "Our Underwood Condensed Billing Typewriter and the system you devised to go with it is the best investment we ever made. The machine saves the cost every four months."

United Typewriter Co.
Limited
7 and 9 Adelaide St. E. in Toronto
Everywhere in Canada

See the
Adding Typewriter
Computing
Typewriter

American Felt Company

TRADE MARK



The one house that carries a complete line of supplies for all branches of the trade.

We extend to our many Canadian friends the Season's Greetings and in appreciation of long years of cordial relations beg to wish them a very prosperous year, 1914.

Headquarters for the Canadian trade
114 East 13th Street, New York City.

American Felt Company

TRADE MARK



HERE

is a feature which alone makes it worth while trying

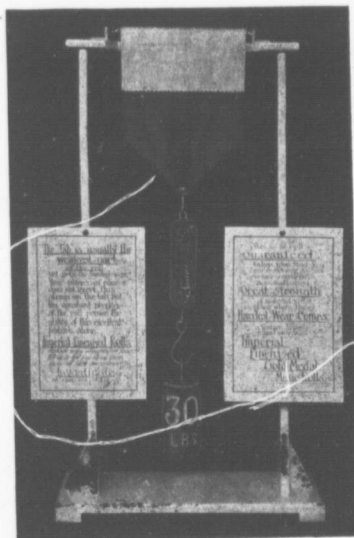
IMPERIAL LINENIZED MUSIC ROLLS

YOU don't need telling of the importance of the "tab" staying on—you know that if the tab comes off it is very rarely replaced—central in the width of the sheet—therefore a roll with a tab on as securely as this ——— is surely worth while.

Get in touch with us at once—we'll tell you.

Perforated Music Co. Canada

Factory: Carlaw and Eastern Aves.
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Montreal Wholesale Depot, 510 St. Catherine St. West.





ESTABLISHED
1849

"Over
25 of the
World's
Greatest
Makers
under one
Roof"

Musical Instruments of Quality



**Merry
Xmas**

To those whose aims and faith rise above mere commercialism and immediate profit this season brings a double message.

One of good cheer and optimism in the future of our country and the character of our people; and the other a realization that many a home will start the new year afresh, inspired by music that has come to them in the bounty of Xmas.

To all of us who are privileged to participate so largely in the season's commerce, and whose products so thoroughly symbolize the Xmas spirit, comes a realization that our field is one of the great necessities of life, whose power is second only to that of love.

To our friends, both known and unknown, we extend sincere and hearty greetings.

May your Xmas be one of infinite happiness.

THE WILLIAMS & SONS CO.
R.S. *MUSICAL INSTRUMENTS OF QUALITY* **LIMITED.**

WINNIPEG CALGARY MONTREAL TORONTO



CANADIAN MUSIC TRADES JOURNAL

Issued Monthly

In the interests of the Musical Industries in Canada, including Piano, Organ, Player Piano, Supply, Talking Machine, Musical Merchandise, Sheet Music and all kindred trades.

\$1.00 per year in Canada; 5s. in Great Britain; \$2.00 in other countries

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Sell the Musical Instrument, Not a Mechanical Wonder.

WHEN the player piano was a new production on the market it was featured largely as a mechanical wonder. As a result professional musicians and musical people generally formed a prejudice against it that has taken much demonstration and costly advertising to eradicate, and still there is yet a great deal to be done in this direction.

There are still some retailers and salesmen featuring the player piano as a mechanism rather than a musical instrument. They expend effort in demonstrating to their prospective customers all the wonderful mechanical appurtenances of their instruments, forgetting that it is an instrument for the production of music that is wanted. To such an extent has this feature been emphasized that the public quite naturally supposes it is mechanical parts they should look for, and it is perhaps this more than any other point, that causes the consumer to spend so much time in looking around—apart of course, from variety of prices quoted.

The methods of successful salesmen, who have been induced to express their ideas on this point, are to show the musical qualities of their line, and to satisfy the customer regarding tone, expression, shading, phrasing, etc. They emphasize the musical side of the instrument and take care not to confuse the "prospect" with a list of bewildering technical arguments. They further take just the reverse of the original argument that anybody could sit right down and play any piece recorded as well as a skilled pianist playing by hand. Modern player piano selling takes cognizance of the fact that to thus paint the possibilities of the player is not attractive to the discriminating purchaser. The player having long since evolved from a curiosity, the demand of those who want it as such has been pretty well filled, consequently the market is among musicians and lovers of music, and to be told that no practice to play the instrument well is required, is injurious to the proposition.

Demonstrate the Instrument—Not Yourself.

CLOSELY affiliated with the subject touched upon in the foregoing paragraph is the tendency of some player salesmen to demonstrate themselves rather than their instruments. This perhaps applies no more speci-

fically to player piano demonstration than to sub-shipment of pianos or any other line of merchandise. One occasionally meets with a player salesman who is so filled with conceit regarding his own demonstrating ability that he overlooks the player. He temporarily forgets that when demonstrating the player he must sink his own individuality. It is not the ability of the operator that the customer is buying, but the capabilities of the player, though it is the ability of the operator that makes the sale.

One of the most successful player salesmen in this country spends more hours in practising on the instrument than the majority of skilled amateur pianists spend with the piano. This salesman is an artist in demonstrating, but he has the faculty of doing his work with an ease and grace that suggests at once to the customer, "I could do that with a little practice," and it is just that idea that is the keystone of his success. Of course, it is unnecessary to point out that this salesman is enthusiastic regarding the player piano. It is this enthusiasm that has made him successful in converting prejudiced, critical musicians by actually showing them that with practice, superior results can be attained with the player piano. One of the observations of this salesman is to demonstrate the instrument and not yourself.

The Guarantee.

ABOUT this word "guarantee" are crystallized enough illusions to cause more lawsuits than could be settled in a lifetime. A salesman recently asked by a customer what his guarantee meant, replied, "It means that we will replace any defective material or workmanship at our own expense." "Then," asked the customer, "in case of a break, who decides whether the material or workmanship is defective?"

"Well," said the salesman, "that just brings you back to this point. You must have confidence in us to give you fair treatment and realize the reason of our service department. You must also see that we are anxious for the good will of our every customer, for future customers depend upon that good will. The customer must necessarily largely submit to our judgment in the case of a disputable claim. We have, at our own expense, made repairs not necessitated by defects, but because of the reasonableness of the customer."

Every firm or individual who sells guaranteed goods knows that there will be unjust claims to contend with and everyone, particularly in the piano and player trade, cannot act on the theory of the departmental store, "that the customer is always right." Injudicious and promiscuous "guaranteeing" certain classes believing that the guarantee can be stretched to cover any mortal thing that can happen to the article purchased. Guaranteed watches have been brought back for repairs made necessary by roughness or carelessness. Bicycle owners have expected the guarantee to cover frames smashed up in collision, and player piano owners are no less unreasonable.

The guarantee in connection with players and pianos must be used judiciously, nevertheless whether service is emphasized or not, service should back up every sale. Service does not mean keeping the instrument in tune, or cleaned and polished free of charge, but means such voluntary attention as is necessary to keep the customer pleased with his purchase, and to have him pay for such attention as is necessary, to prevent more costly attention at a later date.

Made in Canada.

ON another page of this issue appears a letter from "A Patriotic Retailer" that is evidently intended for the attention of piano and player salesmen, in whose collective hands is great power to "knock" or "boost." In retailing any commodity it is usual to follow the line of least resistance, providing the profit is the same. It is no compliment to Canadians that many retailers of various commodities find that following the line of least resistance is to offer an "imported" article, assuming that the customer is a man or woman of discrimination, and consequently must have the imported product.

The right cannot be denied to any man to send his money abroad if he chooses, but the man engaged in a line of business, the success of which is dependent upon the country's progress, is surely entitled to give the domestic article the preference when purchasing for personal use, or for the purposes of his business.

Femininity in the larger cities may be pardoned for going to New York to buy a hat if elsewhere cannot be bought an exclusive creation, but it does appear unwarranted for Canadian manufacturers, or the retailers depending upon the custom of persons employed in Canadian manufactories, to buy their footwear and shirts, their gas ranges and furniture, fountain pens and office stationery, and materials for the production of "Canadian Made" products abroad, unless they have thoroughly investigated home conditions and satisfied themselves that they can do better by importing. There are even those who will advocate paying a higher price, if necessary, as evidence of their loyalty, but patriotism that touches the personal pocket, it is unnecessary to mention, has not a great following.

The piano trade, is in a sense unique. Manufacturers originally put to the necessity of retailing their own products came in direct touch with their customers. Aided by the friendly co-operation of the national policy, a gigantic industry has resulted. But the importation of a million dollars worth of musical instruments and parts, including all kinds, except talking machines and records, is a large amount for this country's population.

Salesmen who have not considered the question seriously, should make a thorough study of the respective merits of Canadian made and imported instruments, so that they would know positively which best serves the interests of their customers at equal price. A large retailer, who has several good agencies, imported cheaper makes to sell to those who would not pay the price for a high grade instrument. He stated to this Journal that there were so many "come-backs" that he found it necessary to discontinue the imported article, and he is satisfied to pay more for a corresponding class of Canadian-made instrument, but of much more thorough workmanship and superior materials.

A Field for Prospects.

THERE is nothing new in noting that, generally speaking, every couple commencing house-keeping furnishes another good name for the music dealers' prospect list. At certain seasons special daily paper and magazine advertisements are prepared with that class of prospects in mind. Some houses send carefully-worded letters to all brides-to-be, incidentally making references to their store and lines.

Just how successful these efforts are is hard to say. In some districts such a field for musical instrument selling is not clearly defined in the salesman's mind, nor is it acknowledged to be of much importance. In the Province of Ontario alone last year there were registered 28,845 marriages. This does not decide that 28,845 new homes were furnished. There would be numerous instances where one of the parties would have previously owned a piano or organ, or talking machine. But allowing for those, thousands must have made a fresh start. In a certain Ontario city, where the ground is supposedly thoroughly worked, a couple were married in July last, and were never approached by any firm on the piano question until Toronto Exhibition time, when they bought a \$750 player, which is proving an excellent sale indirectly among a class of good people, whom it is rather hard to effectively reach. It is interesting to note that of the total number of marriages given above for Ontario last year, 15,917 were from cities, 2,018 from towns of over 5,000 population, and 10,910 from rural municipalities.

Any Kind Will Not Do.

ANY piano will not do for a boy or girl to practise on, and no dealer or salesman should rest contented as long as such a feeling exists in the minds of any parents in his community. When the children commence taking music lessons, will any teacher do? When you want to rule a straight line, will any kind of a stick do for a ruler? If you are buying or selling land at \$75 a foot, do you measure the exact frontage by pacing it off? In each case the answer is emphatically—no.

The piano of poor tone from any cause whatever, is fixing in the player's mind a wrong standard. Wrong standards, like bad habits, are far more easily acquired than gotten rid of. Hence the great importance of the beginner's commencing with a piano of accurate scale and one properly tuned. It should not be very difficult to impress this point, and yet its being simple is often the reason why it is neglected to some extent. As cited elsewhere in this issue, a dealer in Eastern Ontario has taken up the foregoing idea and put it to work. In the



The Inventor - The Maker - The Master

F. W. Bull, the Inventor; Fred Bull, the Maker; Arthur Freidheim, "the Master Pianist" testing the New Scale Williams Meister-Touch Player Piano, at the Factory, Oshawa, on Monday, December 1st, 1913.

Results of the test will be published in the January "Music Trades Journal."

first instance this is intended for an argument in favor of the better made pianos, but it should also be made to assist the tuning department. No matter how well-built a piano is it requires regular and proper tuning. The dealer knows that, but is he keeping it before the public?

Danger in Inventory Neglect.

VERY important is the note struck by the National Association of Credit Men in the statement issued by that body on the fatal consequences that may follow neglect in the taking of inventories. Their presentation of the subject asserts that, "The need of a compass in the equipment of a ship is no greater than the need of a compass in a business, which is the taking of a careful inventory at regular periods. The inventory is the compass of a business because the information it gives enables the merchant to steer his course toward success, the destination he is seeking.

"We occasionally find a merchant who has apparently done well, sailing his craft upon dead reckoning alone, but for every success among such merchants there have been failures upon failures.

"To many merchants the taking of an inventory seems a big job. They neglect it, excusing themselves day after day with the argument that they cannot spare the time, or do not want to employ extra help which the taking of an inventory requires. They forget that the inventory is the first essential in ascertaining whether the business is heading toward success or failure, and this is true whether the business be large or small.

"It is inexcusable on any grounds for a merchant or manufacturer to wait until what he has is less than what he owes, to discover that bad management or miscalculation has brought him face to face with failure. Through the inventory it will be revealed to him whether the gross profits of his business are larger than cost and operating expense combined, or whether his investment is suffering a shrinkage and the business is headed toward failure.

"The inventory is a record of stock on hand at its real value. Self-deception is practiced if any merchandise is inventoried at more than the price at which it could be replaced. Generally speaking, the proper basis for taking an inventory is the buying cost; but should the value of the merchandise, when the inventory is taken, be less than the cost, the actual value and not the cost should be the inventory figure. If goods are shopworn, out of style, or for other reasons not readily salable, their real worth, and not their cost, should be used in making the inventory. On the other hand, if the goods cannot be replaced at their cost—that is, if they have advanced in value—it is then safe to have this difference shown in the profit on sales, but not in the inventory.

"The last inventory is the first thing that the fire insurance adjuster calls for when he comes to adjust a loss. Without it any business man would have difficulty in making up a proof of claim satisfactorily to the insurance company.

"In fact, the inventory may be described as the corner-stone of the bookkeeping end of a business, and just as a business man cannot know in what direction his business is heading without the inventory, so he cannot know without a faithful keeping of accounts. We

cannot here sketch a bookkeeping system, but it is not difficult for any merchant to get a knowledge of simple books of accounts, or at least to have some one keep such books for him.

"There should be a record of cash received and paid out; a record of goods bought and paid for; a record of accounts receivable for merchandise sold on credit. Such records, accurately kept, will, in connection with an inventory each sixth or twelfth month, enable the business man to discover whether his business is profitable. To illustrate: A merchant starts with a capital of \$5,000. At the end of the first year he takes stock and finds that the true inventory totals \$5,642.37. He may then proceed as follows:

Stock on hand, as inventoried	\$5,642 37
Accounts receivable	1,436 40
Cash on hand	467 80

Total assets	\$7,546 57
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Deduct:

Amount owing for merchandise, ex-	
penses due and not paid	\$1,580 90
Amount owing for borrowed money	500 00

Total liabilities	\$2,080 90
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Capital in business	\$5,465 67
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"Upon this very simple bookkeeping plan the merchant discovers that in one year his business apparently shows an improvement of \$465.67. This is small considering the fact that no interest has been charged on the initial capital. It should indicate to the merchant that some attention should be given to the profit side of his business. How could he learn this, save by inventorying? It is the inventory which provides him his business compass.

"The time must pass when even the smallest merchant will take the chance of sailing his business craft upon dead reckoning alone, and manufacturing and wholesale houses will be unwilling to risk their merchandise in such a venture.

"The business man should set his inventory dates and not let them pass without taking inventory. He should remember that the inventory is more important and necessary in safeguarding against failure than all of the shrewdness and business instinct he possesses."

Selling Perforated Rolls.

IT is refreshing to be able to report that the perforated roll situation shows some improvement with respect to the unwholesome and unprofitable slashing of prices. As the player trade develops it must be apparent to observant dealers that the sale of perforated rolls for player pianos is large in possibilities direct and indirect. The list prices allow for all reasonable selling expenses and a fair margin. The service that the dealer can afford to give his customers only when he makes a profit, keeps that customer's instrument in use, and it is the owners of "live" players that get others interested.

Very pronounced are the views of those opposed to the rental library, which only the exceptional dealer is able to conduct at a profit. Few rental libraries are left, and practically no new ones are being established. One dealer argues that if a library is a necessity it

should be conducted as a separate and independent proposition. He very pertinently points out that no progressive book merchant conducts a circulating library in connection with his business.

The ready favor with which the hand played roll is being received suggests that a brighter day is dawning in the roll trade. Its appearance provides a most acceptable epoch to mark the commencement of retailing rolls as a business proposition. The fact that reputable and famous pianists will be employed, just as in the talking machine business the leading artists in the world are employed making records, also precludes the possibility of continued retailing at wholesale prices.

Requests for Canadian Organs.

CANADIAN-MADE organs, like our pianos, are known and admired beyond the borders of this country, both for appearance of case, richness of tone and lasting qualities. The organ manufacturing firms here have built up an export trade of some magnitude, and the reputation thus acquired abroad, keeps on growing and extending.

Only last month there appeared in the "wanted" columns of this Journal requests from several firms who wanted to do business in Canadian organs in the Transvaal and other South African places. This issue contains another similar expression of desire to get in touch with a line of Canadian organs.

The New Copyright Act.

ALTHOUGH it is not certain that the proposed new copyright bill for Canada will be presented at this first session of the Dominion legislature, it is urgent that the sheet music trade of Canada should interest themselves in the framing of this act. The United States publishers retained a prominent attorney to represent them in protesting against certain features of the bill as it was first drafted. With such steps being taken to protect the American publishers' interests, the Canadian dealers and publishers would do well to be alive to their rights in this legislation.

Individual opinions have been expressed, but that is not enough. The officers of the Canadian Music Dealers' Association should reach some specific decisions, and with the co-operation of the publishers and jobbers take steps to ensure the passing of a just act. Now is the time some thoughtful work ought to be done.

Better Prices for Songs.

A MOST remarkable demonstration of the English language was used by a sheet music man the other day to describe to the Journal the selling methods that prevail in some stores. This party referred especially to the prices at which some of the excellent standard songs are being retailed. He said, "People have been so used to paying insufficient prices for their music that we dealers are quite chary about attempting to change their habits. But we must take the bull by the horns and do it." This expression of opinion was followed by citing specific instances that all tended to strengthen his position on the matter. It is just possible that too much concern is shown as to what would happen were dealers as a whole to ask better prices. Take the case of talking machine records. The most expensive ones are strongly featured. In the October issue of the Journal

a dealer was quoted as saying he had purchased several tickets for the entire season to allow his salesmen to take turns in hearing the grand operas. He added that the increase in this class of music in the first season alone paid for the cost of the additional expense, and then he had seeds sown which would yield returns month by month.

If the foregoing is any indication of public tendencies, why would it not apply to the sheet music department as well?

Helps Sheet Music Numbers.

ONE idea that should foster more enthusiasm in the sheet music department is that the popularity of talking machine records is a direct assistance in selling the corresponding pieces in sheet music. That is attested to by a dealer in a small Canadian city, who is experiencing a remarkable demand for certain vocal pieces as they appear in the new monthly lists of talking machine records. This indicates another case where the returns from the sheet music department are in proportion to the amount of intelligent attention it receives.



Interior view of J. H. Robinson's piano and organ warehouses in Wetaskiwin, Alta. Mr. Robinson is seen sitting at the typewriter.

Concerning Sheet Music Situation.

THE Journal is in receipt of a communication from a sheet and book music man, now in the United States, thoroughly conversant with conditions both in that country and in Canada, who says:—"I think the time is ripe for some action concerning the coming copyright law in Canada and the general aspect of the sheet music trade. A number of large American firms refuse to sell to Canadian dealers certain reprint publications, on the ground that they are Canadian copyrights, but should a teacher or professional musician order these same things, they are sent without any question.

"Our house does not send anything into Canada that is doubtful, but we are greatly handicapped by not being able to get the numbers any place in the Dominion.

"The copyright question is even worse. Should a Canadian want to obtain a copyright he has to print and pay one dollar. Should any foreigner want a copyright all he has to do is say, 'I own this for the British Empire,' and that is all there is to it.

"If these conditions keep on, farewell to the music business in Canada. It is not a case of Canada for Canadians, but Canada for foreigners."

Moderation vs. Excess in the Talking Machine Instalment Trade.

CANADIAN dealers handling any line of talking machines are giving more thought than ever before to instalment sales. There has come to the Journal's attention an original treatment of this subject by Mr. Benjamin Switky, a prominent New York distributor, which appeared in the Talking Machine World of that city, and the examples made use of are similar enough to the prevailing figures in the trade here to furnish a basis for thought upon the part of dealers throughout the Dominion. Mr. Switky's views are thus expressed:

"Fire and water are nature's greatest forces and mankind's best friends, indispensable to life and comfort, yet terribly destructive if allowed to go uncontrolled.

"The instalment way is unquestionably beneficial to the talking machine dealer, but we must bear in mind that we are invoking the aid of a powerful force which, if not properly curbed and controlled, is capable of mastering its creator. If we control the instalment business, it is well; but if the instalment business controls us, compelling us to adapt ourselves, willy-nilly, to its humors, then woe unto us.

"That there has been need for instalment curbing or regulation during the past three or four years goes without saying. If I am not mistaken, it is this self-same instalment proposition that is responsible for the birth and existence of the several dealers' associations. The dealers realize that very few of them can withstand the sledge-hammer competition of such terms as 'thirty days' free trial of a high-priced machine, after that \$10 down and \$10 monthly, without extras or interest'; or offers of 'any \$15 or \$25 machine, nothing down and 50 cents a week.' This is the harmful extreme which not only threatens to overpower the smaller dealer who chooses to be a mere bystander, but also bids fair to engulf those who started the rate war. It is a fact that most of the big dealers who are doing the terrible slaughtering have no heart for their work any longer, having learned the uselessness of such methods of merchandising. Some of them frankly admit that they do not attempt to live up to the letter or spirit of their offers, merely wording their ads thus in order to bait their hooks temptingly. Their position is very much like the membership of the Peace Congress at The Hague—all wishing for disarmament, but each afraid to trust the other. Unfortunately, every season sees the rise of a new giant who comes forth to battle with the mighty ones, and his weapons are 'easier terms.' Before long, when the proper time arrives, we hope to see a decided improvement in conditions, due to the conversion of much so-called and unnecessary instalment business into cash business, which will be brought about by a 10 per cent. difference between cash and instalment prices.

"Fearing that I may have unintentionally conveyed the pessimistic impression that all instalment business is bad, I hasten to assure you that the opposite extreme—i.e., the refusal to sell on easy terms—is neither wise nor profitable. It is just a question of finding out how much of it is stimulant and healthful—when it is a helpful drug, and when it becomes a poison.

"In the light of present-day instalment competition

it is imperative that every dealer take active part, bearing in mind that it is safer to fall in with this method of doing business than to refuse altogether to participate and thus allow himself to be bankrupt and swept into oblivion by lack of business.

"Jobbers should make it their duty to explain to every newcomer seeking a dealer's contract that there must be provided a reserve capital to be used for instalment investments; that it is not enough to be able to pay for fitting up the store and for part of the goods installed. Particularly in the case of new dealers, whose mailing list begins at zero and whose record business grows in proportion to the number of machines which they themselves issue, it is imperative that they should be made to see the futility of trying to succeed without doing some instalment selling.

"The following is a little prescription which I have used effectively in popularizing \$1 down, \$1 a week instalment selling among dealers: Buy a few on the first of the month. This gives you eight and a half weeks' time to pay your bill, net.

EXAMPLE.

Deposit received on machine when sold.....	\$1.00
Payments received in 8½ weeks (allowing for some backsliding)	7.00
Profit on first four records	1.00

Cash available in 8½ weeks	\$9.00
Amount due jobber in 8½ weeks	8.10

You are to the good

"The customer still owes you on the ledger \$7.00—all profit. One thousand machines sold this way require no more investment than one. Don't forget the record business which you build up in the meantime. You create traffic in your store. Fifty accounts of this kind outstanding show about \$400 to \$500 due you on the ledger—all assets and no liabilities. Your mailing list grows fast and healthy. Higher priced machines can be handled about the same way. Some customers pay up quicker, offsetting those who fall back. Many small machines are later exchanged for larger ones. In many cases, where immediate delivery is wanted, people will pay from \$2.00 to \$5.00 deposit. Fifty accounts on the books will do for you as follows:

Minimum weekly receipts on 50 machines.....	\$40.00
Extra record business from these customers	50.00

Improvement in your business, weekly, extra

"The proportion of record business increases steadily, because people buy more records after they have paid up the machine account. Don't be afraid of losses. Your profit on returned machines (uncompleted accounts) will offset actual losses due to some buyer's dishonesty. An effective, enthusiastic window display is absolutely necessary to the success of this plan.

"To the dealer with more capital and resources I would say, put out all the machines you can, on the best terms obtainable. It is good business. Put all your profits into good instalment accounts. But don't lose your head because someone richer than yourself is offering reckless terms. To the dealer with limited means,

who is determined to sell on the lowest terms offered by anyone, I would sound a warning. He cannot go very far. He will lose what he has, besides causing loss to others who have trusted him. There are some dealers who cannot pay their jobber even a quarter of their statement when it is sixty days past due, yet they persist in putting out machines on easy terms right and left—until they cannot get any more goods. This is the beginning of the end for these dealers.

"Let us—dealers and distributors—keep away from the high financing that obtains in the piano trade. It is lucky for some dealers that there is such a thing as a credit limit and a time limit put upon them by their distributors. Do not attempt to do an unlimited instalment business on the strength of loans obtained from your bank. If you sell on long time and borrow on short time, you will soon find that the notes mature faster than the instalments come in. If you borrow money to pay for money borrowed your interest charges will gradually consume your earnings."

Any comments by way of agreement or disagreement with the above opinions will be welcomed for publication in succeeding issues of the Journal.

The "Bob" Record in England.

REFERENCE has already been made in these columns to the chaotic state of the talking machine record trade in England, resulting from the introduction of a shilling record, with which it is hoped to kill foreign competition. By way of picturing an interesting contrast to the favorable condition of established prices in Canada, the following is reproduced from some observations by "Onlooker," in the "Music Trade Review" of London.

"From the heights of commercial stability the trade is, at one fell swoop, plunged into a sea of confusion by the issue of half-crown records at eightpence, and unwelcome offspring at one shilling, without regard to the existing condition of dealers' stocks or credit, upon which the whole fabric of sound trade rests. In my opinion the immediate cause of this so-called price-war campaign is as nothing compared to its effect. Examination of the situation compels me to admit that if the reasons which actuated certain manufacturers to issue cheap records were from patriotic motives, then in their efforts to squash foreign competition there is apparently a total lack of consideration for the poor retailer, who is left to find his own solution of the difficult position in which he is placed. Under exchange schemes a goodly proportion found themselves well stocked with half-crown records just prior to the issue of these shilling discs, among which I do not exclude those priced at threepence. This in itself severely complicated matters, and made a decision as to catering for the new product of somewhat weighty import. Whether or no, I believe the majority of dealers have, by the very nature of competition, been forced to accept Hobson's choice, not so much from consideration of golden vistas as to protect their business. A near-by competitor perhaps determines the question. It does not encourage; it simply enforces compliance for protection's sake, and consequently we find a general featuring of cheap records in both good and indifferent establishments.

"Inquiry in authoritative quarters, general observa-

tion, and personal experience, lead one to a definite conclusion that the majority of first-class dealers strongly resent the treatment to which they are subjected by leading manufacturers, whose selfish aims alone are responsible for the impossible position of the retail trade. To place upon the market without due warning, without consultation with distributors, an avalanche of cheap records is reasonably regarded as unjust to the men who, in good faith, placed their energy, time, and capital at the disposal of half-crown record firms. The whole essence of complaint lies in the fact that thousands of dealers carrying big stocks of half-crown records find them, from a sound commercial viewpoint, more or less seriously affected by the sales of shilling or threepenny discs. This immediate depreciation of the capital value of stock is a matter which cannot be gainsaid. Despite claims that may be made to the contrary, I am persuaded that many dealers have already experienced as much as 25 per cent. decline in sales of the better class records, and as time proceeds this must become accentuated to a degree suggestive of very unhappy prospects. Not a few dealers have reviewed their position to the extent of abandoning the talking machine business altogether. If they eventually reject such uncertain and unprofitable commerce, it cannot be productive of great surprise to the powers that be."

An English Dealer's Experience.

THE writer quoted in the foregoing, relates the following interesting experiences from the dealer's standpoint, since the advent of the shilling record:—

"There is an old belief that success pays court to the man who cheerfully adapts himself to circumstances, in which doubtless there is much good sense. But even the exaggerated optimism of the irrepressible Mark Tapley would probably fail to lighten the worries of a talking machine dealer under present circumstances. Together we will make investigation into an average dealer's difficulties. Here is a likely shop, and by the courtesy of the proprietor we may enter upon a few observations. The shelves carry a very respectable stock of half-crown records, in which, we understand, a nice trade obtained until it was spoiled by the issue of good double discs at threepence. Being an intelligent man, our friend soon disposes of the argument that the public generally discriminate between the qualities of the two records. We observe identical titles on both discs, and are informed that selections are obtainable by leading artists for whatever one likes to pay—one shilling or two-and-six. The latter price is naturally favored by the majority, and we glean that if a customer cannot obtain a certain title for a shilling, he might be persuaded to pay eightpence, but very seldom half-a-crown.

Here we are interrupted by the arrival of a case of cheap records. Our friend pays the carriage—approximately halfpenny per record—and unpacking commences. Several records are found to be broken. They cannot be exchanged, we are informed; it is the dealer's loss. Inquiry as to profits reveals that, per record, it amounts to 4d. gross. Taking count of the cost of carriage, for breakages, 1d. per record less on each dozen sold, the munificent result is 2½d. With the arrival of a customer we take a back seat and watch events. "Trail of the Lonesome Pine?" "Yes, sir; shall I

play it over?' The customer assenting the record is played through and approved. 'That is two-and-six, please.' 'Oh! haven't you got one for a shilling?' Our friend proceeds to explain that he has, but there is a great difference in the quality, and he feels sure that the cheaper record will not appeal to his client, at whose request, however, it is demonstrated. Of course, there was a difference, but not such an appreciable one as to justify the difference in price according to the buyer, who so expresses himself. After playing three or four other records of the same type, he buys one more and departs. We immediately compare notes, and find the dealer has spent exactly sixteen minutes to earn fivepence, from which has to be deducted the cost of paper and string, quite aside from general expenses. This is the kind of trade he has to conduct for a living. Rent, rates, taxes, lighting, and incidental expenses on this proportion of profit would obviously be impossible did the dealer not sell other records and machines. But the incident served its purpose in demonstrating that the cheap record trade is not only unprofitable, but a resultant loss. Inquiry further elicited that our friend was increasing his machine trade—mostly cheap lines upon which the profit is very little, he told us, and insufficient to counterbalance the loss on the falling half-crown record sales.

'The foregoing experience convinces me that, even though dealers may push the better records, keeping the shilling ones in the background, it offers little relief for the irreparable damage to sound commerce resultant from this amazing departure from standard prices. A continuance of this policy is but gambling with the very life of the industry. Its goodwill is surely of more importance than persistency in what is, after all, a forlorn hope, for if the object—that of annihilating foreign competition—be ultimately achieved, it can only result in a temporary lull of hostilities—until, perhaps, we secure tariff protection, given that it is high enough.'

'But better than all is co-operation among dealers, and the sooner we have a thriving and powerful Association, the sooner will the regeneration of this trade be achieved.'

Why the Dearth of Good Piano Salesmen?

THIS Journal has repeatedly sought to emphasize the growing scarcity of good piano salesmen, and not only this lack, but the critical aspect of such a situation. In the last issue it was stated editorially that 'it is doubtful if any line offers the young man desirous of entering the retail field on his own account, as much credit encouragement from the manufacturer as the piano business.' In the United States, for a similar condition is acknowledged there, this question has been dealt with by Mr. G. Paul Hamilton, a member of the press committee of the N. A. P. M., and his solution of the problem has been given publicity in the trade press across the border. Mr. Hamilton says in part:—'Why there is a dearth of good piano salesmen seems to be a puzzle to many a piano dealer badly in need of efficient sales help, and yet I believe this puzzling question may be easily answered.'

'If a farmer wants more potatoes, he plants more seeds; if a country needs more soldiers, more recruits are drafted and put into training and yet, here we have

the piano merchant crying for more experienced salesmen, but making no effort to plant seeds, making no attempt to draft and train recruits. It seems that in the past, the piano merchant has always hoped and expected that 'the Other Man' would do the training and thought himself smart, if he could pirate away his neighbors' best help.

'But of late years the good material worth pirating has become more and more limited and the average so poor, that the cry for good piano salesmen is growing stronger and more general every day. It may be true that, like poets, good piano salesmen are born and not made, and therefore the supply is limited; but unless we try to get hold of the good piano salesman in the embryo and develop him in the School of Experience, many a man who may be predestined to be a 'cracker-jack' piano man will miss his vocation to the great loss of posterity in general and the piano industry in particular.'

This gentleman's suggestion for improving the existing conditions is in the form of a challenge to the members of the N. A. P. M. to unite forces and remedy the ill. Lacking an association, the Canadian trade must deal with the subject individually, but the point brought out above, viz: that each dealer do his share in training salesmen, seems reasonable.

Circulars and the Dealer.

PRINTERS' Ink hit the nail on the head in this editorial on circularizing the dealer. It is of value to the music trades in this country, and is here given without formal commendation, for it needs none: 'I had not made a personal investigation of the retail situation for a year or two,' said an agency solicitor and service man, 'and I thought I would go out and get a line on it as a help to preparing a trade circular.'

'And what do you think I found? Why, some of the retailers I saw were getting fifty and sixty circulars a day! The worst was in the grocery line, but the drug line was almost as bad. Read them? What a chance! Nine-tenths of them went to the floor and were swept up unopened.'

'I have had some experience as to the waste of dealer literature before, but the condition to-day surpasses anything I have ever seen. It has grown much worse in a single year. There is no doubt about it, the dealers are being frightfully over-circularized.'

If that is so, and of course it is, what becomes of the specious claim of "exclusive attention" made for the trade circular or prospectus? What sort of impression does the retailer get of national advertising when he sees, daily, this enormous waste of advertising effort, and compares the inflated claims of many advertisers with respect to consumer advertising with their failure to get a hearing from him, the very first milestone on the way.

Multiply this waste of trade circulars by their cost, both in postage and printing, and then draw a direct comparison with the same message when put through the columns of the trade press, the standardized medium for reaching the dealer. Of course, the efficiency of the trade papers in different industries varies; but as a rule there is at least one first-class medium in each field.

There are several good reasons, aside from cost, why

the trade circular should not be thoughtlessly used, and why advertisements to the trade should be made preferentially in the trade press. One of these reasons is that the trade press represents an organized attention and medium of publicity, comparable to a clearing-house or public market. At a certain stage in the development of an industry or business, it comes almost automatically into existence to economize the effort and cost of doing business previously being done in an unorganized way. So far from having its publicity-power weakened by the increase in its advertising pages by the apparent increase in competition between advertisers, the very reverse is true. Because with the growth of size goes the growth of income or means of improvement, and with improvement prestige and power. From either the retailer's or the advertiser's point of view, this condition is ideal in that it fixes the time, the place, and, as far as possible, the character of the advertising appeal. It makes an appointment with a high percentage of the paper's readers, and if it has a real message to deliver, keeps it.

Dollar for dollar, effort for effort, idea for idea, the opportunities for cashing in are much greater in the trade press than in the trade circular. Some advertisers talk of putting more ideas and more power into their trade circulars to lift them out of the rack and give them a better chance at the retailer's attention. Why not put the same time and effort into the trade-paper copy?

Frost on the Window.

FROSTED windows are like advertisements so blotched over that the people cannot read them; in the frosted window the goods cannot be seen. The only time that a frosted window would be good advertising would be when it could not be had—in midsummer. In new stores windows are built to be proof against frosting over, so that this will probably interest only those who have not their windows equipped with a frost device. The cause of the window frosting over is that the moisture of the inside atmosphere congeals as it comes in contact with the cold surface of the glass. An electric fan so placed as to keep the air circulating over the surface of the glass will prevent it frosting. In many stores the window is not enclosed, and it should be possible to keep the store warm enough to prevent frosting, but a current of air in the closed window may be secured by boring holes in the lower sash, and by boring corresponding holes in the upper sash. These may be covered with fine mesh wire or cheesecloth to keep out the dust, or may be plugged up entirely in summer time. There are various plans of preventing the frosting where the window is not ventilated. Rubbing the window over with a rag saturated in alcohol will be found a good preventive, but will require to be repeated several times in very cold weather.

Among the methods suggested by one authority is that known as absorption. This can be done with two inexpensive chemicals:—

Calcium Chloride, 10 lbs. (not Chloride of Lime).

Zinc Chloride, 1 lb.

Place in a granite kettle on a hot stove and stir frequently for about an hour until it begins to stiffen, but is still thin enough to pour. In another room, which

must be thoroughly dry, place eight or ten sheet-iron baking pans. Pour the mixture into the pans to a depth of about $\frac{1}{2}$ inch, and allow to cool. When it has set sufficiently, but not quite hard, loosen the compound with a knife and break it into small pieces, then pass through a coarse sieve, breaking the large pieces with a hammer. Fill 16-ounce tins half full. Place covers on and seal apertures with paraffine wax until needed. When needed remove cover and place can in window. In from twelve to sixty hours, depending on the amount of moisture, etc., the compound will have absorbed all the moisture from the air that it can. Then place the can on a hot stove, and evaporate the water until the compound is completely dry, when it will be ready for use again. It can be used over and over again many times. It will require from three to four cans for each good sized window.



Victoria Chinese Students Band—Instruments supplied by Fletcher Bros. of Victoria, B.C.

NOW A BANK PRESIDENT.

Mr. Julius Breckwoldt, head of Julius Breckwoldt & Co., the Dolgeville, N.Y., manufacturers of sounding boards, bars, bridges, backs and hammer mouldings for the piano trade, has been recently elected president of the First National Bank of Dolgeville. Since the organization of that institution in 1912, Mr. Breckwoldt has filled the office of vice-president most acceptably. The bank's deposits have increased from \$64,700, which amount they represented at the close of the first year in business, until now they are given as considerably over the half million mark. The original capital of \$25,000 has been doubled, and the local press refer proudly to the strength of this bank. Referring to the piano supply business which Mr. Breckwoldt has built up in the past eighteen years, a local paper says: "Executive and administrative ability of the highest order has been necessary to establish this great business, and its possession is one of the big assets of Dolgeville."

LETTING THE OPPOSITION SELL FOR YOU.

By an Anonymous Dealer in "The Echo."

A certain friend of mine whom I shall call Mr. Jackson—because that's not his name—had just got married and had his house furnished—all but the piano, but he didn't let on to me that he was going to buy. However, when I met him, I congratulated him and incidentally mentioned that he ought to have a piano, and knowing he was blessed with abundance of this world's goods, I knew he would pay cash.

He said there was no one he would rather give the deal to than me. But he added that as he had to spend the rest of his existence with his wife, therefore he would have to buy her choice. However, he promised when he was ready he would bring his wife along to inspect our pianos. Later they came, and after hearing them were pleased with both the style and tone, though they did not know the reputation of the piano. While the husband was satisfied to buy, the wife was not, as she had a friend who had another make of piano with a good reputation and she was acquainted with the technical points of construction. She thought she would like to see it before making up her mind. I couldn't close the deal at that time, consequently they left me to go to the warehouses of the piano she knew so well, but before leaving promised to see me before buying, or rather at six o'clock the same night.

There was I waiting at the store at six o'clock expecting them, but they did not show up. However, at six thirty o'clock I concluded they had bought. I called Mr. Jackson on the telephone and asked why they didn't call. He said it was no use as his wife had made up her mind on the other make, so I took the beating as well as my nature would stand. The thought struck me that if I got a third piano man in the fight it might make things interesting, and the mere fact of my giving him a real live cash prospect and that I had no chance for the sale, and that if he could get in connection with Mr. J. the least he could do for me in the event of my piano being mentioned was not to knock it. Of course it led him to think that I was absolutely out of it. This third piano man called Mr. Jackson and asked him if he was in the market for a piano, and in reply Mr. J. said "no," that they had practically made up their minds to a piano and the third piano man said, "Why buy that particular make of a piano?" Mr. J. said "because my wife likes it and we think it is the best Canadian made piano." The third piano man says, "Why there are half a dozen makers just as good as that," and he named them, placing his own as the best, and in the half dozen he mentioned the piano I was trying to sell him, and after getting Mr. J. to promise to call and see his pianos he rang off. Exactly a half an hour after I had first called Mr. J. on the telephone, he called me up, and said, "Mr. A, we have changed our minds, my wife thinks she would like your piano just as well as the other, and with your guarantee at the back of it, I think it will be all right, so send it down in the morning and call at the store for your check."

This is a case that I didn't think would work out this way, but shows what an opposition man can do for you when you hand him a live prospect stating that you have no possible chance of making the sale. Of course, this would only work once in a long while.

HANDLING A CUSTOMER.

These views are by Mr. R. B. Allen of Napanee, Ont., and written by him for the "Dealer's Number" of "The Echo," the snappy little house organ of the R. S. Williams & Sons Co.

"Selling goods in stores and at private homes has become a science. And to make a success one must be able to read quickly your prospective customer. If a man, and he knows or thinks he knows a lot, the less you talk the better. Get him to fully express himself on the very topic you want him to, and do not fail to give him your undivided attention. When he slows up, start him again on a subject he knows fully. Ask him some questions he can explain. By this time he will be anxious to hear something from you. First tell him your name 'by card,' and a short summary of your home life, so he will feel you are his friend. So many have been deceived that they do not know whom to trust, and it is absolutely necessary to inspire confidence. If I am selling a musical instrument I point out the benefit it will be to the home, first, by keeping the young folks home, and out of mischief. What a benefit it will be in the religious training and cementing home ties.

"I say it prepares the boys and girls for the best circles of local society, and so creates a desire—a strong desire—for that very thing. When that is done the rest is easy. If talking to a mother she will be most interested in the boys.

"Do not display any religious sentiment in making sales, and do not destroy a good impression with a stale odor of tobacco or whiskey. Use the best English you can command. Be a gentleman. And if you do not sell that day, they will send for you within a week. If invited indoors, do not fail to show your liking for what is there. The children first; the things in general that they have chosen to make them happy and cheerful. Be careful about making comparisons or statements you cannot back up. Be prepared to converse on the general news of the day. But do not forget what you came for—to sell him something. Get down to work, sell a harmonica to a little girl, and a violin to the boy; a phonograph to the hired man that lives with them, and an organ to Aunt Mary, and a piano to the head of the household. If they ask you to stay all night, then remember there is no place like home, and make them feel you think their home the most perfect place on this earth. Then you will be able to point with pride to the spot where love rules—and your instruments are used."

A COMBINE TALKED OF.

The movement to consolidate twelve or fifteen of the United States popular sheet music publishing houses into one large company, is reported to have assumed more definite form. The claims of the promoter are the usual ones of saving costs of operation, viz: in rents, giving away of orchestrations, payments to professional singers and other items. The opinion has been expressed that 80% of the overhead expenses could be thus saved. Flagrant evils are acknowledged to exist in the U. S. popular sheet music industry, and it is expected that some plan will be arrived at in the near future to attempt a remedy.

LETTER TO THE EDITOR.

Editor of

"Canadian Music Trades Journal,"

Toronto.

Dear Sir,—I notice in your last issue an article on "The Keys of Salesmanship." The Key of Knowledge, which is so strongly emphasized, I think could be dwelt upon at considerable length, with especial reference to the knowledge of Canadian-made goods. I have had some considerable experience handling American made pianos of the cheaper makes, but have been compelled to discontinue these. The medium or better grades it is, of course, unnecessary to buy outside of Canada. I believe you should endeavor to instill into Canadian piano salesmen the importance of studying Canadian-made instruments, and to always give them the preference.

Owing to the smallness of our market it is probably necessary to still import certain parts that cannot be economically made here. Considering the great production of the United States, which I understand to be over 350,000 instruments per year, and as against about 26,000, which I am told is this country's products, it would appear that our manufacturers are doing remarkably well with their present tariff protection, which actually figures out much less than it seems, in view of the duty on material and parts.

This disparity in the relative outputs should be one reason why every salesman should resolve to give the home-made article the preference always. In doing so he has the knowledge that he is giving his customer the superior product, and it is highly creditable to the Canadian manufacturer that he is making an instrument to suit the average Canadian, who insists on full value for his money.

I would go even further and advocate a preference not only for Canadian pianos, but a preference for those parts that are being produced in this country. The foreign manufacturers get an ample share of the Canadian piano trade when they get the greatest part of the business in hardware, veneers, cloths, felts, screws, etc. Apart from these necessary importations, however, I understand that the importation of commodities now made here amount to large sums of money. While admitting that the right of the dealer to demand home products in the various parts of the instruments may be open to debate, I am firmly convinced that values here are such that make it unnecessary to import actions, hammers, keys, strings, plates or pedals.

My recollection goes back a good many years, and I can remember the early history of the piano action industry, and with considerable pride I compare the present output, and certainly to my mind the quality of the Canadian-made action has no superior. My factory experience convinces me that there is no action regulator in any Canadian piano factory who will not acknowledge that the Canadian-made action is superior in quality of workmanship and material. When any salesman endeavors to sell a foreign-made instrument, or any instrument with foreign made parts, his competitors should have no trouble in winning the sale from him if he takes the time to study the domestic article. The arguments for the foreign-made article being superior to the Canadian, ceased nearly twenty years ago.

The use of the player piano has devolved another important feature of the trade, and to my mind it is creditable to Canada the way this branch has been handled by our manufacturers. This is another branch, in which it appears to me that salesmen should give preference to the Canadian-made article.

I could, if space would permit, take up a number of other parts of a piano manufactured in Canada, with equal comment as to their quality.

So that above all the keys of salesmanship, the one key that should be gold plated and hung as a charm on the watch chain, is the Key of Knowledge that the piano he is selling is Canadian-made, as far as the present size of the Canadian trade will warrant, and I do not think there is a salesman, be he proprietor or employee, who does not take some pride in selling an article which is made as far as possible in Canada, and a salesman should always find out regarding the different parts of a piano, who makes them, and as long as they are made in Canada show no partiality, but let the one aim be "Canadian-Made." I am sure that if this were done the Canadian piano trade would be greatly benefited thereby.

Yours truly,

A PATRIOTIC RETAILER.

INDEPENDENT TUNING AS A BUSINESS.

Written by "Arren Jeye," for Canadian Music Trades Journal.

IN very few professions is it so much in evidence that personality and reputation counts, as in the tuning of pianos. When a circle of customers has once been established, a reputation for doing good and satisfactory work is the best possible advertisement. The tuner who wishes to build up a successful business, can only do so by showing the community that service of a superior kind will be given. He must have ability and a pleasing personality. He must also have the ability to hang on, to face disappointment cheerfully; for the first two or three years of his career he has to face the problem of fighting for his business.

If he enters a new community, he has to choose between two courses, either to ally himself with a dealer, or else build up a trade entirely on his own merits. In the long run, he who chooses to stand on his own feet will be the better off.

No matter how high a character a dealer may have, the tuner who works with him suffers indirectly from every knock, every ill meant word spoken by a competitor. Many owners of pianos hesitate to give their tuning to a man who handles a make of instrument other than his own. Perhaps this applies more to the smaller communities, where personality enters so strongly into the business.

The tuner who launches out for himself must have business ability, as well as being able to tune. He must be able to show his prospective customers his stock in trade, which in his case will be ability and a pleasing personality. In the first place he must advertise—and keep at it—both through the medium of the local newspapers and by circular letters. He must not make the mistake of advertising only in the papers of one's particular politics. He must remember that one's customers will certainly not be of one particular persuasion.

While newspaper advertising serves to keep the name and address before the public, there is nothing like the

¶ Father Time is waiting to check off another year on the calendar of the Canadian Music Trades, marking a time when to all men we have that sincere and universal feeling of good will.

¶ May every individual in this splendid industry throughout our great Dominion know that to him personally the House of Willis extends heartiest greetings at this season.



WILLIS PROTECTION

It embraces security for the dealer in many ways. In the matter of territorial rights the WILLIS house maintains a golden rule policy which gives complete protection.

The multitude of points of superiority in the WILLIS piano placed at the disposal of the dealer not only furnishes the means for the most aggressive campaigns for business of the highest quality, but also a defense against competition.

The dealer feels a sense of security in the quality and standing of the WILLIS. He knows that several years of conscientious endeavor have brought forth a product which is as comprehensive in its varied designs as it is artistic from a musical viewpoint.

WILLIS protection extends to the ultimate purchaser through the guarantee which accompanies every WILLIS piano.

Any dealer interested in securing the Knabe representation for his district, should lose no time in communicating with Willis & Co., Limited.

WILLIS & CO., Limited

580 St. Catherine St. West

Montreal, - - - QUEBEC

Factories at St. Therese, Quebec

personal touch a circular letter, wisely worded, gives to a convincing argument, as to why the general public should choose one tuner in preference to all others, to assume the care of the piano.

In the end, the tuner who has established a reputation for conscientious dealing, carefulness of his customer's interests, and good workmanship, will find in a short time, he has laid the foundation for an established business, which will yield him for years to come a comfortable income.

MONTREAL LETTER.

WHILE the latter half of November found retail trade less active than could have been desired, December is away to a splendid start. Prospects now indicate a satisfactory Christmas trade, for which the trade, with commendable optimism, is prepared. Pianos and players for Christmas gifts are popular with many monied people, while less affluent families can arrive at a decision to buy in time to have the instrument for Christmas.

New bills of interest are being introduced in the Quebec Legislature by Sir Lomer Gouin and Mr. Tellier. Under article 94 of the Code of Civil Procedure, a defendant may be summoned (1) before the court of his domicile or elected domicile (2) before the court of the place where the action is served upon him (3) before the court of the place where the whole cause of action has arisen, and (4) before the court of the place where the whole or part of his property is situated when he has left his domicile in the Province, or has never had such domicile, but has property therein and the cause of action has not arisen therein. These rights, however, may be abandoned. Mr. Tellier, in his bill, asks that the right to abandon be forbidden. A similar bill was passed by the Assembly last year, but was rejected by the Council.

The Canadian Manufacturers' Association is to renew its fight against Mr. Kelly's Bill for the election of domicile. Mr. Kelly's Bill this year goes farther than his last year's measure which, after passing the Assembly, succumbed to attack in the Legislative Council. Colonel Smart, the member for Westmount, commenting on the new Bill, remarked that the opposition of last session would be repeated. "The declared aim of the Bill," he said, "is to protect the farmer, who, under the obscure wording of a contract perhaps, has elected his domicile in a distant district, so that if he is sued for nonfulfillment of the contract, action may be entered away from his real domicile. An amendment made to the Bill of last session provides amply against this. The amendment stipulated that any election of domicile in the contract must be printed in red ink.

Sir Lomer Gouin's Bill follows the lines of representations made to the Government by various boards of trade and other bodies. Under an Act passed some two years ago, a shopkeeper wishing to sell his stock in bulk must supply the purchaser with the names of his creditors. The new Bill will still further protect the creditors' interests.

Fred Sidney Leach, of the Leach Piano Co., Ltd., has returned from a five months' trip to Winnipeg, Edmonton, Calgary and other points west.

Miss L. S. Bengough, of Westmount, well-known locally as a musician, has just published a vocal waltz, "My Song," with music by Don Loring. It is melodious and attractive, and would make an acceptable addition to the repertoire of amateur vocalists.

Mr. and Mrs. C. W. Lindsay recently spent some time at Waterbury Inn, Vt., but have returned to town.

A Leach upright piano was recently donated by the Leach Piano Co., Ltd., as a first prize in a Tombola given under the auspices of the Canadian Order of Foresters' Employment Committee.

The weekly player piano recitals at Messrs. Willis & Co., Ltd., are becoming popular, and each succeeding Saturday afternoon witnesses the presence of appreciative audiences. The same applies to C. W. Lindsay, Ltd.

At a meeting of the directors of Hurteau, Williams & Co., Ltd., held on Nov. 18, Mr. Harry N. Briggs was elected general manager. Mr. George E. Dies, president of the company, who has also handled the duties now assumed by Mr. Briggs, desired to relinquish some of these responsibilities, in order that he might be more free to look after the business of the Williams Piano Co., Ltd., of which firm he is vice-president, in addition to having charge of the company's eastern business. Hurteau, Williams & Co. report December sales and collections surprisingly good.

Mr. F. C. Harlow, of Vose & Sons Piano Co., Boston, spent a few days in Montreal and Quebec on business.

Mr. Geo. E. Dies, president of Hurteau, Williams & Co., Ltd., spent three weeks at Mount Clemens, Mich., the well known health resort. Mr. Dies, who was somewhat run down, was advised that the mineral baths, for which Mount Clemens is famous, would be very beneficial to his health, and he returns to his duties much benefited.

In speaking of present conditions and the very encouraging outlook for Christmas business, Willis & Co., Ltd., emphasized the part played by "The Old Reliable" Dominion lines. They point out that many Dominion instruments have found their way into homes in Montreal as Christmas gifts, and are giving splendid satisfaction.

Mr. W. W. O'Hara has been appointed in charge of the player piano end of Layton Bros. business, and he reports during the past month an increase in sales over the corresponding month of last year.

E. A. Gervais, of Gervais & Whiteside, is at present writing in Rock Island, Que., consummating several important deals. This firm report that especially good results were noticeable during the latter part of November, with a good share of cash sales for Karn-Morris goods. Player business is recorded as slow, and is accounted for by the fact that the so-called financial depression is being felt by the monied man more than the less wealthy class, and as the former are the player buyers the result is that sooner or later there will be an influx of the cheaper class of players on the market, which will be offered at a ridiculously low price, with initial payments and further instalments to correspond. This is the opinion vouchsafed by W. J. Whiteside of this firm. "Of course," concluded this gentleman, "this will all have its own come back, inasmuch as in the long

AMHERST PIANOS ENDORSED BY SHAREHOLDERS AT BIG BANQUET

450 Visitors See Piano In Evolution From Kiln To Finished Product

A few weeks ago the Directors of Amherst Pianos Ltd., decided to invite the shareholders, with their wives and daughters to a banquet, the object being to show the progress of the Company since its inception; to acquaint them with the quality of the instruments being manufactured, and to give them an idea of the scope and extent of the industry. Prior to the banquet the 450 shareholders and their wives were shown through the factory, every department of which was in operation for their benefit, and they saw the evolution of the Amherst Pianos from the dry kiln to the finished product.

As the Daily News, in reporting the banquet above referred to said:—"The Amherst Pianos Limited, the youngest of our many varied industries, but it has already made a name for itself from Halifax, westward to beyond the Great Lakes. To successfully invade five provinces, in face of strong competition from existing factories, in less than eight months after its organization, is a record of which any industry may well be proud. Such a record bespeaks an energetic management, capable workmanship and a far-reaching vision of a successful future."

"It was only a few months ago when Mr. J. A. McDonald, of the J. A. McDonald Piano & Music Company, of Halifax, came to Amherst and approached a number of our citizens, relative to the establishment of a piano industry in this town. Hitherto the people of the Maritime Provinces purchased their pianos from Ontario, Quebec, and the United States. Why not supply the home market in the east, and also invade the Western Provinces? The project as presented to our citizens by Mr. McDonald, aroused the Amherst spirit; a public meeting was convened in the Parish Hall, and in two brief hours the necessary stock was subscribed to launch the pioneer company of the Maritime Provinces on the industrial ocean."

"The stock being subscribed, the organization of the company quickly followed. There was only one name considered as president and managing director, and that was the name of J. A. McDonald. It is not necessary for us to pay any tribute to him. His name is a household word in these provinces by the sea,

GEORGE G. DUNSTAN, C.A., HALIFAX,
PAYS STRONG TRIBUTE TO J. A.
MCDONALD, PRESIDENT OF
AMHERST PIANOS,
LIMITED.

Ladies and Gentlemen:—

I thought it would be of interest to you all as shareholders, to hear something from an old acquaintance of "Our President." I have been very intimately associated with Mr. McDonald in a business way, as confidential auditor and accountant for upwards of fifteen years.

Mr. McDonald is like that man who rose from paper boy to be President of one of the largest railroads of his day. He has a record so far which is altogether phenomenal. Starting in business with-out a dollar, he has in remarkably short time become head of this large corporation, and director in several other of our leading establishments. Fair dealing, untiring energy, coupled with a cheerful optimism, and wonderful ability as a labor organizer, are a few of the qualities that have brought Mr. McDonald to the forefront. Having the absolute confidence of the business community, and on all occasions living up to high ideals as a business gentleman, Mr. McDonald has established for himself a place in the commercial and social world quite unique.

As mentioned before, I have watched this young man rising (young man I say, for if you count his years, you must stop before you come to forty). Respected by his debtors, trusted by his creditors, and never found wanting, Mr. McDonald, in my opinion, has merited all the trust put in him, and is a worthy chief executive of this large and prosperous establishment. Like many really big men, Mr. McDonald is most modest,—very approachable, and most boyish in manner.

There are two great outstanding features which mark him, a combination not often found, great musical talent, and keen business intuition.

Amherst may well congratulate herself in doing him honor, and I feel confident that Halifax would have made a big kick if Mr. McDonald had not assured them, that the great retail piano house bearing his name, was to remain where it is.

Personally, I feel confident as a shareholder, for large things in the future for "Amherst Pianos."

With so able a directorate, including such piano experts as the McDonald Brothers, I look forward to seeing this already very large and up-to-date factory take its place among the largest on the Continent, and continually be a source of large profit to its shareholders.

and he is only yet at the threshold of his career. A kindred spirit to his own was elected vice-president, in the person of Mr. George T. Douglas, who, although still on the sunny side of forty, is the manager of our biggest industry—the Canadian Car and Foundry Company. Other directors, all experienced and capable men, were appointed on the Board. They are as follows:

"Hon. Senator N. Curry; J. W. McConnell, of Montreal, Vice-Pres. of the Montreal Tramway Co., Ltd.; E. N. Rhodes, M.P.; Hon. G. T. Daniels, Attorney General of Nova Scotia; C. T. Hillson, Amherst; Melvin S. Clarke, Halifax; James E. Lusby, Amherst; A. A. Barker, of the 2 Barkers, Amherst; W. M. McDonald, Secretary-Treasurer."

THE STAFF.

Geo. E. Davis, Superintendent, has had 30 years' experience in piano building. Was superintendent of two large American firms.

Enoch Blundall, originator of the Orchestra Grand, spent a lifetime in piano building. Was head of Blundall Piano Co. Has designed pianos and scales for important firms in United States and Canada.

F. McGuire was born in the piano trade. His father established Uxbridge Piano Co. in 1872. Of this firm he was manager and factory superintendent. He has 20 years' practical experience to his credit.

J. J. Wright has had 28 years' experience in finishing. He has held important positions with a number of prominent piano manufacturing firms.

W. P. Fishleigh is a player piano expert of whom there are only a few in Canada. He has had 33 years' experience in piano work, and during that time was connected with leading firms in important positions.

R. J. Baker has spent about 30 years in piano construction, and is experienced in several branches. He was foreman of the fly finishing and bolting department of Blundall Piano Co.

Gordon White, former assistant superintendent of Blundall Piano Co., also spent five years in tuning and action department.

C. P. McCulloch has had all-round experience of 13 years in such factories as Chickering and Ivers Pond.

Agents Wanted Where Not Represented. Apply Direct to

Amherst Pianos Ltd., Amherst, N.S.

run the demand will be confined largely to the better and higher grade of player pianos.

Always occupying positions of prominence in the Willis & Co. warehouses are various styles of Newcombe pianos and players, which lines have been featured by the Willis house for many years. When Newcombe purchasers of a quarter of a century ago come back for new Newcombes it is taken as fair evidence that the instrument is satisfactory.

The progressive and courteous management of A. E. Moreland, or "Alf. Moreland," as he is familiarly known to the trade, has brought the warehouses and the lines handled by J. W. Shaw & Company, up to a high degree of efficiency and popularity during the time he has been its manager. He is well liked by the patrons of the store, and his personality and excellent management has had much to do with the heavy gains in the sale of Gerhard Heintzman and Shaw pianos.

Layton Bros. report a number of cash sales developed through their mail order advertising department. Based upon enquiries for two manual Thomas organs, this firm looks forward to closing some nice business in this direction. Layton Bros. report a most satisfactory increase each month in Mason & Risch player sales, and selling has kept up steadily, each month's business this year outdistancing that of 1912. This house is working for cash business and increased monthly payments, and express the opinion that this can be secured from customers by going after it in the Years' selling.

"The situation relative to business is very much the same as reported last month," said J. H. Mulhollin, "with the exception perhaps that we have had a larger percentage of cash sales than usual, and we anticipate a still further continuance of this order of affairs in the sale of Evans Bros. instruments for Christmas and New Years' selling.

A query put to President A. P. Willis & Co., Ltd., with reference to the amount of business developed during 1913, brought forth the following answer:—"Of course it is very early, as yet, to go into this matter with any degree of satisfaction or accuracy, but roughly speaking, I might say that we are highly pleased with our year's business to date in our various lines." Speaking of Willis Pianos and Players, he said:—"We have one limit for 1914, and that is—the limit of our factory capacity. That gives us some room to spread yet; but we will want it all. We are already running up to that limit on full time, and it looks as if the factory is going to run overtime twelve months in the year."

The business reports of the Leach Piano Co., Ltd., are full of snap, with an exceptionally good outlook for the development of nice orders this month for Gourlay, Gourlay-Angelus, and the well known Bell art lines.

Numerous mail orders are being received by the Canadian Graphophone Co., for Columbia records, and bookings for the more expensive types of machines are in order, and a heavy Christmas trade is looked for.

Invaluable assets have been gained all over Canada in the reputation of the Mendelssohn product, which lines are sold extensively in Montreal and vicinity by Foisy Freres, who have handled these goods for years,

and under whose able generalship have given them great prominence. This firm, like their other brethren in the trade, are anticipating a good December business.

J. A. Hurteau & Co., Ltd., cannot see anything ahead but success for the "Weber," their leader, and are out for more business for this make, which is already very popular.

C. W. LINDSAY TENDERED BANQUET AT MONTREAL BY STAFF.

Thirty-Fifth Business Anniversary Celebrated, and Bust of Himself Presented by Employees.

The cordial relationship existing between the president and staff of C. W. Lindsay, Limited, was emphasized by a banquet at the head office of the firm on St. Catherine Street. The banquet took place in the beautiful hall of the Lindsay building, which was decorated for the occasion with flags of all nations, palms and flowers.

The guest of honor was the president, Mr. C. W. Lindsay, and Mr. H. R. Hale was chairman. Over one



Mr. C. W. Lindsay

hundred of the staff of C. W. Lindsay Limited assembled, together with a number of invited guests, the Ottawa branch being represented by 25; the Quebec branch by 5; whilst the Brockville branch had two representatives. The whole of the staff of the Montreal east-end branch and of the head offices were present.

Those present included Messrs. J. A. Herbert, manager of the Montreal head office; A. W. Brown, manager, and A. T. Bailey, assistant manager of the Ottawa branch; M. S. Grace, manager of the Brockville branch; C. A. Hurteau, manager of the Quebec branch; and George O'Rielly, manager of the east end branch. Mr. Lindsay's mother was seated on his right, and others at the table of honor were Mrs. Lindsay and her mother, Mr. James Lindsay of the Merchants Bank, Mr. and Mrs. McDiarmid and Mr. J. H. Hempstead, of Steinway and Sons, New York.

After the toast of the King had been duly honored, the chairman proposed the health of the guest of the evening, Mr. C. W. Lindsay, and gave an interesting

Hammers

In supplying the highest grade piano hammers to the Canadian piano trade, we aim at

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We are agents in Canada for E. V. Naish & Co. the world's gold medalist for fine felts. The best European and American makes carried in stock.

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The best procurable machines, and an up-to-date plant, in charge of a master string maker, are turning out in "Best Strings" a strictly high grade product.

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Piano Hammers

MANUFACTURED BY

D.M. BEST & CO.

455 KING ST. WEST

TORONTO

CANADA

Expressing our Christmas greetings of heartiest good will, and a desire that unbounded prosperity be the portion of every member of the trade in the New Year of 1914

Thomas Organ and
Piano Co.

WOODSTOCK - ONT.

DECEMBER, 1913.

FAY'S VELVATONE WOOD NEEDLE

is treated by a chemical process that contains an Oily substance, which acts as a Lubricant, and thus polishes and smooths the grooves of the record to a great extent each time the record is played, except records which have been worn beyond redemption by steel needles. Each needle will

Play Ten to Thirty Records and Is Self-Sharpening

After playing a record give the needle a quarter turn and you get a fresh point. One needle plays 30 records. It brings out the full volume of tone even on badly worn records, giving a softness and mellowness of tone.

The FAY VELVATONE NEEDLE will appeal strongly to you from these points alone. You are asked to send for samples and judge for yourself that the claims we make for our needle are fully substantiated.

Instructions for Using FAY'S Velvatone Wood Needles

Place the needle in the sound box in the same manner as an ordinary steel needle, then in order to avoid injuring the point of the needle, also carefully into the groove of the revolving record, let the needle remain in the same position in the sound box as long as it will reproduce perfectly. When it is necessary to change the needle do not throw it away, but turn it one-quarter way round and it will reproduce as clearly as at first. This can be repeated a number of times before the needle is worn out.

50c. Per Package of 100

Regular trade discounts

VELVATONE NEEDLE CO.
900 C. Benton Boulevard KANSAS CITY, MO.

history of the business since Mr. Lindsay started it. A Montrealer by birth, Mr. Lindsay got his first business experience in the drygoods trade in Boston. Returning to Montreal in 1878, he started on St. Catherine Street, the piano business which has since grown to such large proportions. Shortly after commencing this business, he bought out the firm of De Zouches and Atwater, a piano firm which was doing business on Beaver Hall Hill. The business continued to show development, and some years later he acquired the Nordheimer Piano Company's business, on St. James street. Other piano firms acquired by Mr. Lindsay were those of Orne & Son, of Ottawa, and McNece of Ottawa. The business was converted into a limited company about twenty years ago, under the name of C. W. Lindsay Limited, and about two years ago the Nordheimer Piano Company's local branch on St. Catherine Street, was purchased by them. The Lindsay firm now has a capital of \$1,000,000, and in addition to their own building on St. Catherine Street west, which is the head office, they have an east-end branch on St. Catherine Street, and out-of-town branches at Brockville, Quebec and Ottawa.

At the conclusion of his address the chairman presented to Mr. Lindsay a bronze bust of himself, the work of the well-known sculptor, Ladilberte. This bust was much admired, and is considered an excellent likeness of Mr. Lindsay. It was given by the staff as a token of esteem on his completion of 35 years in business.

In responding, Mr. Lindsay spoke very feelingly of the pleasure which he had derived from the presentation, and stated that it was a complete surprise to him. He would have pride in placing the bust in his home, and the event was an indication of the pleasant relations which had long existed between the staff and himself. Many of these present have been connected with the Lindsay firm for many years in various capacities. The bust bore the following inscription: "Presented to C. W. Lindsay by the staff, November 15th, 1913." A basket of flowers was also presented to Mrs. Lindsay.

The following toasts were then proposed: "Invited Friends," proposed by Mr. E. Hamilton, responded to by Mr. Hempstead; "The Ladies," proposed by Mr. Brown, responded to by Mr. M. S. Grace; "The Staff," proposed by Mr. Hale, responded to by Mr. J. A. Herbert.

The musical programme, which was all undertaken by members of the staff, included songs by Mr. Bryant, Mr. W. Bacon, and Miss Mantha, a violin solo by Mr. Mortimer and, as a specialty, an instrumental duet (horn and trombone), by Messrs. Bacon and Burrows, being a burlesque of the sextette from Lucia di Lammermoor. The evening was a complete success in every way.

WINNIPEG LETTER.

CONSOLIDATED Music Stores, Limited, with a capitalization of \$100,000 is the style of a new organization to receive letters patent, with a view to forming an amalgamation of a number of local firms in the music trades. The incorporators were given as Messrs. J. W. Hummel, E. Semple, F. H. Wray, E. E. McLuskey and James McGill, all of Winnipeg. The amalgamation did not take effect, however, and the options which have

expired, it is stated, will not be renewed by a couple of the firms interested, so that the proposition has fallen through, for the present at least.

The Winnipeg Piano Company report business fair, with collections, however, behind last year, due in part to the low price of wheat, and tight conditions in the city. This firm state that they are now getting along ample supplies of Columbia graphophones, the deliveries of which have been short, owing to the demands upon the factory at Toronto. The new \$100 Grafonola "Leader," they report, has met with an astonishingly successful sale.

Mr. D. S. Cluff, Western representative of the Willis Piano Company, Montreal, called lately on his way to the Coast, and reports business looking up.

Mr. G. L. Stanwood, Western manager of the Doherty Piano Co., reports an improvement in collections, and he expects to equal, if not exceed, those of 1912. Stock, he states, is also coming along more freely from the factory. This firm's recent co-operative phonograph sale they report a great success. Improvements and alterations are being made to the finishing and repair department, which will give them larger floor space and improved facilities, giving the Doherty firm, in fact, one of the finest repair departments in the West. The firm's Regina branch, recently opened, under the management of Mr. B. B. Coles, had a special sale during November.

The Fowler Piano Co., Edmonton Street, report November their best month since starting in business, though they state that collections cannot yet be considered normal. In anticipation of Christmas business, two cartloads of Willis instruments were received, in addition to their Newcombe stock, for which line they have also the local representation.

Dr. Sinclair and wife, who conduct a music store at Le Pas, Man., were recent visitors to the city.

The R. S. Williams & Sons Co., report business as being good. Collections also are coming along nicely. Mr. Wagner, local manager, looks forward to future conditions with a great deal of confidence.

Mr. E. C. Thornton, general manager of the Karn-Morris Piano & Organ Co., paid a visit to the firm's Western branch during the month. Mr. Merrell, Western manager of this firm, has no complaints to make in regard to trade, the last three weeks being exceptionally good.

Mr. Frank Smith, Western manager of Whaley, Royce & Co., Ltd., reports business as being fair for November, but is looking for bigger things for December. Mr. Smith says they are kept busy, however, supplying their two big folios, the "Mammoth" and "Empire." This firm's representative, Mr. E. Finch, is at present covering the ground in Manitoba and Saskatchewan.

The J. J. McLean Co. are quite satisfied with the amount of trade they are getting, and collections are coming in nicely.

The Tucker Piano & Music Co., Ltd., have recently made some improvements to their new store, corner Main & Graham Sts. A new phonograph parlor has been built on the main floor. This is decorated in a very neat design, and is quite sound proof; along the wall, shelves are arranged in which the records are all neatly placed. In the basement phonograph parlor, a glass

*Happy
Christmas
1913*

*Prosperous
New Year
1914*

To all agents and friends of Dominion Pianos,
Organs and Players throughout Canada we
say, "A Guid time to ye this Christmas, wi'
all happiness and prosperity thro' the comin'
year." 'Tis weel meant.

THE PIANO PREDOMINANT

FOR more than forty years the Dominion Piano has stood as a symbol of something good—a piano you can be proud to represent and that your clientele will be proud to possess.

In more than eighty thousand homes throughout the world the Dominion Piano enthuses and inspires their happy owners with the most delightful and harmonious melody. It is a favorite instrument wherever the British flag floats.

Dominion Organ & Piano Co.

LIMITED

Bowmanville,

Canada

partition has been placed, which is quite an improvement, and there one may sit at ease and listen to records on the Edison, Columbia and Phonola machines. Miss Johnson, who is in charge of the phonograph department, has recently returned from a visit to her home in Ottawa, Ont., feeling much benefited by the rest and change.

Babson Bros., dealers in Edison phonographs, have recently added two new demonstration booths. Mr. Fitch, the Western manager, finds business in the Edison lines good, and is looking forward to a good Christmas trade.

Mr. E. C. Seythes, Western manager of the Williams Piano Co., reports business as being fair. A good amount of cash is being paid down on the sales now being made, and good terms are being secured for the balance.

Mason & Risch, Ltd., have good reports of both sales and collections, having made a number of important sales of special interest, in view of the year's financial situation. The local management is looking forward to good Christmas business.

TRADE NEWS FROM BOWMANVILLE.

Mr. C. Rehder, of the Bowmanville Foundry Co., Ltd., makers of piano supplies, has been appointed, with another gentleman, to represent the Bowmanville Board of Trade in a conference with the Railway Commission, on the question of location of the C. P. R. freight sheds.

Mr. James Deyman, representative here for Dominion instruments, recently took occasion in the local paper to shoot holes all through the idea that a poor piano is "good enough to practice on." Mr. Deyman emphasized that little boys and girls have a natural gift for music, as expressed in humming and singing, while at play. "In spite of this," he said, "parents often, instead of developing it, starve this gift with an old or poor piano good enough to practice on. The untrue tones of a cheap piano spoil the ear. The delicate brain cells which register sound, pick up the habit of untrue sound—a habit they cannot unlearn. Yet from a good piano the ear will just as readily pick up true sound habits." Mr. Deyman's argument would also apply to the proper and regular tuning of the piano in the home.

Good reports are received from the factory of the Dominion Organ & Piano Co., Ltd., in both the domestic and export trade departments. The "Old Reliable" Dominion organs and pianos are well represented throughout Canada, and also in South Africa, Australia, New Zealand, Great Britain, and even China, the latter class of business being in great measure due to the firm's concentrating on an instrument for which they claim capability of withstanding severe climatic conditions.

At the election of officers held by the Bowmanville, Ont., Board of Trade, Mr. J. B. Mitchell, of the Dominion Organ & Piano Co., and Mr. C. Rehder, of the Bowmanville Foundry Co., were made members of the executive committee. The secretary reported the receipt of several inquiries from American manufacturers wishing to locate in Canada.

PIANO MAN ON TORONTO'S TRANSPORTATION PROBLEM.

R. S. Gourlay Addresses Empire Club.

At a noon-day meeting of the Empire Club in Toronto, on Dec. 1st, Mr. R. S. Gourlay, of Gourlay, Winter & Leeming, a member of the Board of Harbor Commissioners, explained that body's plan to provide a street railway service for that portion of Toronto's population beyond the city limits of 1891, and to provide entrance to the city for the Radial Railways. As the street railway problem is a most vital one, and at the present time the subject of discussion by the citizens, wherever they meet, Mr. Gourlay was greeted with a large and intensely interested audience.

The privileges of the Club had been extended to the members of the Board of Trade, many of whom took advantage of the opportunity to hear the Harbor Commissioners' plans explained. The local music trade was well represented in the audience. The plan, which involves an expenditure of fifteen million dollars, was clearly outlined to his audience by Mr. Gourlay, who had not only made an exhaustive study of it, but personally inspected the territory which its adoption would serve. Numerous points in connection with the Radial Railway problem, as it is related to Toronto, of which many citizens were not before cognizant, were clearly brought out by him.

The services of Toronto's Harbor Commissioners, it might be remarked, are purely voluntary, notwithstanding that the problems being handled by them involve millions of dollars. Their extensive plans in connection with providing Toronto with a deep harbor, an attractive water front, and reclaiming millions of dollars' worth of marsh and waste land, are under way, contracts running into millions of dollars having been let.

HE GOT A MOOSE.

Mr. E. E. Nugent, the popular manager of the Fort William branch of Heintzman & Co., had an interesting hunting trip last month at St. Ignace Island, about 110 miles across Lake Superior. Of the party of six, Mr. Nugent was one of three fortunate enough to bring down a moose. This was his first season after big game.

Mr. Nugent's party found a Port Arthur party reported in the press as lost. These hunters were on St. Ignace Island without provisions, except game that they shot, and with their launch out of commission, so that they were unable to make the trip across the lake. The rescuing party included a gasoline expert, who repaired their craft and sent them on their way rejoicing, and to deny the "lost" report. The one adventure of Mr. Nugent's party was running on a rock at nine thirty at night, but doing no more damage than breaking off a propeller.

The department of trade and commerce have just published the figures representing Canada's imports in musical instruments for the twelve months ended September, 1913. These are \$2,152,600, as against \$1,743,900 the previous year, or an increase of \$408,700. Of this year's amount \$129,700 came from Great Britain and \$1,793,100 from the United States.

THERE are no substitutes for Bohne Piano Hammers. The characteristic quality of all materials used, as well as the careful and experienced workmanship throughout every step of their manufacture account for their reputation to resist year in and year out the extra usage demanded of the player piano.

Bohne Hammers covered with "Weickert German Felt" are known and acknowledged to be the best money can buy. That is the reason they are used by manufacturers who consider quality before price.

Bohne Piano Strings

are the resultant products of a modern well-equipped plant; the class of workmanship that goes hand in hand with thorough knowledge; the best materials that the markets offer, and constant careful supervision.

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516 RICHMOND ST. W. - - TORONTO
134th STREET and BROOK AVE., NEW YORK.

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PIANO, Pipe and Reed Organ Tuning, repairing, regulating, voicing and polishing Player Pianos. Scale drafting. Oliver C. Faust, Principal, for over twenty years at the head of the Tuning Department of the "New England Conservatory of Music" — 1000 Graduates. Factory practice if desired. Illustrated Year Book free.

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FOR MANUFACTURERS, REPAIRERS, TUNERS AND DEALERS
 CORRESPONDENCE INVITED

HAMMACHER, SCHLEMMER & CO.

4th Avenue and 13th Street

NEW YORK, SINCE 1848

GERHARD HEINTZMAN NOTES.

Mr. Fred Killer, secretary-treasurer of Gerhard Heintzman, Ltd., is receiving the congratulations of many friends in and out of the trade, on his return to business duties after an enforced absence through illness. As previously stated, Mr. Killer has been a victim of sciatica, the last attack confining him to his home for several weeks.

Gerhard Heintzman, Ltd., Toronto, have announced the production in their factory of the first grand player piano to be turned out in Canada. For many months it has been the ambition of Mr. Armand Heintzman, vice-president of the company and superintendent of the Gerhard Heintzman factories, to bring out a player grand of the same degree of player perfection attained in the upright piano. The instrument is now on exhibition at their retail warehouses in Toronto, and has been demonstrated to many visitors, including prominent musicians, who have expressed their delight with the result. The design used is the company's studio grand.

The Edison department at the warehouses of Gerhard Heintzman, Ltd., Toronto, has been enlarged, and now occupies a prominent location to the front of the building on the fourth floor. While this branch of their business has been handicapped for the want of records, these are now coming along regularly, and the Gerhard Heintzman salesmen expect to be able to fill all orders for these. In the meantime they had found it necessary to confine their sales of Edison disc records to their own phonograph customers. Members of the Gerhard Heintzman staff are well pleased with the tone reproducing qualities of the Edison disc phonograph, and Mr. S. F. Bauleh, salesmanager, has become an Edison enthusiast.

ANTHEM BOOK ISSUED.

A recent addition to the good anthem books available for music dealers, has been made by Whaley, Royce & Co., Ltd. The new volume contains twenty-four choice anthems, bound in limp cloth covers, to retail at 60 cents each, or \$6.00 a dozen. It is called the Whaley-Royce "Ideal" anthem book, and is designed to meet a demand for a collection of numbers that are more than mere hymns. These are anthems of a high order, and yet edited to suit the average choir. The contents are:—"Be Thou Nigh," Eben H. Bailey; "Beyond the Smiling," Arthur Leland; "Fear Not Ye, O Israel," Dudley Buck-Adamson; "Gently, Lord, O Gently Lead Us," W. T. Porter; "God is a Spirit," Sir W. Sterndale Bennett; "God Shall Wipe Away All Tears," John Adamson; "Guide Us! Guard Us!" Jordan-Leland; "He Wipes the Tear from Every Eye," Lee-Leland; "I Heard the Voice of Jesus Say," Rathburn-Adamson; "Jesus, Lover of My Soul," Maedougall-Leland; "My God and Father, While I Stray," G. W. Marston; "Night of Nights," Van de Water-Adamson; "Now God Be With Us," John Adamson; "Now the Day is Over," John Adamson; "O Lord! Correct Me!" Handel-Adamson; "O Lord, How Manifold are Thy Works," J. Barnby; "O Saviour of the World," Sir John Goss; "Our Saviour," C. A. White; "Sanctus," John Adamson; "Saviour, Again to Thy Dear Name," John Adam-

son; "Shadows of the Evening Hour," F. G. Rathburn; "Simply to Thy Cross I Cling," Eben H. Bailey; "Soldiers of Christ," Arthur Leland; "There is a Land Mine Eye Hath Seen," Mary Bradford Crowninshield.

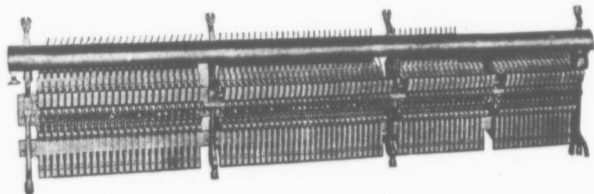
OPENED SECOND STORE.

On Saturday, November 29, the Jerome H. Remick Co. held the official opening of their new song shop at 127 Yonge St., Toronto. On this occasion constant demonstrations were given visitors of the latest Remick popular song hits, and flowers were distributed to the callers. Mr. M. Pressler, manager of the firm's local business, has made splendid use of the comparatively narrow frontage at his disposal by having the entrance to the store proper 25 ft. back from the street line. On either side of this passageway is an attractive window, furnishing 56 ft. of display space before one comes to the actual store entrances. The store itself is 25 ft. wide by 73 ft. deep. In addition to this branch, Mr. Pressler will continue to operate the store which has been at 101 Yonge St. for three years, and to effectively man both, has appointed an assistant manager in each place.

NEW MUSIC

Copyrights entered at Ottawa.

- 27903, "Now the Day is Over," Vesper Hymn, by John Adamson. Whaley, Royce & Co., Limited, Toronto, Ont.
 27904, "Santa Claus is Coming," By an Estonian. (Music). The T. Eaton Co., Limited, Toronto, Ont. 12th November, 1913.
 27906, "Now God Be With Us," Vesper Hymn, by John Adamson. Whaley, Royce & Co., Limited, Toronto, Ont.
 27907, "O Lord! Correct Me," Vesper Hymn, by John Adamson. Whaley, Royce & Co., Limited, Toronto, Ont.
 27908, "Be Thou Nigh," By Eben H. Bailey. Whaley, Royce & Co., Limited, Toronto, Ont.
 27909, "Guide Us! Guard Us!" By Jordan-Leland. Whaley, Royce & Co., Limited, Toronto, Ont.
 27910, "My God and Father, While I Stray," By E. W. Marston. Whaley, Royce & Co., Limited, Toronto, Ont.
 27925, "Fading Yarns," Words by Channing Pollock. Music by Charles J. Gehest and Remold Wolf.
 27924, "American Tourists," (We'll Go to the Cabaret), Words by Channing Pollock. Music by Charles J. Gehest and Remold Wolf.
 27925, "Old Doctor Ruid," Words by Channing Pollock and Remold Wolf. Music by Charles J. Gehest.
 27926, "My Tange Queen," Words by Channing Pollock and Remold Wolf. Music by Chas. J. Gehest.
 27927, "I Want to Look Like Lillian Russell," Words by Channing Pollock and Remold Wolf. Music by Chas. J. Gehest.
 27928, "That's the Way a Woman Wants a Man to Love," Words by Channing Pollock and Remold Wolf. Music by Chas. J. Gehest.
 27929, "When You Hear that Unpish Unpish the Band," Words by Channing Pollock and Remold Wolf. Music by Chas. J. Gehest.
 27930, "Come Along," Words by Channing Pollock and Remold Wolf. Music by Chas. J. Gehest.
 27931, "I Am Louping My Dearie for You," Words by Channing Pollock and Remold Wolf. Music by Chas. J. Gehest.
 27933, "You're Never Too Old to Love," Words by William Jerome and Alfred Bryan. Music by Albert Gumble.
 27934, "I Wish You'd Keep Out of My Dreams," Words by Grant Clarke and Edgar Leslie. Music by Jean Schwartz.
 27935, "Go Get That Guy," Words by Harry Williams and Joe Young. Music by Bert Grant.
 27937, "Cutty Boy," Words by Harry Williams and Joe Young. Music by Abner Greenberg.
 27992, "Shadowland," By Gordon V. Thompson. Toronto, Ont.
 28006, "Give Me Something in a Uniform of Blue," E. Ray Goetz.
 28014, "Don't You Go," Words by Alfred Bryan. Music by Albert Gumble and Jack Wells.
 28015, "Say 'Yes' with a Sweet Red Rose," Words by J. E. Dempsey and Herbert Thomson. Music by Johann C. Schmid.
 28016, "The Light of the World is Love," Words by Earle C. Jones. Music by Richard A. Whiting.
 28017, "Down Upon the Old Swanee," Words and Music by William J. McKenna.
 28018, "The Son of an Irish Man," Words and Music by William J. McKenna.
 28027, "Down in Chattanooga," By Irving Berlin.
 28030, "Morning Glory," Three Step, By F. H. Losey, Op. 337.
 28031, "Tallulah Ladies," March Two-Step, By Harry J. Lincoln.
 28032, "Garden of Eden," Waltzes, By Carl Loveland.
 28033, "Donkey Heel," March Two-Step, By F. H. Losey, Op. 345.
 28035, "Lullaby," Words by Lily E. F. Barry. Music by P. Douglas Knowles.
 28037, "Farfalla," Polka-Intermezzo. Par Rose-Anna P. Steadworthy. J. E. Belair, Montreal, Que.



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"Made in
Canada."

TO recognize in a situation that presents itself the counterpart of a situation of another man who has paid his fee in the school of Experience—that takes preception !

Preception at work calls attention to the high grade pianos containing Loose Actions.

Preception emphasizes the quality of Loose Actions, in that so many leading dealers lay stress on their excellence when trying to close a sale.

Preception shows Loose Actions to involve a minimum of repair costs.

LOOSE KEYS

"Made in
Canada."



ANY estimate of a key-board's value is incomplete without a record of the Manufacturer's attainments.

The sure way to make unnecessary any doubts down the line from manufacturer to consumer is to have in the piano, keys manufactured by J. M. Loose & Sons, Ltd., who have twenty-five years' experience in key manufacture

The piano merchant can show to his prospect's satisfaction that painstaking methods were used in their construction. He can see for himself that the ivory is of guaranteed grade and skilfully matched.

J. M. Loose & Sons

Limited

Carlaw Ave. - Toronto

Canada

Established

over

25 Years.

28042. "I'm Always the Same Old Girl." Words by Jesse G. M. Glick. Music by Geo. P. Howard.
 28043. "On a Good Old Time Sleigh Ride." Words by Andrew K. Allison. Music by Albert Gumbel.
 28044. "Keep Your Golden Gate Wide Open." Words by Silver Wood. Music by Gus Edwards.
 28045. "When the Whole World Has Gone Back on You." (Come to me). Words by Edward Madden. Music by Gus Edwards.
 28049. "The Bingers." March and Two-Step. By Mrs. F. G. Van Doring. Toronto, Ont.
 28052. "My Island Rose." Words by W. H. Bigham. Music by Benedict Buntly. W. H. Bigham, Victoria, B.C.
 28053. "Les Copeland's Grand St. Rag." By Jack Smith and Les Copeland.
 28059. "Adele." Trot One Step. March Two-Step. Compiled and arranged by J. Bodewalt Lampe.
 28070. "Tattle Tale." Words and Music by Max Hoeng.

INVENTOR OF THE VITAPHONE VISITS TORONTO.

Mr. Clinton B. Repp, inventor of the Vitaphone, and president of the Vitaphone Co., of Plainfield, N.J., recently spent several days at the factory of the Canadian Vitaphone Co., Ltd., in Toronto. Mr. Repp, who visited this city for the purpose of starting the manufacturing end here, expressed himself as most agreeably surprised with the progress made by the Canadian com-



Mr. Clinton B. Repp

pany, and the volume of orders already booked for delivery as soon as instruments could be produced.

Mr. Repp, though born on a farm in Maryland, has been connected with the talking machine trade since boyhood, and has taken an active interest in its development from an industry of comparative insignificance, to one of the greatest of the day. He early became interested in experiments and inventions, and soon undertook many of these on his own account, finally working out the principles of sound reproduction as employed in the Vitaphone. Quite naturally Mr. Repp is very enthusiastic as to the future success of the Vitaphone, quoting their year's experience in the United States as demonstrating the place of his invention.

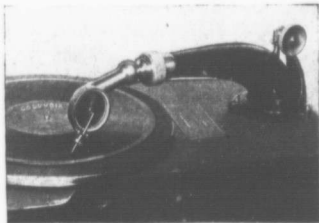
Among the distinguishing features of the Vitaphone are the wooden tone-arm and stationary sound box. In

speaking of his tone arm, Mr. Repp pointed out that no material is so resonant as properly treated wood, and he contends that the wood arm of his company's instrument mellow and refines every vibration of the stylus, and that, therefore, only the same strains are reproduced as were received into the original master record. The stationary sound box, Mr. Repp claims, is an advanced sound reproducing invention, and adds to the life and satisfaction of the record, in that the necessary pressure is sustained by the use of a tension spring, and not by the weight of the sound box on the record. The Vitaphone plays disc records made by either of the two processes now employed, i.e., the disc record having the sound waves engraved in the bottom of the groove, as well as the record having the sound waves engraved in the sides of the groove.

Mr. Thorpe, president of the Canadian Company, is also very optimistic in view of results up to date, while Mr. W. R. Fosdick, general manager, can only see success ahead. Several types of the Vitaphone are on the market, a couple of which are shown in their announcement in this issue.

APPOINTED JOBBERS FOR CANADA.

As noted in the November issue of the Journal, there is now available for the Canadian trade, attachments



Union No. 1, enabling Edison Disc Machine to play Columbia and Victor records.

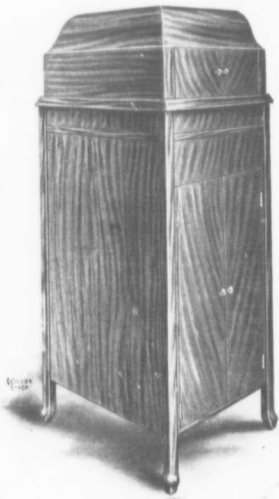
or "unions," which are designed to provide owners of Edison disc phonographs, with the means of playing Columbia and Victor records. These attachments also allow Columbia and Victor instruments to play the new Edison disc records. These unions and other specialties made by the Union Specialty & Plating Co., of Cleveland, are illustrated in that firm's trade announcement elsewhere in the Journal. Canadian jobbers have been appointed, with whom dealers should communicate for further particulars and place their orders. These jobbers are Gerhard Heintzman, Ltd., Toronto, Layton Bros., Montreal, The Doherty Piano Co., Ltd., Calgary, and Winnipeg, and Fletcher Bros., Ltd., Vancouver.

Mr. W. B. Black, of Durham, Ont., tells an incident that illustrated the hold talking machines have obtained on humanity. On a Saturday he displayed a talker in his store, and so attractive did it appear and sound that a resident of that community got up on the following Monday morning and sold his cow before breakfast, in order to procure that instrument for his own home. No wonder the talking machine trade of Canada is making such strides!

The Vitaphone is Taking Hold in Canada

PRESENT tendencies in talking machine sales are most favorable to making the two designs here illustrated what they are bound to be—**Great Sellers.**

Now is the time to secure catalogue and our seller's proposition.



Type No. 110 \$110.00

Mahogany, Mission, Golden and Fumed Oak.

Triple Spring Motor that can be wound while playing, and interchangeable diaphragm connection from amplifier to horn.

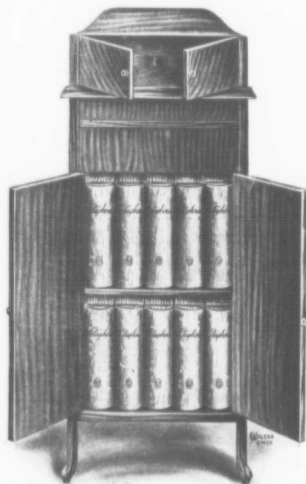
Plays either needle or sapphire records.

Beautifully finished and polished.

4 FEATURES THAT MAKE THE VITAPHONE SELL

The Wood Arm—No other material is so resonant as properly treated wood. Like the violin it improves with age.

Reproducing Device—The Vitaphone reproducing device, with solid wood vibrating arm, has the indefinable quality of allowing only the musical tones to pass to the diaphragm. The Vitaphone plays every make of disc record, sharp and clear, without surface noise or nasal twang.



Type No. 120 \$120.00

Equipped with five ten, and five twelve-inch Record Albums.

Mahogany, Mission, Golden and Fumed Oak.

Triple Spring Motor that can be wound while playing, and interchangeable diaphragm connection from amplifier to horn.

Plays either needle or sapphire records.

Beautifully finished and polished.

Stationary Sound Box—Rigidly fixed to supporting frame, made of few and simple parts, permitting use of tension spring to maintain the necessary pressure to hold the stylus to the groove of the record.

Plays all Disc Records—Neither time, tools, nor ingenuity are required to change from one kind of record to the other—simply alter the position of the diaphragm spring, place the needle or jewel in the needle arm and the operation is complete.

CANADIAN VITAPHONE CO., LTD.

W. R. FOSDICK, General Manager

156-160 JOHN STREET

TORONTO



THE NEW COLUMBIA JEWEL at \$45

If you have not already decided that there are *money reasons* for taking on the Columbia line, don't forget that the public sees through its own eyes. Every time our advertisements appear the Columbia slice in the market is being cut a little deeper.

The Improved "Jewel," a complete enclosed Grafonola at \$45, should not be regarded by you merely as a difficult thing for competing instruments at more money to meet, but as a market-reacher that you have an entirely different sort of interest in—one that can do *your* work and make money for *you* as well as for anyone else.

Notice we said "*money reasons*." There is, legitimately, a good deal of sentiment in this business. But the only ground we have any idea of getting together on is that of *money*—mutual profit.

When you piano folks secure Godowsky's endorsement of a certain make of piano, you advertise it. That should give you some conception of the market for records which Godowsky not merely endorsed but *made*.

The same with Bonci—with Destinn, Fremstad, Friedheim, Garden, Hofmann, Nielsen, Parlow, Scharwenka, Slezak, Ysaye, Zenatello and scores of others.

What *you* intend to do about it is the next thing.

We know what *we* are ready to do, any time you say.

The
Music Supply Company
88 WELLINGTON ST., W.
TORONTO, CANADA

Sole Ontario Wholesalers of Columbia
Products and Columbia-Ross Records.

NEW RECORDS

Advance lists
for January



NEW EDISON RECORDS. FOR JANUARY.

- BLUE AMBEROL CONCERT—\$1.00.**
- 28185 The Swan (Le Cygne) (Saint Saens) Albert Spalding
Violin solo, piano accomp. by Andre Benoit
- 28186 The Heart Bowed Down—The Bohemian Girl (Baltz) Thomas Chalmers
Baritone solo, orchestra accomp.
- 28187 Elsa's Trance (Elsa's Dream)—Lohengrin (Wagner) Marie Rappold
Soprano solo in German, orchestra accomp.
- 28188 Air des Bileaux (Jewel Song)—Faust (Gounod) Marguerite Sylva
Soprano solo in French, orchestra accomp.
- REGULAR LIST—60c.**
- 2115 The Beautiful Galatea Overture (F. von Suppé) Edison Concert Band
- 2116 Sunlight—Waltz Song (Harriet Ware) Marie Kaiser
Soprano solo, orchestra accomp.
- 2117 The Lord is My Shepherd (Smart) Charlotte Kwanan and Kathryn Hall Staats
Soprano and contralto, orchestra accomp.
- 2118 Take Me Back (Irving Berlin) Walter Van Brunt
Tenor solo, orchestra accomp.
- 2119 A Dream (J. C. Bartlett) Ernest Albert Couturier
Corset solo, orchestra accomp.
- 2120 When the Song Birds Sing no More Emory B. Randolph
Tenor, orchestra accomp.
- 2121 When I Dream of Old Erin (Friedman) Irving Gillette and Chorus
Tenor and chorus, orchestra accomp.
- 2122 If You Only Know What I Know Says the Moon (Sharp) Ada Jones
Comic song, orchestra accomp.
- 2123 Marriage Bells (O'Randall) John F. Bueckhardt and Charles Daab
Bells and xylophone duet, orchestra accomp.
- 2124 Frisco Dan (Van Alstyne) Billy Murray
Comic song, orchestra accomp.
- 2125 Where is My Wandering Boy To-Night? (Robert Lowry) Edison Mixed Quartet
Sacred, orchestra accomp.
- 2126 My Mother's Old Red Shawl (Moreland) Will Oakland
Counter-tenor solo, orchestra accomp.
- 2127 Old Black Joe—With Variations (Foster-Benoist) Andre Benoit
Piano solo
- 2128 The Maple Leaf Forever (Muir) Knickerbocker Quartet and New York Military Band
Vocal, band accomp.
- 2129 On the Old Front Porch (Arthur Lange) Ada Jones and Billy Murray
Conversational duet, orchestra accomp.
- 2130 On the Honey-moon Express (Kenda and Stillwell) Collins and Harlan
Comic song, orchestra accomp.
- 2131 When I Lost You (Berlin) Charles D'Almaine
Violin solo, harp accomp.
- 2132 Favorite Airs from Bab' Roy (de Koven) Edison Light Opera Co.
- 2133 Floating Down the River (White) Premier Quartet
Male voices, orchestra accomp.
- 2134 An Irish Husband—The Marriage Market (Kern) Irving Gillette and Chorus
Tenor and chorus, orchestra accomp.
- 2135 Tango—Miss Mexico (Henry Franzoni) National Promenade Band
For dancing
- 2136 Tra, La, La, La! (Irving Berlin) Billy Murray
Comic song, orchestra accomp.
- 2137 What D'ye Mean You Lost Yer Dog? (Daly) Edward Meeker
Comic song, orchestra accomp.
- 2138 When the Corn is Waving (Blumhain-Back) Knickerbocker Quartet
Male voices, orchestra accomp.
- 2139 The International Rag Medley—Turkey Trot National Promenade Band
For dancing
- 2140 Be My Little Baby Bumble Bee—"Wisconsin Widow" (Henry I. Marshall) Elizabeth Spencer and Walter Van Brunt
Soprano and tenor, orchestra accomp.
- 2141 Down in Monkeyville (Theodore Morse) Collins and Harlan
Single song, orchestra accomp.
- 2142 The Lass from the County Mayo (Raymond A. Brown) Owen J. McCormack
Baritone solo, orchestra accomp.
- 2143 In the Land of Plankety Plank (Theodore Morse) Premier Quartet
Male voices, orchestra accomp.
- 2144 From Maine to Oregon March (Sonsa) New York Military Band
- COLUMBIA RECORDS
FOR JANUARY.**
- SYMPHONY DOUBLE-DISC RECORDS.**
- 31422 Marianna (Wallace). "Yes! Let Me Like a Soldier Fall."
Walter Wheatley, Tenor. Orchestra accomp. \$1.00
- 31423 Marianna (Wallace). "There is a Flower that Bloo-meth."
Walter Wheatley, Tenor. Orchestra accomp. \$1.50
- A5510 Carmen (Bizet). "Flower Song." Walter Wheatley, Tenor.
Orchestra accomp.

A musical instrument
for musicians

The Edison Phonograph

Disc or Cylinder

THERE has always been a portion of your public which you have never been able to interest in phonographs. The stumbling-block has been that these people regarded a phonograph as a mechanical device rather than a musical instrument.

With the perfection of Mr. Edison's Disc Phonograph and with the application of its acoustic excellence to the cylinder types as well, this objection has been eliminated.

It is a simple fact that a great share of the world's best music which has heretofore been unsuitable for the phonograph is now accessible to music lovers for inspiration, for entertainment in leisure, for the enlightenment and training of their children.

You know something of the long series of countless experiments in acoustics that enabled Mr. Edison to offer these present-day inventions of his. We want you to know more. We want you to realize that in the Edison line is the answer to the most discerning criticism that you have ever heard. Communicate with the nearest jobber or with us.

The logo features the name "Thomas A. Edison" in a stylized, cursive script. A thin horizontal line is positioned above the text. A decorative flourish, resembling a curved line or a stylized "E", arches over the name. Below the name, the word "INCORPORATED" is printed in a small, plain, sans-serif font.

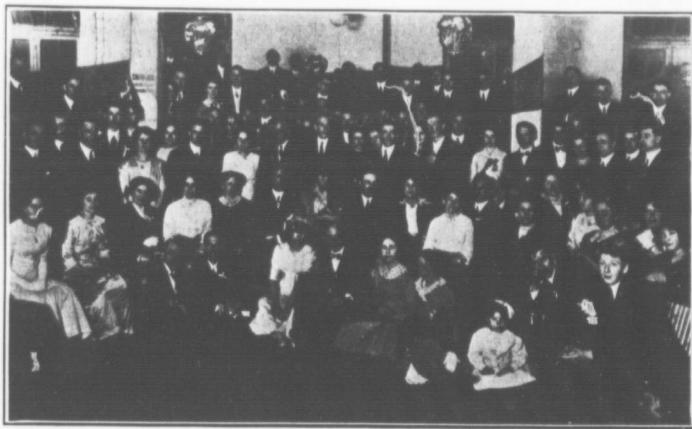
Thomas A. Edison
INCORPORATED

103 Lakeside Ave.

Orange, N.J.

- La Bohème (Puccini). "Your Tiny Hand is Frozen." Walter Wheatley, Tenor. Orchestra accomp.
- Favorite Italian and Neapolitan Songs by Lina Cavalieri—\$2.00.**
- A1434 O Sole Mia (de Capua). Mattinata (Posti). \$1.00
- A1432 Sweetest Story Ever Told (Stults). Carolina White, Soprano. Orchestra accomp.
- Natoma (Herbert). Spring Song. Carolina White, Soprano. Orchestra accomp.
- 10-INCH BLUE-LABEL DOUBLE-DISC RECORDS—\$1.00.**
- A1427 Masri—Samson Dance (Tylers). Mike Bernard, Pianist. 1915 Rag (Tylers). Mike Bernard, Pianist.
- A1440 Sally in Our Alley (Cross). Columbia Stellar Quartette. Orchestra accomp.
- The Girl I Left Behind Me (Lover). Columbia Stellar Quartette. Orchestra accomp.
- 12-INCH BLUE-LABEL DOUBLE-DISC RECORDS—\$1.50.**
- Two "Elijah" Arias by Reed Miller.
- A5511 Elijah (Mendelssohn). Recitative. "Ye People—Read Your Hearts"; and Aria: "I With All Your Hearts."
- Elijah (Mendelssohn). Aria: "Then Shall the Righteous Shine Forth."
- A5514 Christmas Bells (Stevenson). Columbia Mixed Quartet. Orchestra accomp.

- The Doll Girl (Kello). "Come On Over Here." Agnes Kimball, Soprano, and Charles W. Harrison, Tenor. Orchestra accomp.
- A1444 Love Has Done Wonders for Me (Solman). Manuel Roman, Counter-Tenor. Orchestra accomp.
- You Went Away (Straight). Charles W. Harrison, Tenor. Orchestra accomp.
- 10-INCH DOUBLE-DISC RECORDS—85c.**
- A1441 There's Ragtime in the Air (Klein). Peerless Quartet. Orchestra accomp.
- The Girl in the Gingham Gown (Klein). Edna Brown, Contralto, and James F. Harrison, Baritone. Orchestra accomp.
- A1438 Take Me Back (Berlin). Henry Burr, Tenor. Orchestra accomp.
- My Skyline Love (Denn). Clara Moister, Contralto, and Henry Burr, Tenor. Orchestra accomp.
- A1443 On the Old Front Porch (Lange and Heath). Ada James, Soprano, and Henry Burr, Tenor. Orchestra accomp.
- Oh, You Million Dollar Doll (Abrahams). Peerless Quartet. Orchestra accomp.
- A1439 She's Waiting For You to Love Her All the Time (Monaco). Albert Campbell, First Tenor, and Henry Burr, Second Tenor. Orchestra accomp.
- Dixie Days (Fitzgibbon). Peerless Quartet. Orchestra accomp.
- A1437 At That Midnight Masquerade (Goodwin, Brown and Ayer). Peerless Quartet. Orchestra accomp.
- Down in Monkeyville (Morse). Arthur Collins, Baritone, and Byron G. Harlan, Tenor. Orchestra accomp.



A "flashlight" of participants in Columbia Social and Dance, held at the Columbia Graphophone Co.'s Headquarters, 363-7 Spadina Ave., Toronto.

- Adore and Be Still (Gonod). Columbia Mixed Quartet. Orchestra accomp.
- Two Double-Discs by Remington Typewriter Company Band.**
- A1433 Salute to the Sultan—Marche Orientale (Lawrence). Fraternal Spirit March (Scull). \$1.25
- A5509 Home, Sweet Home, the World Over (Lampe). War Songs of the Boys in Blue (Laurendeau).
- Two Special Double-Discs Recorded for Independent Order of Odd Fellows—85c.**
- A1430 I.O.O.F. Installation Ode, No. 3 (Thompson). I.O.O.F. Opening Ode, No. 1 (Sniffert).
- A1431 I.O.O.F. Opening Ode, No. 6. I.O.O.F. Closing Ode, No. 1 (H. F. M.F.).
- 12-INCH DOUBLE-DISC—\$1.25.**
- A5513 The Argentine Tango, from "The Sunshine Girl" (Rubens). Prince's Band.
- Fired—Waltzes (Friml). Prince's Orchestra.
- 10-INCH DOUBLE-DISC—85c.**
- A1429 Tango Buena (Smith). Prince's Band.
- Tango South America (Smith). Prince's Band.
- A1435 The Better Land (Cowan). Carrie Herwin, Contralto. Orchestra accomp.
- I'll Take You Home Again, Kathleen (Westendorf). William Thomas, Tenor. Orchestra accomp.
- A1428 I Love Her, Oh! Oh! Oh! (Monaco). Accordion Duet by Guido and Pietro Deiro.
- Mammy Jinn's Jubilee (Muir). Accordion Duet by Guido and Pietro Deiro.
- A1426 Wiegand (Lullaby) (Verne-Bredt). Hans Kronold, Cellist. Canonetta (D'Ambrosio). Hans Kronold, Cellist.
- A1436 Die Lorelei (Süchler). Grace Kerna, Soprano, Beulah G. Young, Soprano, and Clara Moister, Alto.
- Stars of the Summer Night (Woodbury). Grace Kerna, Soprano, Beulah G. Young, Soprano, and Clara Moister, Alto.
- 12-INCH DOUBLE-DISC RECORD—\$1.25.**
- A5512 Adèle (Briquet). Selections. Prince's Orchestra.
- Marriage Market (Jacobi). Selections. Prince's Orchestra.
- 10-INCH BLUE LABEL DOUBLE-DISC RECORDS—\$1.00.**
- A1442 Marriage Market (Jacobi). "The One I Love." Grace Kerna, Soprano, and Reed Miller, Tenor. Orchestra accomp.

AT THE COLUMBIA HEADQUARTERS.

The "New Mignonette" Columbia Grafonola is to the front at the present time. This type is obtainable in mahogany, quartered golden oak, early English oak and satin walnut, to retail at \$130. All the exposed metal parts are nickel plated, and it is equipped with the Columbia tilting bin record compartment, the new bayonet-joint tone-arm, No. 6 reproducer, and the other Columbia improvements.

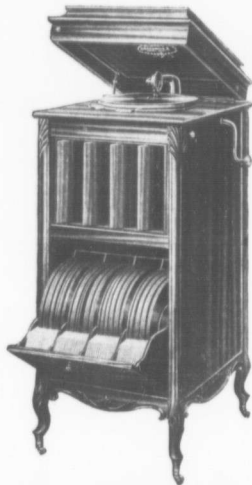
Concentration on record sales is what the Columbia dealers are being urged to specialize in by the Canadian headquarters of the Columbia Co. They say "You cannot keep up your business by trading on your jobber's stock of records. If you cannot carry every record in stock, we recommend that you mark up a numerical catalogue with the best sellers, and so that at least these are always on hand."

Columbia dealers have received a list of records that are to be dropped from the January, 1914, double-disc record catalogue. Regarding these the Journal is told that "This advance notice to our dealers and jobbers was for the purpose of giving them an opportunity of moving their stock before the records are dropped from

Your Hands are not Tied With the Columbia Line

WE believe that if you want to change your mind about handling a certain line of goods you should be allowed to. So we make no restrictions. We welcome your business on a show-down basis. We believe Columbia Grafonolas and Records will outsell any other make in your store. We are glad to prove this in competition. Don't take our word that they will—nor any other's say-so that they won't. Find out for yourself.

The Columbia dealer policy rests on the foundation that unless you are making money we are not succeeding. So the discounts are the most generous known to the trade.



The new "Mignonette," \$130.
Mahogany, Satin Walnut or Quartered Oak
Golden, Fumed, or Early English

WE have built a number of taking improvements into the new "Mignonette" which has already proved itself one of the biggest sellers any maker ever put into the hands of a dealer. These improvements are all visible to the naked eye. Most of them are conspicuous. Each one has a hundred per cent. value as a sales point.

Any customer can see AND UNDERSTAND the virtue of the exclusive Columbia tilting bin record compartment—the new deep tone-chamber—the new Columbia metal motor-board—the Columbia speedometer—the new Columbia tone-arm. As for the new No. 6 Columbia reproducer, it has already proved itself.

The new "Mignonette" Grafonola is
the biggest \$130 value on the market.

Columbia Graphophone Company

365-367 Spadina Avenue,

TORONTO, ONT

Creators of the Talking Machine Industry. Pioneers and Leaders in the Talking Machine Art. Owners of the Fundamental Patents. Largest Manufacturers of Talking Machines in the World. Dealers and prospective dealers write for confidential letter and a free copy of our book "Music Money." Manufacturers of the Dictaphone.

our catalogue, practically three months advance notice, which is consistent with our policy and desire to co-operate with our dealers, giving them an opportunity to avoid any congestion of stock. In view of the fact that the double-disc record carries two selections, one of which it might be desirable to continue or re-make, we will announce from time to time, through our regular lists, new couplings of some of the selections. In the meantime, however, dealers having a trade for the records or selections appearing on the attached list, should place their orders early, while the supply lasts."

IMPORTANT DECISION GIVEN.

There is special significance in the decision recorded below to the talking machine, sheet music and player roll trade in Canada. It is generally conceded that the proposed new copyright bill to come before the Dominion legislature is closely patterned after the existing act in England.

There reached Canada on 10th inst, the record of the judgment given out by the Supreme Court of England in the case of Lionel Monckton vs. Pathephone Freres, Ltd. The main question was whether the defendants, who were manufacturers of talking machine records, were entitled to sell records of a certain musical work published before July 1, 1912, of which the plaintiff was composer, without paying him royalties. The work in question was "Mousmé Waltz."

The plaintiff contended that on a true construction of the Copyright Act of 1911, the defendants, although they were entitled to make such records, and had been entitled to sell them free of royalties up to July 1, 1912, the date of the coming into operation of the act, were liable to pay royalties in respect to all sales made since that date.

The defendants contended that there was nothing in the act which took away from the common law right which they had prior to the act, to sell such records free from liability to pay royalties.

There was also the further question, whether as the defendants alleged the Board of Trade regulations requiring the payment of royalties on records to be by means of adhesive stamps affixed to the records, were ultra vires.

Mr. Justice Phillimore had decided in the defendant's favor at the trial of the action, without a jury, holding that there was nothing in the act which deprived the defendants of their common law right to sell after the act came into force records which they had made before that date, without the payment of royalties.

Now the Court—Lords Justices Vaughan, Williams, Buckley, and Kennedy—decided that subject to certain statutory exceptions, the act has given the owner of the new and extended copyright the sole right to authorize anyone to produce the musical work (e.g., by the user of the record), and has made it an infringement of his rights that a person should sell a record in violation of the composer's right to produce the work by use of the record.

PATENT NOTICE.

Canadian Patent No. 110,488, of February 25, 1908, Lever Cover and Hand Support for Player Pianos, owned by The Cable Company of Chicago, U.S.A. The above invention is for sale or use at a reasonable price. John H. Hendry, Bank of Hamilton Chambers, Hamilton, Canada.

AN ANGLO-CANADIAN.

In the accompanying portrait many of his friends will recognize Mr. Harry Sykes, the genial secretary of the Thomas Organ Co., Woodstock, and who, at the recent annual meeting of the Canadian Piano & Organ Manufacturers' Association, was elected a member of the nominating committee. My Sykes is one of the best informed men in the trade on Canadian industries, exports and imports, in total figures and by countries. His interest in developing foreign markets for Thomas organs is considerably more than a passive one, and the large confidence placed in his judgment and ability by a man of such sterling qualities as Mr. James Dunlop, proprietor of the company, is the highest compliment that could be paid him. A short time ago a Woodstock daily had the following reference to Mr. Sykes:—

"He hails from the centre of the manufacturing district of Yorkshire, several of his relatives being manu-



Mr. Harry Sykes

facturers of woollen goods in that well known country. He received his education at Archbishop Holgate's College, York, afterwards entering the manufacturing business in Halifax. For the past 18 years he has held the position as secretary of the Thomas Organ Co. During his period of service, the business with which he has been connected has undergone a great expansion, and there is no doubt but that he has discharged his duties faithfully to the satisfaction of the company. He is a frequent contributor to accountants' magazines, as well as those dealing with matters pertaining to the music trade. For the past four years he has acted as secretary of the Woodstock Board of Trade, and last month was elected by the Grand Master of Ontario to the elective position of assistant Grand Secretary of the A.F. & A.M. He is deeply interested in the Boy Scout movement, and is at present Commissioner for Woodstock and district."

MUSICAL MERCHANDISE PRICES ADVANCE.

Some months ago readers of the Journal were advised in these columns and in other ways, that material advances in many lines of musical merchandise were inevitable. Since then prices have been put into effect representing advances from five to thirty per cent.

It is but natural to inquire the reasons, and these may be briefly summed up in the simple explanation that they are largely due to the advanced standard of living of the workers in the centres where are made such lines as violins, violin strings, mandolins, banjos, etc. In the one item of violin strings alone, for example, a very few years ago, it was an easy matter to secure all the female help necessary at, what in this country, would be considered a nominal wage. When the lace making industry was introduced in the violin string centre, girls and young women promptly forsook the maker of violin strings and all the unpleasantness of his work.

During the past five years the standard of living in industrial centres in Germany, Austria, Switzerland and Holland has been elevated as it has not been in decades, and following upon a more expensive mode of living, is a demand for greater wages. The Canadian consumer is paying his share of that greater cost, in advanced prices of musical merchandise.

Unfortunately for themselves and their own profits, many dealers disregarded the warnings and all the evidences of a coming increase in prices. These they must pay, though the result of dilatoriness is tempered by the fact that there is in Canada a marked improvement in the demand for musical merchandise and supplies.

Appropos of the foregoing is the statement of "Metal Industry," that the Balkan wars had but little effect on the musical instrument industry of the Carlsbad district. All the foreign customers sent an increased amount of business, including Great Britain, Russia, Germany, Spain, Sweden, Norway, Denmark and the United States.

MARITIME ACTIVITIES.

In talking to the Journal, a prominent Halifax, N.S., man said, "I feel certain that in Halifax we have to-day the best prevailing business conditions of any city in Canada. You know the winter is our busy time as a port, and for the past few years, unlike our Western cousins, we have exercised more prudence and reasonable caution. Just now we seem to be profiting accordingly, for where business quietness prevails in so many places all through New Brunswick and Nova Scotia, trade is quite normal." Such a view is confirmed by several piano and organ men, who have relied upon their Eastern customers to keep their orders up to last year's figure.

The Johnson Piano Co., of Hollis St., Halifax, N.S., are conducting a Christmas and 40 years anniversary piano sale. They state that in the forty years of doing business in Halifax they have sold over 14,000 pianos and organs, and are now working to attain the 15,000 mark. They have agencies for several well known makes.

Mr. Ernie Callaghan, wholesale representative of Whaley, Royce & Co., Ltd., Toronto, has returned from a business trip through the Maritime Provinces, the results of which are reported highly pleasing to his house.

W. H. Thorne & Co., Ltd., of Prince William St., St. John, N.B., have lost no time in announcing to the public their facilities for supplying the different types of the new Edison disc phonograph, for which they are jobbers in the Maritime Provinces.

A complete remodeling of the premises has just taken place at the St. John, N.B., branch of J. A. McDonald Piano & Music Co., Ltd. This improvement allows a much better display of the firm's different lines, and commencing January 1st next, a series of player piano and talking machine recitals will be begun.

AVAILABLE FOR ALL DEALERS.

Just as we go to press it is learned that Mr. A. A. Schreiber is in Canada to appoint agents for a disc record language course. One party stated that after listening to the French records for some time he felt so elated over his knowledge of "la Francais" that he got it into his head that he would like to spend his holidays next year in "Gay Parce."

Language courses have been sold for many years on cylinder records, and a great volume of business is done in that class of records in Europe, and in the United States. But with an up-to-date course in disc records, which can be played on any disc machine, a new and promising field is opened up to the talking machine trade throughout Canada.

It is stated that these records are by eminent native professors, which ensures grammatical correctness and an accurate pronunciation. Courses are available in German, French, English and Italian.

Further particulars are given in Mr. Schreiber's announcement to the trade on another page of this issue, and this initial statement will doubtless be read with interest by dealers in all makes of talking machines.

THEMO-ART ROLLS ARE HAND PLAYED.

Canadian manager H. H. Fitch, of the Universal Music Co., reports a marked revival in their Themo-Art orders. This growing taste for that class of player rolls, which are the recorded performances of eminent pianists, is indicative of the trend in player music. The characteristics of the natural hand playing brings into play the personality of the artist, which introduces into the player piano field a feature that has done so much for the advancement of the talking machine industry. Mr. Fitch is quite hopeful of the large part that hand recorded rolls will play from now on.

NOTICE

The product of this Company is controlled and licensed under Canadian Patent No. 135205 and other patents issued and pending which fully covers and protects the basic Vitaphone principle of sound recording and reproducing; also the registered trade mark "Vitaphone," and we will institute legal proceedings against any person or persons infringing by making, selling or offering for sale without license, the product covered by these patents.

THE
CANADIAN VITAPHONE CO.
LIMITED

COLUMBIA MANAGER BACK FROM SUCCESSFUL WESTERN TRIP.

Mr. A. G. Farquharson, Canadian manager of Columbia Graphophone Co., just back from a business trip to the Pacific coast, brings glowing accounts of Western hospitality. At Chicago he met Mr. Geo. Lyle of New York, the company's general manager, who accompanied him to Winnipeg. It was also Mr. Lyle's purpose to meet Mr. Farquharson at Vancouver, but owing to an important conference with Panama Exhibition officials, he could not visit the Canadian city. The result of the conference, it might be stated, is that the Exhibition officials in their voluminous correspondence, will use the Dictaphone exclusively, and a large number of the machines will be at once installed.

At Winnipeg the Columbia Company have two distributing houses, the Winnipeg Piano Co., and the Western Fancy Goods Co., of which Mr. Procter is the head. The Vancouver branch of the latter house is under the management of Mr. Frazer, whose energy is bringing excellent results.

At Regina Mr. Farquharson was shown everything worth seeing by the redoubtable "Billy" Child, of Child & Gower, and not the least strenuous part of their sight-seeing was a climb to the tower of the Legislative Buildings. Mr. Farquharson is also of the opinion that the only other person who drives a motor car with the same disregard of what the speedometer indicates, as does Mr. Child, is Mr. T. A. Switzer of Vancouver, managing director of Fletcher Bros., Ltd., and through whose courtesy he saw that important coast city as he never saw it before.

While in Young & Kennedy's Edmonton store Mr. Farquharson was approached by a rancher, who mistook the visitor for a salesman, and said he wanted "\$40 worth of records," proceeding at once to fish a huge roll of bills out of a cavernous pocket, and peel off the specified amount. On being asked what class of music he preferred, the customer responded, "Oh, I'll leave that to you, just pick them out and send them to me at the hotel." He also wanted "about \$10 worth of needles." The customer was an English homesteader, located 500 miles north of Edmonton, where his neighbors were "missionaries and 'breeds.'"

While at Calgary Mr. Farquharson, with Mr. Kennedy, of Young & Kennedy, opened up a Columbia department in the departmental store of the Price-Jones Co., who are now retailers of this line.

A feature of his visit to Vancouver Island was a motor drive of 115 miles with Mr. James H. Fletcher, of Fletcher Bros., Victoria, accompanied by his family and Mr. and Mrs. Switzer. The hospitality of "Jim" Fletcher is well known to anyone who has ever visited him, and the roads he selects for motoring lead through unsurpassable scenic beauty. Fletcher Bros. are wholesalers of Columbia lines, having held the distributing agency for some years. Mr. G. F. Mittelstadt is manager of the Grafonola department at the Victoria store, while Mr. F. G. Lewtas, has the same position in the Vancouver store. Both have United States experience, and are alert to all the possibilities of their line.

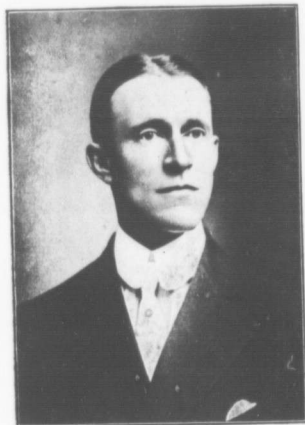
At New Westminster Mr. Farquharson found Mr. Chris Lout, proprietor of "The Fair," doing a splendid Columbia trade, being the exclusive retailer of this line

in New Westminster. On his return journey, he varied his trip with a four days' hunting trip in the Rockies. About 14 miles north of Kamloops he found the homestead of an old friend, who piloted him into a hunting field with such good success that he secured two deer, though he maintains absolute reticence on those he missed.

At Moose Jaw, the Porter Music House have the Columbia agency, and are doing a splendid trade. Mr. Porter, who is one of the pioneers of that city, has a personal connection extending for long distances in every direction, and he has made hundreds of homes even more friendly by introducing the Graphophone.

In connection with his visit to Winnipeg, Mr. Farquharson was much impressed with the demand for Columbia lines. While he was in the Winnipeg Piano Co.'s Columbia department, an average of eight customers to a demonstration room were being handled.

Since his return to Toronto, Mr. Farquharson visited New York, and learned that the president of his firm, Mr. E. D. Easton, who recently underwent a serious



Mr. A. G. Farquharson

operation at Battle Creek, is convalescing very satisfactorily. As a result of his visit to headquarters, Columbia instruments for immediate delivery in Canada will be more in accord with the wishes of the various distributors.

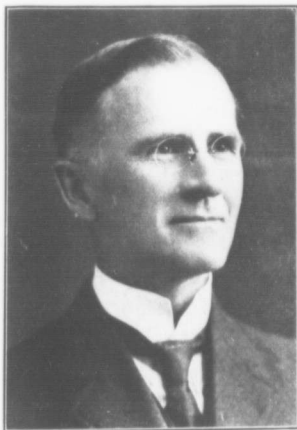
A strong endorsement of the new Edison disc phonograph is the decision of Hardman, Peck & Co., New York, to handle them. This firm, which is well known to many of the Canadian trade, caters to a high class trade in retail stores in New York and Brooklyn. The contract which has been pending for some time, includes the Edison lines being featured in both cities.

Mr. J. A. McCracken, of Modern Appliances Co., of Winnipeg, was a recent Toronto visitor. This firm have North-west representation of Dictaphones.

MEMORY OF LATE E. J. WILSON HONORED BY MANY FRIENDS IN THE TRADE.

Many have been the regrets expressed by members of the trade who were shocked to read in the last issue of the Journal of the death of the late E. J. Wilson of Hamilton. His brief illness of only three or four days of pneumonia, was scarcely known outside of his own home until, with startling suddenness, his decease was announced. Most kindly tributes have been uttered, expressing the honor and esteem in which deceased was held by those who knew him. From the trade in all parts of Canada come words of appreciation of a most kindly personality, and a loyal and upright citizen.

The late "Ed." Wilson, as he was known to so many, was in the prime of his physical and business life. He was only 49 years of age, and had been in business on his own account a little under five years. Besides a widow, Mr. Wilson leaves a family of two daughters and one son. The latter is connected with the London



The late E. J. Wilson, of Hamilton

branch of Mason & Risch, Ltd. The youngest child is about nine years old. While no particulars are yet available for publication, it is understood that the business will be continued without interruption. It is also understood that in a financial way Mr. Wilson's family is well provided for.

The funeral services were attended by a great many personal and trade friends in Hamilton, and from outside places. Among those noticed from Toronto were: Mr. Henry H. Mason and Mr. N. H. Conley, of Mason & Risch, Ltd., who were pall-bearers, Mr. A. G. Farquharson, Canadian manager Columbia Graphophone Co., and Mr. J. A. Sabine, of the Music Supply Co.

TWO MONTHS IN THE WEST.

Mr. Charles Ruse, superintendent of agencies of Gerhard Heintzman, Ltd., recently returned to headquarters in Toronto from a two months' business tour of the Prairie Provinces. During his western trip Mr. Ruse visited every centre of importance from Fort Wil-

liam and Port Arthur to the Rockies. He travelled hundreds of miles over the prairies by means of automobile, and consequently was enabled to secure first hand impressions of financial conditions among the farmers, as well as in towns and cities. Incidentally he availed himself of many opportunities to shoot prairie chickens, which is done most successfully from a motor car. With Mr. David Weir, the Gerhard Heintzman general agent for Manitoba, he motored to many points in that province.

While impressed with the wonderful possibilities of the provinces named, Mr. Ruse, like most easterners, appreciated the lack of mixed farming, and the fact that wheat growing on a large scale is still the chief ambition of the western farmer. He observed everywhere the check in the flow of money that has been a feature all over Canada this year, but also realized the bright outlook. The intense loyalty of westerners to their respective towns or communities has not grown less, and Mr. Ruse also appreciated the high regard in which Gerhard Heintzman instruments are held wherever used.

AT THE CAPITAL CITY.

Among Ottawa music houses giving a good account of retail business is the retail branch of the Martin-Orme Piano Co., Ltd. Each month shows an improvement over the preceding month, December starting out well, after a satisfactory November. As stated in the last issue of the Journal, the firm found it necessary to take an additional floor over their store, and this is now fitted up and in actual use, giving them three floors for pianos, players and talking machines.

In a preceding issue of the Journal a typographical error made it appear that Mr. Owain Martin had been succeeded in the presidency of the Martin-Orme Piano Co., Ltd. The mistake was obvious to anyone acquainted with the names of the company's personnel. Mr. Martin continues to personally superintend the firm's plant, the output of which grows in a very encouraging manner. Mr. Martin is among those in the trade who were intimately acquainted with the late E. J. Wilson of Hamilton, and of whose sterling qualities he had a high appreciation.

HAS LEARNED MUCH BY READING THE JOURNAL.

One of the Journal's most valued subscribers in a communication to the Journal said:—"I always look forward with pleasure for the news it contains. I like to read of the many events taking place all over the country, particularly in Western Ontario, where I have so many friends in the piano business, in whose success I am still interested.

"I would advise all music dealers to keep in close touch with the many splendid suggestions contributed by the alert and most experienced dealers, all along the line. If many of the suggestions offered in the Journal were properly digested and put into practice, there would be more prosperous piano dealers in the country. After twenty-five years of piano selling, I have come to the conclusion that I have not learned all there is to be learned. I have learned much by reading the Canadian Music Trades Journal, and by seeing and closely following ideas of others."

Solo-Artist Records

HAND-PLAYED MUSIC FOR PLAYER PIANOS

The following is the introductory list of

SOLO-ARTIST RECORDS

HAND-PLAYED MUSIC

500247 Amoureuse, Valse Lente, Rudolphe Berger	\$1.75
500206 Ave Maria, Bach-Gounod.....	1.50
50015 Cavalleria Rusticana, Intermezzo, Key of F, Mascagni	1.25
500175 Good-Bye, Everybody, From a Modern Eve, Key of A, Jean Gilbert	1.25
500145 High Ball, (Piece Characteristic), Key of E Flat, Lee S. Roberts	1.25
500215 Humoreske, Op. 101, Dvorak.....	1.25
500223 I'd Love to Live in Loveland with a Girl Like You, Key of G, Williams75
500194 Kentucky Days, Key of B flat, Wenrich	1.00
50006 Meditation, Key of D flat, Morrison	1.50
50005 Melody in F, Rubinstein	1.25
500183 My Summarn Girl, Key of C, Louis A. Hirsch75
500155 Petite Dene, Intermezzo, Key of E, Lee S. Roberts	1.25
500234 Sing Me to Sleep, Key of E, Greene	1.00
500117 Spinnled Op. 81, Spinning Song, Litloff	1.75
50025 Spring Song, Key of A, Mendelssohn	1.25
50043 Take Me Back to the Garden of Love, Key of G Minor, Osborne75
50084 That Old Girl of Mine, Key of C, Van Alstyne	1.00
50053 That's How I Need You, Key of C, Al Plantadosi75
50034 Trail of the Lonesome Pine, Key of C, Carroll	1.00
500123 Twilight, Key of E Flat, Evans Lloyd75
500256 Valse, Op. 34 No. 1, Key of E, Major, Moszkowski	1.50
500166 Valse Chic, Key of B flat, H. J. Curtax	1.50
50076 When You and I Were Young Maggie, Key of F, Butterfield	1.50
500106 Where the River Shannon Flows, Key of E flat, Russell	1.50

SOLO-ARTIST Records are the latest production of the Otto Higel Co., Ltd., and comprise all that can be had in Player Piano Music.

Solo-Artist Records are so arranged that the **Tempo** or time is cut in the record, making it impossible to play mechanically or in wrong time, yet not preventing the operator to express his own individuality if he desires.

The only hand-played music made in Canada provided with side perforations which operate the **Solodant** or melody-accenting device. There are also perforations to automatically operate the sustaining pedal.

Solo-Artist Records are of specially prepared paper, and so cut as to absolutely prevent buckling or warping.

Solo-Artist Records will be sold only under contract, to be retailed at established prices.

THE OTTO HIGEL CO., Limited

KING AND BATHURST STREETS

TORONTO

CANADA



The "Popular" Piano. Style 20. Mahogany.

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VALUES



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**PROFIT-
MARGIN
MAKERS**



The "Popular" Piano. Style 10. Mahogany or Oak.

DOHERTY PIANO VALUES

Piano Profits Mean to Dealers



A Merry Christmas

Good Values Mean to the Patrons

A Happy New Year



Every Merchant knows that some Pianos are better money makers than others.

The root of the matter is the margin of profit you are able to maintain between cost and selling price, consistent with entire satisfaction of customer.

DOHERTY "Popular" Pianos THE PROFIT MAKERS

They command a higher sales price in relation to their cost than any other line.

If you are suffering from too close margins, it is time to investigate.

We will be pleased to mail Catalogues and prices of the complete line of Doherty Pianos, Player Pianos, Parlor Organs, Benches and Stools.

DOHERTY PIANO COMPANY, Limited

HEAD OFFICE and FACTORIES
CLINTON, ONTARIO

WESTERN BRANCHES
WINNIPEG, CALGARY, EDMONTON,
REGINA.

BUILDING ON SATISFACTION.

A COMPETITIVE business to be successful must be founded on satisfaction, and evidence proving this statement is everywhere. There are derelicts in the music trade business whose failure to advance financially, commercially or any other way, is by themselves attributed to "hard luck," but is the net result of trying to build up a business on misrepresentation and unfair profits. A dealer may argue that it is his prerogative to buy pianos and sell them at any price he pleases. Theoretically and legally he may be right, but morally and practically he is very far astray if he adopts a policy of misrepresentation. The moral sense of some men is so blunted that they consider they are perfectly within their rights to abuse the confidence of a customer, but fortunately very few of these are left in the music trade. The man who thinks he can build up a solid and lucrative piano or player business on unreasonable and exorbitant profits, can waste a lifetime without succeeding.

There was a time when the piano was about the most mysterious article that the householder could purchase. He knew nothing of its intrinsic value. In fact, it had no standard value. But conditions are now quite different. People know about how much they must invest to secure a satisfactory purchase, and advanced musical education has given people confidence in their judgment of tone. Completion prevents unreasonable profits, except in those cases where confidence gained is taken advantage of by the unsuccessful dealer, to get four hundred, or even five hundred dollars for what would be a fair and profitable sale at three hundred.

Furthermore, it is not always the instrument on which the greatest profits is made that pays best. Retailers and prospective retailers, in deciding upon an agency, have not only to consider the immediate profit of the sale, but its effect upon future business and selling pianos and players out of class, can have only one result.

PIANO FIRM SAVED \$5,000 IN GLUE BILL.

There is another case where experience with glue was gained in a refrigerator factory, used to advantage in a piano plant and lately applied in a furniture factory. This firm last year had a glue bill of \$5,000. It is evident therefore that the experienced borrowed from this other branch of the woodworking business was well worth while.

In the piano plant there had been trouble due to the glue coming through the thin veneer when hydraulic pressure was applied. This caused a discoloration. Then, too, it was practically impossible to rush work through the veneer department because this branch was limited by the number of presses. They could only be emptied once a day.

By heating the glue to a working temperature fifteen degrees higher than that customary at this plant, both of the above mentioned difficulties disappeared. The veneer was no longer discolored and the presses could be filled and emptied three times a day instead of one.

Aside from the temperature changes, experiments were made with glue by the man from the refrigerator factory which resulted in a saving of \$5,000 in a year.

Last year a mixture containing forty per cent. of glue was used. One pound of it would cover twenty-seven square feet. The new tests showed that a glue costing one cent a pound less, mixed in only a thirty-three-and-a-third per cent. strength, but applied at a particular temperature, would cover fifty-two square feet.—*Canadian Manufacturer.*

WHAT IS THE CHEAP PLAYER DOING?

A well known dealer, according to Music Trades, has the above question figured out this way:—"If the player piano had not put in an appearance, the business in grands and high-grade straight pianos, would be more than double what it is now," he said. "As it is, the cheap player pianos, costing about the same as high-grade pianos without player actions, are cutting into that trade because a good many people are being persuaded that the player is a better buy for the money. On the other hand, the high-grade piano is getting even with the cheap, straight pianos through the kind offices of the high-grade players. The sale of so many players means the trading in of hundreds of high-grade old pianos. These sell at prices equal to the figures of new pianos of the cheap class, and a connoisseur, of course, will take the high-grade piano.

"As a result of this mix-up, I figure that about three players are being sold to one low-grade straight piano. The demand for high-grade straight pianos holds up under the assault of the cheap player a great deal better than might be expected. Small grands are selling in large numbers. They are something a player, especially a cheap player, never can affect. They are the better class of players and are rapidly usurping the place so long held by the good straight pianos."

L. M. Ide, president of the New York Piano Manufacturers' Association, has resigned that position because of ill-health. He will be succeeded by L. D. Perry, first vice-president.

Fletcher Bros., Ltd., Vancouver, B.C., have announced to the public of that city that they are closing out their small goods department. This occasion was marked by a four days' violin sale, at greatly reduced prices. The reason given for discontinuing small musical instruments was to make more room for the firm's increasing piano and player piano business.

According to a decision handed down by the United States Supreme Court, manufacturers are denied the right to fix an arbitrary price at which retailers may sell their goods. The decision is the result of a suit by R. H. Macy & Co., New York, to enjoin the American Publishers' Association from enforcing an agreement with agents not to sell books to the Macy firm, which had been offering them to the public at prices below the retail price fixed by the publisher.

The average violinist who buys cheap violin strings and keeps them on his violin until they break, no matter how ragged and toneless they may have become, has no conception of the immense care which is bestowed by the artist violinist on his violin, and the choice of his strings.

TRADE NEWS.

Mr. F. C. Fisher, of Petrolia, has been conducting a special sale in a limited number of popular-priced violins.

Mr. Paul Hahn, of Paul Hahn & Co., Toronto, has been elected a director of the High Park Ratepayers' Association.

Mr. Thomas Anderson, of Hamilton, president of the Canadian Music Dealers' Association, was a recent business visitor to Toronto.

It is announced that Mr. Walter Rumpel, of Berlin, Ont., will build a 60 x 120 ft. factory, three stories high, for the manufacture of felts for pianos and hats.

Mr. W. Bohne, proprietor of W. Bohne & Co., the well known piano hammer and string manufacturing company, recently visited New York in connection with his interests there.

The people of Stratford and vicinity are being informed upon the merits of the new Edison disc phonograph through the enterprise of the Carter Phonograph & Music Co., whose store is at 110 Ontario St.

Parker's music store of Seguin St., Barry Sound, who are featuring both Columbia gramofolas and Edison phonographs, have taken an early opportunity to direct attention to the new "Jewel" type of the former make.

Mr. W. E. Dunn, manager of the Toronto Grafonola Co., 141 Yonge St., Toronto, states that Grafonolas of the "Leader" type are figuring largely in holiday sales. He also finds a ready acceptance of the claims for the new "Jewel" design.

Wright Bros., of Richmond Hill, Ont., who are handling the Gourelay line, are placing quality before price in their local advertising. Referring to the Gourelay piano, they say the makers "first build an ideal piano—then reckon the cost."

A piano tuner in Great Britain complains that the makers of cheap pianos there use such small wrest pins. He says that he has found some little or no better than those used in an auto-harp, and that not only are the pins small, but they are also very soft, which makes the use of a star crank hammer very difficult.

Mr. Arthur Jackson, proprietor of the Toronto Piano String Mfg. Co., who was also in another line of business, is disposing of his plant in connection with the latter. He announces his purpose to devote all his time to the manufacture of piano strings, and to concentrate his attention on the production of this line, in which his experience extends over a number of years.

Three new artists are to be introduced in the January list of Edison Blue Amberol records, viz: Ernest Albert Couturier, a solo cornetist of international fame, Henry B. Randolph, an oratorio tenor soloist, and Owen J. McCormack, a grand opera baritone. Each of these three prominent artists are new to the record field, and may be heard to excellent advantage in their respective Edison selections.

Musical instruments were suggested as a wise choice for Christmas gifts by at least two firms in Kelowna, B.C.—the Orchard City. The Kelowna Furniture Co. called special attention to the improved types of Columbia gramofolas, and "Crawford's Toyland," referred to as Santa Claus' headquarters, emphasized Mason &

Risch instruments, in addition to Edison, Columbia and Victor lines.

Alexander Muir's "The Maple Leaf Forever," our stirring national anthem, appears in the advance list of Edison records for January. This is sung by the Knickerbocker male quartette, and accompanied by the New York Military Band. Another title that is always received favorably is "The Heart Bowed Down," from the Bohemian Girl, which is listed among the January Blue Amberol concert records.

Mr. D. S. Cluff, formerly general manager of the Doherty Piano Co., Ltd., Clinton, is now connected with Willis & Co., Ltd., of Montreal, as stated in the last issue of the Journal. Mr. Cluff will have charge of all the Western Canadian territory for the Willis firm, and will, of course, handle the Knabe. He has now been in the West some weeks, and he will probably take up his residence at Regina.

A member of the trade has called the Journal's attention to an item which appeared in one of the evening dailies to the effect that a Toronto lady, on being asked if they had a Steinway, replied "No, but we have a Packard." This would indicate the lack of musical culture in Toronto. But to offset that is the record of two English laborers who were waiting for a car, and stood looking at one of our bank's windows, in which were two signs, one in Chinese, and one in Yiddish. Laborer No. 1 asked his pal, "Can you read it?" "No," responded the other, "but if I 'ad my blasted fiddle here I could play it."

"The Music Trades Review" of London, England, the official organ of the various music trade associations in Great Britain, will after January first, be issued weekly, instead of monthly as heretofore. The recent unprecedented development of the music trade in Great Britain is given as the reason, and anyone who has regularly read "The Music Trade Review" readily appreciates that the management of that publication is right abreast of that development. It has all the reliability and honesty that characterizes British publications, along with that brightness and up-to-dateness that publishing firms on this continent have been prone to imagine they monopolize.

One of the richest and most artistic catalogues ever issued, is one recently produced by Columbia Graphophone Co., whose Canadian headquarters and factory are at 363-367 Spadina Ave., Toronto, featuring the Grafonola Grand. This work, which is entitled, "A Culmination," is in every way in keeping with the particular instrument pictured. It is printed in colors on heavily coated paper, and bound in limp leather. Cost has not been considered, and naturally cost prevents its miscellaneous distribution. The limited edition will be used only where the prospects of a Grafonola Grand customer justify its use.

A FIRST CLASS RETAIL OPPORTUNITY.

An excellent retail piano, organ, small goods and sheet music business in Niagara Peninsula for sale. Owner has made a competence and wishes to retire. Established forty years; has fine territory for A1 agencies. For more particulars apply to Box 998 Canadian Music Trades Journal, 56-58 Agnes Street, Toronto.

PLAYER PIANO MUSIC TO BE RETAILED AT FIXED PRICES.

Decision of Otto Higel Co. with Their Hand Played Records.

An important innovation in the music trades of Canada is the introduction of player piano music to be supplied only under contract to retail at fixed prices. The Otto Higel Co., Ltd., in response to a widespread demand among retailers for player music to be retailed at fixed prices, as talking machine records are retailed, have adopted this feature in connection with their new hand played music now introduced. The first list of 24 numbers of this new hand played music is being supplied to the trade in supplement form by The Otto Higel Co., and also appears in their announcement on another page in this issue.

Unbusinesslike and unprofitable methods have characterized the retailing of player piano music in Canada, as well as in the United States from the inception of this branch of the music industry. Interesting letters from retailers have appeared in these columns, supporting an agitation to discontinue such methods. The fixed price principle has been repeatedly suggested as the only solution of the problem in the absence of unanimity on the part of dealers. That in the past few years much legitimate profit of the retailer has been handed to the public in donations of player music gratis, or at reduced prices, is generally admitted. The increased use of the player piano has awakened many dealers to a realization of the great mistake that has been made in underrating both the immediate and potential profit of the player music business. The decision of the Otto Higel Co. to establish the prices at which their hand played records shall be retailed comes as an important step in the progress of the player trade, and will receive the support of dealers who appreciate what the present and future demand for player piano music means to the retailer.

As will be noticed this new hand played music of Otto Higel Co. is not designated as "rolls," but is to be known as "Records"—Solo Artist Records. A demonstration of these records was made for the Journal representative, to show the resultant increased possibilities of the player in the hands of the inexperienced operator. He cannot play in wrong time if he sets the tempo indicator at the number designated on the record. Yet, if the operator wishes to express his own individuality, he is not prevented from doing so with the self-same record.

One player piano enthusiast has pointed out that the hand played music will make possible for the person lacking in musical ear or knowledge what the expert demonstrator with much practice accomplishes with the music as ordinarily cut.

It has to be acknowledged that the indiscriminate and irregular pedaling of some player owners has prejudiced music lovers against the player piano. The fault is not with the instrument, nor entirely with the operator. He has been told that all he needs to do is place the music in the instrument and set his feet to work. One may stroll in the residential streets of Toronto, or any other large city in Canada, and during an evening hear issuing from many homes mechanical sounds resulting

from untaught and unpracticed use of the player. The hand played music should prove a valuable, tangible asset in making the player piano a real musical instrument in the hands of the tyro.

CHOSE BLOOR STREET WEST.

Another evidence of suburban development in the music trade of Toronto is the opening of a new exclusive talking machine store at 1185 Bloor St. West, by Mr. D. Danielson, of 680 Queen St. West. The new store, which is quite close to Brock Ave., and which has been remodelled, and redecorated in white, is in charge of Mr. George Irwin. "Although only open for business a fortnight ago, Mr. Irwin has closed a number of Victrola sales, and a large record business is assured," said Mr. Danielson to the Journal.

At the parent store on Queen St. West, a stock of small goods is also carried, in addition to talking machines, and the success Mr. Danielson has made of that business in a trifle over a year and a half, augurs well for the success of the new venture.

SOME TRADE REPORTS.

Among the Toronto piano manufacturers who report an agreeable improvement in the demand during the past three weeks is Frank Stanley, who states, "We are agreeably surprised at the way trade has been coming our way, in spite of the general trade quietness. Our men are working nights, and the only difference we note is that we are buying fewer pianos than in other years, but our own stock is oversold."

The Mendelssohn Piano Co. express the opinion that dealers are buying only what they actually need, and are not stocking up. Consequently, while trade has not the snap of a year ago, it has improved to a point that Mr. Henry Durke, proprietor of this firm, or Mr. John Wesley, the business manager, did not anticipate earlier in the season.

Unnatural as it may seem, at this particular period of Canada's development, the Mozart Piano Co., Ltd., are working overtime. They were agreeably surprised at the turn for the better, although they kept running full time all through the summer.

Since removing to their present quarters on Yonge Street, the Newcombe Piano Co. have experienced a marked improvement in retail sales. Wholesale trade, in consideration of existing conditions, they also report well up to the mark, with difficulty experienced at the factory in supplying their dealers with all the required designs. Like other manufacturers they found, earlier in the season, a disinclination on the part of dealers to stock up, consequently the majority of orders are "rush."

D. M. Best & Co., manufacturers of hammers and strings, consider that while 1912 business is not up to 1912, a comparison with 1912 or 1911 will make this year show up quite satisfactorily.

LOST PIANO.

Sherlock-Manning piano, Louis Model No. 7004, supposed to be in Calgary, Alta. Reward for information leading to repossession. The Sherlock-Manning Piano & Organ Co., London, Canada.

The Piano Underwriters Agency

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LITTLE ROCK, ARK. 9/27/12

Dealers :-

We give below concrete evidence of what we have recommended to our policy-holders; also to dealers, not using our contract, but having it under consideration.

In this case, the well known firm of O. K Houck Piano Co., were able to gain a second sale, where fire had destroyed the first high grade instrument.

Every dealer has the opportunity to protect his sales--customer pays the premium. Write for the policy.

The Piano Underwriters Agency,
Baltimore, Md.

Gentlemen,
Your check for \$1128.25 in settlement of loss under entry #46398 received promptly.

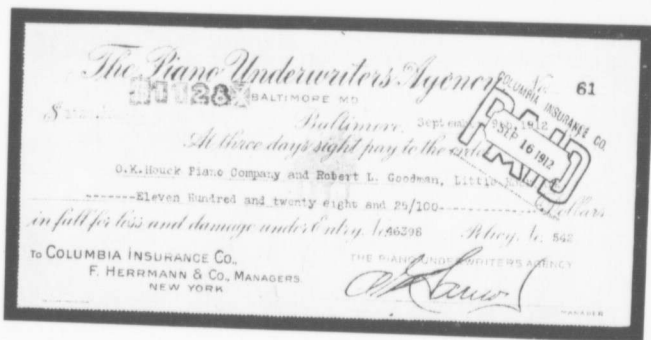
We handled this account as suggested by you some time ago, thus under our agreement with the customer, were enabled to deliver him another Piano and gain a sale which otherwise would have been lost, as he was somewhat discouraged by the loss occasioned by fire.

Assuring you of our sincere appreciation of the prompt settlement made of this matter, we are with best wishes,

Yours truly,

O. K HOUCK PIANO CO.

THE PIANO UNDERWRITERS AGENCY. JFH/VH



ORGANS WANTED.

A South African importer makes inquiry for catalogues and prices on Canadian-made organs, cheap and showy, price about E8 to E9 c.i.f.; can also handle better grade plain, at about £12, £15, £17. Apply Box 1936 Canadian Music Trades Journal.

A South African importer asks for prices and catalogues on Canadian cheap, showy organs, E7 to E9 f.o.b. Apply Box 1949 Canadian Music Trades Journal.

A Port Elizabeth importer asks to be placed in touch with Canadian exporters of organs, to cost about E6 to E18. Apply Box 2009 Canadian Music Trades Journal.

A South African importer asks for quotations and catalogues on Canadian made organs. Apply Box 1893 Canadian Music Trades Journal.

A South African importer makes inquiry for catalogues on Canadian made organs, cheap, to cost about E6 to E7. Apply Box 2140 Canadian Music Trades Journal.

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SOUNDING BOARDS WANTED FOR PIANOS.

A Bristol firm, very large buyers of pine and spruce, would be glad to get in touch with Canadian firms that make sounding boards for pianos, in which this firm does a very large business. Apply Box 2170, Canadian Music Trades Journal, 56-58 Agnes St., Toronto.

Figuring Selling Costs.

WITH the cost of doing business always increasing it continues to become more necessary that the merchant should know not only the total in dollars and cents, but the percentage. Knowing that it costs, say twenty-five per cent. to do business, he is less apt to fall into the error of price-cutting. If he knows that his selling cost is 25 per cent. of the selling price, and sells a piano for \$400, he knows that the profit is the difference between \$400, less 25 per cent., which is \$300, and the invoice price of the instrument plus freight. Presuming these two items amount to \$250, his actual net profit was \$50, or 12½ per cent.

The following suggestions for figuring costs and profits, as recommended by the National Association of Credit Men, have appeared in these columns before, but are worth repeating:

Charge interest on the net amount of your total investment at the beginning of your business year, exclusive of real estate.

Charge rental on all real estate or buildings owned by you and used in your business at a rate equal to that which you would receive if renting or leasing it to others.

Charge in addition to what you pay for hired help an amount equal to what your services would be worth to others; also treat in like manner the services of any member of your family employed in the business not on the regular pay roll.

Charge depreciation on all goods carried over on which you may have to make a less price because of change in style, damage, or any other cause.

Charge depreciation on buildings, tools, fixtures, or anything else suffering from age or wear and tear.

Charge amounts donated or subscriptions paid.

Charge all fixed expenses, such as taxes, insurance, water, lights, fuel, etc.

Charge all incidental expenses, such as drayage, postage, office supplies, livery or expenses of horses and wagons, telegrams and telephones, advertising, canvassing, etc.

Charge losses of every character, including goods stolen or sent out and not charged, allowance made customers, bad debts, etc.

Charge collection expenses.

Charge any other expense not enumerated above.

When you have ascertained what the sum of all the foregoing items amounts to, prove it by your books, and you will have your total expense for the year; then divide this figure by the total of your sales, and it will show you the per cent. which it has cost you to do business.

Take this per cent. and deduct it from the price of any article you have sold, then subtract from the remainder what it cost you (invoice price and freight), and the result will show your net profit or loss on the article.

Go over the selling prices of the various articles you handle and see where you stand as to profits, then get busy in putting your selling figures on a profitable basis and talk it over with your competitor as well.

Why Do People Buy Players?

THIS question is asked by Alexander McDonald, in an article written by him for "The Player-Piano Journal." The answer is given by himself, as follows:—

"There can be but one answer: they afforded the opportunity to gratify the universal desire to hear music that is personally played. Now, the more the salesman emphasizes the personality of the performer the quicker he gets the customer to doing something more than pump; the keener the interest the stronger the desire for ownership and the easier it is to close the sale. It is merely a case of following the line of least resistance. Too many salesmen fail to recognize the line of resistance; they put difficulties in their own path, they suggest objections that the customer would never think of.

"I recall a case some years ago where I was called in to help close a deal. After a few moments conversation I saw that the salesman had covered the ground and that the customer was convinced and ready to buy; all that was needed was to prepare the papers for him to sign. But the salesman had not finished his argument, and although two or three times I said to him in the customer's hearing, "All right, Mr. G., Mr. — is thoroughly satisfied with the piano; just make out the papers and he will sign them," and the customer made no objection, the salesman would not stop. He would have kept on until he had talked himself out of the sale had I not taken the matter into my own hands and peremptorily ordered him to make out the papers, which were instantly signed and the first payment made. This salesman did not recognize the line of least resistance. This is often the case with men who are showing a player. As soon as the customer shows that he is satisfied it is time to stop talking player and to commence to talk terms, contracts, etc.

"After the deal is closed such details can be explained to the customer as have been omitted before the sale was made. It is as easy to say too much as too little. When you have said enough to crystallize the customer's desire to buy, the thing to do is close the sale as quickly as possible. The longer you talk after that point has been reached the likelier you will talk yourself out of the sale."

"Selling Power" on How to Increase Salesmen's Efficiency.

THERE are three fundamentals essential to securing the best effort from each employe. First, the assurance that his efforts will be rewarded according to the results that he shows; second, the treatment accorded him by the management; third, friendly competition among the employes.

The first is most important. If an employe knows that the amount of money he can earn is limited only by his ability, he is bound to make a greater effort than if a rule-of-thumb wage is set for do-as-you-please service. The method of wage payment which best accomplishes this is to provide a straight salary based on the cost of living in the town, etc., then a certain commission (usually two per cent.), providing the clerk's weekly sales run over a certain specified amount, which should be a fair standard taken from past records. The

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"The Count of Luxembourg" Valse	Octave Cremieux
"Gipsy Love" Valse	Franz Lehar
"Der Rosenkavalier" Valse	Franz Lehar
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clerk knowing that his straight salary is based on obtaining sales of the standard amount, will have this standard to continually work for.

If a man's sales do not reach the standard, never reduce him in salary. Increase his efficiency, or let him go. The setting of a standard enables you to coach the weak man in a friendly way, making him feel that you are doing it because you take a real interest in him, and want to make him valuable to himself, as well as to yourself. The straight commission or percentage plan of wage payment, while furnishing an incentive, it is true, tends to discourage some clerks, when sales don't come briskly, causing them to worry and further unfit themselves for their work. The method of paying a straight salary, with a certain dividend, providing the profits or gross business for the year show a certain increase, furnishes little incentive, as the reward is too distant and uncertain.

The second essential to spur an employee to his best efforts is the treatment of the employees. A spirit of petty nagging and fault finding will dispirit employees, rob them of their enthusiasm, making them dissatisfied with their work. Instead of criticising, teach an employee the right way; then if he insists on doing things the wrong way, let him go. Make your employees feel that you consider them more than mere machines. Give them employees' responsibilities, giving each one those responsibilities that his experience and temperament seem best fitted for. Encourage suggestions. Encourage your employees to come to headquarters with their grievances in order that they may be settled properly and promptly. Don't "sneak" on your clerks. Speak a word of well deserved praise, when opportunity affords.

Remember that the boss sets the pace and spirit for the clerks, based upon a fundamental law of mind, that we are all creatures of imitation and habit, and also that we absorb largely of the spirit of those with whom we come in contact, especially from those to whom we look for leadership. The spirit of your clerks to your trade, will be much the same disposition as you manifest toward your clerks. A spirit of harmony among the clerks themselves is equally necessary. If you have a "gronch" or black sheep in the ranks who is continually stirring up dissatisfaction and trouble, weed him out.

The third essential in securing the full co-operation of the employee is the spirit of friendly competition among the workers. We all like to play a game. Competitions among the clerks in a store give the same interest to selling as a game—the incentive to win—to beat the other fellow. Competitions can be conducted for the clerk selling the most goods for the month—for the clerk selling the most of certain goods, etc. Thus weak departments or new lines of goods can be boosted. The competitions should have some nominal prize, for we all work just a little harder when there is something tangible to work for.

A NEW INSTRUMENT.

A contributor to the London, Eng., *Strad*, has this to say of the new contra-violin: "I was curious to hear the new instrument the 'contro-violin,' if only because

up till now no one seems to have really been able to improve upon the violin family. They are about the only instruments which since their eighteenth century perfection have resisted the attempts of would-be inventors. There is some idea abroad, apparently, that we need a new register in the string tone. The 'contra-violin' supplies this need, if such really does exist, which I rather doubt. It is tuned an octave below the violin, being thus to that instrument what the violoncello is to the viola. The length of string naturally demands an increase in size, and the result is, to look at, a baby violoncello; it is played like the violoncello, and it was a violoncellist, Mr. Mescher Parker, who introduced it to London. Unfortunately, Mr. Parker did not suggest that he was a sufficiently capable performer to place the new instrument in the most favorable light. As it was it sounded rather thin and undistinguished in tone, neither violoncello nor viola, and one came away thinking that it was not likely to prove of much real use. We shall see. Doubtless something will come of it if it is found to balance well, for it is possibly more likely to be useful in conjunction with the other strings than as a solo instrument."

SHAREHOLDERS OF AMHERST PIANOS, LTD., BANQUETED BY DIRECTORS.

In order to give the shareholders of Amherst Pianos, Ltd., a visual demonstration of that company's progress, the directors tendered them a banquet on the evening of November 25. To the number of 450 the shareholders, with their wives and daughters, visited the factory, which was kept running overtime, in order that they might be shown the plant in actual operation. The guests were met in the display room by Mr. J. A. McDonald, president of the company, and then escorted in groups through the works, by employees of the company. After everyone had seen the various processes through which a piano passes in the making, the guests sat down to a splendidly served menu. Music was provided by an orchestra, under the direction of Mr. H. A. Hillecoat.

Mr. McDonald proposed the toast to "The King," and the "Government of Canada" was proposed by G. T. Douglas, and responded to by E. N. Rhodes, M.P., and O. T. Daniels, Attorney General of Nova Scotia, both gentlemen being directors of Amherst Pianos Ltd. Rev. Dr. Borden, Rev. Dr. Cotten and Mayor Fago, responded to the toast to "Amherst," proposed by C. T. Hillson. "Amherst Pianos" was proposed by C. A. Lusby, and responded to by Messrs. J. A. McDonald, G. B. Davis and W. P. Fishleigh.

At the conclusion of the toast list a demonstration was given of the company's player piano, and by unanimous vote the thanks of the banqueters were tendered the directors for the evening's entertainment.

Mr. Geo. E. Dies, president Hurteau, Williams & Co., Ltd., Montreal, and vice-president Williams Piano Co., Ltd., Oshawa, passed through Toronto, en route to Mount Clements, Mich., where he went in the interests of a run-down constitution. Mr. Dies also visited the Williams Piano Co.'s factory at Oshawa.

WORN OUT.

MANY will concur in the sentiment expressed in the following newspaper editorial clipped and sent to the Journal by one of its most discriminating and thoughtful readers:

"The cable despatches tell of the death on the English stage of a 'cello player, just as the curtain went down on his performance. He had been playing the same piece over night after night. Some time ago he made a change from another piece he had been playing every night, declaring that if he had not done so he would have been driven into a lunatic asylum.

"Few of us realize the wearing and destroying effects of performances meant to give us joy, but which through unchanging repetition produce weariness. Yet most of us are wearing out our lives in this way. It is true of our religious devotions, of our politics, of our social functions, of our occasional amusements and of our daily duties. It is possible by constant repetition of a phrase to render it meaningless. The perceptive facult-

ties become benumbed by the repetitions. This is an experiment any one can try for himself.

"This perhaps is why it is that much of our conventional talk about religion, politics and existence itself falls so dead. We have worried the vitality out of it by constant repetition. There are enough fine phrases and noble sentiments wasted every week, in the pulpits, on the platforms and through the press, to give us a new world every little while, if they carried any power of penetration or any appeal to the listening ear. But they have been repeated so often that they have ceased to have any meaning for either the one who utters them or the one who hears them."

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