

VOL. XVIII, No. 2.

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# Canadian Music Trades Journal

## A VACATION BENEFIT

TUNING his fiddle one day in the shade, a fiddler sat. He said he had strayed out in the open to hear again the voices of nature apart from men. Here I can gather, said he to me, the very soul of melody. And it seemed to me he must be right. ~~He often~~ <sup>When</sup> things in a tangled plight confused me, the more I worked to fix 'em the worse I managed just then to mix 'em. So a hint from the fiddler there in the shade, if good in music is good in trade; and going sufficiently far away I leave off care and trouble and say I'm then in shape to see afar in right proportion just how things are, then shape my course discreet and wise, because I've learned to philosophize.

Monthly \$1.00 per annum in Canada, 5s.  
in Great Britain, \$2.00 in other countries

Published by FULLERTON PUBLISHING CO.  
56-58 Agnes Street, - - Toronto, Canada



## A Record-List that's Going to Break all Sales-Records!

It's the new Columbia Record List for August—and every record is evidence to an experienced dealer that the August List simply **MUST** smash all records for **SALES!**

You've only got to look over it to **SEE** it. Anna Wheaton, Brice and King, Evan Davies, Charles Harrison—Lucy Gates, James Harrod, Vernon Stiles, Rodeheaver—the hits of "Oh, Boy!", "Have a Heart", "The Winter Garden Show", "Her Soldier Boy", "His Little Widows" and "Follow Me"—every single name and every single record means just **ONE** thing to you—and that one thing is: **SALES!**

**Columbia Graphophone Company**

Factory and Headquarters:

**Toronto, - Canada**



## Specializing



At the Martin-Orme Piano Factory the entire energies of management, workmen, and plant are **concentrated** on one achievement—the production of our standard line of fine pianos.

This is an age of **specialists**, and results have amply upheld our fixed policy of **confining** ourselves to the manufacture of **the highest grade of pianos only**.

Dealers from coast to coast are realizing strongly the special character of the Martin-Orme agency—and a high valuation is placed upon it by our many Representatives.

The Martin-Orme catalogue contains a wide range of designs—but **only one quality**.

The Martin-Orme piano possesses tonal qualities of incomparable beauty.

The many patented and exclusive features of the interior construction add to its distinction.

The case lines are architecturally correct—

*The Martin-Orme is built to be your first in quality*



## The Martin-Orme Piano Co.

Limited

Factories:  
Sparks, Lyon and Queen  
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## What You Have a Right to Expect

in a piano or player you get—and get it in full measure—in the Karn. For fifty years the Karn has stood for a recognized standard in tone, workmanship and capacity for endurance. It is a Canadian triumph.

Whenever a Canadian victory is proclaimed—whether in the field of battle, sport or industry, every Canadian heart is filled with pride. Hence the victorious success of the Karn piano should be regarded in the light of a national achievement and supported as such.

A make of this kind is surely the one for dealers and salesmen to spend their time selling. The Karn is worthy of a business man's best efforts. It will amply repay you in business-building and in direct profits.

Karn-Morris



Trade-Mark

### Karn-Morris Piano and Organ Company Limited

Largest Manufacturers of Musical Instruments in the British Empire

Established 1867

Head Office:  
Woodstock, Ontario

Karn-Morris



Trade-Mark

Factories:  
Woodstock and Listowel

# The Higel Trade-Mark Identifies The Product

## All Over The World

### The Value of Trade-Marks

TRADE-MARKS, like other signatures, are valuable according to their reputation. We readily cash a check for a man of known honesty and a bank account, and we buy without question an article bearing the trade-mark of a famous maker. In both cases we act upon experience—our own or others—and in both cases we pay respect to integrity and show the commercial value of a reputation. Caveat emptor (Let the buyer beware) was the legal maxim of those "good old times" which knew no trade-marks and were not half as good as our own. Modern practice has reversed this warning, and forces the dealer to make good or lose his customers. I know no better proof of the higher standards of to-day's merchants than their practical warranty of satisfaction with every sale.

But there have always been honest craftsmen and fair dealers who were building up reputations for themselves and their successors. The silversmiths had their hall-marks at an early date, and about the time of James I. the English clothiers began to use trade-marks to distinguish their goods. It was not until the last century that the use of trade-marks became general. Now they are on every conceivable kind of merchandise.

Sam Weller told Mr. Pickwick significantly that he ate pies according as he knew the lady as made them. That philosophy applies to trade-marks.—*Lincoln Cromwell in the Outlook*



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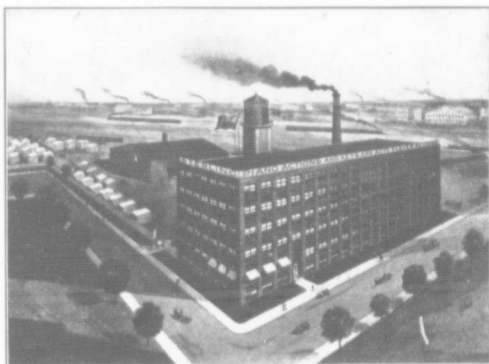
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The same efficiency goes into the buying and matching of the ivory for STERLING KEYS.

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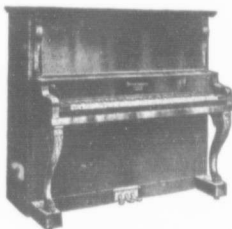
Mendelssohn dealers are in a position to sell **extra service** in players. That does not mean the singling out of one instrument of a batch that measures up to an extraordinary high standard, but it means that these exceptional high standards are the rule in Mendelssohn players.

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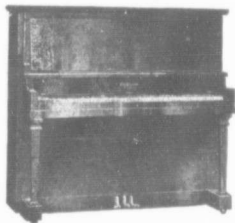
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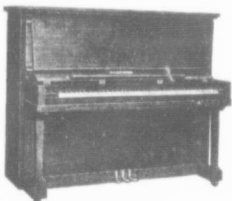
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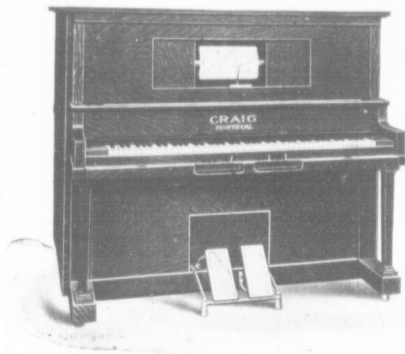
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The entire Craig Line conforms to this high aim. Each instrument has that dependable quality—that distinctive tone—and that subtle appeal of style which command attention.

Mechanically, musically and commercially, Craig Pianos are worthy of your best sales efforts. The instruments placed will create new prospects for you to work on and the immediate margin of profit is most attractive to the business man.

We would cordially urge the claims of the Craig Line upon your attention believing that now—this month, is the time for you to take up the matter with us. We can come to terms with responsible agents wanting a clean, straightforward piano proposition.

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Manufacturers of all Styles of Pianos and Players

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If you want a line of pianos and players that represents quality from top to bottom, inside and out—that means 100 per cent. value for every cent of their cost—that will



meet every side of the demand for popular-priced instruments — that will do all this and put a substantial profit in your bank account for every sale made—then your search is ended.

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If piano greatness be measured by a long, steady, un-  
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Selling such a piano with the Doherty margin  
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Write for prices and particu-  
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Put the  
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THE great musical compositions are not for the cultured few, for in these days of the perfected player piano anyone may enjoy them. In the same way good high-grade pianos are not alone possible for the wealthy home.

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"THE ULTIMATE IN PIANOS"

ST. THERESE, - P.Q.

"Established in 1891"

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is the idea that to-day it's a battle of wits, and brains win. To-day salesmanship is a question of quality and service and straight dealing and full value.

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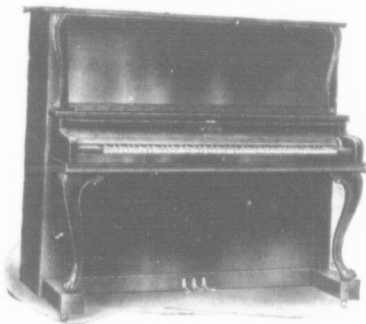
  
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LONSDALE STYLE W

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Style 65

**The Straight Piano.**—In the thick of competition the Wright is a leader. Every month sees more dealers giving it the first place on their floors on the one and only basis of dominant value. With the first glimpse of the Wright your prospective buyer senses its beauty and charm. With the first few chords struck that inimitable tone, which compels the approval of the musical ear, is forcibly impressed. Years of constant use find both beauty and tone unimpaired.

**The Player.**—What it will do for the home, and not price, is the basis for selling Wright players. Money cannot buy your prospect any greater, more lasting pleasure to brighten the evenings after the tiresome routine of a monotonous day's work.

The appeal of what the Wright player will do, plus the demonstration of it, gets the order.

**Wright Piano Co. Ltd., - Strathroy, Ont.**

## Newcombe Pianos

*Established 1870*

*"Never Suffer by Comparison"*

For over 40 years the name **Newcombe** has stood for the fact of being able to build into a piano extra long life, extra pure, sweet tone, extra gracefulness and beauty of design.

This means that **Newcombe** Pianos have always lived up to their reputation for unusual all-around service.

It means further that to-day the **Newcombe** Agency is more to be desired than ever before.

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## Violin Bows at Popular Price

WE have just received a shipment of New Violin Bows at popular prices. These are the first Bows at moderate price which have come up to the Williams standard of quality and value since the outbreak of War. Many makers submitted samples which we would not offer the trade. We only regret this particular manufacturer cannot supply in full quantities at present, so that temporarily we are obliged to limit quantity to any one order. Here are the new Bows:

- No. 100—Red polished stick, plain frog with pearl slide, metal covered button, leatherette grip. Retail price, each \$1.50
- No. 101—Stick of selected wood, nicely polished and finished, plain ebony frog, white pearl slide, metal covered button, silk wound grip. Retail price, each \$2.00
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- No. 401—The Oriole, 10 single holes, 20 reeds, nickel plated covers. Wholesale price, per dozen \$2.75
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MUSICAL INSTRUMENTS OF QUALITY

MONTREAL  
TORONTO

# Canadian Music Trades Journal

Issued monthly in the interests of the Musical Industries of Canada, including Piano, Organ, Player Piano, Supply, Talking Machine, Musical Merchandise and Sheet Music.

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

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DUNCAN MILLER

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Telephone

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VOL. XVIII.

TORONTO, JULY, 1917

No. 2

## Your Franchise is the Desire for Music.

Foster and Develop That Desire and You Increase Your Franchise  
A Conference of Sales People in Each Store is Necessary to Accomplish This.

"NOW, Sir," he said, drawing up a chair and leaning forward with his friendly smile, "we're here in my office. The doors are locked. There are no stenographers. No one to listen. The curtains are drawn. We're here alone. But before we can do anything I've got to know you, and you've got to know me."

And thus the labor leader and the frank railway official drew back the curtains of reticence and suspicion and showed each other the goods that were within them. "This labor leader saw I was square," said the Railway President afterward, "and I found out he was square. He was open and honest. So was I. We were both convinced neither one was playing tricks on the other."

For nineteen hours the two men, behind closed doors, debated the complex problems, each zealous for the interests he represented. At the end of that time the labor leader walked out with a mutual agreement in his hand. Not only was this satisfactory to the company, but unions have called it one of the finest documents of its kind ever drawn up.

This is the story of how the head of the Boston Elevated Railway and the employees' representative arrived at a basis upon which to work for their combined advancement. The incident teems with suggestions. But one phase of it bears directly upon music and musical instrument selling in Canada to-day. It suggests that every dealer should have a frank conference with his staff on the one point that is right now the strongest factor which can possibly be focussed on the industry's salesmanship—the necessity of music in the lives of the masses. This conference should be just as frank, just as serious, and just as effective as the one above outlined.

To get personal, your business is making people happy. You and your staff are merchandisers of a necessity, not in the way that coal or good clothes or fine furniture are needed, but in a close personal way that few necessities equal. The necessity of music in a man's home and social life gets under external considerations and comes in close contact with his character, his real self.

No one challenges that viewpoint. But while the thought is taking root as it never did before, the selling staffs throughout our country have not become thoroughly imbued with it. There are not wanting examples of businesses which have taken on an entirely new complexion as the possibilities unfold of spending one's business days marketing a home necessity. Some dealers have found it their most effective business tonic.

But the greatest power will remain unexercised until the salesmen and saleswomen are seized with the idea and with the unsurpassed importance and dignity of their calling. The Journal's suggestion would be that staff conferences be

arranged with this one object in view—to prove to each member that a new day has been entered upon. The war has shown beyond the shadow of a doubt that through all the variations of life, from successes to failures, music occupies a place that is absolutely without a substitute. Nothing even lays claim to being able to take its place. The public is learning this, and in some ways is perhaps ahead of the trade in realizing it.

The idea of such a staff conference in each store should not be tossed aside as impractical. Nothing could be easier to arrange. If the chief of the business has the idea, shall we say the new idea, the result of passing it on to every last member of the staff is past reckoning. It will make the sales people go about their work with their heads up as those engaged in the most honorable of callings. It will make them think right and think success. The thought will direct their labors in right channels to success.

Take the opera. The mention of it even to the man in the music business suggests acting. It should suggest music. Just because of what music so faithfully expresses is the opera intensely real. Take the school. It suggests to the trade anything but music. And as no one thinks much of music in the schools we have comparatively very little. Take the church. Praise is the main theme of worship. The choir is allowed to do most of the music. Who has the vision of the musical part of the service being shared in by everybody, the natural expression of a musical people? Take the social evening, the concert, the convention, the vacation, the garden-party, the fair, the exhibition, in every one of them there should be more music and consequently more musical influence.

Take the home. The Journal has been directing attention to music in the home for some time past. The press realizes the place of music in the home. Several dozen important papers are carrying music-in-the-home pages. Public spirited men see in music one of the chief sources of maintaining the home influence on the rising generation.

We all are waking up to the tremendous place music has in life. The question of the selling staffs getting the new vision is not a dream—it is business. It is sales. It is the placing of more pianos, more players, more talking machines, more fiddles, more band instruments, more records, more rolls, more sheet music. It is more business, that apart from being a source of profit to the dealer, is honorable and helpful to the community.

And so the suggestion is made for a staff conference in every store. Let its object be the spread of the new idea—the necessity of music especially in the home. Let it unite the whole staff on the thought of music, more music, good music. Let its result be the adoption of new ways of introducing music and developing musical influences in the lives of the masses.

### Church Pianos Should Be Good Instruments

But as a Rule They Are the Choice of Bargain-Hunting Committees

*One of the articles supplied by the Canadian Bureau for the Advancement of Music, and which appeared in several papers throughout Canada*

USUALLY when any church organization determines that a piano is one of the most important desiderata of the moment a committee is appointed with a two-fold function, to collect funds and to buy the instrument. Preliminary calculation makes it clear that four hundred dollars can be secured. If the committee has luck, it secures about half the money. Then it is faced with the problem of getting a first rate instrument at a second-rate price. Many other persons drifting through this vale of tears—where occasional slants of sunshine are discerned—have determined that the problem is like inventing a perpetual motion machine—it Can't Be Done. Still, as mechanics can yet be found tinkering over models, so committees go out hunting for a good piano at a poor price. They get either a fairly good instrument in a battered or repaired case, or else a bright-looking case with disreputable musical viscera. Usually they are satisfied with the bargain, for it is the custom of unreasoning humanity to appoint committees which have no knowledge of the work they have to do. Usually also, the private members of the organization are satisfied, being either too indifferent or too kind-hearted to complain. Only the

*I am a firm believer in giving children repeated chances to hear the great compositions until, through familiarity, these have sunk into the heart. Childhood is the impressionable period of life when things are indelibly imprinted, leaving memories as foundation stones upon which to build. It is a sight of promise for the future to see a mother at the piano with her children gathered about her and singing melodies from memory.—Josef Strinsky.*

person who plays on the instrument is critically-minded, and what is one against many?

The result of such a policy, long continued, is to assemble in one church of good size perhaps three or four pianos of the type mentioned. After a few years without tuning, and with constant variations of temperature, these instruments are musical nightmares, wild and fearsome sound producers beyond all description, and sometimes beyond all imagining. What a collection of crippled relics of the Stone Age of piano building might be assembled if all the churches were turned inside out, and their contents displayed at some museum!

It has been said many times that the child's first acquaintance with the joys of music is at the church or Sunday school. How can we expect the infant ear to be delicately attuned to musical sound, how can we hope that children will sing well, if they are dulled by custom to the sins of the accompanying instrument? How can children be incited by the allurements of a musical heaven if the weekly noise before them is to be regarded as a sample of what is to be endured hereafter.

Sometimes, somewhere, a church committee will buy for church use a first-class small grand of Canadian make, well built and well encased. Then there will be an ecclesiastical trial for hersy a outrage. Either that or some of the music lovers in the congregation will drop dead.

Responsibilities gravitate to the person who can shoulder them, and power flows to the man who knows how.

### A Bad Accident That Resulted in a Sale

FOUR or five days out of the week found me driving through the country with a piano or organ on the wagon, as was the custom then, canvassing farmers as we went along," relates a salesman who was in the front trenches of piano warfare over twenty years ago. "I was doing this country work for a dealer in C—," said he in introducing this narrative, which appeared in the *Piano Trade Magazine*. "A short time previous to the incident that I am about to relate, I had taken in trade a very fine young horse. He matched up very well with the one already owned by my employer, and so we teamed them, and it was this pair that I had been driving for several weeks. They were both sorrels, and weighed just about a thousand pounds apiece, an ideal team for piano and organ work in the country, for they were light enough to make good time and strong enough to haul a piano in the comparatively light spring wagon that we used.

"The new sorrel horse was much the more spirited of the two. He was constantly up on the bit, and keenly alert every moment. When driving this animal, I had noticed that he took great delight in breaking into a run when excuse offered. So I always watched him pretty closely. He had one bad habit which rendered him unsafe for an inexperienced driver. If, in switching his tail, he would get it over the reins, he immediately would start on the dead run, and it would take quick action on the part of the driver to get him under control before he got the bit settled between his teeth.

"Late one summer, I started out with a piano on the wagon, accompanied by a young college student, who was spending his vacation helping about the store. I frequently took this young man with me on trips, and he always carried with him two or three books which he read or studied as opportunity offered. On this particular morning we left about 6 o'clock, and by 9 o'clock were some eighteen miles in the country. We pulled up before a farm house, and I handed the reins over to my companion with the intention of investigating the possibilities of a sale at this point. This young man was not much of a horseman, and I invariably cautioned him when putting the reins in his hands, to hold them so that the new sorrel could not touch them with his switching tail, and to watch this animal very carefully and not let him start if some excuse should offer.

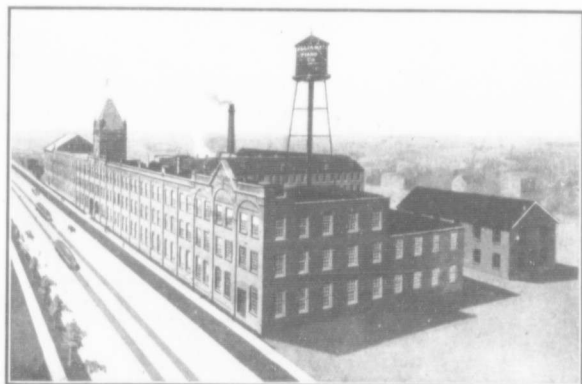
"On this morning I repeated my admonition, climbed out of the wagon, and started toward the farm house. Two collie dogs came running from under the porch with loud barking, and at the same moment I heard a cry from the wagon. I turned just in time to see that team of sorrels plunge through a barb wire fence on the opposite side of the road. They were through the fence as though the wire were thread.

"My first thought, of course, was of the young man in the seat, and I rushed over to find him crumpled on his head and shoulders on the ground between the front wheels of the wagon. He was unconscious and bleeding from a wound above his ear. Some people in the farm house heard the commotion and came to my assistance. Together we carried the young man into the house and gave him what first-aid remedies we knew while the hired man mounted a horse and dashed for the doctor.

"The young fellow soon recovered consciousness, and then I went to find my horses and take account of the damage. The team I found standing unconcernedly in the pasture across the road, munching grass. They had not gone over 200 yards after crashing through the fence. I managed to catch them with but little difficulty, and was astonished to find that they were uninjured, and aside from a few minor scratches on their foreparts, were none the

*Canada is Celebrating 50 Years of  
Confederation this Month.*

The WILLIAMS PIANO CO. is celebrating 68  
Years of Experience and Progress.



18 Years Older than Confederation  
E-X-P-E-R-I-E-N-C-E

Is the Best Teacher.

It has taught us to build into the Williams New Scale piano a lasting quality. Our ideal has always been to build a piano of supreme tone quality that would last a lifetime.

This "Truly Canadian" piano represents 68 years of Canada's brains and expert workmanship—that is what you represent and offer to your customers. Increase your sales by securing the agency for this famous piano. Write TO-NIGHT for beautiful new catalogue and selling helps.

**The Williams Piano Co., Limited, Oshawa**

18 Years Older than Confederation

*New Scale*  
The **Williams Piano** is

*"The Piano Supreme"*



*"The Choice of the World's Great Artists"*

# "A prophet is not without honor save in his own country"

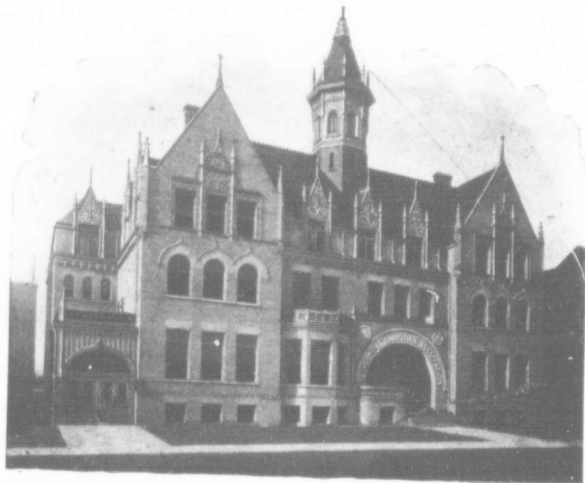
Does the exception prove the rule?

A partial list of London public institutions in which are installed  
Sherlock-Manning Pianos—Made in London.



First Methodist Church uses a Sherlock-Manning piano  
with its \$40,000 pipe organ

St. Joseph's Catholic Hospital  
Huron & Erie Mortgage Corporation  
Knights of Pythias Lodge  
Pottersburg Presbyterian Church  
Hamilton Road Presbyterian Church  
Egerton Street Baptist Church  
Hyatt Avenue Methodist Church  
Harrietsville Methodist Church  
St. John's Methodist Church  
St. Matthew's Episcopalian Church  
Ridout Street Methodist (2 pianos)  
Lambeth Methodist Church  
Brick Street Methodist Church  
Westminster Methodist Church  
Majestic Theatre (2 pianos)  
Lyric Theatre  
London Life Insurance Co.  
McClary's Manufacturing Co. (2 pianos)  
Hermitage Club  
Thistle Club  
C. O. O. F.  
A. C. O. F.



Y.M.C.A. uses two Sherlock-Manning pianos

**Sherlock-Manning Piano & Organ Co., London, Canada**

worse for their encounter with the barb wire. To this day I cannot understand why their front legs were not cut off.

"By the time that I had led my team back to the farmhouse, and had hitched them to a post, the doctor had arrived in a little rubber-tired buggy. He found my companion in good shape, although suffering from the cut on the head, which he dressed, and also from shock.

"The doctor was there about fifteen minutes, and when he had completed his attentions I asked him how much we owed him. The charge, he said, was \$2, and then my old salesman's instinct came to the front and I said, 'We have a piano out there on the wagon that we must sell. This accident that we have had has made it impossible for us to continue to our destination. If you will buy that piano I will give you just \$50 for your services in this case.'

"The doctor immediately became interested, and without going into the details will say that I took the doctor out to the wagon, took the cover off the piano, climbed up on the wagon, played it for him, and closed the sale right there. Not as quick as I am telling it, of course, but comparatively as easy. The price of the piano was \$350, and I allowed the doctor \$50 discount, and he agreed to pay me \$100 in cash on delivery and the balance of \$200 in one year. He lived in a crossroads town about two miles from where we were, and after spending another hour in patching up my harness, with the assistance of the farmer, I got my companion together, rather pale and weak, but otherwise all right, and we drove to the doctor's house, unloaded the piano with some local help, closed the deal and got back to C— that night.

"Never in my experience in selling has such a queer combination of circumstances resulted in a sale, and no other experience that I ever have had has caused me to say so emphatically, 'It's an ill wind that blows nobody good.'"

### Unselling a Player

"ONE of our men called upon a piano merchant recently with the idea of interesting him in our line of pianos," relates a manufacturer, "and the merchant was out—clerk said he would be back presently from the county seat, where he had gone to explain his income tax return to the revenue officers—so our man thought he would wait a while and size up the place in the meantime. Pretty soon a farmer drove up in his flivver and came in. Seemed he was being pestered by his women folks to buy a musical instrument of some kind, and he dropped in to see if his friend, the merchant, couldn't give him some information on prices.

"While he was passing the time of day with the clerk our man wedged his way into the conversation and began to tell the farmer about the player piano. He explained how everybody in the family could play it, and how much fun even the farmer himself could get out of it. It was no time at all till that farmer wanted a player as bad as he wanted rain season before last.

"Finally he said, 'Well, how much would I have to pay for one of those instruments?' and when our man named the price it didn't faze him a particle. 'Oh shucks,' he replied, 'I guess I can afford it, especially since the women folks want it so darn bad. I had a dandy year, and looks like things are going to be better still. Of course, I'd want to order through my friend, Tom, here, and in fact I'd want to get his advice before placing the order. He's a business man, you know, and I'm only a farmer, and I always rely on him to give me some pointers.'

"Just then the merchant came back, and old General Calamy came right in with him. His face would have stopped the town clock, and he was madder than a wet hen.

"Say,' he burst out to the farmer, 'Have you had any run-in with those income tax fellows? This war sure has got 'em going. They turned me inside out and upside

down, trying to squeeze a bigger return out of me. Said they had to be mighty particular now because of the war. Government needs every penny it can lay its hands on and then some, and it's going to get worse and worse.'

"'What's more,' he continued, 'it's going to cost billions of dollars to fight this war, and the money has all got to come out of the common people. That means they'll have to save it. And then we're going to run out of food next winter, and I wouldn't be surprised to see the biggest panic this country has ever known. I tell you, I'm not going to buy a blame thing more than I absolutely have to, and I'm going to cut down my stock as fast as I can? My wife has been bothering me for an automobile, and I had about decided to get it for her, but there's nothing doing along that line now. That talk I had with the city fellows has opened my eyes.'

"About that time the farmer who was in the market for a piano couldn't have appeared more dejected if his prize bull had come out second best at the fall fair. 'Yes,' he said, 'times do look blue, and although all my crops are spoken for, and I got more money in the bank than ever, you never know what's going to happen.'

"But surely," said our man, 'you aren't going to put off buying that player piano. You've got the money to pay for it, and there's more money coming your way than ever before.'

"'Oh I couldn't think of buying anything like that,' the farmer replied, 'after what Tom here tells me. I'll have to sit tight and stint myself till after the war's over.'

"Well sir, it was plain as day that the merchant who,

*All children love music, but it must be presented to them with enthusiasm and with simplicity. If music is brought to their attention in this way, the will clamor for it. More music should be given to the children in the public schools, and along these lines. From the schools they would take it, as a natural consequence into their homes to be a factor in their daily lives, one to become later of ever-growing forcefulness.—Josef Strinsky.*

of all people, should have been optimistic, simply made that farmer close his pocketbook and help by unnecessary economizing to bring on the hard times which the merchant so badly feared. Incidentally he cheated himself out of the profit on a player piano order and closed the door in the face of an opportunity for increasing his business.

"After the farmer had climbed into the Henry and driven away, the merchant said, 'Well, young man, what can I do for you?' And our man replied, 'I'm afraid Mr. Blank, after what I heard you tell your friend, that you wouldn't be interested in my line,' and he added to himself, 'My concern would never be interested in you.'

### A "Dummy" Salesman

A DEALER has made use of a phonograph inside a wax "dummy" man to attract attention to his store. The dummy was placed in the entrance of the store. A hidden tube led from the phonograph to the dummy's mouth, making it seem that the figure was talking. The record described the goods on sale at the store, and the prices. The arms and legs of the dummy were loose, and were geared up with small electric motors by means of pulleys, levers and strings, all of which were effectively concealed in the dummy's clothes. The music dealer found that a crowd collected to listen to the dummy, and that it brought more business.

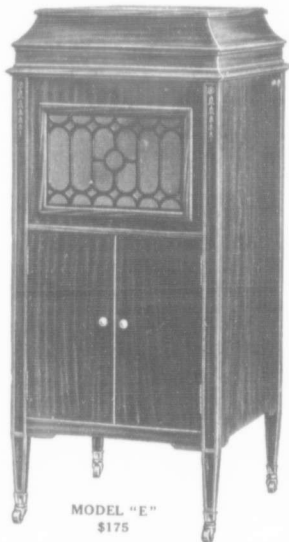


# NEWBIGGING CABINET CO.

LIMITED

164-168 KING ST. WEST

HAMILTON, - CANADA



MODEL "E"  
\$175

## WAKE UP!

THE SUMMER SEASON  
WITH SOMETHING  
NEW

Our Electric Line of Musicphones never fail to draw people to your store, simply because they really see something new.

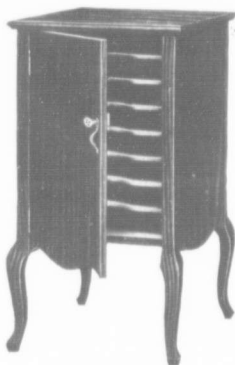
"Since handling your Electric Musicphone," said a Dealer, "we count that week lost when we do not dispose of at least one of your high-class Electric machines.

And you will say the same. Think of an electric motor driven by 3 ordinary dry-cell batteries, a universal line arm, self-balancing hood, tone control, and permanent needles for every make of records

WRITE TO-DAY



MODEL "G"  
\$225



No. 80, GOLDEN OAK  
No. 81, MAHOGANY  
No. 82, FUMED OR MISSION  
7-9 1/2 ins. wide, 22 1/2 ins. deep  
A new Cabinet, suitable for Columbia or  
Victors. Fitted with shelves for  
albums.  
A Popular Cabinet at a Popular Price.

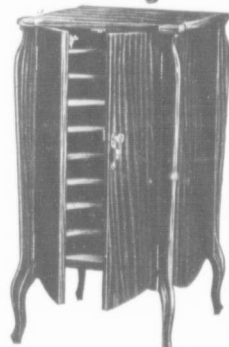
## Phonographs

### Record and Player Cabinets

For all make of  
Machines

The Newbigging Cabinet  
Co. are the Cabinet  
Pioneers of Canada.

Others follow our lead.



No. 83, GOLDEN OAK  
No. 84, MAHOGANY  
No. 85, FUMED OR MISSION  
A fine Cabinet, with top shaped to fit  
base of Victor No. 1X.



## Piano Selling Suggestions

Extracts from H. M. Eldridge's Book on "How to Sell Pianos"

## "You Make Too Much on a Piano"

Yes, this is true. On every \$355 piano we make \$362.50 clear.

Anyway, if we cannot and will not sell you a piano as low as it can be sold, you cannot expect to buy for less of anyone else.

For the sake of argument, simply do us the justice of putting piano men generally on the same plane as to honesty. The retail dealer's claim is that he will sell you a piano as low as any retail dealer can sell it to you. Our claim is that you buy direct from the factory, cutting out the middleman and the jobber. Does it not, therefore, seem reasonable that we should be able to sell you one for less than the retailer?

But you buy more than a piano from us. You buy an absolute iron-bound guarantee that satisfaction must come to you from your piano and we hold every dollar that we own or possess as an assurance. A ten-year guarantee goes with every piano, which really means insurance for ten years, and if nothing happens to the instrument in that time you needn't count on any trouble turning up in the next 25 years.

## "I Don't Want to Buy on Installments"

Unless you are left a lot of money, it will be impossible to buy on anything but installments, because whether you get an instrument now and pay for it a little at a time, or whether you save the money first and buy afterwards, you will really save the price of the instrument on the installment plan, whether you have it or not, so why not have it at once?

Why not have it a little before than a little later, inasmuch as it is in accordance with our business policy and you are not accepting charity when you do it. Besides, it will last you a lifetime. You say you will save money to buy for cash, but you will save twice as much by having a way, and that a systematic way, of saving money for this purpose.

## "I Don't Like a Player"

I don't blame you for not liking some of them, but there is a difference, and the fact that you say you do not like any player piano is positive proof that you have never seen the ———, for the simple reason that no one has yet heard one play and gone away with the impression that it was impossible to get artistic music out of it.

The only way we can prove this to you is for you to come down to the store and hear it.

The manager has a standing offer of \$100 to anyone who can tell six times in succession whether it is a player or hand performer making the music.

There is absolutely nothing mechanical to them and you really become part of the music as it is not in the same class with canned music from a phonograph.

In a phonograph you simply put on a record and let it run. Every time it repeats, it plays exactly the same.

On our player a selection is never rendered the same way twice in succession. You yourself become an artist by aid of the pedal touch, expression, levers and buttons. To listen to the ——— player is to desire one, and to desire one is to own one inasmuch as our terms are extremely convenient. What day will you be coming down town? Will you do me the favor of coming in and listening to me just ten minutes? Set the day and exact time.

You can learn to play better in one hour on a ——— Player than you could hope to on an upright by hand in 15 years.

## "Not Until We Move"

In case the extra expense and trouble of moving the piano is the reason for not buying now, leave that to us. Get it, have the piano at once, and when moving time comes, simply call us up and we will put it in your new home, looking and sounding just like the day it came out of the factory, free of all charges. There, that objection is removed surely.

## "Not Until the Children Get Old Enough to Learn"

If you wait until that time comes to get a piano, you will have the double cost of paying for the piano and the lessons at the same time. Also your room will lack that beautifying piece of furniture for all that time, and the children will not get that passive impression of music which plays such an important part in a pupil's preparation for the start. They learn by example. German children speak German; English, English; French, French; etc. The piano is played by others during the time they are growing up and getting ready to learn to play. Besides you never know the age at which a child will be ready to take lessons. Some start as young as four but they should never start later than seven.

*Primitive people were not satisfied just to listen to and watch the music of nature; they wanted to imitate it. Their earliest expression of rhythmical motion was the clapping of hands, the stamping of feet and the making of a noise by pounding upon something which would resound. In doing all this, they at first used only the simple material of nature which was all around them. But still they were not satisfied; they wanted instruments with which they could express their musical thoughts, and upon which they could play. So, when one inventive genius beat upon a hollow log with a stick, we had the beginning of the drum family. That was the first musical instrument ever invented. That was the first attempt of man to express rhythm.—The Monitor.*

## "When My Salary is Raised"

Once your salary was less than it is now and then most likely you said, "when your salary is raised." Now, it has been raised several times and you still wait for another raise. If you lived on less at that time, why not put one of these raises in the past into a piano, and if the raise in your salary in the past has not shown you a way to buy a piano are you not a little afraid that a future raise might see you in the same condition? If a Jew makes a dollar, he saves 50 cents and lives as long and happy as we do, and has a good sight more in the end. Management is the answer. Adjust things so that your income will buy you a piano.

## "As Soon as the Home is Paid Off"

You have paid part of your home, which is more than the price of one piano. That proves you can pay the price of a piano in the future.

Now, if you can't pay the price of a piano, you can't finish paying for the home.

Therefore, if you can finish paying for the home, you can pay for both.

If you get a piano now and finish paying for the home after, or if you get the piano now and pay a little on each all the time, you will have the piano at the time when it will do your child the most good and you will be able to enjoy both your home and the piano.

# Talking Machine and Record Section

CANADIAN MUSIC TRADES JOURNAL—JULY, 1917

## Quality

THE atmosphere in talking machine trade circles appears to be charged with a feeling that cheap and immature machines are going to have a hard time this fall. The makers of high-grade goods are getting their outputs to a point that more nearly represents the demand and the opening made by the shortage, and through which opening almost anything that bobbed up could squeeze is gradually contracting.

When it comes to this race not only for supremacy, but for actual existence, the race will go to those machines that have been built with a view to future reputation, and not merely to take advantage of a demand that grew more rapidly than the supply.

More than ever dealers in this line are insisting on quality. So many of them have had their fingers burned in the fires of cheapness that they are no longer attracted by mere low prices and phenomenal discounts. They want quality, and for survival in this industry quality must be the foundation, the superstructure, roof, and everything else of that home of success.

## Like the Camera, the Record is Pitiless in Its Disclosures

DURING the daily round of helping customers in choosing records the salesman may find it useful to refer to the observations of a well-known singer who is very emphatic in his remarks as to singing for the phonograph, not because of the financial rewards, about which, in all probability, too much is being said. His enthusiasm is in regard to the value to the singer from the artistic point of view. The most careful attention to detail is absolutely essential. Like the camera, which is pitiless in its disclosures as to what is placed within the range of its lens, and in the glare of light the recording apparatus mercilessly exposes all faults in production, "sloppiness" of diction, scooping, etc., of which even high-placed artists are guilty at times.

"I have found," said he, "that singing for the phonograph has taught me more, perhaps, than any one factor in my musical life. In the first place the recording machine is a hard taskmaster, magnifying the defects and minimizing many good features of an artist's work.

"The primary requisites for the making of a good record are perfect enunciation and correct tone production. Without these fundamentals a singer may have musicianship, personality, interpretative ability, facial expression, and many other fine attributes, and yet not be able to produce a record that will pass muster, let alone a perfect one. Time and again I have recorded a song which I have used in concert for a number of years to be jarred out of my complacent self-satisfaction by the discovery that I had lapsed into many careless habits of diction and vocal production.

"Then again, the making of records impresses one with the idea of being more careful in detail. In concert, the song is rendered once, and trivial faults are either not noticed or are soon forgotten by the audience; while the song is in the record for all time, and, with a few repetitions of the record, the hearer becomes sensitive to every lapse.

"I feel certain that the hearing of one's own voice on a record is one of the greatest helps a singer can experience. And this applies not so much to the untrained amateur as it does to the seasoned veteran who, in his self-satisfaction, has backslid into habits that nothing but a mechanical reproduction can persuade him he is forming."

## Fears a Falling Off in the "Popular" Records, and Advises the Featuring of the More Serious Music to Take Their Place

WITH the idea of showing what is most needed for the development of the talking machine industry, William Braid White has been writing a series of articles in the Talking Machine World, advocating the featuring of the talking machine's musical possibilities. Of the needs in the immediate future in this business Mr. White says: "War tries us. War brings the realities before us and shows us the absurdity and the stupidity of much that we

## Music the Core of the Opera

*Now what the opera really aims at—but seldom achieves—is the raising of the drama, pure and simple, on to a higher level of exalted enthusiasm. And the part that music specifically plays in this conjunction is the reinforcement of just high moral qualities as make the drama worth the having. Music is the voice of the inner reality. It radiates from the central core of being. It expresses directly what poetry really only suggests: such ethical influences as render human nature wholly real. It expresses what we cannot describe in words. It lifts bald speech into the finer atmosphere of spiritual intensity. Indeed, music may be said to be just an extension of the divine-human faculty of speech; not, however, as to its intellectual meaning but rather as to its spiritual force and moral passion-power. Music becomes, therefore, the idealisation of speech. Hence in opera the language of the drama is idealised beyond the common currency of words. And to idealise is to realize more fully. So true is this, that music has been known oftentimes to rescue even the most indifferent words from being hopelessly dull and commonplace. And this because it revealed the inner soul of thoughts imperfectly expressed.—Colin McAlpine in the Musical Times.*

have sometimes supposed to be necessary to our comfort and convenience, not to say to our very existence. When we are at war, we begin to think seriously about many things; and frivolities begin to lose their charm. The particular sort of frivolity which is comprised in vulgar, suggestive music, song and dance, is one that will surely disappear in the stress of war.

"Suppose this happens, and suppose that the present enormous demand for the vulgar and trivial in talking machine records begins to fall off, and continues so to do, what will be the result for trade? Plainly we must begin to consider the substitution of other and better music. Can we do this? Indeed we can.

## WANTED!

# Several Big Calibre Salesmen

The position calls for men of considerable tact and sound retail selling experience.

The work will not be so much to sell Columbia goods as it will be to show Columbia dealers ways and means of profitably increasing their local business.

The situation is this:

For many months past no salesmen have called upon our dealers, because we have not been able to fill orders, despite the fact that our shipments have been greater than ever. One reason is, that dealers' orders for the first five months of 1917 have been greater than for the entire year 1916.

Now that the factory has doubled its capacity, we want to keep the product moving evenly.

Many of our dealers now do more business in a day than they used to do in a month, and some of them have been kind enough to say that our sales-help, advertising, etc., made it possible.

Our representatives must convey the enthusiasm of our successful dealers to others. They must be men of wide experience, with a knowledge of how to run a retail store to the best advantage, so that they can spend a few days with each dealer for the purpose of helping to organize the business for a larger turnover.

We intend to help build up business for our present dealers, so it is not a case of getting new accounts—except in a few places where we are not properly represented.

If you think you have this kind of ability let us hear from you.



## THE MUSIC SUPPLY COMPANY

LARGEST COLUMBIA  
DISTRIBUTORS IN CANADA

36 Wellington St. E., Toronto

Our representative's services will be free to our dealers.

"What kind of music particularly is likely most to suit the real heart-to-heart wishes of a people at war? Surely the answer is plain. The kind of music that inspires to calmness, to courage, and to quiet confidence in the divine justice. It is sure that the coming months will see a growing demand for the more serious music; but it is not at all outside the bounds of possibility that if we do not look where we are going we may make the enormous mistake of failing to encourage the use and cultivation of music. If we, through our own neglect and indifference, proceed to allow matters to take their own course, it is certain that we shall experience a falling off in popular demand without there being anything else to take the place of what will no longer be wanted. The result will be anything but pleasant.

"Yet this need not be for a moment. The public not only can be led to demand more and more largely the better, higher-priced and more worth-while records, but with this demand will come the parallel demand for machines. The leading is the important matter, and that is a question for each one of us to decide.

"It seems plain to me that there should be a considerable revival of interest in all that pertains to the more serious things of life; but it may as well be noted right here that the American people have hitherto refused most strenuously to consider music as serious. The demand for such things as talking machine records may fall off if the public is not assisted to think of the matter more sanely. This encouragement to buy certain kinds of records on account of the war, because we are at war, is, I think, the secret of our success in the talking machine business during the next few months and perhaps for the next year or so."

After an extended reference to the patriotic records of the day, Mr. White continues: "But not only patriotic music is at the moment an asset. Religious music is equally valuable at this time, and it happens that talking machine record catalogues are quite rich in solos, quartets and choruses of a religious character. Some of the sweet old hymns like 'Lead Kindly Light,' some of the majestic choruses like the Hallelujah from Handel's Messiah; and many others that a search of the catalogues will reveal, should be made the subject of special advertising drives just now. They will sell, never fear, if once they are put forward rightly.

"One need not fear to say candidly that in times of stress the glorious songs of faith and inspiration that nerved our forefathers may nerve us again. One need not fear to say that present times demand a more thoughtful and courageous outlook on life, and that frivolity may be put on the shelf for a time. Then, following, one may list one's large stock of fine religious music; and see what happens. For that matter, a simple publication of special lists of

such records, without special comment, will certainly be effective.

"Did you ever think of the possibilities of a 'patriotic opera' concert? I mean that there are many operas among the greatest that deal with patriotic subjects. Most of these have to do with national struggles for freedom, and are therefore most interesting at the present time. Such are Wagner's Rienzi, Verdi's Sicilian Vespers, Glinka's Life for the Czar, Rossini's William Tell, Meyerbeer's The Huguenots, and others. A recital made up of selections from a set of such operas would be extremely interesting just now."

### Song a Necessity

*The natural instinct of man is to break forth into song in moments of high exaltation, to become vocal on occasions of high moral tension—all such visitations of true inward experience as are most highly prized of art. This we find conspicuously true of all religious peoples. Psalms must be sung—they gain in vividness—they become spiritually vitalised forthwith. This, too, is the psychological meaning of spontaneous choral utterances. Topical songs at mass meetings—they give unity to the soul of the crowd; national anthems at national crises—they consolidate the people; the lilt of soldiers on the march—it gives them spirit. And what more natural, what more real, in this our deeper sense of reality? Indeed, we cannot with impunity antagonise the fundamental instincts of humanity: it is more than useless to inveigh against the necessities of our human nature.—Colin Mc-Alpine, in the Musical Times.*

### Why Not a Children's Recital?

"WHAT do you think of a recital specially gotten up for the kiddies?" The Journal has asked this on various occasions of dealers who have made a feature of recitals during the winter season. "A splendid idea," is invariably the response, but the Journal has been told of only a few dealers conducting such a recital. These dealers report excellent results, besides spreading the gospel of music.

There seems to be no logical argument against a short recital of say an hour, the programme of which is selected with especial reference to the entertainment of children. To such recital the invitation should be addressed to the children, and of course they would be expected to bring their adult friends along.

The Columbia dealer markets the line of merchandise that cannot be secured elsewhere. No other musical product is so exclusive. People want it—and a competitor cannot easily satisfy them with substitutes.

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

Columbia Graphophone Company  
Factory and Headquarters  
Toronto - Canada



Children are natural advertisers, and every merchant should appreciate how susceptible children are to the courteous consideration of a busy merchant, and how loyal they all are to the merchant who considers them. Considering this, and the fact that the child is so great an influence in the home, and so quickly becomes a homeowner, it is inconceivable that dealers otherwise aggressive to adopt good selling ideas will agree that the "Kiddies' Recital" is splendid in possibilities but go no further.

### About the Mailing List

**E**VEN a half neglectful handling of his mailing list will get the talking machine dealer some results, but a methodical persevering effort to make the mailing list pay dividends will bring certain success. It is not enough, as some dealers do, to merely collect a string of names and addresses and mail a record supplement each month to the persons whose names are thereon. This in itself may be good business, probably is, but it can be made so much better with a little application.

The quality of the list is important. The Journal was shown a mailing list the other day, and happened to recognize one of the names—George Blank—who could neither read nor write. George was the hired man of a farmer, and decidedly a poor prospect. The dealer, however, insisted that the family where George worked would see the literature. "Why not direct it to George's employer instead then?" the dealer was asked. "Well, they are new people and I didn't know the name," he replied. This particular dealer was getting business from his list, though it apparently carried an undesirable ratio of dead wood.

The local papers carry a great deal of information that

the town dealer can turn to good account in compiling his mailing list. There are the social or personal items that give names of persons in such a way as to inform the dealer of their desirability as "prospects." There are marriage notices, real estate transfers, reports of families moving in, of a teacher being appointed, a new superintendent in the local mill, the engagement of a new teller in the bank, etc., etc., all of which information the local dealer can verify so readily and easily. Being on the spot he can quickly get information as to the financial standing of the people in his territory. His card index or mailing list should show whether the farmers being circularized are tenants or owners, and whether they are prompt in meeting bills.

One dealer states that he has worked up a good record trade from a list of talking machine owners. This list he acquired little by little as he sold machines himself and secured names of other owners from customers, or wherever he could secure the information.

This again suggests that the expensive circulars, pamphlets and catalogues supplied by the manufacturer are for distribution. They will not get business if left lying under the counter, or used for shaving paper, and are a sheer waste of valuable ammunition if not used.

*The sympathy of your friends won't rebuild your store or replace your stock. Is your Insurance in business-like shape?*

### Why He Didn't Wait To Sell His Geese

**H**ERE is a selling experience told by Fred E. Stevenson, a dealer in Killarney, Manitoba: "Every fall here we have good wild goose shooting, and I enjoy the sport. However, this time I write of it, it was a fine big flock of tame geese I was after, and it happened in this wise. An old gentleman by the name of Bartley, an Irishman, sandy whiskers and ready tongue, who could neither read nor write, but who had a big family of boys who used to come in at various times and give me lip. Well, I got the Edison dealership, and of course tried to sell the old man an Amberola. Before I started to play it he said he had no use for 'them bloody talking machines.' However, when D'Almaine struck into 'Medley of Country Dances' the old man kept quiet (his tongue, not his feet), and when the record was finished he said, 'By cracky, Stevie, that's good; give us another.' So we had another and then some. Well, he was highly pleased, and inquired the price, and was somewhat taken aback. Said he had no money, couldn't afford it, etc., etc. However, just before leaving for home he said, 'Stevie, I have a fine bunch of geese at home, and if I get a pretty good price for them maybe I'll get one of them there machines.'

"Well, I had a home recording outfit, and one day in thinking about my future sales prospects I remembered those geese and what Bartley had said, so I got pen and paper and wrote out and memorized a speech about as follows:

"Good-day, Mr. Bartley. Have you sold your geese yet? Hope you got a good price for them so that you will have the price of a New Edison Diamond Amberola, the latest model and without a doubt the best instrument on the market. It will play any kind of music anywhere and anytime. You and your old woman can enjoy yourselves at home when the young folks are off having a good time.' I got a good distinct reproduction and laid for Mr. Bartley. Saw him in town one day and told one of his boys to tell him I wanted to see him. Kept my eye open and when I saw him coming, beat it to the back of my

## LONDON PHONOGRAPH CO.

234 Dundas Street  
LONDON, CANADA

Manufacturers of

## RAYOLA PHONOGRAPHS

Prices from \$10 to \$200

Canadian Distributors

Crescent Silver Tone Phonographs

Good Discounts to Trade

## THE STEEL BLADE OF DAMASCUS

was the envy of the whole world. Careful selection of materials, treated, re-treated and tested with the utmost skill and science known to the times, hammered from shapeless mass by artful hands into thin ribbons of steel, produced a product the merit of which was so well recognized that human life was entrusted to its invisible qualities.

## To-day BAGSHAW NEEDLES

which are manufactured from carefully selected materials, tempered to the proper hardness through the advancement of science, and shaped to their proper form by the mailed hand of automatic machinery, which works truer than that of the most skilled Damascene, are a product, the value of which every dealer who sells them realizes.

W. H. BAGSHAW CO. - LOWELL, MASS.  
Established 1870. Incorporated 1917.



## Why we Chose the Pathé Line

"WE have chosen Pathé products because they have an international reputation; because they are reliable; because dealers can sell them with the knowledge that customers will stay satisfied.

" We chose the Pathephone because it has a ' Violin ' Sound Chamber of resonant wood that adds warmth and mellowness to tone. Because it plays with a polished Sapphire Ball that never has to be changed and never scratches records (like sharp metal needles).

" We chose Pathé Discs because they reproduce more truly. Because they are more durable, showing no signs of wear after years of use. Because they are cheaper—All Pathé records from dance music to grand opera are double-disc. A single price pays for two selections. Because Pathé Discs reproduce not only the voices of singers who are enjoying triumphs in America, but also the voices of famous European artists who have never sung in this country. Finally, we chose Pathé Discs because the indications are becoming clearer and clearer daily that the public will demand Pathé records, no matter what make of machine they own."

THE HALLET & DAVIS PIANO CO. (Established 1839)  
NEW YORK

### *Pathé Frères Phonograph Co. of Canada, Limited*

Factories and Head Office, 4-6-8 Clifford Street, TORONTO, Canada

Western Distributors: R. J. Whitla & Co., Winnipeg, Man.  
Maritime Province Distributors: H. L. Hewson & Son, Ltd., Amherst, N.S.  
C. W. Lindsay Limited, Montreal



An Enlargement  
of the

*Pathé  
Sapphire  
Ball*

and Pathé  
Record Grooves

shop, slipped on the record I had made on an old Standard Model and hid behind the counter. The old man came in and called, 'Stevie, you son-of-a-gun, where are you?' The phonograph answered him. Well, to say the old man was tickled was putting it mildly. He hadn't sold his geese, but he did buy an Amberola and two dozen records right there, with 'goose price,' as he called it, thrown in.

"Mr. Bartley sometime after told me that it was the best money he had ever paid out. Before buying the phonograph he would sit by the fire in the evening (not being able to read) and smoke himself sick. After getting the Amberola he often would hitch up a team and go over to his neighbors with it to spend the evening. As he himself put it, 'Me and the old woman are getting to be terrors to gad around nights. Pretty near as bad as when we was courtin.'"

#### Choosing the Customer Who Puts Forward the "Mail Order" Argument

NO two customers are quite alike, and in selling talking machines it seems as if there were more varieties of customers in this than in almost any other line. Each individual case has its own peculiarities. "One way to get on with people is to keep your mouth shut," says a contributor in the Talking Machine World, who adds: "The man who says nothing when he has nothing to say, the salesman who keeps his mouth shut a good deal of the time and lets the customer do most of the talking, will probably get along with the trade all right. The only trouble will be that he will not sell many talking machines."

"Getting on with customers without making them mad or disgruntled is not all there is to salesmanship. It is good as far as it goes, but it stops considerably short of being a real success. What we need to know is how to get on with customers and at the same time make sales to them. Of course the salesman must keep his temper. Any one who cannot do business without getting mad about it has no chance or right in the talking machine business. When you show the least anger at a customer, puff! Your customer is gone, gone for good, probably taking other prospective customers along. Quite naturally it is aggravating to have to smile under some of the remarks and even accusations of buyers. It is humiliating to one's pride, but after all, many things are humiliating to our pride that will not do us any real harm. We do not always feel as cheerful as we might, and there are times when we want to "take it out" on some one. If we ourselves were buying instead of selling at such times, who knows what we might do or say to the man waiting on us?"

"A customer comes in and looks over your best offering at \$100. She says she can buy the same grade of machine from the mail order house for \$89. You know she cannot, but don't say it in just so many words. When you take exception in that way to a customer's statements, you have an argument on your hands right away, and perhaps you have found out for yourself that no matter whether you get the best of an argument with a customer or not, you don't make a sale.

"Don't argue. Produce the mail order catalogue—you ought to have them all handy—or ask the customer to see her catalogue, and then go right along down the line on description, point for point, from castors to needle socket. Don't be disagreeable. Don't even disagree. Simply say, 'Is that so? Let's compare the two instruments and see where they are alike.' Just as soon as you show the customer a willingness to be fair-minded and reasonable, just so soon will you find her willing to be reasonable too. If the advantages of your instrument are as obvious as they should be, you will have no trouble in convincing that customer.

"But the prospect may not be convinced. She may say, 'Well, of course, you claim a good deal for your machine, but you don't make these yourself and you only have somebody's word for it that they are as you say. I guess I'll send to the mail order house.' That is the culminating point, the place where a good many salesmen go right up in the air. They absolutely cannot hear a customer talk that way and do not lose their temper. But the successful salesman just begins to get his second wind at this juncture. He sees that he must begin back with the matter of responsibility and show the advantage of his own guarantee over that of some one else's a thousand miles away. Instead of telling that customer to go to the seventeen blue blazes, thereby putting an end to her relations with the store, he smiles and starts in at the beginning to lay a foundation that will give the customer something to think about, whether it develops a sale or not. He explains how and why he knows his goods, what his guarantee is and how easy it is to get at him to make a claim at any time.

"When a salesman has learned always to keep his temper he has made a good start on success. Next to keeping your own temper, it is important to see that you don't let the customer lose his. Why, there are some salesmen who can keep their own temper while exasperating customers beyond endurance. When you let a customer get mad, you lose him."

*Having been brought up in the foreign way to regard music seriously, I feel it necessary for children to be serious in their study of it, not being taught merely to play with technical facility, but to know the depths and underlying meaning of what they are about. And put attractively in simple language, children grasp the joy, the sorrow, the emotional side of music with an extraordinary quickness. Children should be taught to read music as readily as they read a printed book for the delight and spirituality it brings.—Josef Stravinsky.*

*Should this be the "foreign way"? Why not the "Canadian way"?*

#### Effect of Habit on the Dealer's Success

*Reprinted from The Voice of the Victor*

PERHAPS the quickest way to success is to form the habit of success. This is not a joke, but a sober statement. For instance, if you want to learn to play the piano, your teacher will tell you to place your fingers on the keyboard in a certain way, and to play the scales in a certain definite manner. He will be very insistent about that particular manner of holding the hands and using the fingers, because he knows that once the motions he recommends become habitual, you won't have to worry any more about scale-playing. Habit will make you always play the scale in the same way. He also knows, it may be added, that if you play the scales the wrong way, and allow the wrong method to become habitual, you will have difficulty afterwards, because the force of habit is a blind force and works for good or ill, according to how it is directed.

Habit is a force that can be an aid in a great many other things besides piano playing. It is easy to form the habit of being at the store on time in the morning. It is equally easy to be habitually late. You may please yourself which habit you form. One can form habits of quite small things, such as putting a red ink pen, pins, paper-fasteners, etc., always in a certain spot, so that the hand involuntarily flies to that spot whenever they are needed. Time-saving habits of this kind are valuable, but as a matter of fact, they are not nearly so valuable as forming good



# Nordheimer Designs



## NORDHEIMER GRAND

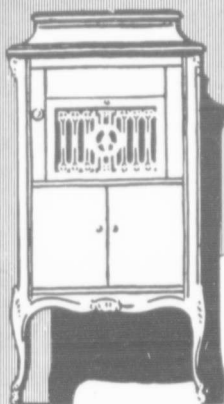
In Mahogany only

"At last it is possible to meet the most exacting requirements with a Grand of Canadian make."

Dealers seeking to build business on the sure foundation of high-grade instruments will find it to their advantage to study the Nordheimer product. Our book showing full range of designs will be sent on request.

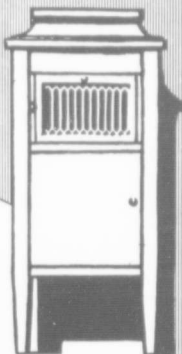
NORDHEIMER PIANO & MUSIC CO., LIMITED  
TORONTO





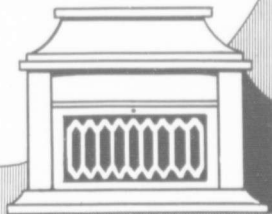
*Style F*  
\$110.

*Style K*  
\$400.



*The*  
**AEOLIAN-  
VOCALION**

"The Phonograph that is supreme in tone quality" must inevitably be a phonograph of great possibilities for dealers representing it. The selling prices and styles here shown indicate representative models of a wide range—each model boasting vastly greater value than any competing make selling at similar price. There are many towns in which dealer representation is yet to be closed. We therefore welcome inquiries from responsible dealers in towns where the famous "Vocalion" is not yet on sale.



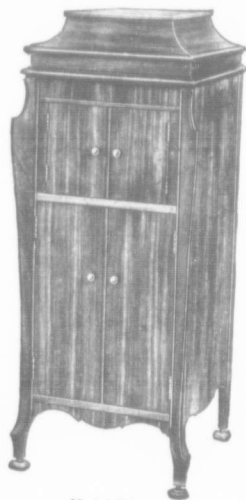
*Style E*  
\$68.

THE NORDHEIMER PIANO & MUSIC CO., Limited, TORONTO

Sole Canadian Distributors for Aeolian-Vocalion.



Model B



Model Princess

No Dealer is asked to link up his business with the Phonola line on any **claim** to musical qualities, but he is recommended to handle Phonolas on the **satisfactory experience** of scores of Phonola dealers who buy right, sell readily and make good profits.

The responsibility of catering to our many dealers who are merchandising on the quality basis should assure you that we can meet your requirements satisfactorily.

The Phonola holds high place for careful workmanship, quality parts, and scientific construction. It is capable of producing good music, the very best music, in the home, and giving it the full, rich, natural tone that does the recording artist full justice.

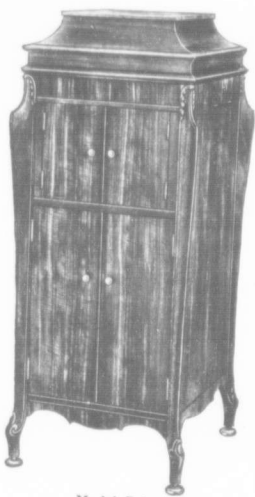
Secure Phonola  
particulars without  
delay

## Pollock Manufacturing Co. Limited

Makers of the "Phonola"

KITCHENER

CANADA



Model Prince



Model C

habits of mind. And *vice versa* nothing will hinder a man quite so much as a wrong habit of mind.

We know of one man, for example, whose habit of mind is such that he at once criticizes everything he sees. Any time you ask his opinion of anything on earth you know well enough beforehand that he is going to raise some objection to it. He cannot even watch a taxi go down the street without finding something wrong with the driver, the taxi or the fare. Luckily for him he deals with figures and his information can be relied upon, for nobody bothers very much about his opinions. He doesn't know this, of course, and thinks all the world values his opinions as highly as he does himself, which envelops him in a nice, useful blanket of self-complacency but hinders his progress.

We know also of another man who is very much interested in horses and dogs. He is so interested that without knowing it he spends a good deal of his time thinking about these animals, and he blames "conditions" when trade falls off. He would much better blame "the bowwows."

There is such a thing, too, as untidiness of thought, which leads men to start one job and then go on to another, leaving the first half done. Indeed, nine-tenths of the difficulties men get into are due to the fact that they won't think and plan a thing straight through to a finish. The best cure for an untidy mind is the careful cultivation of the habit of efficient thinking and doing. It may be hard at first, but all the big men at the top have done it. That's how they got there.

#### Discount Your Bills and Save Money

THE figures in this article will come as a surprise to many business men—but they are absolutely true, and a serious consideration of them will make you think twice before you overlook a cash discount.

These facts apply to every bill you incur—but just to make it easy to grasp, let us suppose for a moment that you have purchased from a manufacturer \$100 worth of goods; terms, 60 days; 2 per cent., 10 days. Here is the story:

Two per cent. on \$100 paid within 10 days is \$2.

Or you can have 60 days' use of the money.

But you then pay \$2 for the use of that \$100 for just 50 days.

If 50 days' use of \$100 is worth \$2 to you, then 360 days' use of \$100 must be worth \$14.40 to you.

You pay 14.4 per cent. for the use of that money—

And you can borrow at the bank for 6 per cent.

This means that if you purchase \$2,000 worth of material a year, and discount all your bills, you will save \$144 during the year. Or, if you need money for the expansion of your business, and have reasonable security, and a reputation for discounting your bills, your bank will for that \$144 gladly give you a full year's use of \$2,400. And all that, simply because you paid cash.—*Varnish Talks.*

#### A Prospect Finder

JAMES P. LACY is an Edison dealer at Peoria, Ill. He tells of an idea that he put into execution in order to get parents interested through the children, and at the same time do the children a very great service. His own account is as follows:

"We have engaged the services of one of the best-known local dancing teachers in town to instruct little girls between the ages of three and twelve in ball-room and aesthetic dancing. Classes are held twice a week in our concert room for a period of six weeks without any expense whatsoever to the children or their parents aside from their furnishing a simple dancing costume.



Model B  
Retail Price \$55.00

## A NEW METHOD

In order to convince dealers that the Melotone Talking Machine has merits superior to all other machines, we will send **one machine only** to any dealer for just one week on approval, and prepay the freight.

## GREAT SELLING POINTS

- A Machine That Does Not Scratch
- A Machine With Best Motor
- A Machine of Most Beautiful Tone
- A Machine With Highest Class Cabinet
- A Machine that will please all and give the dealer the greatest profit

*Send for Sample, or for Cuts and Circulars.*

## Melotone Talking Machine Co., Ltd.

Manufacturers of

RECREOLA AND MELOTONE TALKING MACHINES

235 Fort Street - - WINNIPEG.

"At the end of the instruction we will give three indoor and three outdoor dancing matinees to which the general public will be invited. The music will, of course, be furnished by the New Edison.

"Each child is enrolled on a card which gives the parent's name, address, etc. We used one display advertisement in announcing this affair. The advertisement cost \$6.50. As a result of this advertisement we had over 500 mothers and children in attendance the opening day. We had to close the enrollment that day because of the unusual number of children wanting instruction, and we have had to disappoint about 100 applicants already.

"Needless to say this gives us a large number of live prospects which we could not have gotten otherwise. And, besides, we are putting a great many parents under obligation to us."

### What Do You Do With Your Time?

*Reprinted from The Voice of the Victor*

"I WISH I had more time," said a fashionable London rector to the late Archbishop Temple.

"You have all the time there is," was the blunt reply.

We all of us have "all the time there is," and we are all busy selling it. In this respect Nature is a fair trader, for she gives us all the same raw material to make up into what we will. The Italian laborer on the railroad track has the same hour to work with as the president of the system, but he uses it thinking about sunny Italy, about Barietta—about anything but the problems of transit which keep the president awake at night; so he never gets beyond the pick and shovel stage—his time isn't worth more than twenty-five cents an hour to anybody but himself.

Suppose you took off the top of some salesman's head, and, looking into his thoughts during business hours, found something like this:

	Per Cent.
Thoughts on domestic affairs	10
Self-praise and swelled head	15
Triumphs with the fair sex	15
Food and drink	20
Sports and tobacco	10
Criticisms of associates	15
Constructive business thoughts	15
Total	100

How much chance would he have against the man who thought 100 per cent. business? Some of the men who wonder why they are passed over in the race for promotion and success would do well to study the use they make of their time. If a man's mind is constantly straying from his work, no amount of fussy energy displayed when the boss is around will account for the absence of results. Results are gained only by the man who uses his time considering how to get them—and getting them.

Work—real work—is mostly thought. When a salesman interviews a customer, his mind should be acutely engaged in considering that customer's needs and gaining that customer's confidence. Far too often the salesman is devoting the major part of his thinking talent to computing the amount of his commission, and what he will do with that commission "if" he gets it. Mental exercise of this kind may be valuable, but it certainly is not "work" in any real sense. On the contrary, it is the same order of thinking that prevents the Italian laborer from earning more than twenty-five cents an hour. It is a very useful exercise for a man to sit back and think about his thinking. How much of the thought-power of his waking hours is devoted to getting results, and how much to mere self-gratification? An honest answer will tell him why he is a success or a failure.



## Thomas Tone Arms—Sound Boxes—Motors

Tone Arms and Sound Boxes of the Universal Type—PLAY ANY  
MAKE OF DISC RECORDS—FOUR STYLES  
BUY DIRECT FROM FACTORY AND SAVE MONEY

Thomas phonograph parts are made in our own factory. You are dealing direct with manufacturers. Every dollar you save on the working parts of your machine adds to your profit and permits you to use a finer grade of cabinet. We can show you how to save money on your phonographs.

### QUALITY

Thomas motors and parts are made in Dayton, Ohio—"The City of Precision," the home of the highest class workmen in the world. Our motors, sound boxes and tone arms are the result of long experiment by experts and are being used by high-class phonograph manufacturers all over the country. HIGH QUALITY—LOW PRICE is our motto.

We are in position to give you prompt deliveries. Our capacity is unlimited.

Prompt deliveries guaranteed

LET OUR SERVICE DEPARTMENT HELP YOU SOLVE YOUR PHONOGRAPH PROBLEMS

The Thomas Mfg. Co. - 103 Bolt Street - Dayton, Ohio



The Most Famous Trade Mark in the World

ALTHOUGH increasing deliveries are being shown, the demand for "His Master's Voice" products still continues to outstrip them.

We can only express appreciation and regret—appreciation of the great interest shown by the hundreds of merchants who are urging us to qualify them and regret at our inability to do so. Rest assured that we shall gladly get in touch with all interested parties as soon as conditions permit.

BERLINER GRAM-O-PHONE COMPANY, Limited

HEAD OFFICE AND FACTORY  
MONTREAL

The Famous Victrola

Victor Records



The most famous Trade Mark in the World.

## HIS MASTER'S VOICE PRODUCTS

are Wholesaled by the Following Firms

### ONTARIO:

His Master's Voice, Limited,  
208 Adelaide St. W.,  
Toronto, Ont.

MANITOBA:  
ALBERTA:  
SASKATCHEWAN:

Western Gramophone Co.,  
122 Lombard St.,  
Winnipeg, Man.

Western Gramophone Co.,  
Northern Electric Building,  
Calgary, Alta.

### QUEBEC PROVINCE:

Berliner Gram-o-phone Company, Limited  
Montreal, Que.

### NEW BRUNSWICK:

J. & A. McMillan,  
St. John, N.B.

### NOVA SCOTIA:

Eastern Talking Machine Co.,  
Halifax, N.S.

### BRITISH COLUMBIA:

Walter F. Evans, Limited,  
Vancouver, B.C.

BERLINER GRAM-O-PHONE COMPANY, Limited

HEAD OFFICE AND FACTORY  
MONTREAL

### The Birth of "His Master's Voice"

The story of how the world famous trade mark, "His Master's Voice," came into existence, is so interestingly told by Francis Barrand, the man who painted the original picture, that a part of his account as it appeared in "Strand" magazine for August, 1916, is here reproduced:

I think I am safe in saying that everyone in any civilized part of the world knows the little dog looking into the trumpet and listening to "His Master's Voice," so perhaps I may be forgiven for telling the public in these columns something about Nipper, the original model.

I painted the picture before I had ever heard of the Gram-o-phone Co., and the instrument which appeared in it was a talking machine of non-descript type. I called it "His Master's Voice," and showed it to several publishers, as I thought there would be a demand for it as a new production. These gentlemen, however, were not of the same opinion; one well known man objected on the score that no one would know what the dog was doing. Another very generous and venturesome publisher offered me five pounds for it, but I was not tempted. Meanwhile I was thinking of improvement; I was not satisfied with the trumpet I had painted. It was black and ugly, and I wanted something more pictorial. One day a friend of mine suggested that I should call on the Gram-o-phone Co. and ask them to lend me a brass horn to paint from; so armed with a small photograph of my oil painting I paid them a visit at their offices, which were then in Maiden Lane. To a gentleman I saw there I explained what I required, and showed him the photograph. He asked at once if he might show it to the manager, Mr. Barry Owen. I agreed. Mr. Owen shortly came out and asked me if the picture was for sale, and asked me if I could introduce a machine of their own make, a gram-o-phone, instead of the one in the picture. I replied that the picture was for sale, and I could make the alteration if they would let me have an instrument to paint from.

The change was made, and the picture was bought from me. I then advised the Gram-o-phone Co. not to make it an obvious advertisement by putting their name across the background, but to leave it without any lettering, and merely give it the title I had already suggested, namely, "His Master's Voice." I pointed out that the subject spoke for itself and required no explanation.

Nipper, the original living dog, belonged to my brother Mark, who was scenic artist at Bristol for many years. He is now dead.

Mr. Alfred Clark, the managing director of the Gram-o-phone Co., told a friend of mine that it might interest me to know that out at their head offices and factories at Hayes, Middlesex, they have frequent fire drill practice; should an actual conflagration take place the firemen have instructions that the first thing to be saved is the original picture of "His Master's Voice," which hangs in the board room. He also stated that from first to last over a million pounds had been spent in reproducing it. If Nipper only knew that he would wag his little stumpy tail so proudly, He did not know he was going to be handed down to posterity. No more did I.

Nipper bids fair to go on listening into the ages.

As soon as Mr. Emile Berliner saw the picture he not only purchased copies to give to his friends, but conceived the idea that this picture might be used as a trade-mark for the gramophone, and he took immediate steps which gave him the legal right to this picture as a trade-mark both in the United States and in Canada.

In the United States the picture was adopted as a trade-mark by the original Gramophone Company, and by its successor, the Victor Talking Machine Co., and their action was followed in Canada by the Berliner Gram-o-phone Company, Limited.

No trade-mark was ever better received by a discerning public and by the advertising fraternity than "His Master's Voice." Its popularity became assured just as soon as it was parodied. Many a time it was used in politics, and designs with variations were elaborated by cartoonists.

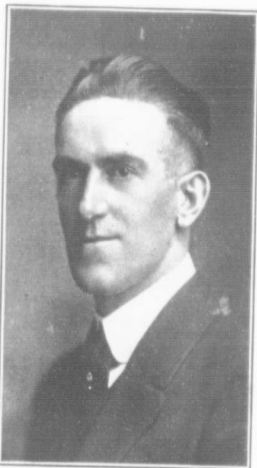
One of the best known of the caricatures is entitled "His Master's Breath," in which the Gramophone is replaced by a whiskey bottle with a funnel sticking out in a slanting position and a measly little terrier pup sniffing it.

(Explanation: The Gram-o-phone Company in England, is the name of the Company from which, in that country, all "His Master's Voice" products emanate.)

### A Widely Diversified Experience

Mr. Burgess, now on the road for Pathe Freres Phonograph Co. of Canada, with headquarters at Toronto, has had an unusually varied experience. After a residence of three years in Scotland, West Africa attracted him. He spent five years there as travelling inspector for John Holt & Co., from Sierra-Leone to the Congo.

While there Mr. Burgess obtained a concession from the French Government of a mahogany plantation. The climate of Africa did not agree with him, and he was



Mr. Burgess, wholesale traveller for Pathe Freres.

obliged to return to England, though he still retains his interest in the mahogany forests. His partners are cutting mahogany now, and their plans are that as soon as the work is completed they will develop rubber.

For about a year and a half Mr. Burgess remained in the old country endeavoring to drive the fever out of his system, and then came to Canada seven years ago. Since then he has travelled all over the Dominion in the interests of various firms; during the last five years he covered the west. In January last he came east to join the Pathe firm.

"The Edison Shop" has been opened up at the corner of Gerrard and Yonge Streets, Toronto. The store, which is featuring Edison lines exclusively, is under the management of Mr. W. T. Standish, formerly with the R. S. Williams & Sons Co., Ltd., and who recently organized the Standish Phonograph Co., Ltd.

*This is a Sample of the Newspaper Advertising which  
is creating the enormous demand  
for Sonora Dealers*

Troubadour \$102<sup>00</sup>

Imperial \$137<sup>00</sup>

Panama Pacific Exposition

Invincible \$475<sup>00</sup>

**The Sonora Plays All Records**

Not so long ago music in the home was represented by one or two hackneyed selections painfully thumped out on a tuneless piano.

Today, the Phonograph brings to every home the entire world of music—the eternal beauty of the great compositions—the song triumphs of the world's artists.

The Sonora bases its claims as the "Highest Class Talking Machine in the World," on these special features:

Its golden tone, for which it won highest honors at the Panama-Pacific Exposition.

Its tone control, a patented feature by which you may increase or decrease the volume of sound without interfering with the tempo.

Its supreme and silent motor, running silently, smoothly for over half-an-hour with one winding.

The Sonora plays every record.

THE INSTRUMENT OF QUALITY

# Sonora

CLEAR AS A BELL

Prices: \$65.00, \$75.00, \$102.00, \$137.00, \$205.00,  
\$240.00, \$265.00, \$300.00, \$475.00, \$1,500.00.

ASK FOR A DEMONSTRATION

**I. MONTAGNES & COMPANY**  
Canadian Distributors,  
Ryrie Bldg., Toronto.

Sold in Hamilton by  
Heintzman & Co., 81-83 King St. East,  
Thos. Anderson, 65 James St. North.

(From the Hamilton Spectator)

Exclusive Canadian Distributors:

**I. MONTAGNES & CO.**

RYRIE BUILDING, Yonge and Shuter Streets, TORONTO



## MONTREAL TALKING MACHINE ITEMS

"Optimistic," was the reply given the writer by the Berliner Gramophone Co., Ltd., when asked as to their attitude concerning the prospects for a continuance of good business. "To date we have had one of the best years in our history, and you can say that trade has never been better than right now." This suggests to "His Master's Voice" dealers the advisability of having fall orders in now, and which orders should be materially larger than last year in view of increased trade and prospects for still greater increases.

Miss Lapiere, manager of the Pathe Department of J. A. Hurteau & Co., Ltd., is entitled to credit for the enviable position this department of the business has attained in the talking machine field. This fact is amply evidenced by the large number of machines and records sold the past month.

The Classic Phonograph Co., 1016 St. Denis Street, intend pushing their product throughout the Province of Quebec.

The Corona Phonograph Co., 80A St. Denis Street, with a branch at Quebec City, have produced four cabinet models which will be supplemented by two more types very shortly. By the first of August the Company expect to be in a position to supply the demand for a high grade machine in the lines they are producing. Nothing is manufactured to retail less than \$100, and includes cabinets in natural mahogany, Louis XVI., and Parisianire. This machine plays any record.

Gervais & Hutchins have secured the wholesale rights for the Province of Quebec for the Cecilian phonographs and a line of records, this firm are now making extensive alterations in their premises to accommodate a large stock of both machines and records.

The majority of the piano stores handling talking machines have agreed to close their stores on Saturday afternoons at one o'clock during the months of June, July and August.

Layton Bros., Edison and Columbia dealers, have a printed placard conspicuously displayed in their warerooms which reads as follows: "Customers taking records on approval must keep at least one-third; all approvals or exchanges must be returned within 24 hours."

The Corona Phonograph Co. have patented an automatic stop which will be part of the equipment on all of their machines.

Wilders, Limited, are putting on the market the Celeste. It is built to play any disc record, and the tone chamber is made entirely of wood. The Montreal Daily Mail in their recent travel campaign offered a number of these machines as special prizes.

Miss Vezina, in charge of the talking machine department of Almy's, Limited, reports good business in Columbia machines, particularly in the call for models 21 and 33, whilst 112 has made a number of converts the past month. This firm report that Saturdays and Mondays are the busiest days of the week in volume of sales.

At all the "His Master's Voice" stores of the Berliner Gramophone Co., Ltd., their attractive windows contained camp scenes, of which the Victrola forms the centre of attraction.

The Portophonea, a phonograph designed for camping or cottage, which can be easily carried with the record container entirely enclosed, is having quite a sale at the warerooms of H. C. Wilson & Sons, Limited, Sherbrooke, Que.

Marie Sundelius, the Edison artiste, gave a song recital in Montreal the past week under the auspices of the Guy Drummond Chapter, I.O.D.E.

The wedding was quietly celebrated at the residence of the bride's brother-in-law, Mr. Gordon F. Kearns, Waverley

Street, Montreal, Wednesday, June 27th, of Miss Winifred Helen Cross, youngest daughter of the late Mr. Robert Henry and Mrs. Cross, to Mr. Norman F. Rowell, manager of the talking machine department of C. W. Lindsay, Ltd. The Rev. T. W. Davidson, of Calvary Church, officiated, and the wedding march was played by the bride's sister, Mrs. W. D. Cross. After the reception which followed the ceremony, Mr. Rowell and his bride left for a trip down the Saguenay, spending a few days in Murray Bay and Quebec, before returning to take up their residence in Westmount.

## Columbia Manager Holidaying

Mr. Ralph Cabanas, manager Columbia Graphophone Company's Canadian division, is enjoying a well earned holiday. Mr. Cabanas is at Battle Creek indulging in his favorite pastime—golf.

In the absence of Mr. Cabanas, Mr. James P. Bradt, who recently returned to Toronto in the capacity of general manager for the company in Canada, is looking after the factory and enjoying the anticipation of greeting old friends in the trade at an early date. After an absence of four years Mr. Bradt very naturally and readily picks up the threads of Canadian business, with which he has been so closely identified for many years.

## "Billy" Knapp Goes to Owen Sound

Mr. W. M. Knapp, better known to his personal friends as "Billy," for the past four and one-half years manager of Heintzman & Co.'s Victrola department, has severed his connection with that firm to go to Owen Sound, where he



Mr. W. M. Knapp.

will have charge of the National Tale Co.'s phonograph branch. The latter firm have commenced manufacture in this line, and in casting about for a man to take charge of the new department and market their product they concluded that Mr. Knapp was their man. Overtures finally resulted in Mr. Knapp forsaking the retail field for the manufacturing and wholesale end.

Mr. Knapp has been in this line of business for eleven years, and his activity and close attention to business has resulted in excellent success.

On leaving Heintzman & Co. his employees presented him with a completely fitted club bag filled with his favorite Murads. He carries with him the good wishes of many trade friends.

## The Edison Policy

**I**N these days of super-efficiency and centralization of authority and responsibility, the Edison Dealers' Organization admirably fits in with the present day order of things.

We prefer to concentrate the distribution of our product in the hands of a fixed number of "hand-picked" dealers.

In accordance with this policy, the number of locations where new dealers may be established is so limited as to be almost negligible.

We do not believe in the promiscuous establishment of dealers of every kind and calibre. We prefer to develop our established dealers to the limit of efficiency and add to our organization, from time to time, only those merchants who present exceptional qualifications, and who are fortunate enough to be situated in the very few sections

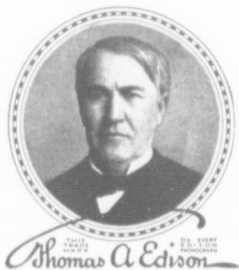
where we do not feel we are now represented strictly in accordance with Edison standards of dealership. We prefer to restrict the selling of the New Edison to just enough dealers to adequately cover

the country and leave plenty of room for each one to expand to the limit of his capability.

We are not believers in quantity for quantity's sake. With us quality comes first in everything, then quantity follows in its natural

course. That is the reason Edison products are quality products and Edison dealers are quality dealers. Quality dealers that measure up to Edison standards are not found every day in the week.

When a company is besieged daily with numerous requests for dealership from merchants of good standing, it is hardly necessary to make use of advertising space to solicit enquiries.



**THOMAS A. EDISON, Inc.**

103 Lakeside Ave. - - - ORANGE, N. J.

## Piano House Contributes Recital

The programme of a musicale given at the Village Inn, Grimsby, by local persons interested in patriotic work, was contributed by the Hamilton branch of the House of Nordheimer. The instruments used were Nordheimer Duplex grand piano, Human Touch player, and the Aeolian Vocalion. Mr. J. A. Tillman, of the firm's staff, operated the player. Mr. W. H. Hewlett played the accompaniments. The following programme was given:

## PART ONE

1. Liebestraume - - - - - Liszt  
"Human Touch" Player Piano
2. Loves Memories - - - - - Hardman  
Prince's Orchestra, Aeolian Vocalion
3. (a) Prelude in G Minor - - - - - Rachmaninoff  
(b) Sextette-Lucia de Lammermoor - - - - - Leschetizky  
Study for left hand.  
Miss Florence Filgiano, Lic. Mus. Tor.
4. (a) I Send My Heart - - - - - Jean Brouscombe  
(b) Like to the Damask Rose - - - - - Elgar  
Mrs. Harold V. Hamilton
5. Valse in E - - - - - Moszkowski  
Miss Jean Mitchell, Lic. Mus. Tor.

## PART TWO

1. (a) Romance  
(b) Allegro from Concerto in D Minor W. A. Mozart  
Miss Helen Lowe
- Orchestral part by Mr. W. H. Hewlett at the second piano.
2. Because - - - - - D'Hardelot  
Vernon Stiles, Aeolian Vocalion
  3. Valse de Concert - - - - - Wieniawski  
"Human Touch" Player Piano
  4. (a) Lullaby - - - - - Cyril Scott  
(l) The Tears Fall in My Soul - - - - - DeBussey  
(c) The Winds in the South - - - - - John Prindle Scott  
Mrs. Harold V. Hamilton

5. (a) Nocturne - - - - - F. Liszt  
(b) Scherzo in B Flat Minor - - - - - F. Chopin  
Miss Dawsie Palmer, Lic. Mus. Tor.

## Music Supply Co. Get Ready for More Business

During the last two months the Music Supply Co. have made extensive alterations in their warehouse, and they now have their stock of Columbia records arranged in new racks of an improved design. The new method of handling records will enable them to give quicker service. The Columbia Company say that they now expect to catch up with orders for 10-inch A series records, and the distributors express the hope that deliveries of Rena and 12-inch records will soon be as large as the demand, which is increasing at an extraordinary rate and taxing the factory's resources to the utmost.

Several thousand Grafonolas were delivered by the Columbia factory last month, and the Music Supply Co., now that the dealers realise that they can rely on getting all the Columbia goods they require, say that quite a number of their customers have stated their intention to clear out all the other lines and to feature Columbia goods exclusively.

A new style of Columbia consumer advertising is noticed this month, featuring Grafonola superiority. The first ad. of the series is entitled "TONE," and is a copy of the \$6,000.00 Columbia ad. in the "Saturday Evening Post." The Music Supply Co., who are placing this advertising in their territory, say that they intend to educate the public to investigate the Columbia model before purchasing an instrument of any kind, as a demonstration invariably means a sale for Columbia.

Instead of featuring various models during the summer, the advertising will be of an educational nature, featuring the various special and exclusive features of the Columbia Grafonola.

## Ontario Edison Dealers in New York

Edison dealers in Ontario were well represented at the Edison convention in New York, there being some forty-three of them from this province. Some of them motored, while another party occupied a special car from Toronto.

Mr. R. S. Williams, president, and Mr. H. G. Stanton, vice-president and general manager, the R. S. Williams & Sons Co., Ltd., were among the earlier arrivals in New York. Members of this firm's organization to attend included Miss A. B. Clarke, T. A. Dillon, P. A. Fuss, J. D. Ford, and G. Petch, from Toronto; Mr. Wagner, manager of their Winnipeg branch; Mr. A. B. More, manager of their Montreal branch; Mr. Gray, from their Hamilton branch. Mr. Manley and Miss Whalen, from The Phonograph Shop, Ottawa; Mr. W. T. Standish, of The Phonograph Shop, Toronto, also attended, as did Mr. Johnston, the Edison Co.'s Ontario supervisor.

W. H. Lattimer, of Kingston, is opening up a Victrola department with a complete stock of "His Master's Voice" records and a range of Victrolas. Mr. R. H. Murray, the enterprising and enthusiastic representative of His Master's Voice, Ltd., Toronto, spent a couple of days with Mr. Lattimer opening up the new department and getting it started.

Mr. E. van Gelder, of I. Montagnes & Co., Toronto, the Canadian distributors of the Sonora line of phonographs, has returned from a successful trip west. Mr. van Gelder, who went through to the coast, commented upon the increased cost of living as exemplified in the hotel rates, etc. "This," he states, "made it necessary to travel even faster than usual."

## CAMBRIDGE PHONOGRAPH

MODEL NO. 75

Built by Canadians

RETAIL PRICE \$75

40 inches high; double spring worm-gear motor; 12-inch turn-table; Multiple tone-arm, with the most perfect universal feature yet devised. It plays every make of disc record perfectly.

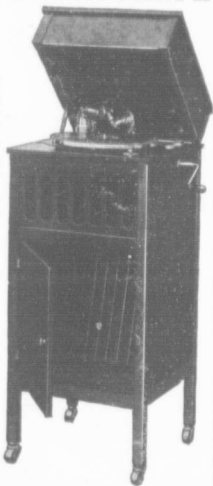
A real phonograph that sets a new standard of value for the dealer.

HEAR IT ANYWAY

To interested dealers we will ship One Sample instrument at our net quantity price of \$29.75.

Order through your bank, remit cash with order, or we will ship C.O.D.

Also get our specifications and prices on our Model No. 110.



**THE CAMBRIDGE  
PIANO CO., Limited**

363 Yonge Street, TORONTO, ONT.



Style IV.

REPEAT ORDERS  
FOR  
**Starr Phonographs**  
AND  
**Starr Records**



Style III.

It is sometimes difficult to obtain a sample order. It is next to impossible to secure a repeat order unless the sample shipment makes a favorable impression.

Dealers who have taken on the Starr tell us that results have far exceeded expectations.

We can readily credit this in view of splendid increase in our sales, and particularly as regards repeat orders.

**Repeat Orders the Real Test**

**The Starr**

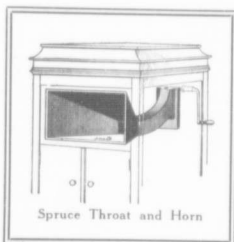
has many exclusive quality features that makes it a business getter.

The Starr not only makes an immediate impression—which saves the dealer much time in closing—but also a lasting one, which assures the dealer of future business.

**Sell a Starr and Gain a Friend**

The Dealers are finding that every Starr Phonograph sale leads to more business in the same neighborhood.

We are out for business on a fair, square, honest basis. We are not slashing prices, nor offering special discounts. Our proposition will appeal to you purely on its merit, and our discounts will compare favorably with other standard lines.



Spruce Throat and Horn

Arrange for agency now, and protect yourself for Fall requirements.

Manufactured by  
**THE STARR PIANO CO.,**  
Richmond, Ind.

Sole Canadian Distributors.



Style 1/2

**The Canadian Phonograph Supply Co.**  
London 261 DUNDAS STREET Canada

## NEW RECORDS

## Columbia Records for August

- 10-INCH—85c. EACH
- A2248 A Rainbow on the Cloud. Homer Rubenover, baritone.  
Somebody Cares. Homer Rubenover, baritone.
- A2249 Violeta. Taylor Trio—cello, violin and piano.  
Parted. Taylor Trio—cello, violin and piano.
- A2250 Swanee River. Carroll Clark, baritone.  
Katie Was a Lady. Carroll Clark, baritone.
- A2251 Simplicity. Sibyl Sanderson Fagan, whistling solo.  
L'Arletti—Magnetic Waltz. Sibyl Sanderson Fagan, whistling solo.
- A2252 All Aboard for the County Fair. Harlan, Porter and Knight, talking.  
She Stopped to Powder Her Nose. Harry C. Browne, baritone.
- A2253 Everybody Hula. Helen Louise and Frank Ferrer, guitar duet.  
He Let Me Kailnail. Helen Louise and Frank Ferrer, guitar duet.
- A2254 Patriotic Airs Medley, Part I. Introducing: "First Call," "Hail Columbia," "Columbia, the Gem of the Ocean," "Reveille," "Yankee Doodle," "My Country 'Tis of Thee" — Prince's Band.
- Patriotic Airs Medley, Part II. Introducing: "Assembly," "American Patrol," "Guard Mount," "Marching Through Georgia," "Dixie," "Retreat," "Star Spangled Banner" — Prince's Band.
- A2270 Flirtation. Charles Harrison, tenor.  
Bacchante from "Tales of Hoffmann." Charles Harrison, tenor.
- A2271 The Man Behind the Hammer and the Plow. James Hall, baritone.  
Strike Up the Band (Here Comes a Sailor). James Hall, baritone.
- A2272 We'll Be There, On the Land, On the Sea, In the Air. Arthur Fields, baritone.  
What Kind of an American Are You? Arthur Fields, baritone.
- A2273 For Your Country and My Country. Peerless Quartette.  
Joan of Arc. Henry Burr, tenor.
- A2274 Oh, Jack! When Are You Coming Back? Billy Burton, tenor, and James Hall, baritone.  
I'm a Regular Daughter of Uncle Sam. Katherine Clark, soprano.
- A2275 Mother, Dixie and You. Sterling Trio.  
All the World Will Be Jealous of Me. Henry Burr, tenor.
- A2276 That Creepy, Weepy Feeling from His Little Widows. Anna Wheaton, soprano, and George Wilson, tenor.  
Buzzin' the Bee. Gene Greene, baritone.
- A2277 Dixie. Edgar Stoddard, baritone, and Broadway Quartette.  
Yankee Doodle. Charles Harrison, tenor, and Broadway Quartette.
- A2256 Rosary. The Vincent C. Buono, cornet solo.  
I Hear You Calling Me. Vincent C. Buono, trumpet solo.
- A2257 The Ghost of the Ukulele from "The Winter Garden Show of Wonders." Elizabeth Brice, soprano, and Charles King, tenor.  
Dear Old Honolulu. Bone Wright and Herace Dietrich.
- A2258 There's Nothing Sweeter Than a Girl from Dixieland. Willie Weston, tenor.  
When You Waltz With the Girl You Love. Jed Prouty, tenor.
- A2259 I Can Hear the Ukuleles Calling Me. James Reed, tenor, and James Harrison, baritone.  
If You'll Come Back to My Garden of Love. Billy Burton and Robert Lewis, tenor duet.
- A2260 Midsummer Belle. Howard Kopp, Bell Solo.  
Maudie Masurka. Howard Kopp, Bell Solo.
- A2261 'Till the Clouds Roll By from "Oh, Boy!" Anna Wheaton, soprano, and James Harrod, tenor.  
Drip, Drip, Drip Went the Waterfall. Anna Wheaton, soprano.
- A2262 A Tear, a Kiss, a Smile. James Harrod, tenor.  
In the Harbor of Home, Sweet Home. Robert Lewis, tenor.
- A2263 Because You're Irish. Hugh Donovan, tenor.  
Lookout Mountain. Albert Campbell and Henry Burr, tenor duet.
- A2264 A Dream. Vernon Stiles, tenor.  
Sorter Miss You. Vernon Stiles, tenor.
- A2265 Oh, Johnny! Oh, Johnny, Oh! from "Follow Me." Elizabeth Brice, soprano.  
Oh, Papa! Oh, Papa! Arthur Fields, tenor.

- A2266 'Till the Clouds Roll By, from "Oh, Boy!" Fox trot. Prince's Band.  
Huckleberry Finn. Fox trot. Prince's Band.
- A2267 It's Time For Every Boy To Be a Soldier. One-step. Prince's Band.  
Cotton Pickin' Time in Alabama. One-step. Prince's Band.
- A2268 Nanny. Evan Davies, baritone.  
She Is My Rosie. Evan Davies, baritone.
- A2269 Patriotic Medley, Part I. Introducing "Bugle Call," "Tramp, Tramp, Tramp, The Boys Are Marching," "The Girl I Left Behind Me," "When the Civil War is Over," "Tattoo," "Bugle Call," "Testing on the Old Camp Grounds," "Taps" (Bugle Call), Columbia Stellar Quartette.  
Patriotic Medley, Part II. Introducing "Reveille" (Bugle Call), "Red, White and Blue," "Yankee Doodle" (Fife and Drum), "Baths of Freedom," "Hail Columbia," "When Johnny Comes Marching Home." Columbia Stellar Quartette.
- 13-INCH—\$1.50
- A5908 Home Again from "Her Soldier Boy." One-step. Prince's Band.  
You Said Something, from Have a Heart. One-step. Prince's Band.
- A5909 The Cute Little Wigglin' Dance. Fox trot. Prince's Band.  
Pozzo. Fox trot. Prince's Band.
- A5970 Paul Kever's Ride. Harry E. Humphrey, dramatic reading.  
Sheridan's Ride. Edgar L. Javenport, recitation.
- A5971 Hawaiian Blues. Fox trot. Prince's Band.  
Glorious Some Song. Fox trot. Prince's Band with vocal chorus.
- A5972 Sing Me to Sleep. Lucy Gates, soprano.  
Angel's Serenade. Lucy Gates, soprano.
- A5973 The One Behind the Hammer and the Plow. One-step. Prince's Band.  
Hy-Sine. One-step. Prince's Band.

## New Par-O-Ket Records

- 509A Marianna (L. Mattiello). Mara Giglio-Marmorino De Paolo.  
509B Hop-Sing (Travoy). Rogers Band.
- 510A Vurria Mori (Di Sola). Mara Giglio-Marmorino De Paolo.  
510B Blush Roses. Waltz (Wachs). Rogers' Military Band.
- 511A Strozze Infernali (L. Marmorino). Mara Giglio-Marmorino De Paolo.  
511B La Gitana. Valse (Biondossi). Rogers' Military Band.
- 512A Comme facimo (M. Strozze). Mara Giglio-Marmorino De Paolo.  
512B Unsen Blues. One-step (Rogers). Rogers' Military Band.
- 513A Femmine Cianciose (Duraceno-Napolitano). Mara Giglio-San-Brino Giglio.  
513B Xylophone Solo. Intermezzo Russe (Frank). Chris. Chapman.  
513C Ci debbo pensar (N.X.). Mara Giglio-Sandrio Giglio.
- 520B Stornelli allegri. Mara Giglio-Sandrio Giglio.  
517A Voglio Cantu puri (Barbieri Di Capana). Mara Giglio-Sandrio Giglio.
- 517B Violets. Waltz (Waldteufel). Rogers' Military Band.  
519A Serenata a Mariotto (Scala-Loveri). Mara Giglio-Vinzenzo Di Maino.
- 519B Espana. Waltz. (Waldteufel). Rogers' Military Band.  
519C Oj Ginese Ginese (Larduit-Bellini). Mara Giglio-Vinzenzo Di Maino.
- 520B Semper Fideles. March. (Souss). Rogers' Military Band.  
522A Carafanella (Borio-Cannio). Mara Giglio-Vinzenzo Di Maino.
- 522B National Emblem. March. (Bageley). Rogers' Military Band.  
523A E' nassane (guedjo Montagna). Mara Giglio-Vinzenzo Di Maino.
- 523B First Kiss. Waltz (Lamotte). Rogers' Military Band.  
524A Naples e sempe Naples (Barbieri-Cannio). Mara Giglio-Vinzenzo Di Maino.
- 524B Stars and Stripes Forever. March. (Souss). Rogers' Military Band.
- 528A Letters e' ardatu (Cassone-Molina). Mara Giglio-Tina Cenerazzo.  
528B E' Garbaidine d'oe mare (Bovio-Falvo). Mara Giglio-Tina Cenerazzo.
- 530A Duorme Mary (Cinquegrans-Di Caputo). Mara Giglio-Tina Cenerazzo.  
530B The Boat to Dixie. Fox-trot. (Rogers). Rogers' Military Band.

## Edison Blue Amberol Records

- REGULAR LIST—70c. EACH
- 3239 America. Here's My Boy. Arline Lange, tenor, orch. acc.  
George Wilton Ballard and chorus.
- 3233 Boy Scouts of America March. John Philip Sousa, New York Military Band and Boy Scouts' Chorus.

Columbia profits begin, then they go on. They never end. There are always new orders, new records, new sales.

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

Columbia Graphophone Company  
Factory and Headquarters  
Toronto - - - Canada



3243 Man Behind the Hammer and the Plow. Harry Von Tilzer, baritone, arch. acc. Arthur Fields

3244 It's Time for Every Boy to Be a Soldier. Harry Tierney, soprano, arch. acc. Gladys Rice and Chorus

3229 Hawaiian Butterfly. Gladys-Rice-Santley, baritone, arch. acc. Stewart C. Jackson

3248 Hong Kong (Von Halstom-Sanders). Baritone, Orch. acc. Arthur Fields

3246 I'm a Poor Married Man (Sterling-Lange). Tenor, Orch. acc. Billy Murray

3237 Oh Johnny Johnny, Oh (Oblum-Rose). Male voices, Orch. acc. Premier Quartette

3244 There's Egypt in Your Dreamy Eyes (Brown-Spencer). Tenor, Orch. acc. Vernon Dalhart

3241 Canary Cottage—One Step (Earl Carroll). For dancing. Frisco

3236 Daly's Reel—One Step (Joe M. Daly). For dancing. Van Eps-Bunjo Orchestra

3229 Hawaiian Butterfly—Medley—Fox Trot. For dancing. Jaudas Society Orchestra

3228 "Jazz" One-Step. For dancing. Jaudas Society Orchestra

3235 Mo-Ana—Hawaiian Waltz (Harry B. Olsen). For dancing. Jaudas Society Orchestra

3227 My Waikiki Mermaid—Hula Medley. Waikiki Hawaiian Orchestral

3242 Poor Butterfly (Raymond Huedel). Armand Veesey and His Hungarian Orchestra

3239 Roccoe (Rende-vous-Intermezzo). Alboter. Armand Veesey and His Hungarian Orchestra

3231 Cure (Taylor). Tenor, Orch. acc. Vernon Dalhart

3253 Scatter Seeds of Kindness (S. J. Vail). Mixed voices, Orch. acc. Metropolitan Quartette

3236 Why I Love Him (H. B. Ackley). Baritone, Orch. acc. Robert Clark

3234 Little Wigglin' Dance (Creamer-Layton). Baritone and tenor, arch. acc. Albert Collins and Byron G. Harlan

3232 Gentle Spring (Joe Belmont). Singing and whistling. Orch. acc. Billy Murray and Joe Belmont

3239 Henry and Hank Vandeville (Kaufman Brothers).

CONCERT LIST—\$1.00 EACH

32848 Mamma mia che so sapete? E. Nobile. Tenor. In Italian. Orch. acc. Guido Carlini

32869 Serenade (Franz Drdla). Violin, piano, acc. by Milan Studen. Mary Zentay

Advance List of Starr Records

Sole Canadian Distributors, The Canadian Phonograph Supply Co., London, Canada

No. 10012 1863 March Medley (valve). Chester W. Smith, conductor. Starr Military Band 1 25

1864 American Patrol (March). Chester W. Smith, conductor for Smith's Band 1 25

1865 The Stars and Stripes Forever. March (Sousa). Starr Military Band 1 00

1866 El Capitán. March (Sousa). Starr Military Band 1 00

1867 Under the Double Eagle. March (Wagner). Starr Military Band 1 00

1868 Blue Angels' March (Holmann). Starr Military Band 1 00

1869 Wake Up, America! (Chief). Starr Military Band 1 00

1870 If the Tango Should Change to a March, Little Girl (Parsons-Hager). Duet with orchestra, acc. Campbell and Barry 1 00

1871 Comrades in Arms (Carson-DeKoven). Baritone with band acc. John W. Dodd 1 00

1872 Kings of the Road (Weatherly-Byvan). Baritone with band acc. John W. Dodd 1 00

1873 America, Here's My Boy (Sterling-Lange). Tenor with orchestra, acc. George Bairde 1 00

1874 Indians (Macdonald-Hanley). Tenor with orchestra, acc. Henry Burr 1 00

1875 Intermzzo—"Cavalleria Rusticana" (Masconi). Personally conducted by Pietro Floridia. Pietro Florida's Orchestra Mignon 1 00

1876 Solvjev's Song—"Peer Gynt Suite, No. 27" (Grieg). Personally conducted by Pietro Floridia. Pietro Florida's Orchestra Mignon 1 00

10011 The Bohemian Girl Overture (Wolfe). Starr Concert Band 1 25

10012 Intermzzo Russa (Patriot). Starr Concert Band 1 25

10013 Marche Turque (Patriot). Eisenberg. Kismet Temple Band 1 25

10014 Turkish Patrol (Michaelis). Kismet Temple Band 1 25

10015 75000 Migon (Grand Polonaise). Thomas. Starr Concert Band 1 00

10016 Strolla Overture (Patriot). Starr Concert Band 1 00

10017 Rouser Rag—Fox Trot (Polluck). Starr Military Band 1 25

10018 Hyaline—One-Step (Morgan & Chappi). Starr Military Band 1 25

10019 It's a Shame That We Have to Grow Old (Tracy and Berg-Vincent). Tenor with orchestra, acc. George Bairde, Oh, Papa! Oh, Papa (Vincent and Hanley). Tenor with orchestra, acc. George Bairde 1 00

10020 Avalon (Front-Keithley). Vocal Trio with orchestra. Sterling Murray 1 00

10021 My Old Kentucky Home (Foster). Vocal quartette, unaccompanied. Weber Quartette 1 00

10022 Pull the Cork Out of Erin (Barkhardt-Fisher). Tenor with orchestra, acc. Vernon Dalhart 1 00

10023 When the Sun Goes Down in Dixie (McCarron-Von Tilzer). Tenor with orchestra, acc. Arthur Hall 1 00

La Giocanda (Ponchielli). "coco di donna" (Angelic Voice). In Italian. Eleonora de Cisneros, Mezzo-soprano 12

40020 Rigoletto (Verdi). "Bash, in Silence Fuld Our Errand" (Dramatic Operatic Male Voice Quartette) 12

Rigoletto (Verdi). "Dato a Lei Abate" (Premier Baritone in Male Voice Quartette) 12

28012 I Kissed Two Bright Eyes (Chisum). Violin, harp, flute and piano acc. Craig Campbell, tenor 12

I Love You (Pezann-MacCarthy). Craig Campbell, tenor 12

40026 Sweet Spirit Hear My Prayer (Wallace). Leonora Sparkes, soprano 12

Angels Ever Bright and Fair (Handel). Leonora Sparkes, soprano 12

40028 My Dreams (Tosti). Reed Miller, tenor 12

Constancy (Hill). Reed Miller, tenor 12

20450 Brighten the Corner Where You Are (Gabriel). Organ acc. William Wheeler, tenor 12

If Your Heart Keeps Right (Ackley). Organ acc. William Wheeler, tenor 12

20460 I Walk with the King (Ackley). Organ acc. William Wheeler, tenor 12

Since Jesus Came Into My Heart (Gabriel). Organ acc. William Wheeler 12

20462 Yanking Van Brunt Van Tilzer. Sterling Trio 12

For Me and My Gal (Meyer). Duet. Campbell and Barry 12

20451 Indiana (Hanley). Sterling Trio 12

Why Would I Do Without You (Frost-Keithley). Henry Burr, tenor 12

20470 The Road That Leads to Love (Berlin). Alfred Alexander, tenor 12

20472 Somewhere in Dixie (Kilgus-Von Tilzer). Duet. Campbell and Barry 12

20428 Honolulu, America Loves You (Van Clarke-MacCarthy). Ruth Royce, soprano 12

20473 Though I Had a Bit of the Devil in Me (Van Brunt Van Tilzer). Duet. Campbell and Barry 12

20464 There's Egypt in Your Dreamy Eyes (Spencer). Pathé Salon Orchestra 12

20474 Hong Kong (Von Halstom-Sanders). Lewis Platt, tenor 12

20468 Harry McJackey, tenor 12

20466 The Cute Little Wigglin' Dance (Creamer-Layton). Louis J. Welsch, violin solo 12

20467 Eve Wasn't Modest Till She Ate That Apple (Von Tilzer). Lewis Platt, tenor 12

20469 America, I Love You (Lesch-Gottler). (Patriotic Medley). One or two-step. American Republic Band 12

The Donkey Trot (Nugent). Fox trot. American Republic Band 12

20468 Myone (Morgan-Friedland). Hawaiian waltz. Pathé Dance Orchestra 12

Honeycomb Inn, from "Have a Heart" (Kern). Medley one-step. Pathé Dance Orchestra 12

20445 I Wonder Why Introducing "Poor Butterfly" (Kern). Medley Fox-trot. Wilbur Sweetman and His Jazz Band 12

20467 Dancing an American Rag (Ward). One or Two-step. Wilbur Sweetman and His Jazz Band 12

20467 Joe Turner Blues (Handy). Medley Fox-trot. Wilbur Sweetman and His Jazz Band 12

A Bag of Rags (McKissack). One or Two-step. Wilbur Sweetman and His Jazz Band 12

40074 Serenade (Franz Drdla). Violin solo, piano acc. Jan Lubin 12

The Sunshine of Your Smile (Ray). Violin solo, piano acc. Jan Lubin 12

40077 Le Chemineux, Fantaisie Part I (Leroyus). Gards-Republic Band of France 12

Le Chemineux, Fantaisie Part II (Leroyus). Grande-Republic Band of France 12

40075 Triumphant March (Anon.) Pathé Military Band 12

40076 Rock to the Camp (Blankenship). March, Pathé Military Band 12

40076 La Girlanda (Jarrana). March, Imperial Symphony Orchestra 12

Mystic Beauty (Finck). "Intermezzo" Imperial Symphony Orchestra 12

20472 Helen Jackson Smiles (Allington). Xylophone solo, piano acc. Ed. Allington, Jr. Characteristic. Pathé Concert Orchestra 12

20418 Spooky Spooks (Clayton). "Characteristic" Mata's Blues and White Blues. Pathé Dance Orchestra 12

20470 Amiration (Hawaiianstyle). Pathé Dance Orchestra 12

20473 Halong Waltz (Unknown). Louise and Ferera Hawaiian Troupe 12

Malani (Hopkins-Keoni). Introducing "Malani Anu Ka Haka". Louise and Ferera Hawaiian Troupe 12

20471 Come Sing to Me (Thompson). Cornet solo. Sergeant Leggett 12

Slave Song (del Riego). Cornet solo. Sergeant Leggett 12

New Victor Records for August

10-INCH D.S.—90c.

18223 Everything is Going Up. Song by Billy Murray. Rolling in His Little Rolling Chair. Song by Willie Weston.

18249 Joy Dreaming of You. Vocal duet, James Reed and J. F. Har

I Called You My Sweetheart. Song by J. F. Harrison.

18203 The Last Rose of Summer. Pianoforte. Ferdinand Himmelreich.

Blue Bells of Scotland. Pianoforte. Ferdinand Himmelreich.

18307 For Your Country and My Country. Song by Willie Weston.

Joak of Arc. Song by Willie Weston.

18208 Irish Jigs—Medley. Violin and piano. Harold Von Medley of Irish Reels, No. 6. Violin and piano. Harold Von

18210 For Me and My Gal—Fox Trot. Saxophone sextette—Six Brown Brothers.

My Fox Trot Girl—Fox Trot. Saxophone sextette. Six Brown Brothers.

18213 Dance and Grow Thin—Fox Trot. Joseph C. Smith's Orchestra. Oh, Johnny, Oh Johnny, Oh—One-Step. Joseph C. Smith's Or-

18214 Musette (from Ballet "Armide"). Victor Concert Orchestra. Chanson Trieste. Victor Concert Orchestra.

(Concluded on page 49.)

New Pathé Records

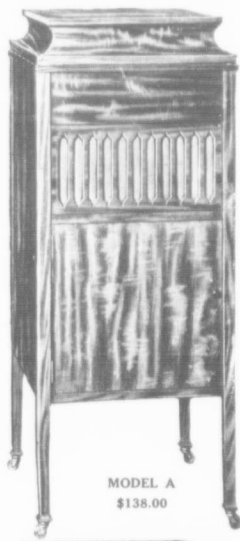
60052 Faust (Gounod). "Invocation" in Italian. Giacomo Rimini, baritone 12

Otello (Verdi). "Bridals" (Drinking Song). In Italian. Giacomo Rimini, baritone 12

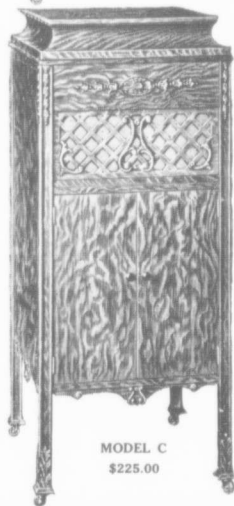
59005 Cavalleria Rusticana (Masconi). "Voi lo sapete" (Santuzza's Ari). In Italian. Eleonora de Cisneros, Mezzo-soprano 12

PERHAPS ONE PHONOGRAPH IS LIKE ANOTHER UNTIL YOU REACH

## THE GERHARD HEINTZMAN



MODEL A  
\$138.00



MODEL C  
\$225.00

Here is a phonograph so obviously superior that it creates immediate desire for possession.

Behind it is a half century of manufacturing musical instruments of the highest grade.

Plays any disc record.

Has quiet, smooth, running motor.

Acoustically correct tone chamber of genuine piano sounding board spruce.

Reproducer that conforms.

Perfect Nuancer.

Automatic stop.

Automatic lid support.

Self operating electric light for record chamber.

Cabinets double veneer on three-quarter inch solid core, built by piano case craftsmen.

All cabinets on casters.

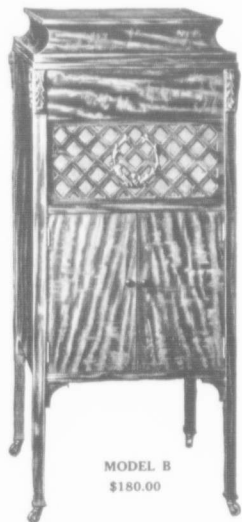
Made in mahogany, walnut, cirsassian.

Fumed and mission oak.

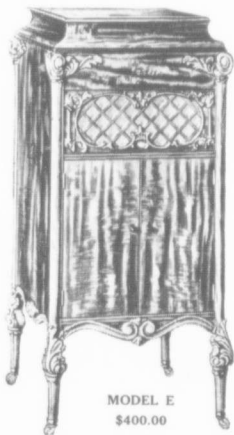
Special designs to order.

It is a wonder instrument in attracting sales of the highest class.

**GERHARD  
HEINTZMAN  
LIMITED**  
Sherbourne Street  
**TORONTO**



MODEL B  
\$180.00



MODEL E  
\$400.00



## Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES: ELYRIA, OHIO; NEWARK, N.J.

CHICAGO ATLANTA SEATTLE CINCINNATI TORONTO  
Lumsden Building



### THE HEINEMAN MOTOR

Stands alone as the one motor which has met the requirements of the phonograph manufacturer throughout the world. Its supremacy is becoming more apparent day by day, and is recognized by manufacturers and dealers everywhere.

### THE MEISSELBACH MOTOR

needs no introduction to the talking machine trade. The dealers know they can depend upon it. It is this confidence which has made it a world success.

Be sure the machines you handle are equipped with Heineman or Meisselbach Motors.

CANADIAN BRANCH, LUMSDEN BUILDING, TORONTO



*Otto Heineman*  
President







Otto Heineman Phonograph Supply Co.

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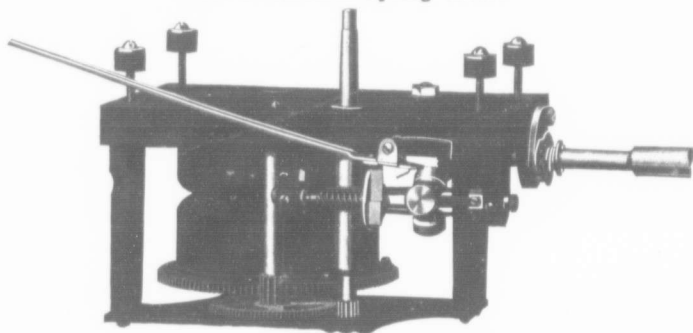
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Lumsden Building



*Motors we Recommend for High Grade Machines*

# HEINEMAN MOTOR No. 4

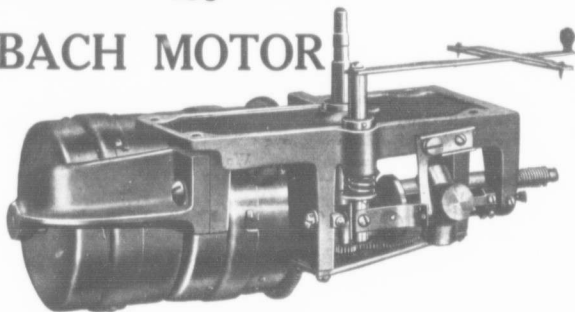
Best Horizontal Spring Motor



# MEISSELBACH MOTOR

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Best Vertical  
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# MEISSELBACH



TONE ARMS

# MOTORS

SOUND BOXES

*The Why  
and  
Wherefore of*

## Par-O-Ket Quality Records



They were put on the market because the demand of every phonograph owner for a quality record at a reasonable price was not satisfied. Par-O-Kets succeed in completely satisfying this universal demand because they have all the quality of the most expensive records and the price is only

**Retail 40c. Each**

They have this quality because they are made with the same skill, in the same way, of the same material, by the same artists as records costing from three to five times as much. Their small size— $7\frac{1}{4}$  in. in diameter—does not affect their playing time. They play as long as the average 10 in. record.

Par-O-Ket Quality Records are double disc—Hill-and-Dale cut, and play best with a long, tapered, medium tone, steel needle. The few machines not built to play vertical cut records only need a simple attachment to make them Par-O-Ket players. Par-O-Kets meet every test; they please the most critical. They sell faster and pay you better and give more complete satisfaction than any other record regardless of price. A trial order will prove this. Get acquainted with Par-O-Kets as soon as possible. Order an assortment. We guarantee every Par-O-Ket. It will help your business.

### PAROQUETTE RECORD MFG. CO.

47 West 34th Street, New York

Dealers Wanted in Every City. Write To-day.

#### CANADIAN DISTRIBUTORS:

Brantford Piano Case Co., Ltd., Brantford.  
Grant Phonograph Supply Co., 29 Colborne Street, Toronto.  
Regal Phonograph Co., Ltd., 145 Church Street, Toronto.  
Melotone Talking Machine Co., 235 Fort Street, Winnipeg.  
Wilder's, Ltd., 292 St. Catherine Street W., Montreal.

(Continued from page 44.)

- 18315 Sing Me Love's Lullaby. Song by Tom Lamere.  
Darlin. Song by Tom Lamere.  
18316 The Battle Cry of Freedom. Edward Hamilton with Orpheus Quartette.  
Hall, Columbia. Raymond Dixon with Orpheus Quartette.  
18317 Suki San. Song by Louis J. Winch.  
She's Just a Little Bit Old Fashioned. Song by Louis J. Winch.  
18318 Huckleberry Fun. Song by Van and Schenck.  
Mulberry Rose. Song by Van and Schenck.  
18319 A Tear, A Kiss, A Smile. Song by Charles Hart.  
That's Why My Heart is Calling You. Song by Charles Hart.  
18320 The Man Behind the Hammer and the Plow. Peerless Quartette.  
Let's All Do Something. American Quartette.

## IN FRENCH

- 69431 La Paimpolaise. Odette Le Fontenay. Soprano with orchestra.  
La petite Gregoire. Odette Le Fontenay. Soprano with orchestra.  
Alouette. Eva Gauthier, mezzo-soprano, with male quartette.  
Isabeau s'y promene. Eva Gauthier, mezzo-soprano, with male quartette.  
69438 L'aube nat. Mons. Vigneau, baritone, with orchestra.  
A Colombine—Serenade d'Arlequin. Mons. Rey, tenor, with orchestra.

## 12-INCH D.S.—\$1.50

- 35638 Have a Heart—Medley One-Step. Victor Military Band.  
Love o' Mine—Medley Fox Trot. Victor Military Band.  
35640 Fascination Waltz. Joseph C. Smith's Orchestra.  
For Me and My Gal—Medley Fox Trot. Joseph C. Smith's Orchestra.

## 10-INCH B.L.—\$1.25

- 45116 Gavotte. (No. 2, op. 25). Hans Kindler, violoncello with piano accompaniment.  
Menuet. (Valensin). Hans Kindler, violoncello with piano accompaniment.  
45123 Pull the Cork Out of Erin. Song by Nora Bayes.  
Daniel in the Lion's Den. Song by Nora Bayes.  
45124 Flag of My Heart. Song by Renaud Werrenrath.  
Your Flag and My Flag. Song by Renaud Werrenrath.

## 10-INCH R.S.—\$1.25

- 64638 Masse's in de Cold. Cold Ground. Efrim Zimbalist, violinist, with string orchestra.  
64660 Underneath the Stars. Fritz Kreisler, violinist.  
64586 Marche Lorraine. Marcel Journet, bass, in French.  
64688 All the World Will Be Jealous of Me. Enjolo de Gogorza, baritone.  
64693 Le Marseillaise. Frances Alda, soprano, in French with Metropolitan Opera Chorus.  
64694 There's a Long, Long Trail. John McCormack, tenor.

## 12-INCH R.S.—\$2.00

- 74529 Nocturne in F Sharp Major. (Op. 15, No. 2). Ignace Jan Paderewski, pianist.  
74532 Polonaise Militaire. (Op. 40, No. 1). Ignace Jan Paderewski, pianist.  
88585 Love's Old Sweet Song. Louise Homer, contralto.  
88586 Musica Proibita. Enrico Caruso, tenor in Italian.

## Placing Starr Agencies

Mr. W. D. Stevenson, of Canadian Phonograph Supply Co., London, has returned from a visit to Montreal and Eastern Ontario points in the interests of the Starr line of phonographs and records, for which his firm are exclusive distributors in Canada.

While in Montreal Mr. Stevenson completed arrangements with Wilder's, Limited, the well known furnishing house, whereby that firm will feature the Starr line in its various stores. Mr. Stevenson has found the Starr line already most favorably known in this county, and is well pleased with the reception accorded the line where introduced, and particularly amongst firms interested in high grade goods.

## Collingwood Music House Gives Recital

A recital of unusual character, the third of a series, was given by Manson Bros., Collingwood, in their hall, when a capacity audience heard Mr. A. P. Howells, of Toronto, concert violinist, and Mr. McLellan, the well-known vocalist. Not the least interesting feature of the programme was a pleasing solo by Mrs. Foote, which was given a splendid effect by the skilled accompaniment played by Mr. Howells on a Gourlay-Angelus very piano. Miss Justina Gardiner also contributed two very effective vocal numbers, accompanied by Mrs. Manson.

Mr. Howells is a valued member of the Gourlay, Winter & Leeming, Ltd., organization, and is a Gourlay enthusiast as well as an accomplished musician.

Miss McLeod, who planned and arranged each recital, reports that these musical events have been the means of creating new life in both Victrola and record sales, and they have proved a direct help in securing names of piano "prospects."

Following is the programme given:

- Piano Solo - - - Tarantelle - - - DeAceves  
Gourlay Angelus  
Violin Solo - - - Traumerer - - - Schumann  
Mr. A. P. Howells  
Solo - - - (a) Spring's Awakening - - - Sanderson  
(b) Until - - - Sanderson  
Miss Justina Gardener  
Sextette - - - Lucia - - - Victor Record 95212  
Violin Solo - - - Cavatina - - - Raff  
Mr. A. P. Howells  
Piano Solo - - - La Cascada - - - Pauer  
Gourlay Angelus  
Solo - - - (a) The Bandello - - - Stuart  
(b) Ninvera - - - Adams  
Mr. H. McLean  
Violin Solo - - - Berceuse - - - Jocelynn  
Mr. A. P. Howells  
Solo - - - Somewhere a Voice is Calling - Mrs. Foote  
Accompanist—Mrs. Manson

## TALKING MACHINE TRADE NOTES

Mahood Bros., Kingsten, and J. S. Copland, of Brockville, Ont., have opened up with "His Master's Voice" lines.

Mr. T. Nash, of Berliner Gramophone Co., Ltd., with headquarters at Toronto, visited that firm's distributing house in Winnipeg, the Western Gramophone Co., recently.

Edison dealers are meeting in convention in New York on July 12 and 13 at the Waldorf Astoria Hotel. The dealers are in exclusive charge of the convention, with W. D. Wilmot, an Edison dealer of Fall River, Mass., in the chair.

Victrola business with A. R. Blackburn & Sons, Toronto, has grown to an extent requiring more accommodation. Two additional rooms have been built on the main floor to take care of the overflow from the department located in the basement.

"We're From Canada" is available on Victor Record No. 17565. This is sung by Alan Turner, as also is "Strike for the Grand Old Flag" on the reverse side of the same record. In the series of patriotic records issued by Berliner Gramophone Co., Ltd., none has a stronger appeal to Canadians than No. 17565.

On a recent visit to Richmond, Ind., Mr. W. D. Stevenson, of the Canadian Phonograph Supply Co., of London, distributors in Canada of Starr phonographs and records, placed an order for four car loads for immediate delivery. The members of this firm are making preparations for the fall rush, and to insure Starr dealers of ample stocks.

"Music for you and your friends this summer wherever you are, whenever you want it." This is the suggestive title of an attractive little folder that "His Master's Voice" dealers are distributing. The handsome three-color illustrations are the argument. One shows a group of tourists at the summer cottage on the lake shore enjoying music from the Victrola. Another picture is a group of young people dancing to music by the Victrola. In the third picture the family and guests are listening to grand opera in the moonlight.

Mr. Thos. E. Kavanaugh, general manager, Imperial Player Roll Co., Chicago, passed through Toronto recently en route from New York to Chicago. This was Mr. Kavanaugh's first visit to the Queen City, and was made in connection with his sizing up possibilities in this country for Imperial Player Rolls.

# LUCKY 13 PHONOGRAPH COMPANY

3 EAST 12th STREET, NEW YORK CITY, N.Y.

## Talking Machine Parts to the Trade

### RECORDS

British make POPULAR, 10-in. double disc, lateral cut, all instrumental selections.  
 35c each in lots of 100  
 32c " " " 1,000  
 30c " " " 5,000

These prices F.O.B. Toronto.

### MOTORS

F.O.B. New York. Special quotations on quantities F.O.B. Toronto.

No. 01	8-in. turntable	\$1 25	10-in. turntable	\$1 40
" 1	10-in. "	2 65	12-in. "	2 95
" 6	10-in. " dbl. spg.	3 50	12-in. "	3 85
" 3	12-in. "			6 75
" 7	12-in. "			7 50
" 4	12-in. "			9 50

### TONE ARM AND REPRODUCERS

F.O.B. New York. Special quotations on quantities F.O.B. Toronto.

BABY to play 7-in. records, only \$0 60

No. 1	90
" 2	1 25
" 6	2 25
" 7	2 25
" 8	2 25

No. 6, 7 and 8 are high grade, and can be used on all high-priced talking machines; has joint in centre similar to Crescent and Sonora tone arms.

### MAIN SPRINGS

F.O.B. New York. Special quotations on quantities F.O.B. Toronto.

No. 0	3/4	20 gauge	8 ft. 6 in.	25c each; 100 lots 20c; 1,000 19c each
" 1	3/4	25	" 10 "	33c each; 100 lots 30c; 1,000 29c each
" 2	13-16	25	" 10 "	35c each; 100 lots 32c; 1,000 30c each
" 3	7/8	25	" 11 "	43c each; 100 lots 39c; 1,000 37c each
" 4	1	25	" 10 "	43c each; 100 lots 39c; 1,000 37c each
" 5	13-16	27	" 18 "	90c each; 100 lots 85c; 1,000 80c each

### GOVERNOR SPRINGS

\$1.00 per hundred. Special price on large quantities for motor manufacturers.

### SAPPHIRE POINTS AND BALLS

Points, 14c each in 100 lots, 13c. each in 1,000 lots.  
 Balls, 13c each in 100 lots, 12c each in 1,000 lots.

### NEEDLES

55c per M. in million lots or more F.O.B. Toronto.  
 60c per M. in smaller quantities F.O.B. New York.

### NEEDLE CUPS F.O.B. New York.

\$20.00 per M., \$17.50 per M. in 5,000 lots.

### NEEDLE CUP COVERS

\$10.00 per M., \$9.00 per M. in 5,000 lots.

Larger quantities at still lower prices F.O.B. Toronto.

Get in touch with us for any part you require in the talking machine industry. It makes no difference who manufactures it, we can give it to you at right prices.

Write for our 84-page catalogue, the only one of its kind in America, illustrating 34 different style phonographs and 600 parts and repairs.

**Lucky 13 Phonograph Co.,** 3 East 12th Street, New York, N.Y.

### Piano Workers Increase Food Production

Mr. C. W. Harris, superintendent of the Karn-Morris factory at Woodstock, like others in the piano trade, is taking more than a passive interest in food production this



Formal Opening of the Karn-Morris Employees' "Potato Farm."

year. He interviewed his employees, and found no less than forty who could co-operate in the "greater production" campaign. Six acres were arranged for, ploughed and cultivated ready for planting. On the last Saturday in May



Piano-Farmers—Mr. E. C. Thornton, Gen'l Mgr. Karn-Morris firm, at the plough, and Mr. P. S. Connolly, Sec. Treas., driving.

the group formed a planting party and got busy. Each supplied a bag of potatoes and assisted in planting the plot. The potatoes are doing well, and represent just six acres of land more than would ordinarily be cultivated.

### The Gerhard Heintzman Phonograph

Dealers interested in a high grade line of phonographs will find the announcement of Gerhard Heintzman, Ltd., on page 45 of this issue of interest to them. Four models are included in the range, and to mention that these are the product of the Gerhard Heintzman factories implies that their manufacture embraces all the ideals of quality in material and workmanship that has won for Gerhard Heintzman grand and upright pianos and players the position of prestige occupied by them.

Besides the art designs shown the Gerhard Heintzman factory is prepared to turn out special designs in accordance with architect's specifications, or to meet the requirements of any special style of furnishing.

The Gerhard Heintzman phonograph is designed to play any make of disc record. It is equipped with automatic stop and self-balancing lid. An appreciative feature is the electric lamp for the record chamber, which is lighted by the action of opening the door.

Mr. Armand Heintzman, vice-president of the company and superintendent of the factories, has personally given a great deal of time to the study of the phonograph. As a result of his long piano experience he instinctively directed his attention to improvement in tone production.

Piano sounding board spruce was found to be the most satisfactory material for the tone chamber and the thickness and grain employed was decided upon after many experiments.

All Gerhard Heintzman phonographs are on casters, and the cabinets are in carefully drafted designs, with piano case finish, in mahogany, walnut and oak.

### George Graham Goes With John Raper Piano Company

His many friends in the trade will readily recognize Mr. George T. Graham, in the accompanying portrait. Mr. Graham has been connected with the talking machine trades for the past fifteen years, and is an "His Master's Voice" enthusiast. He spent two years in Toronto, two years in Winnipeg and then went to Ottawa to join the staff of J. L. Orme & Sons, Ltd., and remained with that firm for three and one-half years. When the Orme firm sold out to C. W. Lindsay, Ltd., he went with the latter concern, remaining with them seven and one-half years.

He now severs his connection with the Lindsay firm to take complete charge of the Victrola department of the John Raper Piano Co., Ottawa, known locally as "The Home of the Victrola."

Mr. Graham brings to the Raper house a valuable experience covering the development of the talking machine industry from a period of comparative obscurity to a magnitude that makes it one of the foremost industries of the country. He has all the advantages of enthusiasm, an intimate knowledge of the line, and good judgment resulting from experience. He has a wide circle of warm personal



Mr. George T. Graham.

friends in Ottawa. He was married four years ago, and has one son, Ronald, who is closely following his father's footsteps in his affection for "His Master's Voice."

On the occasion of his recent visit to the home of the Starr Phonograph at Richmond, Ind., Mr. W. D. Stevenson of the Canadian Phonograph Supply Co., London, Canadian distributors of Starr lines, found Canada's flag floating beside "Old Glory." Mr. Stevenson found the Starr Co.'s record department turning out 6,000 records daily, with equipment being added to increase this to 10,000. At the San Diego Exposition in 1916 the Starr Co. received ribbon for the excellence of their products, also diploma as an acknowledgement of Starr merit the second year of the Panama California Fair at San Diego. These were sent to London, Ont., for window display purposes.

### Canada's Wealth Has Increased

Prior to the war Canada's per capita wealth was \$55. It is now said to be \$92. This fact has been emphasized by John M. Willys, head of one of the largest automobile concerns in the world. His optimistic remarks are being passed on by Mr. James P. Bradt, general manager of Columbia Co. in Canada, who writes as follows to his dealers:

"John M. Willys is president of one of the largest automobile companies in the world, and is reported to be worth a hundred millions. It is not many years ago that he had a small store in a small city in New York State, and began handling talking machines (Columbia) to help pay the rent. His intelligent efforts have landed him high up on the ladder of fame and fortune.

"Your particular interest in Mr. Willys, however, is to be found in what he says about business conditions, and especially about the Canadian situation, as follows: 'In Canada, in spite of the handicap of war, our dealers have

for results, will be discounting the buying demand which, in the judgment of the most astute business men in the Dominion is sure to continue.

"At present we have more orders than we can fill, but if the disappointments of the past year or two are to be avoided in the future, your jobber should be fortified by having your orders in advance. Co-operation along this line will increase your bank account and add to the joys of living."

Mr. Maurice Cohen, of the National Piano Co., Ltd., Toronto, who represents that firm in Northern Ontario, met with a severe accident recently that was little short of fatal. Riding to Sudbury, where he lives, on a gasoline "jigger," used by the railway, the machine ran over a dog. The jolt threw Mr. Cohen in front of the car, and dragged him some distance, inflicting painful and serious injuries from the hips down, confining him to bed for some time.



Group photograph of H. S. Williams & Sons Co. picnic at Queenston Heights Park.

in the first five months of 1917 booked more orders than our total sales in Canada in any previous twelve months. Prior to the war the per capita wealth in Canada was only \$55. At the present time Canada is in better shape financially than ever before; its per capita wealth is now said to be \$92.

"You undoubtedly have seen evidence of very great prosperity all around you, and in practically all lines of business, because all prosperity hinges on the circulation of money. Never before has there been so much in circulation as now, and we can safely look forward to a continuance of good business conditions.

"Prosperity depends largely on one's efforts. We hope you are planning to expand—to do an ever-increasing business. Our intention is to encourage you in every possible manner, principally by supplying improved product in much larger quantities. We confidently predict that all who cooperate by properly representing our line, and who work

### Back from Western Trip

Mr. Henry H. Mason, of Mason & Risch, Ltd., has returned to the headquarters of his firm in Toronto, from an interesting trip through Western Canada. Mr. Mason, who spent about six weeks visiting the Western Mason & Risch branches, made a holiday trip to Prince Rupert, returning to Winnipeg over the Grand Trunk Pacific, which line runs two trains per week to that city.

As to crop conditions, Mr. Mason found in the points visited by him a general feeling of optimism over the promising state of advancement and general appearance of the grain. While from some localities reports have come out of crops being backward, the general condition in the West appears to be favorable. Mr. Mason's trip, however, did not alter his opinion that even more than ever the policy of caution is necessary in successfully meeting present conditions of doing business.

### Popular Traveller Goes Into Retail Business

Mr. W. B. Rollason, formerly the Karn-Morris Piano & Organ Co. wholesale man in Ontario, has deserted the road. Mr. Rollason has gone into retail business in Welland, Ont., where he has opened up the only exclusive music store in that town. Naturally enough, Mr. Rollason considered the lines that he has been so consistently recommending to other dealers, the very lines for himself. He is therefore featuring Karn and Morris pianos and players.

In the talking machine department he has taken on the Pathé line of Pathephones and records exclusively. His store is well located, and as Mr. Rollason is an ardent



Mr. W. B. Rollason.

advocate of more music and better music for the home, he will undoubtedly make the success that his friends in and out of the trade wish him.

### In Their Own Factory

As stated in the last issue of the Journal, Canadian Symphonola Co., Ltd., Toronto, are now located in their own factory. This premises recently purchased by Mr. Wm. Long, president of the Symphonola firm, are located at 31 to 37 Brock Ave., and have a floor space of 35,000 feet. Being already fitted up as a wood working plant, it was ready for the immediate occupancy of the new proprietors.

A new folder is being prepared, showing the different types of the Symphonola, and explaining the points of merit. In their selling policy the Canadian Symphonola Co. purpose departing from the general custom. They announce a ten per cent. cash discount from advertised prices. As a proposition of interest to the trade they also announce that a responsible dealer can try out the Symphonola in his own store, returning it if not satisfactory, at the company's expense.

### The Cambridge Phonograph

The Cambridge Piano Co., Ltd., Toronto, are marketing the Cambridge Phonograph, and per their announcement in this issue are open to talk agencies to dealers. Mr. M. G. Beatty, president and manager of the Cambridge Piano Co., is quite enthusiastic over the inducements that his line represents. Their seventy-five dollar type is illustrated in this issue, and a special price on a sample order is being quoted.

### W. N. Manning Returns from Western Trip

Mr. W. N. Manning, of the Sherlock-Manning Piano & Organ Co., London, has returned from a trip as far west as Calgary and Edmonton with even greater confidence than before in Western Canada. With the exception of two localities the people were optimistic, and even in Southern Manitoba, where a few weeks ago it was feared the crop would not be worth cutting, conditions had changed within a week with every prospect of getting at least a fair crop.

Mr. Manning considers that the music business in the west is on a better foundation than it ever was. The dealers are progressive as well as cautious, and the time has come when a sale to a good farmer is considered absolutely good, and city sales are much more to be relied upon than during the boom year.

An encouraging feature also is that the western people are not estimating prospects by town and city lots, but by actual crop conditions. Since his former visit six years ago Mr. Manning sees much more evidence of mixed farming.

Mr. George H. Honsberger, assistant manager, Pathé Freres Phonograph Co., visited a number of Eastern Ontario centres with his usual good success.

### The Prima Donna in the Forest

Strictly speaking bird song is not a true song, but belongs to a class by itself, intermediate between vocal and instrumental music. It is vocal in so far as the bird uses his own voice, but instrumental inasmuch as no words are used. What raises man above the animals is articulate speech; and it is the power of adding speech to song, poetry to melody, that makes human song vocal in the fullest and highest sense of the word. . . . —H. T. Fink.



THE MEN BEHIND HEINEMAN MOTORS

Front row, left to right, S. A. Ribolla, Otto Heineman, Paul L. Baerwald. Standing left to right: C. W. Neumeister, W. G. Pilgrim, W. C. Strong, and Claude T. Post, salesmanager for Canada.

Pessimists are men who go around looking for thorns to sit on. They generally find them.

It is not the so-called best things, the pleasant things that make men; it is life's rugged experiences, its tempests, its trials.

### The Fortunes of War

According to the last letter from Carman H. Thornton, Woodstock, Ont., son of Mr. E. C. Thornton, president and manager, Karn-Morris Piano & Organ Co., Ltd., he has been particularly fortunate. Mr. Thornton went overseas in October last with the 168th Oxford Battalion, and has been in the thick of the fight since the middle of February. He went over as a sergeant, but to get to the front reverted to the rank of private.

He went through the famous Vimy Ridge engagement, and his chum next to him was wounded. In another engagement during the first three or four days in May, out of forty-five officers, non-commissioned officers, and men,



Carman H. Thornton.

Mr. Thornton was one of only ten men that came safely through. In his section only he and another survived. At the time of writing the Battalion with which he is connected was resting in a small French village.

### Holmes Maddock Does a 2,000-Mile Motor Trip for Holidays

The usual dull routine of stock-taking at Whaley, Royce & Co.'s Toronto headquarters has been brightened and refreshed by the return of the genial Holmes Maddock, who feels like a new man after a two weeks' motor trip, during which the speedometer on his McLaughlin registered 2,000 miles. Mr. Maddock, accompanied by his wife, started from home early one morning for Buffalo, taking in the Niagara Peninsula on the way. From there they went on to Rochester, Erie, Pa., Cleveland, Toledo, Detroit, Windsor, London, Woodstock, Brantford, Hamilton, and from thence to the place of beginning.

"The country all along the route was looking at its best," said Mr. Maddock, "and we enjoyed every day of the trip. In many of the places through which we passed, the people seemed to take a pride in keeping their lawns nice; and the abundance of roses, peonies, and in some parts magnolias, was a beautiful sight." Mr. Maddock noticed a

great growth in Detroit since his last visit there in 1915. This city he was told was now the "fourth" in the States.

Mr. Maddock brought home with him a new attachment for automobiles, particularly adapted to the needs of some of the out-of-town dealers, who come whooping into Toronto in their cars at break-neck speed, forgetting that the citizens of the Queen City are quiet, law-abiding people, practicing moderation in all things. The attachment shows a green light when the 15-mile-an-hour rate is reached; a blue light for 20 miles; a yellow light for thirty miles; a red light for forty miles; and at fifty miles a concealed phonograph peals forth with "In the Sweet Bye and Bye."

### Phonograph Needles

Whaley, Royce & Co., Ltd., are calling attention to the increasing difficulty in securing talking machine needles, which argues for the wisdom of buying now wherever possible. This firm is featuring the Wall-Kane and Magnedo needles, retailing at 15 cents a box.

### From the British Music Trades

The following cable dated London, June 30th, 1917, was received by Mr. W. Eastman of Chappell & Co., Ltd., New York:

Please inform the Presidents of all the American Music Trades Associations of the following resolution: "That this convention of the Music Trades of Great Britain assembled in London; having heard of the enthusiastic support that the Music Trades Association of America are giving the United States Government in preparation to join the allies in the great war for human liberty, we send them hearty congratulations and thanks. Our people are now assured that the union of the great peoples of the United States with the allies will bring victory and lasting peace and will lead to a closer union between the peoples of America and Great Britain for the greater happiness of mankind. It is our fervent hope that our friends in the Music Trades of America and we here will come closer together to our mutual advantage and for the development and strengthening of musical culture throughout the world." (Signed) Pentland, President.

### Where is This Victrola IX?

A dealer in Ontario is anxious to locate Victrola No. 292778G. This is a IX in golden oak. Information as to its whereabouts should be sent Berliner Gramophone Co., Ltd., Montreal, who will pass it on to the dealer concerned.

### How Many Cats

The piano trade develops many experts at computing interest. Here is something for them to work out:

If 7 cats kill 7 rats in 7 minutes, how many cats will it take to kill 100 rats in 50 minutes?

### VANCOUVER TRADE REPORTS

Walter F. Evans, Limited, New Store

WITH the fair weather a fair trade—that has been the general verdict pronounced by the Vancouver music firms.

The month of brides brought more business, Mr. Kent, of the Kent Piano Co., Ltd., Granville Street, reports, than the month of May, and proved very satisfactory on the whole.

He regrets to state that in the last letter received from Mr. Robert McDonald, formerly employed by their firm as tuner and repairer, that they heard that he had been badly wounded while fighting at the front. The letter, however, was of a cheerful tone, and expressed the determination to "get ten Germans" on his return to the fighting line.



Mr. Switzer, of Messrs. Fletcher Brothers, Granville Street, reports a very fair business for the past month, and while there is nothing special to mention the month has been very satisfactory.

Mr. Kennedy, manager for Mason & Risch, of Granville Street, reports June business satisfactory. Mr. Henry H. Mason, of this firm, was on a visit to this branch recently, and expressed himself to Mr. Kennedy as being very well satisfied with the condition in which he found the business, and also with conditions generally in the west.

Mr. Wm. Thomson, of Robson Street, is still in Scotland attending to his business there. When last he wrote he spoke favorably of conditions, saying that returns show an improvement on last year. At the Vancouver branch June trade has been an improvement upon that of the previous month.

Mr. Bowes, of the Bowes Music House, Hastings Street East, also reports June to have been a better business month than May.

He finds the general change in his business, reported in last month's Music Trades Journal, to have borne good results.

Messrs. Fletcher Bros., of Granville Street, are to be congratulated upon the very tastefully arranged window display prepared for Dominion Day. About a charming statue entitled "Anticipation," talking machines were arrayed on white pedestals, delicately decorated with maple leaves, while the foreground was spread with scarlet poppies on a black and white ground, the whole producing an extremely pleasing effect.

#### Walter E. Evans, Limited, Moved to New Store

After more than twenty years occupancy of 526 Hastings Street West, Vancouver, B.C., the firm of Walter F. Evans, Limited, have recently opened up what is considered to be one of the finest stores in Vancouver devoted to a general music store; while not the largest, possibly one of the most artistic in Canada, the new premises being 50 p.c. larger than the old store, and they will be able to carry correspondingly a larger amount of stock.

There are many new features connected with their new premises, particularly in the arrangement of the ground floor, where on one side beautiful mahogany cabinets are used for carrying and filing away their music, in which this firm does a large business. The cabinets are ranged in four double sections—each section containing about two hundred and fifty music shelves. These racks are put end to the wall. In other words, are placed at right angles to the wall. The cabinets being finished in mahogany, and the new sectional counters finished in the same beautiful wood, a very striking appearance confronts one entering the store. Further along on the same side are the upright wall show-cases filled with violins, guitars, banjos, accordions, mandolins, and the ever popular ukelele, the place there about being filled in with show-cases where a magnificent display of small goods is seen.

The other side of the premises is given over to Victrola rooms. Seven large spacious rooms have been erected where customers can sit at their ease and listen to the newest Victrola or the latest "His Master's Voice" record in comfort. The rooms themselves are finished in French casement style and painted white with mahogany doors. Access to the rooms for the customers are from the front, while the retail record racks are filed behind the rooms, each room being served from the back. These rooms are practically sound-proof and dust-proof. The glass is heavy plate, the sides and ends being bound around with heavy felt, which precludes the slightest possibility of vibration, sound and dust. The interior of the rooms are all pure white and very artistically gotten up. This firm are the western distributors for the Victor Victrola and Victor

records, and distribute throughout British Columbia and the Yukon. On account of being so far from the base of supplies they keep an enormous stock of Victorias in all their beautiful woods, and thousands of records are to be found.

The general offices are on the mezzanine floor, constructed at the back, where the same artistic outlines of the Victrola rooms are carried out with a very striking effect. They also carry a large stock of band instruments on the mezzanine floor over the Victrola rooms. This firm are agents for the well known English Besson band instruments, of which they carry a full line, also drums and traps, besides other lines of brass instruments and drums.

The front of the store is unevenly divided, one window being ten feet across, which is devoted to the display of small goods and sheet music, the other window is twenty feet, which is given over to the display of pianos. All the walls downstairs which are not covered by fixtures are beautifully panelled, while a very fine terrazzo floor and the effective lighting makes the down-stairs one of the most striking stores in Canada.



Front view of Walter F. Evans, Ltd., new store.

The upstairs is given over entirely to piano display, which is divided into a large rotunda, which first meets the eye, where about twelve pianos are displayed—the balance of the room is divided off into about seven piano rooms, where all grades of pianos are displayed, the front part being given over entirely to a display of Heintzman & Co. player grands, grand pianos, player pianos, player uprights and upright pianos.

It was necessary to rebuild the premises on Granville Street, which is now capable of carrying a further two stories when occasion demands. Everything in the interior was completely torn out, and has been rebuilt with the idea of making it as near fire-proof as possible.

This firm is the oldest in Vancouver, being established for over twenty-eight years in that city under the name of Dyke & Evans; afterwards the firm took in a partner, the name being Dyke, Evans & Callaghan. About twelve years ago Mr. Callaghan's interest was purchased by one of the partners; later Mr. Dyke's interest was purchased, the name of the firm then being Walter F. Evans, Ltd. This name it has retained—the president and managing director being Walter F. Evans.

Walter F. Evans, Ltd.,  
new Vancouver store—  
ground floor view showing  
music and small  
goods section.



Walter F.  
Evans, Ltd., new  
Vancouver store:  
another ground  
floor view showing  
the Victrola  
rooms and re-  
cord section.

# Cecilian

## World-Famous

Established 1883



“MY IDEA OF A PIANO.” That is what each man wants to buy. He has high standards for judging the tone, casework, finish, outline, quality of the action, keys, hammers, and strings, etc.

If you have the Cecilian on hand to demonstrate there is no reason why your party shouldn't be convinced that it meets his idea of what a piano should be. Its qualifications fit the Cecilian for the finest homes, but its price does not debar it from the homes of the great masses.

The best advocates of the Cecilian line are those pushing dealers who have taken on the agency, and who now have the results to show in their balance sheet.

Every Cecilian piano is so made that it may be converted into a player at any time the owner wishes.

Why not make a start with Cecilians right now. Let's hear from you.

### The Cecilian Co. Limited

Makers of the World's First All-Metal Player-Pianos

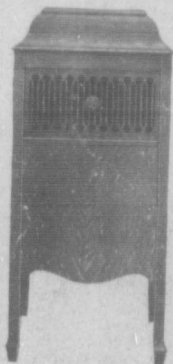
Factory - - - 1189 Bathurst St., TORONTO

Head Offices and New Retail Salesrooms:  
247 Yonge Street - - - - - TORONTO

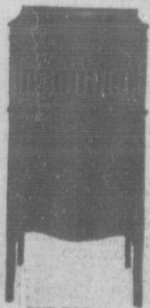


# The Cecilian Concertphone

A Range of Designs—One Quality



THE ALEXANDRA  
\$100



THE ROYAL  
\$200

## High Class Trade and Lasting Returns

are founded only on quality goods. The success of your phonograph department is assured linked up with the Cecilian Concertphone. It stands for the "name and quality" class.

The name "CECILIAN," for the past 35 years, has stood for the highest conceptions in music. That means an established reputation, one that instantly suggests a high musical standard to the prospective buyer.

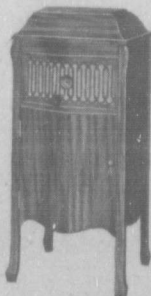
CECILIAN quality has never been disputed, and the CECILIAN CONCERTPHONE possesses every feature that appeals to the most critical buyer. Sheer beauty of tone, artistic design in cases, ball bearing universal tone arm, perfect tone control, simple and effective stopping device, all added to the most powerful, silent and efficient motor on the market, make the CECILIAN CONCERTPHONE the most perfect and highest grade phonograph ever offered to the public.

The success of the CECILIAN CONCERTPHONE since being placed on the Canadian Market has been nothing short of marvellous, and dealers will be wise to secure territory at once for this incomparable phonograph.

The CONCERTPHONE plays all makes of disc records, and plays them perfectly. It is, in truth, the highest grade phonograph in the world. Write at once for catalogue and full information.



THE APOLLO  
\$65



THE SUPERB  
\$135

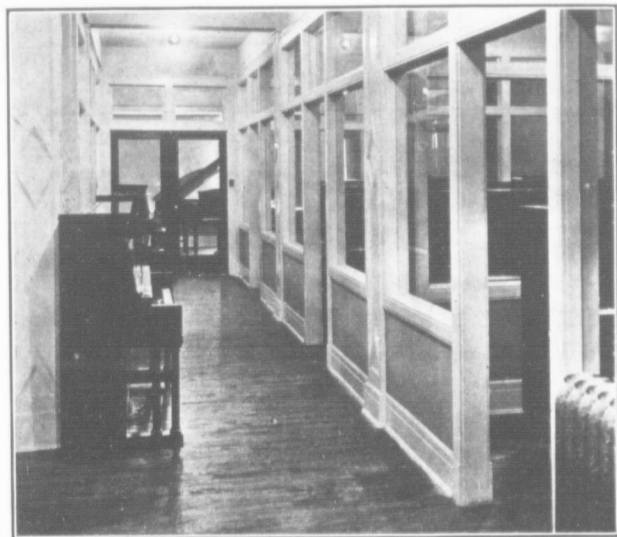
## Musical Instruments Ltd.

DISTRIBUTORS

247 Yonge Street, - Toronto



Walter F. Evans, Ltd., new Vancouver store, showing a general view of the piano floor.



Walter F. Evans, Ltd., new Vancouver store, showing the individual piano rooms.

# The Mozart Piano Co.

Toronto



Limited



PIANOS SUPPLIED TO BRITISH WARRIORS

Transporting a Piano for a British Outpost Across the Sahara on a Sand Sledge. Great Britain, by Furnishing Entertainment and Recreation for Her Warriors, Keeps the Morale and Efficiency of Her Fighting Forces at a High Standard.

Mozart Pianos furnished to Canadian Homes render a similar service by supplying the means of entertainment, recreation and education to Canadian Families.

For prices, terms and territory write, wire or telephone.

## National Piano Company Limited

266 AND 268 YONGE STREET

TORONTO

## WINNIPEG TRADE TALK

AT the annual convention of the Manitoba Retail Merchants' Association, held here, Mr. J. W. Kelly, president, J. J. H. McLean, Ltd., was elected president. Mr. Kelly's activity in the welfare of merchants and merchandising is well known, and the Manitoba Association is fortunate in its selection of chief officer.

The Association passed a resolution favoring the Dominion Government taking steps that will immediately bring into national service all the available resources of men, material and wealth in the Dominion, in order that the war may the sooner be brought to an honorable and successful conclusion.

The marriage of Miss Edith Merle Learey, only daughter of Mr. and Mrs. William J. Learey, of Winnipeg, and Ernest Potter, lieutenant in the Royal Naval Air Service and holder of the French Croix De Guerre, took place on May 17th in Port Arthur. Up to the time of his joining the Flying Corps a little over two years ago, Mr. Potter was accountant of the Doherty Piano Co.'s Winnipeg store. Lieut. Potter, who is at present on furlough from the front, is due to return within a few weeks except in the event of an extended leave of absence being granted.

Phonograph parlors have been opened up at 315 Portage Avenue by a new firm, the Victoria Talking Machine Co. In addition to a machine called the Victoria the Company are handling Columbia lines. Mr. F. R. Kennedy, formerly with Mason & Risch, Ltd., in their "Master's Voice" department, is manager of the Victoria Talking Machine Co., which firm occupy attractive salesrooms recently decorated in cream and white with flowers and palms freely used in the decorative scheme.

Mr. C. J. Pott, general salesmanager for Canada of the Otto Heinemann Phonograph Supply Co., whose headquarters are in Toronto, spent a few days in Winnipeg in the interests of his firm. Mr. Pott came by way of Cleveland, Chicago and St. Paul, returning via C.P.R.

Mr. Henry H. Mason, general manager, Mason & Risch, Ltd., Toronto, visited his firm's branch here on his return from the coast. Mr. Mason visited all the Mason & Risch branches in the west.

Mr. "Jock" Smith, of the Winnipeg Piano Co., has returned to his summer cottage at Winnipeg Beach, coming into the city every second day. Mr. Smith is planning to spend a couple of weeks in Toronto to take in the Canadian National Exhibition in that city.

Mr. McClellan, head tuner on the Winnipeg Piano Co.'s staff, was presented with a china tea set by the staff and a beautiful electric reading lamp by the Company on the occasion of his marriage to Miss Lela Harris of Woodstock.

Mr. Robinson, of the Chopin Piano and Talking Machine Co., is at present opening up the Company's branch at the coast. Business is reported as being very good—beyond all expectations.

Mr. Frank Smith, manager of Whaley Royce & Co.'s western branch, reports city business a little quiet, but they are kept fairly busy with mail orders. They feel much encouraged by the constant demand for the firm's Imperial Edition of Classics. Mr. Smith is expecting a visit from Mr. Callahan, the firm's representative, on his western trip.

Winnipeg Piano Company report a better tone in both sales and collections. The firm had a visit recently from Mr. Geo. H. Suckling, and by a happy coincidence celebrated this with the sale of a Steinway grand.

Mr. Fowler, of the Fowler Piano Co., reports country sales for June as good, but collections a little slow in coming in.

Mr. C. B. Moore, of the R. J. Whitla & Co., wholesale representatives for Pathe goods in western Canada, has re-

turned from a three and a half month's trip. While away Mr. Moore established Pathe agencies in most of the larger places, conditions being reported as very favorable in the country.

Mr. E. A. V. Mitchell, of the Doherty Piano Co.'s collecting department, report collections as up to the average.

The Western Gramophone Co. have no complaints to make in regard to business, record sales being particularly active, also a big demand for Tungsten Stylus needles. Mr. R. Hockin, of the Heintzman & Co., Regina, paid a visit to "His Master's Voice" headquarters here on his way east.

Mr. H. P. Bull, manager of Cross, Goulding & Skinner, received a card from Mr. H. Webb, who, until donning khaki, was shipper for a number of years for this firm, stating that he had been admitted to the base hospital sick. Mr. W. B. Puckett, vice-president and manager of the Williams Piano Co., Ltd., Oshawa, and Mr. Fred Cross, the western representative of the Williams Piano Co., Ltd., were recent trade visitors.

Mr. E. J. Merrell, the Karn-Morris dealer, is quite satisfied with business for the month of June, collections also being satisfactory.

Mr. Joseph Tees reports phonograph business for June a little quiet, owing no doubt to the late season. Very little campers' trade was done.

The Columbia Grafanola Co., and the western distributors and dealers, are looking forward to a visit from Mr. James P. Bradt, the Columbia Co.'s Canadian general manager.

The Canadian Phonograph and Sapphire Disc Co., retailers of the Pathe lines, report an improvement in June business over month of May.

Mr. Lurie, of the Melotone Talking Machine Co., has spent several weeks on the road with good success in placing his line.

## Successful Formal Opening

Mr. H. B. Britton, manager of Heintzman & Co.'s Peterboro' branch, estimates that over 2,000 persons visited their new store on the occasion of the formal opening. A carnation was presented to each lady visitor by Mrs. Britton, to whose discriminating taste is to be credited the refinement in furnishing and decorating of the new salesrooms.

The Grand Opera House orchestra was engaged for the occasion, and gave afternoon and evening programmes. Mr. Britton and his staff were kept busy meeting and greeting visitors. Mr. Knapp, who has just recently resigned the management of Heintzman & Co.'s "His Master's Voice" department at Toronto, assisted at the opening. In the Peterboro' store the Unit Construction Co.'s system of demonstration booths is employed for the Victrola department, and these are in white to conform with the decorative scheme of the store interior. The store is located in the Royal Bank Building at the corner of George and Hunter Streets, and gives Mr. Britton and staff greatly improved facilities for doing business.

## Mr. Ruse in the Maritimes

Mr. Chas. Ruse, manager of the Gerhard Heintzman, Ltd., wholesale department, has returned to Toronto from a business trip through the Eastern Provinces. While in Montreal Mr. Ruse gave a couple of public recitals with the Gerhard Heintzman phonograph at the salesrooms of Castle & Son. The latter firm, a high-class furnishing house, and one of the best known in Canada, have taken the agency of the Gerhard Heintzman Phonograph. The one recital was by invitation, and the other open to the public. Castle & Son have a recital hall, seating about five hundred persons.

## Ninth Annual Outing

Of The R. S. Williams &amp; Sons Co., Ltd.

Employees of the R. S. Williams & Sons Co., Ltd., Toronto and Hamilton, with their families and friends to the number of one hundred and eighty persons, joined the ninth annual outing of that firm on June 21. The Company's salesrooms in both cities were closed for the day, and the members of the staffs gave themselves over to enjoyment with even more enthusiasm than they ordinarily pursue business.

Each year the firm's ex-employees are invited to the outing, and when possible the invitation is readily accepted. This year twenty returned soldiers were also entertained. In the morning two motor cars were sent to each of the hospitals for the men. These cars met the boat on its return trip and delivered the soldiers safely to their starting point, much benefited by their day's outing.

Several letters have been received from the soldiers and hospital authorities expressing their appreciation of the courtesies extended, which included not only their trans-



Outside of business hours Mr. R. S. Williams is a golf enthusiast.

portation but luncheon and supper. The lady members of the R. S. Williams staff were a special committee to look after the comfort of the soldiers.

The president of the Company, Mr. R. S. Williams, was as care-free as the newest messenger on the staff, and enjoyed himself almost as much as if he were spending an



Mr. H. G. Stanton has been taking an active interest in the "Greater Production Movement."

afternoon at the Lambton Golf Links. Mr. H. G. Stanton, vice-president and general manager, was absent this year, being in attendance at the Rotary convention at Atlanta, Ga.

The committee again decided on the beautiful grounds at Queenston Heights, and 7:30 a.m. was not too early for the majority to catch the Niagara boat for the delightful sail across Lake Ontario. The Hamilton delegation, in charge of Mr. Stanley Addison, arrived in automobiles,

making the distance in surprisingly good time under 20-miles-an-hour limit.

As to the weather, it could not have been more inviting, in contrast to the clouds and rain that characterized, but could not mar, the pleasures of last year's outing. The string of events were contested in real earnest, and the prize winners had no sinecure, as the competition was keen.



Mr. H. Y. Claxton has given much time to arranging programmes on behalf of the well-known Sportsmen's Battalion.

Luncheon was served on arrival, and the events were run off in time to permit of supper before returning home. The catering was handled by Coles, Ltd., of Toronto.

The programme provided for every minute of the day, with special events on the boat. On the return trip the party took possession of the after deck, where their own piano was placed, and continued the merriment with a splendid musical programme, contributed almost entirely by the members of the Company's staff.

The grand finale was the distribution of the prizes. These were numerous, all of good quality, and were presented by the firm. Mr. H. Y. Claxton, convener in general of the various committees, made the presentations.

The musical programme included vocal solos and duets, cornet, saxophone and concertina solos. Mr. C. Le Roy



Mr. B. A. Trestrail en route to Oshawa in his Overland.

Kenney, a well known entertainer, also contributed to the programme, the feature of which was a dramatic sketch by Messrs. Trestrail, McEntee, Ford, Townson, Fuss, Kresge, and Villiers.

Programmes were printed for the occasion, detailing the various events and giving the names of the members of the various committees. The programme was livened up with some original cartoons, the points of which were thoroughly appreciated by the employees as well as by those cartooned.

J. A. McDonald Piano & Music Co., Ltd., Halifax, conducted a clearing sale during the latter part of June.





# The Symphonola

## The Phonograph that Plays All Makes of Disc Records

The "SYMPHONOLA" marks a distinct advance in phonograph-making. At last it is possible to secure a machine that plays all makes of disc records. The "Symphonola" Universal Tone Arm can be quickly and easily adjusted to play all the different makes of disc records on the market. The "Symphonola" is many machines in one. It not only reproduces all of these records, but reproduces them with a faithfulness and beauty of tone that makes it the most desirable of all phonographs. "You cannot resist its tone."

### THE "SYMPHONOLA" MOTOR

Next to the sound box, the motor is of the utmost importance. While the different priced machines have different size motors, yet they are all "Symphonola" motors, which means that they will produce an even, sustained, non-vibrating tone throughout. Has full floating spring case and spiral cut gears, silent wind, worm drive. Every "Symphonola" Motor is thoroughly inspected by experts, and will give absolute satisfaction. From the motor on our lowest priced machine, which plays two 12-inch records through with one winding, to the multiple motor on our \$180.00 machine, which runs for twenty-nine minutes with one winding. The "Symphonola" motors are perfect in workmanship and material, all equipped with speed indicator.

### THE "SYMPHONOLA" TONE ARM

The "Symphonola" Tone Arm is a universal tone arm, reversible so that it can be readily adjusted to play any make of disc record. Only one screw has to be loosened and tightened to convert the "Symphonola" into a machine that will play all makes of disc records, no matter by whom made. It is just like having all these machines in your home, to own a "Symphonola."

### THE "SYMPHONOLA" SOUND BOX

The Sound Box is the heart of a phonograph, and it is on the sound box of the "Symphonola" that the most care and expense has been spent. It is a delicately adjusted bit of mechanism that responds with almost human sensitiveness to the slightest vibration. It converts the lines of the record into living tone. No harsh or discordant note mars the music of the "Symphonola."

### THE "SYMPHONOLA" CABINETS

The "Symphonola" Cabinets are exclusive in design, the highest example of the cabinet maker's art, perfectly finished in any wood desired.

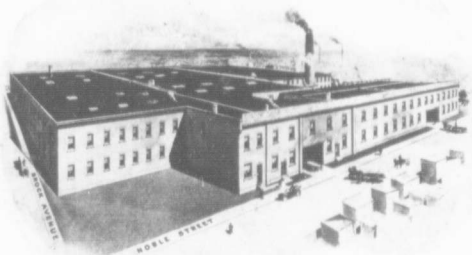
### GUARANTEED

Every "Symphonola" is guaranteed perfect in workmanship and material, and has been inspected by expert and competent inspectors, and we guarantee every instrument to give the satisfaction you have a right to expect.

(Signed) The Canadian Symphonola Co., Limited.

### HEARING IS BELIEVING

Hear the "Symphonola" in your own home. Compare it with any machine on the market, and price for price, you will decide in favor of the "Symphonola." Make comparisons and see for yourself.



THE HOME OF THE "SYMPHONOLA"  
Floor Space 35,000 Square Feet

## Canadian Symphonola Co., Limited

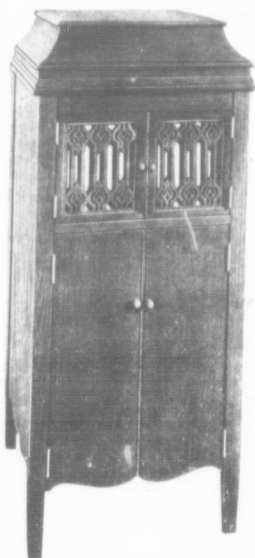
31-37 BROCK AVE.

Toronto

Canada

# The Symphonola

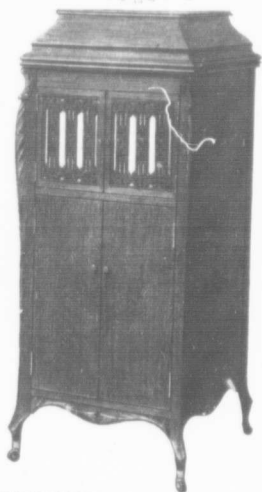
The Phonograph that plays  
all makes of Disc Records



**SYMPHONOLA "PREMIER"**  
STYLE "D"

Width 19½ ins., Depth 21½ ins.,  
Height 43 ins.

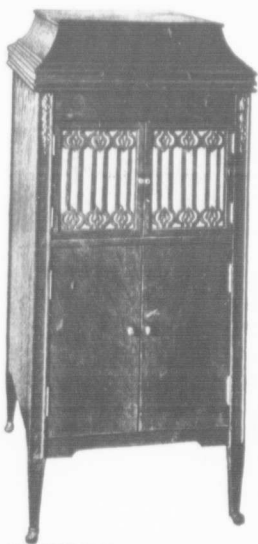
Fumed Oak, \$95 Mahogany, \$98



**SYMPHONOLA LOUIS DE LUXE**  
STYLE "F"

Width 21½ ins., Depth 23 ins., Height 48½ ins.

Gold Trimmings, Silk Plush on Turntable, Burl Walnut or Mahogany, \$180



**SYMPHONOLA COLONIAL**  
STYLE "E"

Width 20 ins., Depth 22 ins.,  
Height 46 ins.

Fumed Oak, Nickel Trim, \$140  
Mahogany, Green Plush, Turntable  
Gold Trimmings, \$148

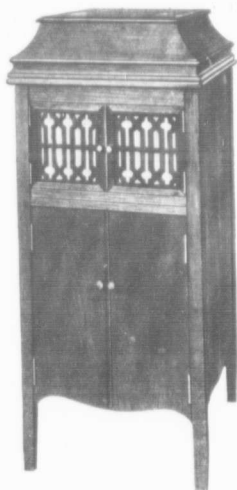
**Canadians have more money than they ever had, and  
were never so musically hungry.**

The Symphonola agency is a proposition with which the dealer can corner the trade of the families of modest means or supply the millionaire with an instrument in keeping with the finest room in his residence. There is a type for the average buyer, for the man who wants something a little better, for every household in fact—in city or country, and every type is the biggest phonograph value in Canada.

**Canadian Symphonola Co., Limited**  
31-37 Brock Ave. - TORONTO

# The Symphonola

The Phonograph that plays  
all makes of Disc Records



**SYMPHONOLA "EMPRESS"**  
STYLE "C"

Width 17½ ins., Depth 19½  
Height 40 ins.

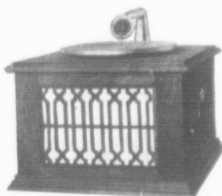
Fumed Oak \$75, Mahogany \$78



**SYMPHONOLA**  
"POPULAR"  
STYLE "B"

Width 17 inches  
Depth 19 inches  
Height 17 inches

Finished in Fumed Oak, \$40  
" Mahogany \$43



**SYMPHONOLA**  
"JUNIOR"  
STYLE "A"

Width 18½ inches  
Depth 19¼ inches  
Height 12 inches

Finished in Fumed Oak, \$30  
" Mahogany, \$33

## GET OUR DISCOUNTS

We offer the most liberal trade discounts in the talking machine trade. The prices give your customer the best value he can get, and the dealer's margin is attractive.

## Let Imperial Double Discs

solve your record problem. They are 10 and 12-inch, priced from 85 cents. They are a high grade product. The catalogue now includes over 1,500 selections, and is being increased every month. With the Symphonola and Imperial Records you are ahead of competition.



**Canadian Symphonola Co., Limited**  
31-37 BROCK AVE.

Toronto

Canada

# Some Symphonola Inducements

The Symphonola is  
the Phonograph that  
plays all makes of  
disc records.

The Symphonola is being built in the Symphonola factory, and we manufacture our own cabinets. You can realize the advantages in quality and in delivery that this is over buying cabinets anywhere they can be secured, hurriedly put together and half finished.

The men behind the Symphonola are piano men of experience. Their's is a piano standard of quality for the Symphonola, therefore it is constructed with the same care that a piano is built.

The Symphonola selling policy encourages cash trade. Dealers are permitted to give a 10 per cent. discount to cash buyers. Heretofore in the phonograph business cash and credit prices have been the same, which did not encourage cash trade.

Symphonola discounts give the dealer a fair margin, even though his customer gets a better article for less money than can be offered him anywhere.

There is a good record proposition for Symphonola dealers. We can give prompt deliveries of Imperial Records in any quantity. Imperial Records are in ten and twelve-inch sizes, priced from eighty-five cents up. There are over fifteen hundred titles in the catalogue, and more being added every month.

There will be a rush for phonographs this fall; are you getting ready for it? You can help yourself and your customer by getting your order in. Tell us now how many Symphonolas you can use and assure delivery of your stock.

Any responsible dealer interested in an agency can try out the Symphonola on his floor and return it at our expense if it is not satisfactory.

Get acquainted with the Symphonola, the prices, terms, policy and the manufacturers. Our factory is always open to the inspection of dealers.

**Canadian Symphonola Co., Limited**

31-37 BROCK AVE.

Toronto

Canada



### Martin-Orme Salesmanager Enjoys the Maritime Provinces

Mr. W. F. C. Devlin, director and salesmanager, The Martin-Orme Piano Co., Ltd., is back in Ottawa from a very pleasant and successful trip to Montreal, the eastern townships, and the maritime provinces.

A very pleasant morning was spent with Mr. D. E. Pepin, of Magog, Que., in motoring from that town to Stanstead. "The roads are very fine in this part of the province, and the scenery is too well known to need description," said Mr. Devlin, speaking of his trip to the Journal. Business conditions were reported excellent by Martin-Orme dealers in this territory, as was also the case with the C. H. Townshend Piano Company, who handle Martin-Orme instruments extensively in New Brunswick, and also the Messrs. N. H. Phinney & Co., in Halifax, who control the sole agency for Nova Scotia proper.

The accompanying views were taken on a trip made by Mr. Devlin and Mr. H. W. Phinney, president of Messrs. N. H. Phinney & Co., Ltd. They left Halifax on the morning of Tuesday, June the 19th—just two days after "Apple Blossom Sunday." By Tuesday noon they had run across the province to Windsor, where Minas Basin water could be seen. During this run, which was right over the backbone of the province, Mr. Phinney, who handles a fine Paige—6, did not change gears between Halifax and Windsor. In the afternoon they came into the upper end of the Annapolis Valley running through Hantsport, Wolfville, and Kentville, finally putting up for the night at Kempsville, where Messrs. Phinney & Co. have a very fine up-to-

back to Waterville, and by about twelve o'clock of the second day we had made our first hundred miles.

"In the afternoon we ran to Canning, and then right up to the top of the Mountain, which stretches out for many miles, dividing Minas Basin from the Bay of Fundy. The view from this abrupt height is wonderful indeed. The whole country is apparently spread at one's feet, and looks exactly like a checker board. The contrasts of the white orchards against the darker grain fields assist the illusion. From this height it is possible to see five of the different counties of Nova Scotia. On the third day we made a



View of a Nova Scotia orchard taken by Mr. H. W. Phinney and Mr. W. F. C. Devlin.

fairly long run back to Halifax, having completed about 225 miles in all."

One of the photos shows Mr. Horton W. Phinney, and both attempt to give an idea of the orchards, which, however, one cannot appreciate without actually having been there.

### Eighteen Years Older Than Confederation

The Williams Piano Co. are advertising very extensively the fact that they are eighteen years older than Confederation, having been established in 1849—68 years ago.

Last month the Music Trades published a photograph of many of the men who have been with the Williams Company for the past consecutive thirty years, and who take a great pride in their work, knowing that they are striving to produce an ideal piano that will stay in tune and last a lifetime.

The Williams Piano Company claim to be the oldest piano makers in Canada to-day, and that they are probably making more pianos than any other Canadian factory owing to their large equipment.

"The Piano Journal" succeeds "The Player Piano Journal" of New York. The editor, Glad Henderson, well known to the music trades of the United States, says re the change in name: "The editorial policy of the Journal continues, the slight change in name helping to emphasize the field that it actually covers."

#### TUNER WANTED

Permanent position and good salary to experienced tuner. Must be capable and reliable. Apply to Willis & Co., Limited, 201 Sparks Street, Ottawa.

#### CANADIAN PIANOS AND PIANO PARTS WANTED

A piano firm in British Guiana would like to receive catalogues of medium-priced player-pianos manufactured in Canada. Apply Department of Trade and Commerce, Ottawa, quoting reference No. 1002.

A piano firm in Demerara desires to get in touch with a supply house in Canada carrying full lines of hammers, strings, felts, etc. Apply Department of Trade and Commerce, Ottawa, quoting reference No. 1003.

Canadian manufacturers of pianos desiring representation in British Guiana are asked to communicate with a well-known manufacturers' agent of that colony. Apply Department of Trade and Commerce, Ottawa, quoting reference No. 1004.



Mr. Horton Phinney in a Nova Scotia orchard.

date branch. Mr. Phinney, who is manager of this branch, was busy with customers all during the evening.

"The beauty of the scenery through which we passed this afternoon and the following day is impossible to describe," said Mr. Devlin. "This fertile rolling country, with its red soil, over which spread endless apple orchards, must be second to nothing of its kind in the world. Mr. Phinney accompanied us in the morning to Berwick and

# A Nation - Wide Appreciation

ONE of the chief benefits in the Willis agency is the fact that dealers featuring this make of pianos and players are armed for business competition with goods that enjoy a nation-wide appreciation.

Pianos possess this reputation only when the great Canadian buying public has set its seal of approval upon them, making the name a hall-mark of quality.

When the heads of a home start out to look around for a piano,

show them a Willis and you know they are justified in expecting in that instrument more than just the



usual run of constructional features.

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# Willis Pianos

The Willis Crest



of Quality

and the celebrated **Knabe** grands and upright pianos, for which we are sole agents in Canada.

The Willis Crest



of Quality

## WILLIS & CO., Limited

Head Office: 580 St. Catherine Street West, MONTREAL  
Factories: - - - St. THERESE, Que.

## MONTREAL TRADE TALK

IMPRISONMENT for six months was served out to J. E. Le Blanc, who was prosecuted as a result of the activity of the Montreal Piano Dealers' Association. Le Blanc purchased pianos from seven different firms, paying down small amounts. The pianos were all delivered to the same address, from which they were re-sold by Le Blanc.

P. E. Layton attended the conference of the Blind Schools, held the past month in Portland, Me.

George S. Layton, son of Mr. Philip E. Layton, has gone overseas, having enlisted with the McGill Heavy Siege Battery, which left Montreal the latter part of June.

J. A. Hurteau & Co., Ltd., warerooms is humming with activity and energy, the New Scale Williams, their leader, being the cause of the briskness.

Mr. A. P. Willis, president of Willis & Co., Limited, is at present touring the maritime provinces calling on the various branch houses and agencies of his firm. He will be absent about six weeks. Mr. Charles D. Patterson, wareroom manager, accompanied Mr. Willis as far as Quebec.

An epidemic of motoring is apparent at the house of C. W. Lindsay, Limited. No less than six members of the staff are motor enthusiasts. The latest to catch the disease is Assistant Manager and Treasurer Mr. Edward Hamilton, who has just purchased a seven-passenger McLaughlin touring model, whilst J. A. Poulin has invested in the same make in a roadster type. Motorology is certainly contagious with the members of this firm.

As announced in the last issue of the Journal, the Montreal Retail Piano Dealers' Association has taken on a new lease of life, and some interesting data is forthcoming shortly which at present is a little too premature for publication.

W. H. Leach, president of the Leach Piano Co., Limited, has opened up his summer home, Beaver Cottage, Lac des Isles, in the Laurentian Mountains.

J. A. Hebert, of C. W. Lindsay, Limited, is holidaying at St. Agathe.

W. D. Willis, of Willis & Co., Ltd., accompanied by his family, recently motored to the Willis family summer home on the shores of Lake Champlain, where as a disciple of Isaac Walton Mr. Willis had particularly good success.

Wm. Lee, Ltd., Martin Orme representatives, like the rest of their brethren in the trade, are well satisfied with summer business, which they say is very much above the average for this particular season of the year.

Mr. James P. Bradt, general manager of the Columbia Graphophone Co. in Canada, and Mr. John A. Sabine, of the Music Supply Co., were recent trade visitors to Montreal.

Robert A. Willis, vice-president, Willis & Co., Ltd., commenting upon the "One-Price System," stated that various branch offices and agents are exceptionally well satisfied with this mode of doing business. The one-price system is likened unto a learned judge of whom the writer knows, who said that he once listened with grave displeasure to a witness who could never tell his story twice quite the same. Picking up from the floor a crumpled piece of string the judge held it up before the jury and said, "With my two hands I can hold this string stretched out tight and straight before you, and no matter whether I stand up or walk about or move my arms up and down, or hold it in the draught of the window, it remains straight and true and undisturbed. That is like a true story. But when I let it hang loose it falls into crooks and curves, and the slightest motion of my hand, or the faintest breath of air, causes it to change its meanderings, and it is never twice alike. That is like a crooked story—it is always varying, and can never be depended upon." In the old haggling days of trading it was a smart salesman who could

remember to tell a customer on a second visit the same story he told him before and quote him the same price. But where prices are standard and plainly marked, the salesman has only to quote the price and stick to it. A good store is something more than a trap to catch a customer in.

"Summer rentals and June weddings have been the means of our being able to state that June of this year eclipsed that of last year," stated W. J. Whiteside when questioned as to Karn-Morris sales.

Layton Bros., referring to Mason & Risch product, stated that this line was the "finest made in Canada," and their only wish was that they could sell just "twice as many."

Now that several of the Montreal dealers are closing their warerooms during the months of June, July, and August on Saturday afternoons, why not follow the example of the Toronto piano dealers by closing their warerooms at 5 p.m. on other days during these months? This will be a good topic for the Montreal Piano Dealers' Association to take up next spring.

Mr. E. C. Scythes, vice-president and general manager, Nordheimer Piano and Music Co., Ltd., Toronto, was among recent trade visitors to this city.

Old Orchard Beach seems to be the mecca for the staff of Willis & Co., Ltd., to spend their vacations. Charles D. Patterson, and his brother, W. D. Willis, and other members of the firm, will take in this popular seaside resort during the month of July.

Willis & Co., Limited, report a good local demand for Newcomb instruments in all styles. The Willis factory are now putting the finishing touches to their exhibition models, which will be shown at the various fairs throughout the Dominion. Several new styles not hitherto shown will be on display. At the Toronto National Fair, August 25th to September 10, this firm's exhibit will be usual in charge of Robert A. Willis, who will be assisted by L. J. Burrows, who looks after Willis interests in Ontario.

"Evans Bros. goods have been very much in the limelight lately," said J. H. Mulhollin. "We do not say a great deal, but just saw wood," concluded Mr. Mulhollin.

J. W. Shaw & Co. claim that the Gerhard Heintzman is a conqueror wherever it is shown, and that they are well pleased with business in general. Through the efforts of the firm's manager, A. E. Moreland, this make is steadily winning new laurels.

C. W. Lindsay, Limited, report the closing of some nice Nordheimer business the past month. We are well satisfied with the volume of business transacted during the month of June.

Mr. R. H. Easson, vice-president of the Otto Higel Co., Ltd., was among July trade visitors to New York. That Canadian business is more active in music trade circles than in the United States is the observation of Mr. Easson, although the recovery of that country from the shock incident to entering war will be more rapid than was Canada's experience.

Misfortune comes often to the man who makes an effective effort to see it first.

<b>L. J. MUTTY CO.</b>	175 Congress Street	<b>Boston, Mass.</b>
We manufacture fine calendar coated silks and nainsooks for Pouches and Pneumatics, and special fabrics for Bellows of every description.		
Every kind of RUBBER TUBING is represented in our line, including extra large sizes covered with HEAVY FRICTIONED TWILL, which is designed particularly to prevent splitting over connections.		
SAMPLES and PRICES furnished on request		

## ASCHERBERG, HOPWOOD & CREW, LIMITED

CERTAINTIES FOR THE TRADE.

### SONGS

**DREAM BOAT** - By Ivor Novello

(From See Saw, Composer of 'Till the Boys Come Home  
Comedy Th. London. i.e., Keep the Home Fires Burning)

**BELLS OF ST. MARYS,** By Emmett Adams

Composer of God Send You Back to Me.

**MY HEART'S IN MY HOMETLAND**

By Kennedy Russell

Mus. Director of the Pavilion, London

**JOGGIN' ALONG THE HIGHWAY**

Words by Arthur Anderson

By Harold Samuel

16 MORTIMER STREET, LONDON, W., ENG.

Canadian Agent

LEO. FEIST, 134 W. 44th St., New York.

The Song that is Sweeping Britain

## The Trail That Leads to a Perfect Day

3 Keys—F, G and Bb

Words by Edward Warde

Music by Emil Bronte

Is being introduced in Canada. Everywhere vocalists  
sing it; the song is winning immense popularity. A  
big Canadian demand is now a SURE THING.

It's a long trail leads to Heaven—

It's a long road leads to God—

There is sunshine for the weary

If they walk where angels tread

There's a welcome waiting for you

In the land so far away.

Where love will be requited

At the close of a perfect day.

It's a long, long road to travel

Ere you reach the journey's end

Where a home awaits the homeless

Where the friendless find a friend

So onward ever onward through the

Darkness of the way.

For the long, long trail will lead you

To the light of a perfect day.

Published by

**LEWIS MATHIAS & CO.**

LONDON, ENGLAND

Copies may be had from

Whaley, Royce & Co., Ltd., 237 Yonge St., Toronto

## House of Chappell

Established 1811

DEALERS—The Coming Song of  
Next Season

# "Your Eyes Have Told Me So"

Published in Three Keys

PRICE 60 CENTS

Words by ADA R. CHERRY

Music by E. CARR HARDY

**CHAPPELL & CO., Limited** 347 YONGE STREET  
TORONTO

LONDON NEW YORK  
MELBOURNE



# Music and Musical Merchandise Section

CANADIAN MUSIC TRADES JOURNAL—JULY, 1917

## National Sheet Music Dealers' Convention

*Association Aims at Sheet Music Department Standing on Its Own Feet—Discussions of Discounts and Credit Bureau—Cost of Doing Business 35 p.c. to 55 p.c.—Endorsed Music-in-the-Home Movement—Last Year's Officers Re-Elected*

THE fourth annual convention of the National Association of Sheet Music Dealers has concluded its sessions, at which there was a goodly and representative attendance. The convention headquarters were at the Hotel McAlpine, New York. President Chas. W. Homeyer, of Boston, was in the chair.

### Secretary's Report

We have been fortunate from the start to have identified with the Association practically all of the largest houses in the trade. As we have said in some of our earlier meetings these large houses do not have directly and immediately as much to gain from the activities of the Association, and the Association is not to them such a vital need as it is to the average dealer of smaller stocks and smaller buying possibilities. And it is indeed a matter of satisfaction that at the fourth convention your secretary can report a decided increase in membership among those dealers to whom our activities are an absolute necessity if they are to continue to exist. We know the despair and the despondency that was felt upon the part of the average music dealer three or four years ago. It was felt that there was no future to the business; that he was doing business at a loss, and that there was no chance of its being better.

Piano store after piano store ran their music department at a loss, frankly charging it to advertising. Often without any thought that the business should pay them a profit they became accustomed to losing money, so that they considered it an established order of business just as we consider the precession of the equinox. But thanks to the efforts of the Association the closer co-operation between the dealer and the public that has been brought about thereby, even the smaller dealers scattered throughout the smaller cities began to lift their heads and square their shoulders a little and feel that they were not quite the "yellow dogs" of the commercial world after all. I believe the time is coming, if it is not already here, when a piano house will expect its music department to pay a profit. There is no reason why it should not pay a profit any more than the talking machine branch or any other branch of the business.

When I speak of the piano houses I do not mean those in the large cities, but in the smaller cities where the music department is only a small portion of their business. There are cities with 50,000 or 100,000 population where the firm may do a large piano business but a small music business. Our Association maintains that a small music business should pay as much proportionately as a larger one. As a matter of fact some of you have had the experience that running on a small scale your percentage of profit was on a larger basis, as it was under your own hands and you could avoid leaks and incidentally work on things that carry a bigger profit.

But in the line of development of a better feeling on the part of the general public and the general dealers, it has

been said, I believe in some of the correspondence of the Association, it has come to the point that where neither the dealers nor any of the publishers feel that it is a sin for a dealer to make 100 per cent. profit. There was a time not far in the past when publishers thought if a dealer could get 50 per cent. profit it was all he needed. It did not cost him anything to run his business; he has a girl to do it in lunch time, and he had no overhead charges, and it was all profit.

But there has been a little introspection on the part of the public and the dealers, and I believe to-day you will find without a single exception every large music publisher in the country has realized that the dealers are living human beings; that they have a business which is part of the publishers' business; that the success of the publisher is bound up with the success of the dealer, and that the success of the dealer means more than a bare existence. We must get away from the old idea that if the dealer can pay his rent and grocery bill that is all he ought to have. But in this line of business a dealer should be able to look forward to retiring upon a competency before he reaches decrepit old age.

We have a business which carries with it the inherited ideas of profit to a considerable extent, and it is up to us, dealers and publishers alike, to see that we get it.

### Discussions

A plan was discussed to adopt a uniform size of  $9\frac{1}{4} \times 12\frac{1}{4}$  for sheet music.

A resolution was drawn up for submitting to the Publishers' Association, in convention, to the effect that all copyright sheet music, other than piano, should be marked net, and that the selling price, the discount of one-third, should be established as the maximum retail discount, and be upheld by both the dealers and the publishers; that the wholesale discount should be fixed at not less than one-half, and twenty, with stock order privileges, twice a year, of two-thirds.

It was reported that letters sent out during the past year to compile information regarding the cost of doing business, brought a grand total of eleven answers out of over 2,200 inquiries for such information. However, this question was thoroughly thrashed out upon the floor, and with the information already upon hand it was the consensus of opinion that the cost of doing business was at least 35 cents on the dollar. Some of the most successful sheet music houses in the country reported as high as 48 to 55 cents on the dollar as their cost of doing business.

The Association went on record as demanding of music publishers a minimum profit upon all publications which would in every case at least allow the dealer to cover his costs of doing business, and where this is done both the dealers and publishers must realize that the dealer must get his profits elsewhere.

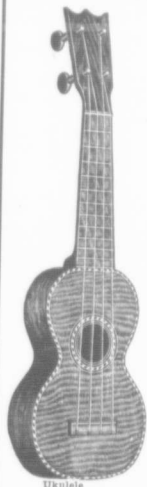
The 75 per cent. profit on new issues is according to all reports most reasonable, the dealer paying 15 cents for such works and selling them for 40 cents. If the dealers were allowed the same percentage of profit on all publications sold they feel that much would be done to raise the status of the sheet music dealer.

Vocal and piano copyrights and the discount under which

# Canada's Greatest Music House

Established 1888

IS EQUIPPED TO SERVE YOUR BEST INTERESTS



Ukulele

A wise forester plants a tree every time he cuts one. Whaley-Royce quick-selling lines need replacing frequently—that's why we are busy now.

Look over your stock of these goods and let us know how many you require:

UKULELES HAWAIIAN GUITARS  
FLAT BACK MANDOLINS  
BANJO-MANDOLINS, VIOLINS,  
VIOLIN CASES AND ACCESSORIES  
"IMPERIAL" STRINGS FOR ALL INSTRUMENTS  
"IMPERIAL" BAND INSTRUMENTS  
"IMPERIAL" BUGLES AND DRUMS

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- "SPEED THE PLOUGH" *Easthope Martin*  
Keys Eb, F, G
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Keys C, Eb, F
- "COME SING TO ME" *Jack Thompson*  
Keys Eb, F, G
- "YOU, JUST YOU" *Jack Thompson*  
Keys A, Bb, C, Db
- FARE YE WELL MY BONNIE LASSIE  
*Jack Thompson*  
Keys G, Ab, Bb
- "DOWN HERE" *May H. Brahe*  
Keys Eb, F, G
- "A JAPANESE LOVE SONG" *May H. Brahe*  
Keys D minor, E minor, F minor, G minor
- "BRIAN OF GLENAAR" *Herbert Graham*  
F minor, G minor

Published by

Enoch & Sons, London, England

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The Anglo-Canadian Music Co.

144 Victoria St., TORONTO

## Selected List of New Songs

- GOD BRING YOU HOME AGAIN  
*(Jack Trelawny)*
- ROSEBUD *(Frederick Drummond)*
- IRIS *(Gwynne Davies)*
- COME HOME TO ME *(Harry Hague)*
- THE CALL *(Herbert Oliver)*
- O DAY DIVINE *(Herbert Oliver)*
- FAIRY REVEL *(Herbert Oliver)*
- THE SCENT OF SWEET LAVENDER  
*(Herbert Oliver)*
- BUY MY LOVELY ROSES *(Cecil Baumer)*
- THE LOVELIGHT IN YOUR EYES  
*(Charwood D. Nibley)*
- SLEEP AND THE ROSES *(Arthur F. Tate)*
- COME BACK SOME DAY *(A. F. Tate)*
- KEEP YOUR TOYS, LADDIE BOY  
*(A. W. Kelibey)*

## J. H. LARWAY

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TORONTO

they are now sold created many diverse opinions as to improvements sought. It was unanimously agreed by all that vocal copyrights should be retailed at a smaller discount than are piano copyrights. Some dealers were of the opinion that there was no necessity of differentiating between the two, that the music buying public would just as easily buy piano copyrights at a smaller discount as they would vocal. The above discussion brought forth the following resolution:

Resolved, That the National Association of Sheet Music Dealers advocate vocal and pipe organ music be placed on a net basis, that the dealer be allowed one-third off on such orders and one-half and twenty on stock orders with the privilege of two-thirds off twice a year.

The reports by numerous dealers of the result of the one-third off instead of one-half to the general public on library editions, which was put into effect immediately following the convention of last year, showed that it had met with success everywhere, many dealers being surprised with the ease with which the public has accepted the new prices.

The idea of having all music marked at the net price for which it is sold which is revived each year, was voted down. It was decided that the music-buying public had been always used to a discount. In most cases they do not demand any certain percentage of discount, just so there is some allowance it seems satisfactory. The net price would, of course, be more successful in the cities where the people buy most of their music through the sheet music dealer, but in the country districts where the bulk of the business is done through the teacher, the teacher must be allowed some compensation for services, risk, etc.

A resolution was forwarded to the Publishers' Association asking what discounts its members would agree to allow on books, octavo music, and similar publications. It was further suggested the discount should be high enough to cover the expense of doing business and allow a profit, and that there should be a minimum of 50 per cent. gross profit allowed on octavo music.

Some officers and members of the Association were of the opinion that the organization should have some sort of a national co-operative credit bureau where information in regard to dead accounts could be placed upon file and monthly reports sent to all dealers supporting such a bureau. This will probably be discussed further, and there is very little doubt but what the dealers will take some action to support such an organization.

An interesting discussion was occasioned when there was presented at the meeting a copy of the circular to music schools sent out by a certain publisher offering editions to such institutions at one-half and one-quarter off and on net works 25 to 50 per cent. off. The sorer spot was that the circular was alleged to have been found in the hands of an individual teacher.

The upshot was the adoption of a resolution urging that all publishers who have school discounts in force should confine such discounts to those accounts kept in the name of the school or academy, and that such school discounts do not exceed 10 per cent. more than the discounts allowed to the professional public.

Quite a discussion was provoked by the announcement upon the part of some that the dealers should have an exclusive trade paper. This brought on a heated discussion, many of the leading publishers and dealers taking the part that the trade papers that were supporting the publishers' and dealers' organizations as they now stood were doing so, often at a loss, and the consensus of opinion seemed to be that if the publishers' body would support the present trade papers operating sheet music departments there would be no necessity to encourage a new one.

A resolution was adopted endorsing the work of the

National Bureau for the Advancement of Music in furthering the music-in-the-home movement.

The following were re-elected officers for the ensuing year: Charles W. Homeyer, president; Paul A. Schmitt, vice-president; R. W. Heffelfinger, secretary-treasurer.

## U. S. Publishers' Convention

*President Bacon's Address—Sheet Music and Editions to be Made 9¼ x 12¼—Over-production Decreasing*

CONCURRENTLY with the dealers' convention in New York, the National Music Publishers' Association held their twenty-third annual meeting at the Hotel Astor. The business sessions were followed by a banquet. President Walter M. Bacon was in the chair.

### *Address by the President*

Since the last meeting the country has entered as a principal in the great world's war, and we as business men must continually have this condition in mind and conduct our affairs accordingly.

From my point of view the responsible music-publishing trade, or at least a majority of those engaged therein, have met the abnormal situation existing the past year or more in a sensible and sane manner befitting the times. The high cost of production promptly had a sobering effect that served to bring us together in closer relationship than ever before, so much so that I am impelled to believe that ruinous price cutting and slashing has almost become a thing of the past, and also served to establish a condition for the better not only of the publisher but also the dealer and consumer.

Trade jealousies may still exist, but they have not been visible to the naked eye, and there has been a general effort on the part of our membership to elevate rather than depress the trade. The tendency has been to get together and adapt our methods to meet the exigencies of the varying situations as they arise; in other words there has been a strong and liberal movement toward co-operation for the general betterment of the trade.

All this does not mean, however, that the music publisher has been or is occupying a bed of roses, or that the millennium has arrived. Far from it. It would be folly to make such a claim, no matter how optimistic an atmosphere I might wish to create at the opening of this convention.

One of the strong points of our association is that we are fortunate in holding our membership. Seldom do we have a withdrawal, and we are gradually from year to year adding desirable members as the number of publishers of the better class of music increases in the natural course of events. Assembling at annual meetings as we do with a large proportion of members generally present we are enabled to form close social acquaintances and learn thereby what a pretty good set of fellows we all are. This situation having been firmly established in the minds of all, the next step is only for us to behave ourselves during the year, particularly in our individual contact with one another, so that when we come together again in a body, each fellow can look the other fellow in the eye without a blush or an apology. Local associations in New York, Boston and elsewhere have been formed by some of our live and enthusiastic members, which have served to help the trade promote the objects of this national Association.

The propaganda against overproduction started several years ago has not been without good results. There has certainly been a decided improvement in this respect, although there is no doubt but that the high cost of production has very materially had an important bearing in assisting in the promotion of this greatly to be desired reform.

Discussion of possible war-period economy through limiting the variety and styles of certain manufactured

## SUCCESSFUL — SONGS —

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By Henry E. Geehl  
Keys C, D, Eb, F.

"SAILORS OF THE KING"

By Theo. Bonheur  
Keys C, D, F.

"TLL SING TO YOU," By Jack Thompson

Keys of C, Eb, F.

"THE HOME BELLS ARE RINGING"

By Ivor Novello  
Keys of Eb, F and G.

"VALE" (Farewell). By Kennedy Russell

Keys of F, Gb, Ab, Bb.

"SOME DAY YOUR VOICE WILL

ANSWER." By Wilfrid Virgo  
Keys of Db, F and G.

"FARE YE WELL MY BONNIE LASSIE"

By Jack Thompson  
Keys of G, Ab and Bb.

"TILL DADDY COMES HOME"

By Cynthia Bishop  
Keys of Eb, F and G.

"CARRY ON," By Elsa Maxwell

Keys of D, E and F.

"ROSEBUD." By Frederick Drummond

Keys of C, Db, Eb, F and G.

"GANG AWA' BONNIE LASSIE"

By Fred Gibson  
Keys of G and A.

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Adoration	.....	Telma
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articles has been started by the Council of National Defence, and already some of the largest concerns in the country, through their own initiative, have decided to adopt this plan. Why is it not an opportune time to apply this same policy to an industry like our own, which has for a long period had for its chief defect overproduction?

A few years since, through the influence and energy of a live, progressive and enterprising set of music dealers, the National Association of Sheet Music Dealers was formed. This Association has proved of great assistance and value in bringing about better conditions not only to the dealers but also the publishers.

There will also be brought to the attention of this meeting the question of the advisability of this Association becoming members of the new Music Industries Chamber of Commerce. This will naturally involve the relation of the music publisher to those engaged in other branches of the music industry, such as the talking machine, the piano-player, and other automatic devices for the mechanical reproduction of music. It has well been said that "without the music from the publisher a piano or hand-played instrument would be useless. Without music first introduced by the publisher the mechanical-instrument people would be without material," and this again raises the question as to whether the publisher has not been too prodigal in the granting of rights for mechanical reproduction, particularly when it is taken into consideration the meager pittance the publisher receives in the form of royalty for the privilege granted.

Another matter closely related to this same question, which has recently been brought into more or less prominence, has been the effort recently made between certain music publishers and leading music-roll manufacturers to reach a definite understanding regarding the use of words on music rolls, particularly as to the amount of royalty to be paid for the use of the words in addition to the 2 cents for the music. Possibly a discussion on this topic may not be out of place at this meeting. It is certainly an important concession where a copyright owner allows the privilege to use both words and music.

### Discussions

A resolution was adopted whereby the chairman appointed three members of the Music Publishers to work in conjunction with three members from National Music Dealers' Association for the selection of certain copyright pieces that cannot be obtained from Germany on account of the war, said pieces to be reproduced under certain understanding with the various publishers.

A resolution was passed whereby the Association recommends as far as possible that all future sheet music and editions shall be made 9¼ x 12¼ size.

The Association was addressed by Mr. Nathan Burkan, a celebrated copyright attorney, on copyright, and Mr. C.

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35 St. Lawrence Blvd. - Montreal

M. Tremaine, director of the National Bureau for the Advancement of Music.

The officers elected for the ensuing year include Clarence G. Woodman, president, of Oliver Ditson Co., 62 Stanhope Street, Boston; vice-president, Walter S. Fischer, of Carl Fischer, 6 Fourth Avenue, New York; secretary-treasurer, Edward T. Paull, of E. T. Paull Music Co., 243 West Forty-second Street, New York.

The Board of Directors: Lawrence B. Ellert of B. F. Wood Music Co.; George W. Furniss, of Oliver Ditson Co.; Edward S. Cragin, of Chas. H. Ditson & Co.; Walter M. Bacon; Michael Keane, of Boosey & Co.; Ernest Voigt, of G. Schirmer; Walter Eastman, of Chappell & Co., Ltd.

### Violins From Japan

ONE of the changes brought about by the great war and the consequent cutting out of the German supply of violins from the American market has been the development of an extensive violin-making industry in Japan. Before the war there were perhaps 150 violin makers in

"Dream Boat," by Ivor Novello, a new song issued by Ascherberg, Hopwood & Crew, Ltd., London.

32 REFRAIN

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Japan," asserts the London Music, "while now the number is stated to be approximately 700. The Japanese are clever artisans and famous for their skill in delicate handicraft. They have taken to violin making very naturally, and with their remarkable adaptability have become very proficient in the manufacture of both the cheaper and the better grades of violins.

"This will mean that when the war is over Germany will not have, as in the past, a practical monopoly of violin making in the cheaper grades. The German workers will then have to compete with the Japanese in the American market, and the rivalry is likely to be keen. In the British markets, also, something may be seen of these Japanese violins, which are at present unavailable.

### The Donajowski Sale

Mr. E. Donajowski, who for over forty years has been engaged in publishing carefully edited works, modern and classic, works for chamber music at low prices, organ compositions, school songs, vocal and piano pieces, has sold out his catalogue to retire from business. About 8,000 of these works were disposed of in London in four days through Messrs. Puttick & Simpson. It is reported that under present conditions the prices realized on the whole were fair, some few works bringing over £4 per plate. During the last afternoon's sale, Mr. Bosworth, chairman of the Music Publishers' Association, took the opportunity of expressing the regret of music publishers at the retirement of Mr. Donajowski, who has always been a genial and popular colleague, and wished him many years in which to enjoy the sweets of retirement.

Among the principal lots in the sale may be enumerated Tchaikovsky's Pathetic Symphony, Casse Noisette Suite and "1812" Overture for piano solo and duet, all purchased by

Messrs. Bosworth & Co. Among this firm's purchases were also C. Sterkel's (H. Tollhurst) Series of Fifty Pieces for violin and piano; Hayward's "Trovatore" Fantasia; sixteen pieces and four Fantasias by Althaus for violin and piano; Rieding's twelve pieces for violin and piano; Tollhurst's 101 Finger Exercises for violin; Dr. Sawyer's Scales and Exercises for piano; Dr. Westbrook's "Rudiments of Notation"; and various piano works by Bachmann, Belairs, Godowsky, Gurliitt, Strelzki, etc. Other buyers at the sale were Messrs. Reid Bros., Beal Stuttard & Co., and Larg & Sons.

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### Music Engraving in France

A school of music engraving for women was inaugurated in Paris in March, 1916, and is intended to serve a double purpose. First, to deprive Germany of its monopoly; and, secondly, to train women engravers who will fear no competition and do justice to French art. After enquiries made among the best music engravers and music publishers, the school promises engravers a salary running from 1 fr. to 1.25 fr. an hour, and to give a guarantee of greater remuneration according to the work accomplished. It is hoped that in the future the propaganda made under the auspices of M. le Ministre des Beaux Arts will bring to Paris the European market of engraving, which hitherto belonged exclusively to Leipzig, which will permit of considerably increasing the number of engravers. Before allowing any plates to leave the atelier, the school must be satisfied that the pupils have attained all perfection in their art. This condition is absolutely necessary for the reputation of the school, and involves upon it a very heavy expenditure. The school feels obliged to help its pupils by giving them the same salary they could obtain at other engraving establishments, where the work would be lighter and where the same perfection of execution would not be exacted. Therefore the school accords, after six months' work, an allowance of 2 frs. a day, the allowance increasing until the end of the apprenticeship, which lasts two years. Besides these allocations, there is the cost of rent, fuel, light, tools, professors and directors, which bring the expenses of the school for the year 1917 to the sum of 30,000 frs. It now possesses tools of the highest order, but at a cost of 15,000 frs.—*Musical Opinion.*

### Marriage of Albert E. MacNutt

Announcement is made of the marriage of Miss Alma Corressa Parkhill, of Chipman, N.B., to Mr. Albert E. MacNutt, of Moncton, N.B., on June 20. Mr. MacNutt is known all over Canada as the composer of the great patriotic song success, "We'll Never Let the Old Flag Fall," and other compositions. His many friends wish him a long and happy and prosperous life.

### A. J. Seyler Attends U.S. Sheet Music Conventions

A despatch to the Journal from New York says: A new member in the ranks of the National Music Dealers' Association, which held its Convention in New York at the Hotel McAlpine, is The Nordheimer Piano & Music Co., of Toronto, which membership was proposed by its representative, Mr. A. J. Seyler, who attended the meetings of both the Publishers' and Dealers' Associations. President Homer, of the Dealers' Association, upon receiving the application called upon Mr. Seyler for a few remarks, and briefly and in an able manner he extended the greetings of the Canadian dealers to their American associates.

This Association has appointed a committee to bring in a satisfactory name for the organization, which will include dealers of the United States and Canada, and already the name National Sheet Music Dealers' Association of America has been suggested. It is sincerely hoped that the names of other Canadian dealers may be brought forward in either the Publishers' or Dealers' Associations, as much good can be accomplished by the closer personal relationship.

Mr. Seyler, through his long experience at the head of the sheet music department of the Nordheimer Piano & Music Co., aided the members with his advice upon the several important matters under discussion. He has endeared himself to the members of both associations, and it is sincerely hoped that his visits to New York for the meet-

ings will be annual occurrences. After attending a number of social functions in connection with the conventions in New York, he has visited both dealers and publishers in Boston, where he has found it difficult to break away from the courtesies which all have endeavored to extend to him.

### Bosworth & Co.

This firm is again to the front with their purchases at the sale of the Donajowski catalogue, which took place recently in London. As will be noticed from their advertisement in this issue they purchased only works by well-known composers of first-class reputation, like the series of Sterkel's arrangements for violin and piano, which have had an enormous sale; also Hayward's very popular Fantasia on "Trovatore" for violin and piano. There is a piece for piano almost equal in quality to the celebrated "Rendezvous" of Aletter, called "La Marquise," by E. Donajowski. This piece had a remarkable vogue in France, and will doubtless find many friends in Canada. On the serious side, the small album by Dr. A. Somervell is well recommended, also the Scales and Exercises by Dr. Sawyer, and the celebrated 101 Finger Exercises for violin by Tolhurst.

### NEW MUSIC Copyrights entered at Ottawa

- 33007 Why? Words by Geo. Graff, Jr. Music by F. Bernard Grant.  
 33008 And the Devil in Your Eye. Words by Geo. Graff, Jr. Music by Geo. Graff, Jr.  
 33017 You're Mamma's Baby. Words by F. Bernard Grant.  
 33018 Where You Are is Paradise. Words by Sam M. Lewis and Joe Young. Music by Pete Wendling.  
 33019 The Awakening. Words by Amy Ashmore Clark. Music by Billie Taylor.  
 33020 Down by the Beautiful Nile. By Hilda Zelnor. Words by Geo. W. Meyers. Music by Geo. W. Meyers.

## Bosworth Edition

Purchased at the "Donajowski" Sale.

### TSCHAIKOWSKY.

"PATHETIC" SYMPHONY, Complete, Pianoforte Solo.

"1812" OVERTURE, Pianoforte Solo and Duet.

"CASSE NOISETTE" SUITE, Pianoforte Solo and Duet. Correct playable arrangements.

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O. RIEDING, 12 PIECES. Violin and Pianoforte.

B. ALTHAUS, 16 PIECES. Violin and Pianoforte.

B. ALTHAUS, 16 PIECES, and 4 FANTASIAS. Violin and Pianoforte.

TOLHURST'S 101 FINGER EXERCISES. Violin.

DR. SAWYER, SCALES and EXERCISES. Piano.

HAYWARD'S CELEBRATED "TROVATORE" FANTASIA. Pianoforte and Violin.

DR. WESTBROOK'S RUDIMENTS OF NOTATION.

And various Pianoforte Works by Buchmann, Bellairs, Donajowski (Marquise), Godowsky, Gorlitt, Cuthbert, Harris, Lichner, Newell, Spindler, Stanialaus, Streletzki. Smallwood Valsette Album, etc.

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Publishers of the Five Great Piano Methods:

"Beringer's Tutor," "Ward's Progressive Tutor," "Hemy's Tutor," "Wickia's Rapid Method," "Moore's First Principles."

- 33021 Harmony Blue. Fox trot. By J. Bodewalt Lampe.  
 33022 Rialto Ripples. Rag. By Geo. Gershin and Will Donaldson.  
 33023 Ain't You Coming Back to Dixieland? Words by Raymond Egan. Music by Richard A. Whiting.  
 33024 Cherry Blossom. Words by Gus Kahn. Music by Harry Raymond.  
 33025 Someday Somewhere. Words and music by Alice May Becker.  
 33026 Who's Who. One step by Mabelle Morris.  
 33027 There Will Be No Kaiser Any More. Words and music by James M. Hagen, Wilmington, Penn.  
 33028 Glory of Womankind. Waltz. By Harry J. Lincoln.  
 33029 In a Garden of Shadows and Tears. Words by Geo. A. Little. Music by Arthur Haddon.  
 33043 They're Kixki Kid. Words by Grant E. Cole. Music by Fred G. Brown. Cole & Brown.  
 33054 You Don't Have to Come From Ireland to be Irish. Words by George Graff, Jr. Music by Bert Grant.  
 33055 Like a Beautiful Wild Red Rose. Words and music by William H. Ferriss.  
 33060 Buccaneer Bay. Words by Florence S. Ancient. Music by Edith Stuart, Vancouver.  
 33064 Buzin' Along. Lyric by Stanley Murphy. Music by Henry L. Marshall.  
 33065 Any Place in the U.S.A. Lyric by James Wells. Music by Walter J. Pond.  
 33066 Scouting in the U.S.A. Chorus by Gus Kahn. Music by Edith Goodland Bartlett.  
 33067 The Baltimore Blues. By Henry Lodge.  
 33083 I Want to See If My Daddy's Come Home. Words by Grant E. Cole. Music by Fred G. Brown, Cole & Brown, Toronto.  
 33093 Do Something. Words and music by Edward Laska.  
 33101 I Want You to Want Me With You. Song. Words by Alfred Bryan. Music by Harry Thierney.  
 33102 I Want a Good Girl and I Want Her Bad. Song. Words by Alfred Bryan. Music by Alfred Bryan.  
 33103 Seminary Girl. Song. Words by Alfred Bryan. Music by Harry Thierney.  
 33104 For One Sweet Day. Song. Words by Alfred Bryan. Music by Harry Thierney.  
 33105 Garden of Liberty. Song. Words by Alfred Bryan. Music by Harry Thierney.  
 33106 Get a Girl to Lead the Army. Song. Words by Alfred Bryan. Music by Harry Thierney.  
 33107 Farm. Song. Words by Alfred Bryan. Music by Harry Thierney.  
 33108 When a Dainty Peeping Ankle Peeps at You. Song. Words by Alfred Bryan. Music by Harry Thierney.  
 33109 Vegetable Song. Words by Alfred Bryan. Music by Harry Thierney.  
 33110 We Do the Best That We Can. Song. Words by Alfred Bryan. Music by Harry Thierney.  
 33111 Arm Candidates! March to Glory! Canadian war song. Words by Victor Wyldes. Music by Colin C. McPhee.

Your Eyes Have Told Me So

One of the biggest ballad successes of recent years in England and Australia is slated for popularity in Canada and the United States next season. It is "Your Eyes Have Told Me So," by E. Carr Hardy. The Canadian and American rights of this song have been secured by Chappell & Co., who now announce that the Canadian edition is ready for the trade. It is published in three keys, F, G (D-E), and A.

Well Fixed for Stock

Messrs. Bearé & Son, Toronto, report an unusually large stock of harmonicas on hand for immediate shipment, these being in both single and double reeds, and of French-Swiss make. They also have large quantities of fiddles, bows, and strings. "Considering all lines," said the manager to the

Journal, "We are better situated for stock than at any time since the war began."

Enoch & Sons

Some of the prominent songs in Enoch music just now are: "The Ivy-grown Cottage" (Dickson), "The Shrine" (Graying), "The Rainbow of Love" (Meale), "Bird of My Heart" (Jack Thompson), "Home of Mine" (Westell Gordon), "A Japanese Love Song" (May H. Brahe), "Speed the Plough" (Easthope Martin), with Jack Thompson's, "I'll Sing to You" still their big seller. An album that is attracting considerable interest is May H. Brahe's "Song Pictures."

J. H. Larway

J. H. Larway, the London publisher, submits a new list of songs for dealers' selection. This includes: "The Rose Eternal" (David Derwood), sung by Caruso; "Yellow Roses" (Herbert Oliver); "The Voice of the Shepherd" (Trevor Glynn); "O Canada, March On!" (Margaret Wakefield); "Come Back Some Day" (A. F. Tate); "Waiting for You" (Margaret Wakefield); "In God's Good Time" (Jack Trelawny); "O Day Divine" (Herbert Oliver); "The Call" (Herbert Oliver); and others.

Mayor Mitchell of New York has issued an order to the dance hall proprietors that the national airs shall not be played for dance music under the penalty of forfeiture of the license.

New Universal Music Rolls for July

No.	SONG ROLL (88-NOTE)	Price.
2205	Ain't You Comin' Back to Dixieland. Richard Whiting.	90
2210	Cotton Pickin' Time in Alabama. Jass. fox trot. Arthur	90
2221	Darktown Strutters Ball. Jass. fox trot. Shelton Brooks	90
2223	Good-bye Cherry Blossom. Saxophone arrangement. Ed-	90
2225	If I Catch the Guy Who Wrote Poor Butterfly. Arthur N.	90
2227	I Love You Truly. Carrie Jacobs-Bond	90
2229	I'm a Longin' Fo' You. Jane Harthaway	90
2231	Just Plain Jass. Fox trot. Raymond H. Brown	90
2235	Mighty Lak 'n' Rose. Ethelbert Niven	90
2238	Monkey Hunch. Fox trot. James P. Johnson	90
2241	Mother, Dixie and You. Jass. fox trot. Joseph Sautley	90
2249	On the Same Old Road. Al Plantadani	90
2241	Pictures of Dear Old Ireland. Jack Tilgan	1.20
2267	Sinbad Was In Bad. Jass. fox trot. Harry Carroll	90
2273	Sweet Mama. Jass. one step. Walter Donaldson	90
2245	There's a Vacant Chair in My Old Southern Home. Al Plantadani	90
2209	Where Do We Go From Here. Saxophone arrangement. Percy Wenrich	90
2247	Where the the Yang Tee-Ki-Ang Flows. Arthur Lange	90
2211	You're Sissy Baby. Jass. fox trot. Ernest Brewer	90
2217	You've Got a Million Dollar Smile. Jass. one step. Burnette	90

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Columbia Graphophone Company  
 Factory and Headquarters  
 Toronto Canada



## METROSTYLE-THEMODIST (88-NOTE)

303244 Blue Monday. Fox trot. Harry Tatton	60
303168 Gypsy Life. One-step. George J. Trankam	60
303242 Some Jazz Blues. Fox trot. M. L. Lake	60
303238 You're In Love. Selection. Rudolf Fried	1 29
<b>METRO-ART (88-NOTE)—HAND-PLAYED</b>	
303192 Bedouin Girl. Passing Show 1917. Sigmond Rosenberg	60
303030 Dream Kisses. Intermezzo. Edwin F. Wilson	78
303174 It Takes a Long, Tall, Brown-Skin Gal. Will E. Skidmore	60
303142 Won't You Be My Daddy. Passing Show 1917. Sigmond Rosenberg	60

## TRADE GOSSIP FROM THE MARITIMES

The piano stores of Amherst, N.S., have agreed to close their waterrooms Wednesday afternoon at one o'clock during the months of June, July, and August, to assist in the greater production of food stuffs.

Charles Whittle, of Moncton, N.B., is a well-known figure in Moncton and surrounding, and is ever kept busy on tunings, and in fact is likened somewhat to a doctor, his time never being his own. This is accounted for by honest and conscientious work.

A. E. MacNutt, the well-known composer of Moncton, N.B., is as much at home on the stage as he is in writing and composing patriotic and popular selling songs. He recently took one of the leading parts in an amateur production of one of the leading operas, which was staged in Moncton and St. John in aid of patriotic funds for Red Cross work. Mr. MacNutt was recently married to Miss Alma Corressa Parkhill, of Chipman, N.B.

C. W. Lindsay, Limited, Quebec, are very much pleased with the sale of an Estey Model T-61 organ, and the disposal of a Gerhard-Heintzman grand player piano. Manager Hurteau is a most capable salesman, and business under his supervision has developed wonderfully.

Amherst Pianos, Limited, St. John, N.B., do a thriving business in their lending library which has appealed to a large number of their customers living out of town. This has been the means of getting in closer touch with some of their customers, and at the same time increasing their clientele among new prospects.

The C. H. Townsend Piano Company, St. John and Moncton, are Victrola enthusiasts, and the large number of machines they are placing shows the implicit faith they have in this make. They do a large business in "His Master's Voice" records.

The Amherst Pianos, Limited, St. John, N.B., allow a talking machine and twelve selections on trial. They have sold a large quantity of the popular Columbia song hits, "For Me and My Girl" and "Indiana."

H. L. Hewson & Son, Amherst, jobbers of the Pathe for Nova Scotia, report a steady increasing trade for this make.

The Johnston Piano Company, of Halifax, in addition to handling the Sonora, feature Columbia, Pathe, and Phonola, and in these makes handle a large volume of business. Columbia and Pathe records are excellent sellers, they claim.

A. A. MacKenzie, of New Glasgow, finds the New Edison Diamond Disc machine a popular line to exploit, and has already placed a large number of these in homes in New Glasgow and surrounding territory.

## TRADE NEWS BRIEFS

Mr. H. A. Eckardt, of the Williams Piano Co., Ltd., Oshawa, is on a business trip to the Maritime Provinces.

Mr. H. D. Kresge, of R. S. Williams & Sons Co., Ltd., Toronto, is back at his desk after an enjoyable holiday in New York and Philadelphia.

Mr. W. B. Puckett, vice-president and manager, Williams Piano Co., Ltd., Oshawa, has returned to the factory from a visit to Williams agencies in the west.

Mr. Paul J. Stroup, of the Universal Music Co., New York, took advantage of his recent visit to Buffalo to make a flying trip to the firm's Canadian headquarters in Toronto.

H. C. Cutler, of W. H. Paling & Co., Ltd., one of the most important piano and music houses in Australia, with headquarters in Sydney, visited United States centres during the month.

Mr. F. T. Quirk, manager, Stirling Actions & Keys, Ltd., Toronto, visited a number of United States centres recently, including New York, calling at Montreal and St. Therese on his return trip.

The musical young woman who dropped her peekaboo waist in the piano player and turned out a Beethoven sonata has her equal in the lady who stood in front of a five-bar fence and sang all the dots on her veil.

Mr. H. G. Stanton, vice-president and general manager of the R. S. Williams & Sons Co., Ltd., attended the International Rotary convention, held at Atlanta, Ga. Rev. Pidgeon, of Winnipeg, was elected president.

Mr. Wyman Stanley Clark, manager of the Stanley piano factory, Toronto, was on June 23 married to Miss Ethel Stephenson. The employees took advantage of the occasion to express their good wishes in the form of a very handsome gift in cut glass. The firm presented Mr. Clark with a purse of gold.

Mr. Harry H. Fitch, Canadian manager of the Universal Music Co., spent the first of July with his parents at Niagara Falls. Mr. Fitch and his family just arrived at the Falls when they heard of the terrible accident on the Gorge Route on July first. The victims crossed the lake on the same boat as Mr. Fitch.

Different buyers have different exchequers; that's why price variety is as important as quality of product. The Columbia dealer always has both.

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

Columbia Graphophone Company  
Factory and Headquarters  
Toronto - - - Canada





## IS THIS YOUR HOME ?

**D**INNER over. News of the day all read. It's been a weary, worrying day. Yet a long stretch of two hours—two vacant, empty hours—before bedtime? If only we knew how to spend that time enjoyably, satisfying! If only we had the nerve-soothing, heart-gladdening charm of—music!

Is this your home? Are you denying yourself that greatest medicine of the mind—rich, inspiring music?

How fine it is to be able to sit down each evening, to laugh with the lilt of the latest rag, to have one's thoughts enriched by a great master-classic, to be cheered in mind by a wonderful song!

Why should we deny ourselves this needful pleasure?

Why should we even choose a player-piano on a basis of price, price, price,

when the measure of its rich satisfaction is beyond all value.

The better the piano, the better is our enjoyment, the profounder grows our love of music, the deeper and worthier becomes our pride in its possession.

On this basis Gerhard Heintzman ideals were founded; a beautiful tone of lasting richness in a piano of in-built goodness.

The craftsmen of to-day have made its merit a by-word.

### **Gerhard Heintzman Player-Piano**

*The price is unusually  
low for quality so  
unusually high.*

It is this Dominion-wide appeal and the way the Gerhard-Heintzman all-metal player piano meets it in every particular, that helps make the Gerhard Heintzman agency more sought after than ever before.

### **Gerhard Heintzman Limited**

**Toronto**

75 Sherbourne St.

**Canada**



The Mason & Risch Piano of to-day is the artistic and progressive result of a life-time in piano making. Built on correct principles, correctly applied, it amply satisfies the demands of the most exacting; it is the recognized leader for style, construction, quality, durability and all that human ingenuity may draw from physical science for the enrichment of piano voice.

When you recommend and sell a Mason & Risch Piano or Player Piano as "Canada's First and Foremost, the Best Built," the purchaser will set the mark of approval on your establishment!

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**Mason & Risch Limited**

230 Yonge Street

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