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CANADIAN MUSIC TRADES JOURNAL

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All Branches of the Trade in Convention

NATURE teaches co-operation. Animals in herds survive. Individuals preying upon them perish. Men now-a-days unite to improve business by conventions.

Every month all branches of the Music Trades in Canada sit in convention. The sessions are brief, instructive and inexpensive. The attendance is representative from every province. The deliberations are effective because they are frequent and regular.

These conventions are accomplished through the medium of Canadian Music Trades Journal.

Here we go on Record once more



Every family that owns a piano you sold them is ready for a Columbia Grafonola.

Every family that you failed to reach with a piano sale, you can reach with a Columbia Grafonola or Columbia Double-Disc Records.

Every family that you found already in possession of a talking machine is another place where you can do Columbia Record business.

Every visitor to the store can be interested in Columbia Grafonolas or Columbia Double-Disc Records.

Every sale of a Columbia Grafonola means a constant relationship between you and the buyer, which produces record business all the time and is likely any time to produce piano business.

This is not the place to discuss the actual figures of the margin of profit, but we can assure you that we realize, just as you do, that the principal feature of successful selling is successful buying, and we are prepared to go into full particulars with any piano dealer who will put a little of his time against a little of ours.

We will agree to make the conversation interesting.

COLUMBIA

Graphophone Co., Toronto, Canada

Creators of the talking machine industry. Pioneers and leaders in talking machine art.
Owners of the fundamental patents.

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



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Martin-Orme Style 30 St. Julien

THE quality of Martin-Orme case finish will be noticed immediately on inspection of any of our instruments.

Notwithstanding heavy increases in the cost and the difficulty of securing them, we are supplying higher grade case woods than ever before—none but fancy veneers are used in all Martin-Orme models.

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the depth and richness of which is unrivalled and is immediately apparent, even to the eye of the layman.

These qualities contribute the air of distinction characteristic of Martin-Orme pianos—and cause them to "stand out" upon your floors. From the very first sight the customer is highly impressed.

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OTTAWA, CANADA

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Its Full, Rich, Sympathetic Tone Compels Recognition and Admiration

The Gourlay satisfies the artist's most extravagant hopes for an instrument that is musically perfect.

His technique finds full play in its inimitable scale.

His artistry is unhampered by limitations for tone or range.

—For the Gourlay is Musically Perfect



If you had spent a lifetime building the finest pianos, your appreciation of the mechanical qualities of the Gourlay would be increased.

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If, like thousands of other Canadians, you had tested and enjoyed the Gourlay piano in your own home, your enthusiasm, like theirs, would be unbounded.

The purchase of a piano is not to be undertaken at random. You will never regret having given your most careful attention to the superiorities of the Gourlay piano before making this investment.



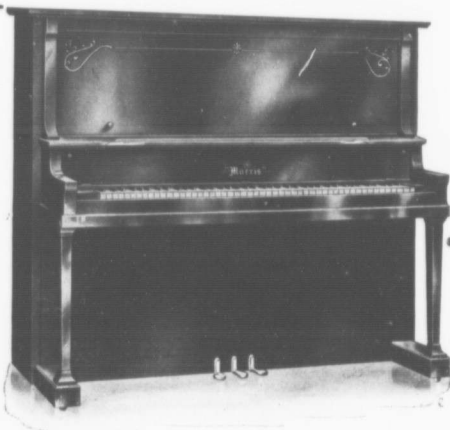
Gourlay, Winter & Leeming LIMITED

188 Yonge Street
Toronto

Deviation from our High Standard

is unknown in any single KARN or MORRIS instrument. There are little ways in which we could lower the cost of production—saving a little here in materials, and taking short cuts there in manufacture.

But alleged economics are not for a moment considered because we refuse to sacrifice high quality, even in the smallest degree, for any consideration. KARN and MORRIS pianos embody this ideal—always.



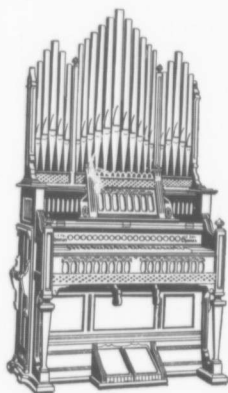
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Head Office—WOODSTOCK, ONTARIO

Factories—WOODSTOCK and LISTOWEL



One of the results of making a KARN or MORRIS sale is that the customer is encouraged to make his payments to you regularly; because he is handing over the money for something that he is proud to own and completely satisfied with.



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The requirements of the large country churches are fully met by the Thomas Organ.

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STYLE "ORCHESTRAL"

Thomas Organ & Piano Co.

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There is a great Sales Opportunity with the wonderful Haines Bros. Player

It brings the great masters of the pianoforte into the home, where they will play for the family circle with the same magnificent art that they display on the concert stage. Every tone, color and subtlety of expression comes to the ear as if the artist were personally at the keyboard.

Imagine the delight of the prospect in finding such an instrument for his home. Consider carefully what this means to you. This instrument will place you so far in advance of your competitors that you will stand alone—above possible competition.

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Foster - Armstrong Co.

Head Office Limited
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J. W. WOODHAM, General Manager
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and Player Trade

QUALITY based upon practical perfection in every detail of material and manufacture distinguishes Universal Rolls above all others in the market.
Universal timeliness and right prices make it the easiest of all roll lines for the dealer to sell—on a permanent trade basis.

CERTIFIED SELLERS—THE JUNE BULLETIN

METRO-ART (88-Note—Hand-Played)

202634	Dainty Daffodils	Walter E. Miles	\$.78
202746	There's a Broken Heart for Every Light on Broadway . . .	Fred Fischer	.60
202726	You're the Dawn of a Wonderful Day. W. R. Williams		.48
202664	Country Dance. Op. 6, No. 2. Ethelbert Nevin		1.20
202718	Sail on to Ceylon	Herman Paley	.60

METROSTYLE-THEMODIST

302538	Amaranthus Caprice. John Francis Gilder		.66
302598	An-O-K.-Fox Trot. Medley Introducing: (1) Bantam Step; (2) Universal Fox Trot; (3) Bugle Call Rag; (4) Will-of-the-Wisp; (5) You Can't Get Along With 'Em, etc.; (6) Bantam Step.		1.20
302592	A-Ring-Dinger One-Step Medley Introducing: (1) Siam; (2) Cumber- land; (3) Sweet Cider Time, When You Were Mine; (4) The Ghost of the Terrible Blues; (5) She's Your Girl and My Girl; (6) Siam.		1.20
302562	Chimes of Venice	Walter Decker	.60
302588	From Italy. Italian Medley Introducing: (1) Antonia; (2) La Scil- litana; (3) Santa Lucia; (4) Hou- la-la; (5) O Sole Mio; (6) Maria, Mari!; (7) Margarita.		1.20

METROSTYLE-THEMODIST

302506	It Takes a Great Big Irish Heart to Sing an Irish Song . . .	Jack Glogau	.60
302596	My Dreamy China Lady. Egbert Van Alstyne		.48
302614	Robinson Crusoe, Jr. Selection. Sigmund Romberg and Jean Schwartz Introducing: (1) My Pirate Lady; (2) Minstrel Days; (3) Robinson Crusoe; (4) Simple Life; (5) Tillie Titwillow; (6) Robinson Crusoe.		1.20
302364	Saved by Grace. Gospel Hymn. George C. Stebbins		.48
302594	Victor Herbert March Medley. Victor Herbert		1.20
302606	Waiatae, Hawaiian Waltz. Ukalele Arrangement	Major Kealakai	.48
302586	Will You Be My Little Girlie? Edith G. Bartlett		.60

METROSTYLE-THEMODIST—"Popular Edition" 30 Cents Each

6314	Alabama Slide. Fox Trot	Charles Johnson
6312	Missouri Waltz.	Knight, Legan and Eppel
6302	Some Blues. Fox Trot	Theron C. Bennett
6310	Thunder and Blazes March	Julius Fucik

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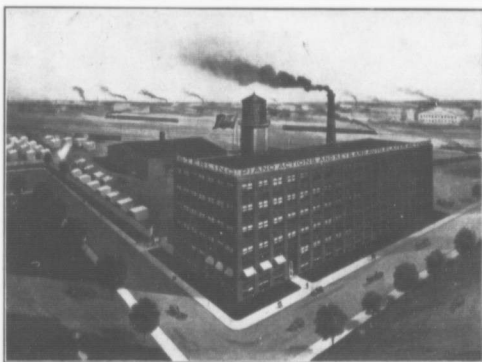
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The new walnut with the figure and soundness of American Walnut but with the Circassian colors and high lights.

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The Sterling Individual Brass Flange Action

has strength and durability above the requirements that will be put upon it. In the event of a repair being necessary the work is done easily and quickly. This action is especially adapted to meet the extra work put on the action of a player piano.

For less costly instruments the Sterling ordinary wood flange action will be found to possess all the advantages of high class materials and accuracy in workmanship.

Nothing but the best ivory, nothing but the most skillful matching, nothing but the most competent workmanship goes into "Sterling" Keys.

They are made "right" in every detail and do credit to the highest grade Canadian pianos.

Sterling Actions & Keys

LIMITED

Noble Street

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QUALITY

This trade-mark guarantees it

Bohne Hammers have always been beyond duplication. The very choicest materials obtainable go into producing them, and every detail from the first operation to the last is carried out by men of special training. Every order is critically inspected before leaving our factory.

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TORONTO - **CANADA**
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STYLE G LOUIS, MAHOGANY
 Get our low price on this beautiful high grade piano

Stanley Pianos AND *Player Pianos*

ARE THE DEALERS' FAVORITES. BE SURE AND WRITE FOR OUR CATALOGUE AND PRICES BEFORE ORDERING ELSEWHERE. IT WILL SURELY PAY YOU. THIS IS YOUR OPPORTUNITY.

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Past Through years of experience we have met with most gratifying success in producing a truly great piano at a price which has been reduced to a minimum.

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THE GODERICH ORGAN COMPANY, Limited

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REED ORGANS

SELLING MORE THAN EVER FROM COAST
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The Favorite Everywhere.

Send for Catalogue and Price List.

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Special designs of cases made for large dealers, with name on, of firm requiring these.





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**King and
Bathurst Sts.**

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The Higel Metal Action

is dependable—always.

It is proof against climate, rust and leaks.

It is easy to operate and responsive.

The parts are interchangeable. They are made absolutely exact.

HIGEL ACTIONS are approved the world over—because they are always the last word in action advancement, and because they never fail to stand up to the strain.

No pains nor cost is ever spared in any way to insure perfect satisfaction.

**Higel Supplies Always
Mean Service**



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**The Spice
of Life
is
Variety**

But in business variety is both the "Spice" and the "Life." The varied designs and finishes in **Doherty** and **Clinton** pianos—each with that pure, permanent tone and careful construction for which the Doherty firm is famed—form a drawing power that puts the Doherty agency in the lead.

Doherty Piano Co.,
(Established 1875) *Limited*

*Head Offices
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Over 70,000 Doherty Owners Now

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PINS, WIRE, FELTS, CLOTHS, PUNCHINGS, HINGES, PEDALS AND GENERAL PIANO HARDWARE.

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HAMMACHER, SCHLEMMER & COMPANY
NEW YORK, since 1848
4th AVENUE and 13th STREET

We can also give you perfect satisfaction in piano benches, record, player roll and sheet music cabinets.

**Leave Your Piano Cases
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Don't worry over your case department. You have troubles enough getting help. Use those men for other work and let Brantford make your cases.

You then know your cost to a cent and it saves tying up capital. We can submit designs or work from your own drawings.

Brantford Piano Case Co., Ltd.

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BRANTFORD

CANADA




Lonsdale Piano Co.

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Manufacturers of the
Highest Grade Upright and
Player Pianos

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Maximum of Quality
AT A
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Is not this what almost every Piano Purchaser looks for? Are you in a position to give this? Better make sure about it, by writing to-day for OUR Catalogue and prices, on our full range of Styles. These embody only the finest materials and workmanship obtainable.

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High Grade Commodities

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PIANO AND PLAYER TRADE

**Player Accessories.**

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

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

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

Imported French and also Domestic
Bushing Cloth—Hammers.

The Newcombe

Established 1870

"Never Suffers by Comparison"

It is a dependable piano throughout. There's a heap of satisfaction (and it's good business too) to give every customer a little more than they expect—if you can. With the Newcombe you can.

Besides the tone, finish and durability of a singularly high-grade product the tone and lasting qualities are further improved by the use of the "Howard Patent Straining Rods," which are used on every Newcombe piano but which are found on no other make.

The Newcombe agent
has a real "Leader"

**NEWCOMBE**
PIANO COMPANY, LIMITED

Head Office: 359 Yonge Street
Factory: 121-131 Bellwoods Avenue

TORONTO - CANADA

**Don't Press People to buy
what you offer—rather**

Sell Them What They Want to Buy

That's just what you're doing when you are out on WRIGHT Piano deals. You are working a line that has all the features people want. Lasting quality is in evidence from castors to top. The finish is dainty and good. The notes, from low bass to high treble are true. The price is within the reach of everyone who should afford a piano.



Get the WRIGHT agency and you'll get what the people want. Doesn't that look like good business? Don't pass it up another day.

WRIGHT PIANO CO.
LIMITED

STRATHROY - ONTARIO



Goods that Speed up Your Sales

EVANS BROS.' piano quality at the Evans Bros.' price, widen your field for earnings.

They enable you to build up your sales by good service, and as low prices as are consistent with strictly high-grade instruments.

No EVANS BROS.' dealer is afraid of competition because of perfect confidence in our goods, backed as they are by years of experience.

Evans Bros. Piano and M'fg Co., Limited
INGERSOLL, - - - ONTARIO



D. M. BEST & CO.

High Grade Hammers and Strings

455 King Street West - Toronto



Any reference to high-grade piano sales is incomplete without mention of D. M. Best & Co.'s high-grade **Hammers and Strings**. They are inseparable. D. M. Best & Co. have won a reputation for supplying Quality Hammers and Strings for Canadian Quality Pianos. Our aim is perfection.

We are sole Canadian agents for the celebrated Webster & Horsfall's music wire. Made by Latch & Batchelor, Ltd., Birmingham, England. We have had this wire, Red and Blue labels, tested by the School of Practical Science, Toronto, and find it very satisfactory. We also had the Poehlmann (German) wire tested at the same time. The difference is striking, especially the elongation. Poehlmann stretching about fourteen times more than WEBSTER & HORSFALL'S, and the difference in strength—eighteen points in favor of the English wire, which comes to International Pitch at 125 pounds tension, and the Poehlmann at 150 pounds, which proves the superiority of this English wire.

THE tone of the CRAIG piano is of rare quality. Whether played to produce a large volume of sound or a sustained singing quality, the CRAIG piano is always noted for its pure, sweet, sympathetic notes.

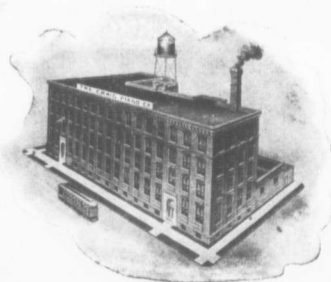
The Craig player furnishes the same music as the Craig piano, only for the pianist is substituted a player action, that is instantly responsive—one that is capable of permitting you to render your favorite numbers according to your tastes—one that lasts and keeps in repair.

ESTABLISHED 1856



The Craig Piano Company

Montreal - Canada



Boosting Your Edison Sales

Elizabeth Spencer, the famous American mezzo-soprano, made a four-day tour of Canadian towns last month to demonstrate the perfect re-creation of her voice by Edison's New Art. It brought to life a lot of fine Edison prospects for our dealers. Hundreds of music lovers heard Miss Spencer as she sang in comparison with her own voice and marvelled at the perfect fidelity with which her voice was re-created on

The NEW EDISON

Numerous great artists besides Miss Spencer—singers and instrumentalists—have sung and played in direct comparison with Edison's Re-Creation of their work, and the musical critics of more than one hundred of America's principal newspapers, *in the columns of their own papers*, admit that they cannot distinguish between an artist's voice or instrumental performance and Edison's Re-Creation of it.

What Dealers Say

Below is an extract from a letter from Mr. J. M. Greene of the J. M. Greene Music Company, Peterboro:—

"For a tone test, Spencer is simply great, as it is absolutely impossible to detect when she is singing or not."

Mr. D. S. Cullen, Berlin, writes about Elizabeth Spencer's appearance there as follows:—

"We had a splendid audience and they were simply delighted with the excellent demonstration by Miss Spencer. I am starting a whirlwind canvass of the people who attended Elizabeth Spencer's concert and feel sure of good results."

The following telegram was received from Mr. A. MacLean, Haileybury:—

"R. S. Williams & Sons,
Toronto, Ont.

Recital a wonderful success. Theatre filled to the doors. Acoustics first class. The greatest surprise this audience have yet had. Everybody is so pleased."

If you are an Edison dealer it will pay you to arrange early for a similar tone test. Write us now. If you are not an Edison dealer, there may be an opportunity for you to secure a license to sell Edison goods. Write us.

Elizabeth Spencer

the famous American mezzo soprano who made a four-day Canadian tour, singing in comparison with her voice on The NEW EDISON

AT

Peterboro, May 3rd,

Under the auspices of J. M. Greene Music Co.

Berlin, May 4th,

Under the auspices of D. S. Cullen.

Ottawa, May 5th,

Under the auspices of the Photograph Shop.

Haileybury, May 6th,

Under the auspices of Alex. MacLean



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CALGARY R.S. LIMITED. TORONTO
MUSICAL INSTRUMENTS OF QUALITY

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.

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TORONTO, JUNE, 1916

No. 1

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Are Musical Instruments Luxuries?

WHEN a financier or a politician—or a demagogue, which either of the former perhaps is—decides to exercise his self-given prerogative to lecture the nation on its extravagance, why must he make music and musical instruments the headliner on his bill of luxurious superfluities?

Why is it, when the extravagance of the public is being made the excuse for any and every periodical trade dip, musical instruments—more particularly pianos—are arbitrarily ticketed an index to unwise expenditure of money along with champagne, cigars, automobiles and steam yachts?

Why is a piano or player an extravagance any more than are the products of any other industry? Why do not these alleged authorities on economies condemn the purchase of architecturally beautiful homes, and the furnishings thereof, the expenditure of money on landscape gardening, the erection of a garage or a conservatory?

Are the skilled artisans, who have been brought up in and are dependent for their bread and butter upon the fruits of their labors in the musical instrument and accessories factories, less useful members of society than the coat-maker, the shoe-worker, the hat-maker, the employee of the cereal mill, the corset factory, the furniture shop, the diamond setter, or the worker in any of a dozen other industries? Do these critics know that the musical instrument workers are intellectually and artistically and financially the superior of the workers in any other industry? The money that these workers earn is circulated in Canada and is not put on loan in New York, or invested in development companies in

Mexico, nor in domestic corporations logged by the water with which their own stock is saturated.

If the place of the products of the music industries in the lives of the people during war or peace is not sufficient to protect them against thoughtless classifications amongst non-essentials the economic value of these industries should. As long ago as the census of 1911 there was invested in the music industries capital of \$7,495,953. The 3,901 persons employed received \$2,190,864 per year and their products were valued at \$7,041,406.

Who is to be the arbiter of what is extravagance anyway? What percentage of one's earnings must be put on deposit in the savings bank to draw a petty three per cent. before the plutocratic head of the institution will lift his censor of extravagance?

Certainly pianos and organs can be done without. So can bath tubs, drinking fountains, electric lights, ambulances, telephones, airships, washing machines, cream separators, hay loaders, gas engines, and "other articles too numerous to mention." Existence is still possible in a tar paper shack, or a teepee. Then why have a durable and handsome home of brick, stone, cement and tile, with sleeping porch, sun room, billiard room, den with a fireplace, beautiful furnishings, including piano, conservatory and garage?

All these and many other things, some of which are possible and many impossible to most households, but always commendable as ideals, are evidences of civilization, education, cultivation, refinement, enterprise, ambition, inventive genius and industry; and which of these is the greatest if not the musical instrument?

In the Canadian Bank of Commerce "Monthly Commercial Letter" for May is a reference to "evidences that the public are not co-operating as fully as hoped with the Government to encourage thrift," and the following two assertions appear: "Automobiles, musical instruments, fancy silks and soaps are being imported on as large a scale as ever. Such a demand for non-essentials could not exist if the public were seized of the seriousness of the existing situation, and of the necessity for husbanding our resources to the last penny."

As to musical instruments being "imported on as large a scale as ever," the Government returns answer that statement. The latest published figures give an interesting comparison of values of imports for ten months of each of the last three years:


Total imports of musical instruments for ten months ended January

Are You Securing the Benefit of Our Advertising?

You are if you Sell Williams, New Scale, Pianos and Player Pianos.

"Canada's Most Honored Piano"

The Perfect Gift
for the
June Bride



Williams
New Scale
Piano

The Piano Supreme
Choice of the World's
Great Artists

Send for attractive Portfolio
The WILLIAMS PIANO CO., LTD. Oshawa, Ontario.

Did you Notice

this timely, striking ad in the newspapers of the various cities throughout Canada during May and June?

This is only one of the many ways that we help our representatives to increase their sale of WILLIAMS PIANOS.

We are advertising in all the prominent farm papers, as well as the large city daily papers, and will continue to do so. Tie up with our Dealers' Selling Helps Department and watch your business grow.

If you would like to represent the Williams Piano in your territory write us Today for particulars and Dealers' Selling Helps.

THE
WILLIAMS PIANO CO.

Limited

Oshawa, Ontario

VALUES IN MENDELSSOHN PIANOS AND PLAYER PIANOS



STYLE "F" LOUIS



STYLE "33" PLAYER



NEW STYLE "E"

The Mendelssohn line represents, to the dealer, value in its purest and simplest form.

We might prepare a long and learned technical article on the different parts in the piano, such as the sound-board construction, unique and special bridge used, etc., etc., but after all **what really appeals to the dealer is:**

A piano honestly and conscientiously built that can be had at an honest price and sold to a customer on the same basis, with a fair margin of profit.

The Mendelssohn is just such an instrument.

*A Clean Name--
The Mendelssohn*

For thirty years the Mendelssohn has been sold in Canada. It has had the **test of time.**

More new accounts have been opened during the past 60 days than in 12 months prior to that period.

Certainly convincing proof of worth. With considerable pride we call attention to copies of letters below. Both Mr. Miller and Mr. Blair are considered conservative and critical buyers.

The Mendelssohn Piano Co. Belleville, May 24th, 1916.
110 Adelaide St. W., Toronto.
Dear Sirs:—Piano arrived yesterday morning, and I wish to thank you for your selection. A very fine piano indeed.
You may draw on me through the Dominion Bank.
Respectfully yours,
(Signed) J. N. MILLER.

Albert Blair, 5 Queen Street, St. Catharines, June 2nd, 1916.
The Mendelssohn Piano Co., Toronto, Ont.
Gentlemen:—Yours to hand, and in reply I wish to say, the piano arrived and is in good condition, and entirely satisfactory, and I would be very much obliged if you would kindly mail me some cuts of your different styles.
Yours truly,
(Signed) ALBERT BLAIR.

What we did for these men we can do for you.

LET US SHOW YOU

Arrange to-day for an agency undoubtedly valuable.

The Mendelssohn Piano Co.
Toronto, Canada

The following letter which appeared in the Toronto Daily Star is self-explanatory, and is the only attempt the Journal has seen to publicly combat the too readily and too frequently repeated, incorrect, untruthful, and thoughtless assertion that music is a luxury. The letter was written by Mr. H. G. Stanton, general manager of The R. S. Williams & Sons Co., Toronto.

Editor of The Star: A news item in your paper quotes the monthly commercial letter of the Canadian Bank of Commerce, as saying, "There are many evidences that the public are not co-operating as fully as hoped with the efforts of the Government to encourage thrift," and refers to one of the items as evidence, musical instruments.

Another clause states: "Such a demand for non-essentials could not exist if the public were seized of the seriousness of the existing situation and of the necessity for husbanding our resources to the last penny."

When one realizes there is hardly a family in the English-speaking districts of the Dominion which has not been broken by the call to arms, when the savings deposits of the country are larger than at any other season, and when every financial call has been responded to fully, and in many cases far beyond expectations, surely the charge cannot be fairly made that the public do not fully appreciate the seriousness of the situation.

However, in this the bank writer may be right, and I may be wrong, but when he makes the statement that music is non-essential, he writes with little knowledge of the fact, and with less knowledge of the heart and home life of the British and Canadian people.

Music a non-essential, indeed!

Take music from our battalions, take music from our recruiting meetings, take music from our convalescing hospitals, and learn, those of you who write without knowing, what music means to the people with red blood and hearts of emotion—the kind that are always first to respond to duty's call.

Music is so essential, in fact, that it is the Government itself that is the cause of the greatest part of "Importations of Musical Instruments" during the war. The requirements in bugles, drums, bagpipes, and hand instruments generally, I am sure, alone account for more than the increased musical imports show.

But assuming it was or is the public; any student of psychology would undoubtedly recommend, just as, in fact, is being done by some of the countries, increasing demands upon music, in practically every form.

The more extended the European conflagration becomes the greater the need seems to be felt for such diversion from depressing thoughts as only music can afford.

Take the noble art from out our homes and out of our souls—and you would do much to help the enemy, indeed, causing moods and depression where we want hope and action.

Surely the man "without music in himself" must, in ordinary observation, have noticed the effect of music among children, in play or dance or drill—upon adults, in the home, at the dance, at the concert, or at church service. What seems to bring all minds more into the spirit of any occasion? Music—music to suit all moods on all occasions—upon soldiers on the march. (What Scotsman could not travel more weary miles to the swirl of the bagpipe, or what Britisher a more noble charge to the call of the bugle). What wife or child or mother or sweetheart could not wait for their soldier's return more hopefully, more cheerfully—and, God pity the man who would deny them this comfort.

As Shakespeare says: "The man that hath no music within himself, and is not moved by concord of sweet sounds, is fit for treason, stratagem, and spoils. Let no man trust him."

Getting Competent Help.

THAT efficient, loyal and in every way satisfactory help is impossible to secure is a frequent complaint of retailers and salesmen. It is true that competent, profitable salesmen or women cannot be selected like articles of merchandise nor beasts of burden, but it is observed that one merchant is always able to get and hold just as efficient assistants as can be obtained, while his competitor in the same town or on the same street is under a constant handicap of inefficient help.

Naturally there is a reason of some kind, and this is frequently found in the employer himself. Contrary to a somewhat general belief many employers affirm that salesmanship is a matter of training. Whatever they may believe, it is the policy of many employers to train their help so that they may weave into the fabric of their mentality a warp of loyalty, service and efficiency that will ultimately result in a profitable investment and creditable representation for the house. The employer who is always battling with the help problem should take an inventory of his own capabilities and discover whether the fault is within.

Encouragement for the Piano Pessimist.

WHILE giving the talking machine credit for keeping them in business, there are some pessimistically inclined dealers who have been quite successful in convincing themselves that the talking machine has rung the death-knell of the piano.

"Why talk pianos to me?" said one of these to a manufacturer's representative recently. "The people want talking machines, not pianos, and there's my bread and butter line," he asserted, as he indicated, with a sweep of the hand, his talking machine department.

The death-knell of the piano has not been rung, and in the very fact that talking machines have been selling more readily than pianos, the optimist sees good business. "People are more susceptible to talking machine argument just now, I'll admit," remarked one of these optimists, "but when I sell a talking machine because I can't sell a piano I figure that I am the talking machine sale to the good, to say nothing of records, for I'll have a piano sale later.

"These talking machine sales, to my mind, simply represent piano sales deferred. Every home wants a piano or player eventually, and will have it. The household may think they are buying the talking machine instead of a piano or player, and investing much less money. Temporarily that is true. But they'll get the piano. Ever notice how many people have bought a Ford instead of an automobile, but after a season or two got a real car? Perhaps our business is not quite analogous, but that's the way I see it, and already I have had proof that my theory is more than a theory. Talking machine owners will have pianos or players. How can children be musically educated without the piano? The home is incomplete without the piano, whether it has a talking machine or not. Every home needs both."

Daylight Saving.

APROPOS of the spirit of economy and conservation of resources that as one of the results of the war pervades civilized humanity, the interest in daylight saving is significant. Even in conservative Toronto there are symptoms of following the lead of the various lesser municipalities that have already decided to work, play and sleep by rule of the sun rather than by the arbitrary dictates of the clock.

Just recently the press announced the official adoption of daylight saving by a number of public utilities in London, England, to synchronize with the wishes of the general public. Many Canadian municipalities have followed.



The
Sherlock - Manning

Firm is a

"ONE - NAMED" House

Every piano manufactured is of one grade and that the highest. The attention of the members of the Sherlock-Manning executive as well as factory staff, is centered in the one idea,

"QUALITY FIRST"

This is one of the reasons why

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

Sherlock-Manning dealers are thus safeguarded in guaranteeing absolute satisfaction



The first public consideration of daylight saving in Canada was probably when Mr. E. N. Lewis, M. P. for West Huron, in 1909 introduced in the House of Commons his proposed "Daylight Saving Act."

The proposition was that "from and after two o'clock in the morning of the first Sunday in April in each year, until two o'clock in the morning of the first Sunday of November in each year, the standard time should be one hour in advance of the standard time now in use."

The time resulting from the change was to be known as standard time, and would govern in legal instruments.

The idea behind Mr. Lewis' bill was "to move the usual hours of work and leisure nearer to sunrise."

"To promote the greater use of daylight for industrial and recreative purposes of all kinds."

"To benefit the physique, general health and welfare of all classes of the community."

"To reduce the industrial, commercial and domestic expenditure on artificial light."

At the time Mr. Lewis' proposed legislation was before the people it received the written endorsement of municipalities, boards of trade and school boards in all parts of the country, and from industrial associations and private individuals. These were printed by order of Parliament.

The subject can well be considered a current one, and its general adoption as a same piece of legislation is not improbable.

Saving Waste Paper and Rags.

THE campaign to rescue waste paper and rags from the refuse heap and the furnace is one in which every man or woman directly or indirectly connected with the music industries or any other industry, should actively or morally support. Every pound thus conserved for raw material represents that much increased wealth to the community, and it is already shown that thoughtless waste of paper and rags has been costing the country thousands of dollars per annum.

The destruction of disused materials, such as old rubber, paper and clothes, is so much wealth lost to a community, just as are buildings or forests destroyed by fire.

The Government has recognized that paper and rags, considered useless by the average family, have value justifying the Department of Trade and Commerce giving the subject of saving of waste paper considerable attention in the "Weekly Bulletin," and by means of a special circular encouraging economy in this important direction.

There is a serious scarcity of raw materials for paper manufacture, and anyone who has had occasion to make purchases of paper has very definite reason to appreciate the tremendous advance in cost, uncertainty of deliveries and entire disappearance from the market of many selections.

The British Industry Summarized in Figures.

LAST December the Journal gave a brief survey of the piano industry in France. In May there was published an account of the crisis confronting the music in-

dustries of Britain, in view of which the following table from the London Talking Machine News is of interest, to get an idea of the extent of the music trades in Britain:

CAPITAL.	
Piano makers (actual total 132 makers).....	£3,200,000
Organ and harmonium builders	1,650,000
Talking machine manufacturers	2,200,000
Small goods manufacturers and merchants (750 firms)	3,750,000
Supply manufacturers	640,000
Piano dealers (3,000)	25,000,000
Talking machine dealers (other than piano dealers).....	500,000
	£36,940,000
WAGES PAID.	
Piano makers	£ 875,000
Organ and harmonium builders	220,000
Talking machine manufacturers	600,000
Small goods manufacturers and merchants' supply manufacturers	260,000
Piano dealers	2,340,000
Talking machine dealers	468,000

LABOR EMPLOYED.
(Mostly men over age, or medically unfit for the army; and women).

Piano makers	10,000
Organ and harmonium builders	2,500
Talking machine manufacturers	6,000
Small goods	2,000
Supply manufacturers	3,000
Piano dealers	30,000
Talking machine dealers (other than piano dealers).....	6,000

IMPORTS OF MUSICAL INSTRUMENTS AND ACCESSORIES.

	Pianos.	Organs and Small Harmoniums, Goods.	Parts.	Total.
	£	£	£	£
1911.....	599,633	57,317	58,273	252,407
1912.....	632,646	55,827	62,086	299,633
1913.....	756,890	37,796	28,229	305,891
1914.....	375,962	39,657	33,659	228,459

	Pianos.	Organs and Small Harmoniums, Goods.	Parts.	Total.
	£	£	£	£
1913.....	351,477	25,798	71,496	118,393
1914.....	277,732	21,623	60,659	79,346

EXPORTS, 1915.	
Pianos	£ 41,188
Organs and harmoniums	23,292
Small goods	28,159
Parts	225,110
	£ 317,749

EXPORTS, 1915.	
Pianos	£ 271,730
Organs and harmoniums	15,565
Small goods	41,237
Parts	55,796
	£384,288

Alas, The Poor Roll!

OF all the branches of the music trades the Journal has heard none quite so unreservedly condemned as the retail music roll department by those who have had unsatisfactory experience with it. On the other hand there are dealers who just as unreservedly stand sponsor for this line because of its own direct profit, and because of the place of the roll in making, developing and fixing player sales. On the basis that there is no incentive for a "prospect" to purchase a player piano if he cannot have a roll service, there could be no player business without rolls, and it therefore behooves the dealer to boost rolls.

It has been advocated that a central library of player roll supply, to which all dealers in a town or city could send their player customers, would relieve the retail trade of a burden, and the combined business would make possible a service that individual stores could not afford to give.

To such a plan there have always been objections



*Nordheimer
Art Design
Style 61*

In view of the fact that The House of Nordheimer enjoys the patronage of the most exclusive we have found it necessary to create in our factory an art department, in which special designs are gotten out to harmonize with any style or period of architecture. These instruments are largely made-to-order and the pianos herewith shown are samples of Nordheimer craftsmanship.

The dealer who represents Nordheimer lines is in a position to supply the desire of any patron who may wish to purchase a piano of exclusive design.

*Nordheimer
Art Design
Style 62*



The Nordheimer Piano & Music Co. Ltd.

Head Office—220-222 Yonge Street, Toronto

raised. "We make a profit out of our roll department," said one dealer, "and we have secured many live 'prospects' through keeping in touch with our player customers via the roll department."

Said another dealer to the Journal, "We found it advisable to again stock sheet music after having discontinued that branch for several years. We believe with the sheet music we have to do less newspaper advertising. We endeavor to conduct it as a legitimate business for profit, and consequently give it some thought and care. It is just the same with our roll department. Our stock is necessarily limited, but it is carefully selected. Our aim is to give service at a profit, though we do not always show the profit, but whatever loss there may be we are more than willing to charge up to advertising account."

In a recent letter to the Journal a large retail house said:

"We will feel obliged if you will give us your experience and opinion re music rolls for player pianos. Are the dealers giving up handling them more than in the past on account of the loss in this department, owing to the reduction in the retail price, and consequently much less profit? It appears to me that the dealers would be better off without this department, and leave the sale of music rolls to those who sell sheet music, and to departmental stores."

Unfortunately the opinion above expressed is not an isolated one, as fortunately neither is the one expressed below.

"Regarding my experience with player rolls, I am free to confess that I was not much impressed with their profit possibilities during the first few months. But player business kept developing and I could not very well discontinue the rolls, as I would gladly have done, but for the obligation that I felt to player customers, to whom a roll service was promised. I finally employed a young lady music teacher, who seemed to have business sense as well as musical education, to give the department a try. The experiment was pleasing to both. Since the war, and shortly before, trade fell away, but the reduced prices and better times is bringing it around again. Of course the profit is less for the attention than in selling pianos and players, but I cannot quite see how I could continue to sell players if I didn't have enough confidence to carry the rolls."

Music Roll Romances.

By W. F. Wallace.

NINETY per cent. of your player sales emanate from the home of some one who now has a player.

If you handle players and do not keep a stock of rolls you are not treating your player customers fairly, because when they purchased the instrument from you they expected, and had a right to expect, that you would be able to supply their music roll requirements, else they would not have invested from \$400.00 to \$800.00 in a player piano.

Don't fail to impress upon your customer that his player is just as fresh and new as his latest music roll.

That his interest in his player will be as continuous as his new music.

It is not enough to hang up a monthly list of new rolls in the store, nor to mail a list to the customer—it is

the personal effort that counts. Whether by the merchant, a young man or a young woman, the personal effort is bound to give results, and if persisted in the results will be a substantial and profitable business to prove that the personal effort is worth while.

No player is any better than the roll used on it. Don't make the mistake of trying to build up a roll trade with cheap, poor, trashy music rolls. Handle only first class goods, for which you never have to apologize, mechanically or musically. Never sell or permit a customer to have a roll that you know is not mechanically and musically perfect.

One poor roll in the right hands can do a lot of harm, most difficult to repair.

Remember that it isn't what you or an expert demonstrator or salesman can do that interests the customer, but what he can do himself—so teach him how to pedal and use the expression devices.

If you were selling automobiles, you would teach your customer how to run it, or you wouldn't make the sale.

Trade Generally Good.

From President's Address to Shareholders of Imperial Bank at Annual Meeting.

THE season seems to be uniformly backward, there will be a reduction of acreage under crop. A good deal of seeding is being done on improperly prepared land. Farmers, generally speaking, are prosperous, getting high prices for everything produced. Cheese is selling at the highest price ever known.

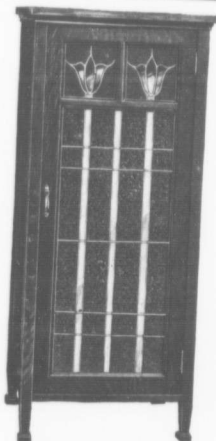
There is a tendency towards increase in the production of live stock; this is evident even in Saskatchewan, the wheat Province. Fruit promises well in Ontario, with some apprehension as to the effect of temperance legislation on the market for grapes. The return from last year's crop has been enormous, particularly in Saskatchewan, where less than 700,000 people, it is claimed, share over \$200,000,000. Alberta is reported to have had the largest average yield of wheat per acre ever recorded of any State or Province. Shortage of labor is seriously felt.

Wholesale and retail trade is generally reported as good, except in British Columbia, where conditions have yet to take the turn for the better, though they are looking to improvement from Government aid to ship-building and to farming.

Manufacturers, with few exceptions, particularly those engaged on war supplies, are busy and apparently prosperous. The making of munitions extends clear across to British Columbia. Even in Northern Ontario bullets for shrapnel are being made.

There is little building or construction. Lumbering has improved somewhat. Pulp and paper manufacturers are particularly prosperous. Mining is benefiting from the high price of metals, and increase in smelting is enlarging the consumption of coal for coke. The Cobalt district is beginning to feel the effect of the high price of silver. There have been difficulties in transportation both on land and sea, which have affected production. Wages are high, both male and female. Altogether the picture is a pleasing one were it not for the cause and uncertainty.

THE NEWBIGGING LINE



HEIGHT 48" WIDTH 20"
No. 83, FUMED OR EARLY ENGLISH
No. 84, BIRCH MAHOGANY.

NOTICE

On and after July 1st our prices will be advanced 10 . . .

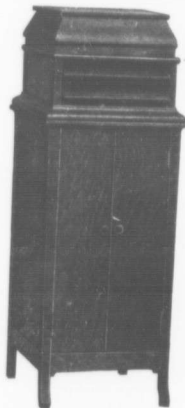
All orders received during the month of June will be at the old prices, but must be for immediate delivery.

A glance at the articles shown in the list below, which enter into the construction of our cabinets, will give some idea of the advances we are paying on these materials, and our opinion is that there will be further advances before the year is done.

Raise in Prices.

Mahogany Veneer	25	to 45
Stains	400	" 1000
Shellac	35	
Oil	25	
Waste	40	
Brass Butts	137	
Screws	115	
Furniture Hardware	40	
Sandpaper	30	

Shortage of labor on account of the war, and lack of efficiency with new men, when procurable 50



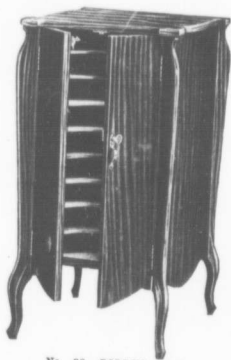
No. 88, GOLDEN OAK TOP 17x17
Suitable for Victor and Columbia machines. The doors and panels quartered oak all around. Double door and nickel hinges. Gliders on feet. Gives smaller machines Cabinet effect.



Newbigging Cabinet Co.

LIMITED

HAMILTON - ONTARIO



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

Player Roll and Record Cabinets for all makes of Machines.

Write us about your requirements.



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

Talking Machine and Record Section

CANADIAN MUSIC TRADES JOURNAL—JUNE, 1916

Theoretical Optimists.

THERE is quite a noticeable sprinkling of what may be termed theoretical optimists in the business world of this country, and the talking machine trade has its percentage. These theoretical optimists will always second any resolution of confidence in the country and the trade outlook.

They never see any reason to doubt the business future. They will agree that next season is likely to be a good one. In fact can see no reason why it should not be the best yet. But—will they back up their theories with their capital? Will they place their orders in the early spring for the next fall's trade, or will they drift along as mere theorists and order only when they have customers actually on their doorsteps?

As long as there has been modern business, as modern business is understood, there have been retailers dilatory in ordering. They are invariably the losers, though they can never put in actual figures the amount of business lost because of not having the required goods in stock.

Just now the most pertinent slogan for the talking machine trade is "order early," having reference entirely to fall business. The Journal has made careful inquiries among manufacturers and wholesalers and the sources of materials, and believes that the condition of the market has not been exaggerated. Supposing for a moment—if such a supposition is possible—that every retailer of talking machines in the country doubled his orders of last year and had them in his distributor's hands by May 1st, for September 1st and October 1st delivery, each dealer could be positive in the knowledge that he would not get all the machines ordered. The manufacturers could not possibly turn them out, in spite of the frantic efforts being made to enlarge factories and increase outputs.

There is another reason for ordering now. It is the matter of price. With wages and materials going to unprecedented figures and the demand still growing, higher prices are the logical result. Also, as emphasized in these pages last month, there is and will be a scarcity of rolling stock. Under normal conditions when the carrier companies receive regular deliveries of cars to take care of wastage and natural expansion, freight may be from a day to a month between point of shipment and point of consignment. What can be expected when new cars are not being turned out because men cannot be found to build them, and when the demands for munition and food shipments take precedence over other merchandise? For the time being, at least, the modern policy of quick deliveries will be set aside by the progressive dealer, who will prefer to stake his chances of a successful fall trade upon assuring receipts of stock by ordering well in advance.

How Much Time to a Customer?

"HOW much time should be given to the sale of a record?" was asked of an experienced and successful salesman in a retail talking machine department. "That's entirely a question of salesmanship," was the prompt reply. "To some record customers that buy a record I would give about five minutes, and with some others, if I spent an hour in demonstrating and selling a single record I would consider the time well spent.

"You must either know your customer or size him up. It wouldn't pay to spend an hour selling one record to a person who was not a prospect for more records, or who would not be in a position to influence someone else to buy records. You must gauge your customer, and that is not always easy to do.

"Some business men can get through with an interview and dismiss the caller in ten minutes, where others would keep him half the forenoon. Perhaps it is a question of mental attitude. The person being interviewed knows the value of his time and has trained himself to consider the interview at an end when the business is transacted, and he can tactfully dismiss the visitor, making the latter feel that it is his time that is too valuable to waste.

"Similarly in selling a record. It is a question of the most profitable thing to do; which might be in getting the customer out in a minimum of time, or it might be in keeping him around for an hour. It depends upon a number of circumstances, and only the good salesman knows how to be governed by circumstances, but he cannot put into words any explanation. All he can tell you is not to waste time, and to sell enough records to make your work profitable, regardless of how little or how much time is given to the customer."

The Situation in Britain.

BRITISH dealers are confronted with a most serious situation by the action of the Government in prohibiting the imports of all musical instruments, component parts and supplies. This restriction is said not only to affect the manufacturers and wholesalers, but also 6,500 dealers. One estimate of the talking machine trade in Britain shows the manufacturers to have a capital invested of \$11,000,000, and the dealers \$2,500,000; that both combined have 12,000 employees, mostly men over age or medically unfit for the army, and women, with wages paid amounting to \$5,300,000. Commenting on the question of the hour in trade circles in the Old Land, the Talking Machine News says: "The total amount of business done is 40 per cent. less than pre-war figures. Before the war the imports of completely-fitted-up machines were, as far as can be ascertained, 250,000 from Germany, 50,000 motor parts from French Switzerland, and 50,000 from America, making a total of 350,000. During the year 1915 about 250,000

The Phonola Agency

is worthy of
Your Best Efforts



THE PHONOLA

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

THE PHONOLA

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



The
Pollock Mfg. Company
LIMITED

Manufacturers of the

"PHONOLA"

Berlin - - - Canada

There are

8 Popular Phonola Designs

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

motors only for the completion of talking machines were imported. With the exception of the motors, all other parts of the talking machines made in 1915 were produced in this country, so that, whereas in pre-war time practically the whole of the lower price portion of the industry was dependent on Germany for complete machines and component parts, new branches of the trade have been created in England, and it is safe to say that when normal times return there will be no necessity to buy any of the parts abroad; but in the meantime consideration and protection must be shown and given, as the clock-work motor mechanism can only be made by firms with large plants, now controlled for munition purposes.

"It should be taken into consideration that the largest manufacturer of gramophones is now a controlled munition factory, and, therefore, unable to manufacture any of the talking machine metal parts. These parts he is forced to import from his American factory in order to keep trade together. The motors are small, and are shipped 360 to the cubic ton, and represent from one-fifth to one-twentieth of the value of the completed article. Furthermore, it is interesting to note that the whole of the gramophone record manufacturing industry is now entirely free from foreign competition of any description, but must inevitably fail in its object if the instrument of reproduction is stopped in manufacture. Fully 33 1/3 per cent. of the total machines and records manufactured are being used mainly by military hospitals, camps, and by troops in the trenches and in the rest camps."

Frank Discussion of the "On Approval" Evil.

ALMOST without exception every trade is troubled by bad buying habits. In the talking machine field undoubtedly one of the most pressing questions is the records-on-approval problem. It is interesting, therefore, to peruse the situation as presented by a writer in *Printer's Ink*, who says in part: "Different lines will be interested in the efforts which are being made in the talking machine trade to overcome the habit originally encouraged by a few over-zealous dealers, of demanding records on approval. By slow degrees the practice has grown, until leading distributors assert that it constitutes an actual danger to the future development of the industry. The life of a talking machine record—so far as perfect reproduction of sound goes—is limited. Each time a record is played its period of usefulness is shortened, and a record which has been out on approval half a dozen times without finding a purchaser is not going to give perfect satisfaction to the man who does finally buy it. If he gets three or four of these partly worn-out records he loses interest in his machine, and stops buying records altogether. That is the most serious thing that can happen, for the prosperity of the talking machine industry is coming more and more to depend upon continued record sales.

"It does not help matters, in so far as the goods-on-approval question is concerned, that the talking machine dealers got themselves into their present predicament by zeal in promotion work. As the talking machine trade developed it was but natural that dealers in all parts of the country should push the demonstration of their instruments in the home just as the demon-

stration of sewing machines, carpet sweepers, vacuum cleaners, etc., has long been carried on along the same lines. Indeed, in the case of home entertainers of the phonograph class there was an especially good reason for home demonstration in that such an instrument almost invariably displays its tonal qualities to better advantage in the environment of a private residence than in a store, devoid of satisfactory acoustic properties and with the distracting noises of street traffic, etc., nearby.

"In many instances it has not been the custom to confine the home demonstration of an instrument to the presentation by an outside salesman; rather has the prospect been encouraged to receive the musical treasure box into his home for a few days—preferably 'over a holiday' or during a 'week end'—and to try it in his own way, at his leisure and in the company of members of the family, neighbors and friends. For such a try-out, a collection of records must needs be sent with the instrument, and a customer educated to this method of selection at the outset very naturally desires to continue it when it comes to placing the repeat orders, which are so largely responsible for the unwavering prosperity of the talking machine trade.

"With the growth of this 'on suspicion' business many talking machine distributors have, however, suddenly found themselves in deep water. Nor is it merely that a heavy investment is incurred, although this consideration weighs, as may be surmised when it is explained that it is nothing unusual for a talking machine dealer to have out on approval at one time as many as 1,200 records, ranging in price from 65 cents to \$7.50 each. Any business man can appreciate the burden of bookkeeping that this involves, and on top of that there is swollen delivery expense by reason of the fact that most approval prospects ask to have records sent to their homes for trial and called for at a stated time or upon notification.

"External rather than internal, though, are the difficulties that have suddenly made this question of goods on approval the issue of the hour in this field. The dealers might have stood for the heavy overhead involved in this method of selling, but what has raised the question of whether the practice is really worth while is the losses incurred owing to the damaged or unsalable condition in which a considerable share of approval goods are returned by careless prospects. Almost every dealer has his own tale of woe, with variations as to his troubles in this direction. Stories of records retained for long periods and then returned with no purchases; of approval records almost worn out by repeated playings with heavy needles; and of damage to records for which the 'borrower' would assume no responsibility, make up a dire chapter. . . .

"Some talking machine record distributors have adopted the obvious solution of putting in force an iron-clad rule to allow no records to go out on approval and in some cities an effort has been made to induce all the local dealers to subscribe to an agreement to this effect. Nevertheless, all is not plain sailing. In the average city it has been found that there is a certain proportion of the merchants who do not incline thus to bind themselves, and even in the case of an individual concern that firmly believes in the principles of the thing

More Distinctive Than A Strad

The genius of the great Stradivari did not produce a violin so distinctive from other violins as

The New Edison

is distinctive from all other sound reproducing instruments.

In no other field of scientific, artistic or mechanical endeavor has so distinctive an achievement been made as by Edison in the development of his new art, by which all forms of music are literally Re-Created — nothing which the human mind can conceive possesses so great a distinction among similar articles as Edison's new invention has achieved in the field of sound reproduction.



ALBERT SPALDING
America's premier violinist, proving that the full richness of his interpretations is Re-Created by the New Edison.

This distinctiveness extends to the sales policy and methods of Edison dealers, who are Edison dealers because of their fitness to properly present the New Edison to the most sensitive music lover. We welcome correspondence with dealers of equal calibre.

THOMAS A. EDISON

Incorporated

103 Lakeside Ave. • Orange, N. J.

it happens now and then that a request for records on approval is received from a good customer, to offend whom might be questionable judgment.

"What makes the whole system so particularly perplexing is that in the case of talking machine records there are certain good sound reasons for giving the prospect his head in the matter of a try-out such as would not apply in the case of photo cameras or automobiles or other wares that require expert manipulation to best show their paces. Any owner of a talking machine can play a record quite as satisfactorily as the professional salesman, and experience has proved in repeated instances that out of a given number of records in recital a prospect will buy a greater number if heard in his own home than if listened to at a music store. Then, too, there are incidental considerations, such as the fact that callers at a home where records are on trial frequently order records that they have heard in this way.

"Those distributors who seek to curb the evils of the approval system without uprooting the entire plan of introducing goods into the homes have had some success by inducing customers to sign an agreement whenever a collection of records is taken out of a store 'on loan.' In some cities distributors have co-operated in the adoption of a uniform draft of an agreement. There are usually three or four main stipulations in such a contract. First, the prospect agrees to return unaccepted records within a reasonable time—forty-eight hours is a favored time limit, this permitting the withdrawal of records from stock over Sunday. Second, a promise is made to take from the consignment minimum purchases of a certain amount or a certain number of records—33 1/3 per cent. of the total valuation being a sales guarantee that is used by many dealers. Third, the recipient of the records obligates himself to return rejected records in good condition or to pay for any that are worn or damaged while in his possession. In order to aid beforehand in settling the questions that might arise as to what constitutes reasonable wear and tear in the case of records played on trial, some dealers add to the agreement to be signed a fourth stipulation to the effect that the records shall be played only with needles of a type believed to impose little or no wear on the playing surface.

"More ingenious yet are the trade-retention schemes which have been devised by distributors who are determined to eliminate entirely the withdrawal of records on approval. One antidote that has been almost universally adopted is the provision at the talking machine store of individual sound-proof booths, where a prospect may try in seclusion the records in which he is interested, playing each selection several times if he prefers, but taking from the store only such numbers as are bought and paid for."

The "Sealed Record" Plan a Great Help.

BY attacking the records-on-approval buying in a positive, constructive way, one dealer has greatly improved conditions in his business. He says: "By long odds the most significant plan—and the plan which gives greatest promise of ultimate success—is that which involves the exclusive sale of new records in sealed envelopes. 'People are getting the habit of demanding records on approval,' say the distributors who are advo-

cates of the 'sealed record' plan. 'Very well; we shall proceed to develop a counter-habit which shall act as an antidote. We shall not directly attack the habit of records-on-approval; in fact we shall say nothing about it. On the contrary, we will advertise the fact that our records are sold *only under seal*, which guarantees that every one is in perfect condition. We will educate our customers to demand records under seal, to look for the seal before they buy a record—in short, to develop the habit of buying only *new* records. They will not ask for records on approval, because they will know that we can't break the seal and still sell the record as new. In brief, instead of trying to break up the bad habit by direct action, we will try to substitute a good habit in place of it.'

"One of the large distributors, who controls his own retail outlets, asserts that the plan has enabled him to do away entirely with the practice of sending records on approval. He has advertised it widely in the newspapers, and the retail salespeople are able to meet any ordinary objection by showing the sealed record and explaining its purpose. Of course, any desired records are demonstrated in the stores, but none go out of the stores except on purchase and under seal."

Uses for Worn Needles.

DOWN with waste! That is the slogan of the day. Save daylight. Save paper. Save old clothing. Save everything. Waste nothing. In this connection the question of used talking machine needles has come up, and some are wondering in what way they could be utilized.

A controversy has been going on in the New York Sun. The unknown who started it wrote to the paper a short time ago, and stated that thousands of persons who owned talking machines would be exceedingly interested in a method of turning worn needles into some useful purpose. As soon as his letter was published, the post-office had to add another carrier to the route in order to deliver the mass of suggestions sent in. It seems the Germans have hit upon an inhuman method of getting rid of these needles by using them to fill shells, as several of our wounded soldiers have testified.

One suggestion was to the effect that the needles should be given to glaziers, to be used instead of the triangular zinc brads generally used to keep panes of glass in window frames. This was answered by another genius, who wrote at length and on both sides of the paper, stating that the needles were absolutely useless as a substitute for glazier's brads, but that they should be driven into the heels of shoes, on the side where they wear down, thus preventing fallen arches, ingrowing nails and pigeon toes, at the same time affording the wearer a sort of caulk, similar to that used by humane drivers on snowy days, which would enable the needle-shod pedestrian to stride along the slipperiest of streets without skidding—a sort of non-skid shoe, so to speak.

A budding financier, scenting fortunes in the export trade, suggested a co-operative syndicate of talking-machine owners, who would send their worn needles to a central point, whence they would be shipped to Africa and marketed there among the savages for tattooing purposes. Someone telegraphed in to state that he used his



Otto Heineman Phonograph Supply Co.

INCORPORATED

**25 West 45th Street
NEW YORK**

CHICAGO OFFICES
19 West Jackson Boulevard

FACTORY
Elyria, Ohio

We manufacture high grade motors
for phonographs. Eight different
styles, playing from one to eight
records with one winding.

**TONE - ARMS
SOUND-BOXES**

Write for our new Catalogue



discarded needles to save his apple trees from caterpillars and bugs and things, by first daubing a ring of sticky stuff around the tree-trunk, and then sticking the needles into the glutinous matter, butt end down, point end out and so close together that millions of insects, climbing after the fruit, committed suicide when trying to get over the stockade thus formed, the result being that the neighbors' children, who got all the apples one dark night, didn't find a single worm in any of them.

The controversy is still unsettled. But no matter what use may eventually be found for used needles, one thing is certain, after once being used to play a record they should not be used over again for the same purpose.

A Menace to Profits.

RECORDS on approval is the particular worry of the retail talking machine trade in various centres of Canada and the United States, including the City of Toronto. With a view to properly subduing this particular problem and one or two others, a number of talking machine men of Toronto have had a couple of informal meetings. In this city, however, the necessary machinery for taking care of such problems has been provided in the Retail Piano Dealers' Association.

There are many other centres where there is no organization or friendly basis of co-operation in eliminating objectionable features such as the giving out of records on approval has developed into.

As the trade has grown and the number of record buyers has increased, so has the number of persons who would have musical entertainment at the expense of the talking machine dealer. Because one dealer allows a dozen records on approval for three days, another will allow two dozen for a week, and so it goes until there is no basis of "records on approval" other than to grant the customer all he asks.

One dealer prides himself on his success in eliminating this kind of business. "We have found," said he, "that people will get records on approval from other houses and make their purchases from us. We feature clean, unscratched, unused records, and this seems to catch on."

Whether the retailers in any centre do it by co-operation or individually—the more difficult way—they find as the trade develops that greater is the necessity for curbing their liberality in entertaining their customers and their customers' guests by means of records sent out on approval.

Some Adjustment Instructions.

THE accompanying instructions in minor adjustments of the talking machine motor are reproduced from a folder sent out by the Columbia Company:

Installing Governor on Universal Motor.

When installing new governor, let motor run down, take out old governor and driving shaft, place new governor in position with worm meshed with bevel pinion so that points of teeth in bevel pinion clear bottom of worm 1/64 inch.

Adjust bevel pinion on turntable shaft so that fibre gear is central with worm on governor shaft, fastening the set screw.

Adjust governor thrust bearing at sliding collar end so that there is very slight end-play in governor shaft. With thumb and fore-finger revolve turntable shaft to be sure that governor will revolve freely and smoothly.

Place driving shaft in position on conical bearings so that teeth of bevel driving gear meshes nicely with teeth of bevel pinion at pitch line. Fasten conical bearings in place with set screws provided for same in motor frame. Care should be taken that the driving shaft will revolve freely without end play.

Place unit in cabinet, wind, and listen for noise. Should any develop, remove unit and adjust governor bearing bracket at worm-end of governor shaft, in toward the turntable shaft, or away from same, so that best position for mesh of worm and teeth of fibre gear is obtained. Mesh of worm should at all times be not less than half its depth on fibre gear teeth.

After making adjustments, ascertain that all holding and set screws are tight.

Governor and driving shaft bearings should be well lubricated with 3-in-1 or Nylol.

To Set Speed of Motor.

Set speed indicator at centre line on indicating plate. See that brake shoe pads have sufficient lubrication. Attach a small piece of paper to turntable, and with motor running, count revolutions of turntable per minute, which should be approximately 80. To increase speed, loosen set screw in governor fixed collar and move sliding collar away from brake shoes until desired speed is obtained. To reduce speed, move sliding collar toward brake shoes. Securely fasten set screws in fixed collar after making this adjustment.

The above adjustment can be made without letting motor run down, by blocking the intermediate gear with a piece of soft wood in the teeth, or placing a small

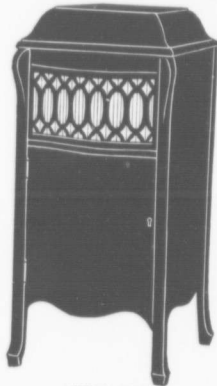


TONE!—If you think that word is getting worn out, you will find it is only just now coming to carry its full meaning so far as Columbia Grafonolas and Columbia Double-Disc Records are concerned.



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

Columbia Graphophone Company
365 Spadina Ave., Toronto

**"IMPERIAL"**

(With Shell Front) \$135
Oak or Mahogany, all Finishes
12-inch Turntable. Strong
Double-spring Motor, Nickel-plated,
playing five 10-inch records with
one winding. Tone Modifier.
Multi-playing Needle. Sapphire
Needle. (Diamond Needle \$5.00
extra). Automatic Starter and
Stopper. Equipment to play all
disc records in the world. Trim-
mings Nickel-plated. Envelope
Filing System, with capacity for
holding 30 records.
Dimensions: Width 20 in., Height
42½ in., Depth 20 in.

**"ELITE"**

(Construction and Design Patented)
\$240.00

Chestnut Walnut, \$65.00 extra
Golden Fumed or Early English
Oak, Sheraton Mahogany or Ma-
hogany.

12-inch Turntable. Extra Strong
Double-spring Motor, Nickel-plated,
playing six 10-inch records with
one winding. Tone Modifier.
Multi-playing Needle. Sapphire
Needle. Diamond Needle. Auto-
matic Starter and Stopper. Equip-
ment for playing all makes of disc
records in the world. Trimmings
Nickel-plated. Envelope Filing Sys-
tem with capacity for holding 30
records. Compartment at bottom
of cabinet for accessories.
Dimensions: Width 23 in., Height
46½ in., Depth 23 in.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



What the Retailer thinks—who has handled the SONORA—is more important than what we say. Here are the unasked-for opinions of dealers who know the SONORA from actual experience in retailing it. These quotations are from letters picked at random from our files. We have many more like these.

Messrs. I. Montagnes & Co.,
Toronto, Ont.

May 22, 1916.

Dear Sirs:

We might say that we are very much pleased with the instruments, and are sorry we did not have them before, and we believe there is a great future in store for the both of us with the Sonora. We like them.

Yours truly,

(Name on request).

Messrs. I. Montagnes & Co.,
Toronto, Ont.

Feb. 26th, 1916.

Dear Sirs:

I think we can work up a nice business with these machines. In fact we are getting a lot of good people looking at them, and if you can only manage to keep us supplied, I think that we will show you some good business in future.

Yours truly,

(Name on request).

Gentlemen:

Feb. 1st, 1916.

Mr. _____ had me over to hear his new Sonora, which is a beauty

(Name on request).

Gentlemen:

Feb. 1st, 1916.

We are very much pleased with the machine you shipped us and think the tone is all you claim for it

(Name on request).

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

Manufactured by

SONORA PHONOGRAPH CORP., NEW YORK

Get agency terms, discounts, etc., from the CANADIAN DISTRIBUTORS

I. MONTAGNES & CO.

Ryrie Building, Yonge and Shuter Sts., TORONTO

screw driver through hole in intermediate gear so that motor will not get away and race, thus destroying gears, as well as submitting person making the adjustments to liability of injury. It is, however, always safer to let motor completely run down before proceeding with the adjustments.

Adjustments for Irregularity.

Irregularity can frequently be eliminated as follows: Loosen governor spring screws in sliding collar, grasp governor balls between thumb and forefinger and press springs inward toward and against governor shaft, and while held in this position tighten screws; this equalizes the tension of springs and properly balances the governor. This adjustment can be made without removing governor, but motor must be blocked as above, or allowed to entirely run down.

Sticky Governor; Due to Dirt or Gummed Oil.

Allow motor to completely run down. Remove governor from motor. Scratch a line close to fixed collar on governor shaft in order that collar can be located in same position as before. Loosen set screw in fixed collar, remove worm shaft, thoroughly wash parts in benzine or gasoline, re-assemble with fixed collar on line previously scratched. Be sure that set screw is fastened securely in the fixed collar, and proceed with installation as for new governor.

Noisy Governor.

Governor should show scarcely any play in its bearings, except slight end-play. Bearing holes worn too large in diameter or governor pivots worn too small would develop noise. Remedy: Replace with new parts.

Broken Winding Crank.

If, when an undue strain is used in winding, the crank or winding pinion breaks, the cause is invariably due to the guide or escutcheon which is fitted on the outside of the case, not being perfectly in line. This is very simple to remedy, fix the motor in position, attach the crank and leave this screwed on ready for winding, then remove the screws which hold the escutcheon in place, plug up the two screw holes, and then, while the crank is still in position, and the motor firmly fixed, screw the escutcheon back centrally over the crank, and you will have no further cause for complaint.

Blasting Reproducer.

If the reproducer blasts, it is either due to a damaged mica diaphragm, or the pivots holding stylus, or needle arm, in position, having become loose. If the latter, loosen the two small lock nuts, tighten the two small screws with a small screw driver, then retighten nuts. This company furnishes a small tool at 50c. for repairing reproducers.

Money Saved for Retailers by Price Maintenance.

HOW things would work out, were fixed prices dropped in the talking machine business is ably outlined by Chas. B. Klein, of a prominent Ohio firm. Mr. Klein's article, which is too lengthy to be used in full, is being run in instalments in the Canton Repository. He sums up the situation which would prevail were fixed prices eliminated, in the following excerpt:

"The leading makes of talking machines are now sold to the consumer by the retailer at a uniform price

all over the country. You can send a ten-year-old boy into any store in the country, who are authorized agents for the best-known makes of talking machines, with \$200 cash in his pocket to buy a machine and he will do as well as you could yourself. He will pay neither more nor less than \$200 for a \$200 machine. The price and models being standardized, no dealer could vary the price or substitute other models without detection.

"But who would think of sending a ten-year-old boy to buy a \$200 article not standardized, and which had no uniform fixed price?, such, as for instance, a piano. If the uniform fixed price was removed from talking machines, the bars let down and each dealer privileged to fix his own price and the price cutter given full play, what would happen? What would be the effect on the consumer and on the dealer and on the sales people? If the manufacturer could not devise some plan to control the resale price by special contract with the retailer or by establishing his own selling agencies in every selling centre, this is what would happen and would be necessary if the retailer was to get the same net margin on sales he is now getting.

"First, the manufacturer would have to destroy all means of identifying the present models and the prices now attaching to them. The, at present, \$200 model, for example, would be given a different shape or appearance in the case design, and the dealer would then mark it to sell at, say, \$250.

"Then when Mr. Shrewd Buyer came in and asked for a price reduction because he is a prominent citizen or because of the prestige added to the establishment by having such a substantial citizen as a customer, he gets it for, say, \$190, but only on his sacred promise not to tell any one; then when Mr. Plain Citizen or Working Man came in to buy the same model, and not being an adept in the noble art of dickering, he pays \$225 or \$240, and in some cases \$250.

"After a while the Plain Citizen discovers that he has paid \$20, \$30 or \$40 more for the same machine than did the other citizen.

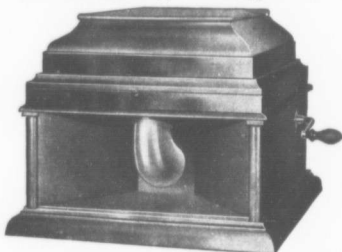
"He goes back to the store in just rage and the poor talking machine salesman, who is perhaps a mere boy, and has had no other experience than selling at a uniform price, his sales methods being heretofore as free from subterfuge as that of a postage stamp salesman, trembles and makes a feeble attempt to explain and fix up matters, but fails utterly.

"The customer goes out storming, denouncing the whole concern as a crooked bunch, and vowing never again to buy another cent's worth at that store, and proceeds to advertise the fact and to tell his friends all about it.

"Then the dealer sees a great light; he now realizes that the cut-price game requires different handling than does the fixed and uniform price plan. He now realizes that while he has heretofore under the uniform price plan run his talking machine department profitably with the aid of a young, inexperienced and low-price salesman, he now requires a veteran, and one who is experienced with this particular method of salesmanship, one who has the qualities of a Hannibal ready at all times to meet the surprises of any sudden exigency or situation. His salary will be more than he has been paying the inexperienced salesman, but he must have



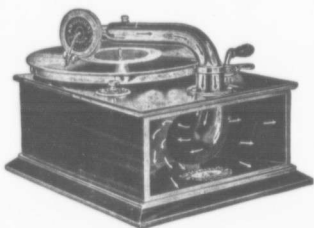
Model 5.
Universal Electric Motor.
Dimensions $20\frac{1}{2} \times 17 \times 13\frac{1}{2}$.



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



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



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

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

ARIONOLA

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

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

Finished in satin mahogany and mission oak.

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

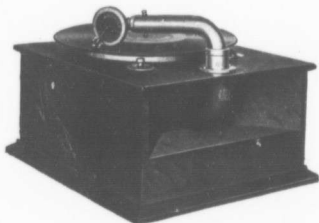
Write for Dealers' Terms and Discounts.

Manufactured By

Arionola Mfg. Company, Limited

Head Offices, ROBINS BUILDING

TORONTO : ONTARIO



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

him; he figures that he will get enough extra price over and above what the young and inexperienced salesman would get to more than make up for his extra cost. He finds and hires his man and gives him full charge.

"Mr. Jones comes in and buys the same type of machine sold to the prominent citizen, but Jones pays \$200 with a promise not to tell any one about the cut price. Later on Brown comes in and also buys a machine of the same type and pays \$240, with a promise not to tell any one about the cut price. Later on Brown discovers that he paid \$40 more for the same machine than did Jones. He, like the plain citizen, gets angry, and justly so, as he thinks, for did not that lying salesman tell him that \$240 was a very special and confidential price, not made to everybody? He goes back intending to clean up that store and to denounce that salesman as a liar to his face, and make him own up and confess his perfidy.

"But Jones is not dealing with the boy salesman as did the plain citizen, he is now against the real thing, a product of the cut-price system. The conversation runs something like this:

Brown (trembling with rage)—"Say, didn't you tell me that \$240 was a very special and confidential price for that machine I bought?"

Salesman (in a soft, musical voice)—"I did."

Brown—"And didn't you tell me that no one ever bought that same machine for less than \$240?"

Salesman (pleasantly)—"That's exactly what I said."

Brown—"Didn't you sell Jones that same identical d—d machine for \$200?"

Salesman (looking at Brown like a fond mother looks at her baby)—"No, I didn't."

Brown (screaming with rage)—"WHAT?"

Salesman—"Now look here, Brown, I didn't think you were that kind of a man. I liked you because I thought you intelligent and a gentleman, and when I learned that your father and my father used to go to school together, I just went the limit on price and gave you a \$250 machine for \$240, and I was called down good and proper by the head of the house for doing it—and now that is all the thanks I get from you for doing it."

Brown (puzzled)—"But didn't you sell Jones this same machine for \$200?"

Salesman (looking at Brown triumphantly)—"No, I

didn't sell Jones the same machine for \$200, but I did sell Jones a second-hand machine of the same type for \$200."

Brown (weakening)—"But I saw the machine and it looked as new as mine does."

Salesman—"Yes, exactly so; you see we used it for demonstration purposes, besides it was out on trial several times. I had the case all polished up and made to look like new, but the works are badly worn. Jones didn't notice that, and he thinks it is new, but for heaven's sake, Brown, don't tell Jones about it. He is not cheated, for he has his money's worth."

Brown (apologetically)—"Well, I just told my wife that you didn't look like a man who would take any unfair advantage of me, but just to keep her satisfied I promised her I would come in and see you about it the next time I was uptown."

Salesman—"I am glad you came in and gave me a chance to explain."

Brown—"I didn't intend to ever spend another dollar in this store, but I see that I was mistaken, and by the way, my neighbor is going to buy a machine and I am going to tell him not to buy it of anyone but you, because I know you will treat him right."

Salesman—"I appreciate your kindness, but for heaven's sake you didn't tell him what you paid for your machine, did you?"

Brown—"No, I didn't."

Salesman—"Well, don't tell him. Just say to him that you paid \$250 and when I sell him I will just hand you a 'five spot' for your trouble."

Brown—"Thanks, I am glad I came. I will caution my wife not to tell anybody about Jones' machine."

"But later on Brown's wife told a dear friend in strict confidence about Jones' second-hand machine, that friend told another in strict confidence, that friend another, and finally some friend told Mrs. Jones in confidence, because she felt that it was her duty to do so.

"Jones hears of it and is furious, like Brown, he goes back to the store to clean up things and make that salesman look like 30 cents, but he is also reckoning without his host. Here is the way Jones cleans up things:

Jones—"Did you sell me that machine for new?"

Salesman (gaining time to marshal his wits)—"That is a funny question. What makes you ask that?"

Jones (angrily)—"There is nothing funny about it.



Do you know that our Foreign Record Department issues records in thirty-eight (38) different languages, and that thousands of Columbia dealers in this country are making good, regular money on these records?



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

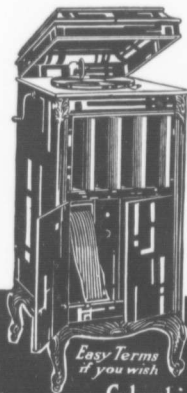
Columbia Graphophone Company
365 Spadina Ave., Toronto

Columbia

the Gem of the

Music

Makers



*Easy Terms
if you wish*

Columbia Grafonolas \$20^U_P

Columbia Records (fit any machine) 85^U_P

Send for free catalogue

As exclusive Ontario Distributors, and the largest distributors in Canada of COLUMBIA GRAFONOLAS and RECORDS, we have just **doubled our orders** with the manufacturers for our next fall's stock. Are you trying to insure against lost business next fall by getting your order in early?

Your books show exactly how many Grafonolas you sold last year from September to December. If you want to insure your profits for this Fall, you should place orders now for delivery on the first of each month. Dealers who place orders in this way will make it easier for the Factory to plan for the tremendous output involved. (Over 8,000 men are now working at the Columbia factories). This early ordering will make our work easier. You will make sure of your own supplies and will not have to lose profit because of lack of goods.

The Music Supply Co.

SOLE ONTARIO SELLING AGENTS FOR COLUMBIA
GRAFONOLAS AND RECORDS

36 Wellington St. E.
Toronto, - Canada

You sold me a second-hand machine for new, didn't you?"

Salesman—"Who told you that?"

Jones—"I didn't intend to tell you, but I found out that you said to Brown that mine was a second-hand machine."

Salesman—"I am glad you came in and gave me a chance to explain. You know, Jones, you promised not to tell anyone how much you paid for your machine; besides I had trouble with the head of the house. He didn't want to let your sale go through because we were losing money on it, but I got him to consent when I explained that your good-will and influence was valuable to the house, but that's what I get for trying to treat you right. You see, it was like this: When Brown came in with blood in his eye, kind-of-sudden like, I had to do something, and do it darned quick, so I just told him that your machine was second-hand to keep him satisfied. What else could I tell him? But I am surprised at you. I thought you had more confidence in my honesty than that; besides you have the reputation of being an expert mechanic. Can't you see that your machine is new, absolutely new?"

Jones—"I didn't tell a soul about the price. If anyone told it, it must have been my wife. I said to her I didn't believe that it was a second-hand machine, but just to keep her satisfied I promised her I would come up and see you about it. I see your position and don't blame you for saying what you did, but I will keep this confidential, and say, by the way, I am going to bring up a friend who wants to buy a machine like mine. My wife didn't want me to bring him up until I saw you about that second-hand business. She was afraid you would cheat him, but I will explain it to her and it will be all right."

"Jones and Brown are fooled. If any more talk of their being cheated reaches them they will just 'say nothing and look wise,' each one feels a secret satisfaction in having received a better deal than did the other and each one feels grateful to that salesman and will recommend him to their friends and maybe after many years they will make up and spend their remaining days trying to figure out who was the goat. Under the Stevens bill this salesman could not sell a \$200 model for \$240, and neither could he represent and sell a second-hand machine for a new one; thus the consumer is protected.

"This kind of salesmanship talent is rare and costs

W. H. BAGSHAW

Lowell, Mass., U.S.A.

Oldest and Largest Manufacturer of
Talking Machine Needles

WORLD'S RECORD SHIPMENT OF

63,000,000

NEEDLES IN TEN DAYS

the dealer more than the other kind, but the dealer adds the extra cost to the average price he receives for his machine, and again the consumer pays the retailer the retailers' cost plus a fair profit and plus the cost of the waste or lost motion resulting from price cutting.

"To prove that this kind of salesmanship is rare and in great demand, I need only cite the notorious fact that all over this country there is a crying demand by piano dealers for salesmen, real salesmen, who can make good in the cut-price system. Did any one ever hear of a crying demand for salesmen who could make good in the sale of standardized articles, with uniform price, such, as for instance, talking machines?

"The result is that when the average consumer buys a \$200 article under the cut-price plan he pays the dealer a larger average gross margin of profit than he pays to the dealer when he buys under the present uniform price system. In other words, the expense per cent. of selling a \$200 non-protected article is much greater than the expense per cent. of selling a \$200 talking machine under the uniform price plan."

NEW RECORDS

Edison Blue Amberol Records for July.

- CONCERT LIST—\$1.00 EACH.**
- 28237 Air des Bisons (Javel Song)—Faust (Giondoli). Soprano, orchestra accomp. Alice Verlet.
- 28236 My Old Kentucky Home—Variations (Foster Spaulding). Violin, piano acc. by Andre Benoit. Albert Spalding.
- REGULAR LIST—75c. EACH.**
- 2919 Wake Up, America! (Jack Glogau). Baritone, orchestra accomp. Joseph A. Phillips.
- 2915 American Fantasie (Victor Herbert). New York Military Band.
- 2904 Battle Cry of Freedom (George F. Root). Tenor, orchestra accomp. Walter Van Brunt and Chorus.
- 2912 Dixie (Emmett). Mixed voices, orchestra accomp. Metropolitan Mixed Chorus.
- 2914 Yankee Doodle. Mixed voices, orchestra accomp. Metropolitan Mixed Chorus.
- 2900 Babes in the Wood—Very Good, Eddie (Jerome Kern). Soprano and Tenor, orchestra accomp. Gladys Rice and Walter Van Brunt.
- 2897 I Can Dance with Everybody but My Wife—Sybil (John L. Golden). Tenor, orchestra accomp. Billy Murray.
- 2916 Yaaka Hala Hickey Dula (Hawaiian Love Song). (Gretz, Young and Wendling). Tenor, orchestra accomp. Walter Van Brunt.
- 2898 Call Me Your Darling Again (J. P. Skelly). Soprano, orchestra accomp. Elizabeth Spencer and Chorus.
- 2899 I Seem to Hear You Gently Calling (William H. Perrins). Tenor, orchestra accomp. Emory B. Randolph.
- 2907 Lights of My Home Town (Chas. K. Harris). Tenor, orchestra accomp. Walter Van Brunt.
- 2909 My Pretty Lena (Yodle Song). (Barton). Orchestra accomp. Ward Barton.
- 2905 Nanny (I Have Never Loved Another Girl but You). (Harry Lauder). Orchestra accomp. Glen Gibson.
- 2910 Serenade (F. Schubert). Tenor, orchestra accomp. Burton Lenihan.
- 2914 What a Wonderful Mother You'd Be (Al. Piantadosi). Tenor, orchestra accomp. Walter Van Brunt.
- 2902 Wonderful Rose of Lave (J. J. Mills). Tenor, orchestra accomp. George Wilton Ballard.

- BANDS AND ORCHESTRAS.**
- 2911 Aloha Oe Waltzes for Dancing (Jaudas Society Orchestra).
- 2906 Serenade—Les Millions D'Arlequin (G. Drigo). Armand Vescey and His Hungarian Orchestra.
- 2918 Sybil Fox Trot (When Cupid Calls). (Victor Jacob). for Dancing, Jaudas' Society Orchestra.
- 2903 (a) De Sandman (Protheroe); (b) The Drum (Gibson). Male voices, unaccompanied. Criterion Quartette.
- 2890 Song of Other Days—No. 2. Mixed voices, orchestra accomp. Metropolitan Mixed Chorus.
- 2908 Swing Along! (Will Marion Cook). Orpheus Male Chorus.
- 2917 Medley of Hawaiian Airs—No. 1, Hawaiian Guitars. Helen Louise and Palakiko Ferreira.
- 2901 Silver Threads Among the Gold (H. P. Danks). Xylophone, unaccompanied. Lou Chiu—Frisco.

Columbia Records for July.

- 10-INCH BLUE-LABEL DOUBLE-DISC RECORDS—85c.**
- A2002 Shades of Night (Friedland and Franklin). Sterling Trio. Orchestra accomp.
- My Dreamy China Lady (Van Alstyne). Grace Nash, soprano, and Henry Barr, tenor. Orchestra accomp.
- A2006 Pretty Please (Von Tilzer). Marguerite Farrell, soprano. Orchestra accomp.
- Are You Prepared for the Summer? (Schwartz). Arthur Fields, baritone. Orchestra accomp.

- A2004 I Can Dance with Everybody but My Wife (Golden). Dan W. Quinn, tenor. Comic song. Orchestra accomp.
- A2005 There's a Quaker Town in Quaker Town (Solomon). Peerless Quartette, orchestra accomp.
- A2006 Arise You Half the Man Your Mother Thought You'd Be! (De Costa). Albert Campbell and Henry Burr, tenor duet. I've Got the Blues at Home Sweet Home (Meyer). Oscar Shaw, baritone. Orchestra accomp.
- A2007 The Homestead Blues (Monroe and Clarke). Peerless Quartette, Orchestra accomp.
- A2008 Come on to Nashville, Tennessee (Donaldson). George H. O'Connor, character singer. Orchestra accomp.
- A2009 I Love You—That's One Thing I Know (Gilbert and Friedland). Henry Burr, tenor. Orchestra accomp.
- A2010 Baby Shoes (Piantadosi). Henry Burr, tenor. Orchestra accomp.
- A2011 I Know a Lovely Garden (D'Hardot). Judson House, tenor. Orchestra accomp.
- A2012 Forgotten (Cowley). Judson House, tenor. Orchestra accomp.
- A2013 Eileen Alana (Thomas). Columbia Stellar Quartette. Unaccomp.
- A2014 Love Light (Kjerfve). Columbia Stellar Quartette. Unaccomp.
- A2015 Simple Confession (Simple Ave). (Thomas). Prince's Orchestra.
- A2016 Hearts and Flowers (Tubani). Prince's Orchestra.
- A2017 Santa Lucia (Cottrax). Prince's Orchestra.
- A2018 What My Mother Wants to Know (Mamma Mia Che Vo Sape) (Prinze). Prince's Orchestra.
- A1933 A Hot Time in the Old Town Tonight (Chattaway). Prince's Band.
- A1934 Any Bess? (Allen). Prince's Band.
- A1935 12-INCH BLUE-LABEL DOUBLE-DISC RECORD—\$1.25.
- A5812 Awake Dearest One (Ball). Orville Harrold, tenor, and Lydia Locke, soprano. Orchestra accomp.
- A5813 The Sunshine of Your Smile (Ray). Orville Harrold, tenor, and Lydia Locke, soprano. Orchestra accomp.
- A1936 12-INCH SYMPHONY DOUBLE-DISC RECORDS—\$1.50.
- A5810 Caprice Banque (de Sarasate). Eddy Brown, violinist, George Falkenstein at the piano.
- A5811 Nocturne in E Minor (Chopin-Auer). Opus 72. Eddy Brown, violinist, George Falkenstein at the piano.
- A5809 Dreams (Strelzky). Helen Stanley, soprano. Orchestra accomp.
- A5810 The Sorrows (Shelley). Helen Stanley, soprano. Orchestra accomp.
- A5812 Magic Flute (Mozart). "O Isis et Osiris). Leon Rothier, bass. In French, with orchestra.
- A5811 Don Carlos (Verdi). "Ella Giunni M'Amo". Leon Rothier, bass. In Italian, with orchestra.
- A5813 Spring Vowes (Rossi di Primavera). (Strauss). Florence Macbeth, soprano. In English, with orchestra.
- A5814 I've Been Roving (Horn). Florence Macbeth, soprano. In English, with orchestra.
- A1156 10-INCH DOUBLE-DISC RECORDS—85c.
- A1156 America—Overture on National Airs (Moses). Part 1. Prince's Band.
- A1157 America—Overture on National Airs (Moses). Part 2. Prince's Band.
- A1991 Star Spangled Banner (Key). Prince's Band.
- A1978 Wake Up, America! (Goggin). Henry Burr, tenor. Orchestra accomp.
- A1979 Good-Bye, Good Luck, God Bless You (Ernest R. Ball). Ernest R. Ball, tenor. Orchestra accomp.
- A1920 Red, White and Blue (Shaw). Prince's Band.
- A1914 It's a Long Long Way to Tipperary (Williams). Prince's Band with men's chorus.
- A1914 Second Regiment C.S. March (Reeves). Prince's Band. Washington Post March (Rossa). Prince's Band.
- A1085 10-INCH DOUBLE-DISC RECORD—\$1.00.
- A1085 Star Spangled Banner (Key). Margaret Woodrow Wilson, soprano, and chorus of mixed voices, Columbia, the Gem of the Ocean, Marching Through Georgia, and Dixie. Columbia Band.
- A5573 12-INCH DOUBLE-DISC RECORD—\$1.25.
- A5573 Patriotic Medley (Bernstein). One-step. Prince's Band. La Brulante (Wine). One-step. Prince's Band.

Reproducing Violin Tone.

Makers of sound-reproducing records have found that violin music is difficult to catch in its full strength when a violin is played in the ordinary way. To remedy this difficulty they have adopted this special device, according to the Violin World. The body of the violin is removed and for it is substituted a tube that leads to a diaphragm whence a horn directs the sound toward the receiving machine. The bridge rests upon the tube, and they say that records taken with this apparatus reproduce the music more perfectly than those taken from an ordinary violin. A similar attachment has been made for the 'cello.



No talking machine dealer can legitimately expect to be taken seriously as such if he is not showing the Columbia Electric Grafonolas to his customers.



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

Columbia Graphophone Company
365 Spadina Ave., Toronto

Veteran Piano Worker Deceased.

Mr. George Sanderson of Toronto, one of the oldest piano workers in the country, suddenly expired in bed during the night recently. When Mrs. Sanderson awakened she was horrified to find her husband a corpse. The late Mr. Sanderson, who was seventy-four years old, was born in Toronto. He worked with a number of men now prominent in the trade, and was a skilled and clever mechanic.

About eighteen years ago failing eyesight forced him to give up piano work, and for some years he did the finer work in street-car building, until his sight became too weak for this work also.

For several years past he was almost totally blind and had reached the end of his savings when death came. He is survived by a widow, who conveyed his remains to Orillia for interment.

For several months prior to his death Mr. Sanderson endeavored to dispose of his tool kit. The tools and a set of carpenter's tools, both in well made chests, are now offered by the widow as a valuable collection at a low price for anyone engaged in a class of work requiring an equipment of this kind. Particulars can be secured on application to the Canadian Music Trades Journal.

Canadian Jobber Writes from New York.

While in New York, Mr. John A. Sabine of the Music Supply Co., Toronto, wrote his firm's customers from the Columbia recording laboratories, giving them an idea of conditions in the talking machine trade. Although having several thousand machines on order, he decided to double the order in the hope that by doing so he would be able to get sufficient machines to take care of those who anticipate their needs and order early. Incidentally Mr. Sabine urged upon dealers the wisdom of getting fall orders booked as a precautionary measure, and not with the idea that either wholesalers or manufacturers desired large orders for immediate delivery, being so far behind with deliveries. The Columbia Company was still seventy thousand machines behind.

Mr. Sabine referred to the scarcity of men, high wages and high cost of materials, suggesting that Grafonola prices might have to advance. Referring to records, however, he said there would be no shortage, and that they would be advertised more widely than ever.

Music Trades Man Honored.

To Mr. H. Y. Claxton, salesmanager of the R. S. Williams & Sons Co., Ltd., wholesale musical merchandise department, was tendered a complimentary banquet and presentation by the Toronto Sportsmen's Patriotic Association, as a testimonial of his courtesy, time and work in securing the talent, arranging and looking after the programmes of the Sunday afternoon and evening recruiting meetings during the winter months. Mr. Shea, proprietor of "The Hippodrome," was also feted in appreciation of his giving the theatre for the meetings.

The function took place at the Carls-Rite Hotel. Lieut.-Col. R. H. Greer, of the 180th (Sportsmen's) Battalion, presiding. About fifty gentlemen were present,

including the Commanding Officers of the various Toronto Battalions.

The chairman highly complimented Mr. Claxton on the success of the Sunday meetings, and called upon Mr. J. P. Mulqueen to make the presentation of a beautiful gold watch, suitably inscribed, on behalf of the Association, as a slight recognition of his efforts, and to Mr. Shea, an Edison diamond disc phonograph.

During the evening addresses were made by several members of the City Council and Commanding Officers of Toronto Battalions, when the Sportsmen's Association was wished continued success in its undertakings, as the efforts were not only in aiding in supplying of funds for recruiting work, but also by their supplying sporting goods to all soldiers in uniforms in Canada, and at the front, were very much appreciated.

Ivory Stolen in Transit.

A shipment of piano key ivory recently received in Toronto was short eighteen sets. This is here mentioned in the hope that if any reader hears of this quantity being offered from unusual sources information will be sent this Journal and the consignee will be notified. For other purposes than piano key-making the ivory has no value. In a year ivory for 528 sets of keys has disappeared between England and Canada, most of it being on boats that went to the bottom.

The Economics of Retailing.

Aiming at presenting fact material and constructive suggestions on retail distribution, Paul H. Nystrom, Ph.D., has written a book entitled "The Economics of Retailing." It does not tell how to get rich quickly, but it does go into retailing details in a very interesting way, showing the lines along which retail progress is being made. Among the subjects discussed are distribution, retail expenses, wages and work of salespeople, location and rents, department stores, chain stores, mail order houses, price maintenance, buying right and retail systems.

Live dealers and ambitious salesmen will find it profitable to read this work. It is published by The Ronald Press Co., 20 Vesey St., New York City, \$2 postpaid.

Saxophone Record by Canadians.

The Saxafour, composed of Messrs. Gilbert, Robinson, McGuirl and Till, all of Toronto, made an original saxophone record on the phonograph in the parlors of The R. S. Williams & Sons Company, Limited, last month, for the purpose of submitting it to New York theatrical managers to get a chance on the "big time."

Miss Ione Hunter, only daughter of Mr. and Mrs. Geo. C. Heintzman, Toronto, was married in London, England, on May 23, to Lieut. G. B. A. Gibson, of Toronto, now A.D.C. to Col. Eaton, Third Canadian Artillery Division.

For the fiscal year ended March 31, 1916, Canada exported to New Zealand organs and harmoniums valued at \$4,550, pianos \$1,140, pianolas, phonographs, etc., \$280. In each case the Canadian preference is 10%.



Multiply Your Player Piano Sales By

- Showing the Cecilian in your window—
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It is a Leader among player pianos. It is the choice of wealthy homes, yet its price is within the reach of every average home.

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The Action is accurate, strong, responsive, and dependable.

Every instrument is critically inspected before leaving for your warehouses.

The Cecilian Player Piano is the Cecilian Piano plus the world-famed Cecilian Metal Action. The Cecilian is the world's standard of metal player actions, and was the first metal player action made. It has been extensively copied the world over. All valves in the Cecilian are encased in metal, making them positively climate proof.

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420 Yonge St., Toronto.

WINNIPEG LETTER.

BEFORE this issue of the Journal is finally ready for delivery to its subscribers, the annual convention of the Retail Merchants' Association will have been held in this city. At the time of writing the elaborate preparations being made ensure a successful meeting, with a record in attendance established.

This organization is of special interest to the music trades as practically all the local dealers, we understand, are members, and this general association takes the place of an organization confined to the one line of business.

Mr. J. W. Kelly, president of the J. J. H. McLean Co., Ltd., has been elected president of the Winnipeg branch of the association. A year ago there were only four retailers outside of Winnipeg in the organization. Now the membership, apart from this city, includes 435 provincial dealers, and the prospect list makes easily possible a total of 1,500.

The value of this association to its members is evidenced by its growing importance and increasing weight in matters of public interest. In Winnipeg the Retail Merchants' Association has accomplished wonders within the last few years in the way of bringing about better standards of merchandising, elimination of fakes and frauds, which might fleece the buying public, and in many ways bettering the avenues of trade, which leads to a truer economy and a wider range to the ultimate consumer.

The purposes of the organization are to protect the commercial interests of all retail merchants in all sections of the retail trade throughout Canada; to report all delinquent customers through the credit reporting department; to have proper equalization of taxation; to prevent manufacturers or wholesalers from selling direct to customers; to keep all members posted on any proposed legislation, Dominion or Provincial, that will affect their interests; to encourage buying of the home town products; to simplify legislation for the collection of debts; to enlist the co-operation of manufacturers, producers, wholesalers and retailers in securing better trade conditions, to enforce Transient Traders Act, and to enforce and improve the peddlars' license system.

Mr. "Jock" Smith of the Winnipeg Piano Co., accompanied by Mrs. Smith, have been on a visit east. Mr. and Mrs. Smith renewed acquaintance with many personal and trade friends in Toronto and Guelph, returning home by water from Sarnia to Fort William.

At the local warehouses of the Nordheimer Piano & Music Co., Ltd., a fair trade is reported, with disagreeable weather interfering with the visits of prospective customers.

Mr. Ralph Cabanas, manager of the Canadian division of the Columbia Graphophone Co., with headquarters at Toronto, and Mr. R. Shaw, western manager, spent a short time together visiting their agencies in the western territory. Mr. Cabanas and Mr. Shaw spent a Sunday at Banff, which they enjoyed very much. Mr. Shaw found the prospects very bright for fall trade and the agents very much interested in new literature pertaining to Columbia goods. The Columbia Company are now securing big shipments from their factory, and ex-

pect to be in a position to fill all back orders by the middle of June.

Mr. Allison, formerly on the staff of Cross, Goulding & Skinner, has gone to the States, and Mr. Stanley, formerly a member of the same staff, has gone west. Word has been received that Mr. Main, who left with the 45th Overseas Regiment, was on the sick list. Before enlisting Mr. Main was in charge of the phonograph department.

Mr. Fitch, western manager for Babson Bros., Edison phonograph dealers, has left on a six weeks' vacation, which he will spend with his family at his ranch at Bellingham, Washington. Mr. Fitch is expected back about July 1st.

Though business was interrupted by the removal to new quarters at 324 Donald Street, the Fowler Piano Co. report May as being a fairly good month, with a noticeable improvement in collections.

Mr. Frank Smith, manager of Whaley, Royce & Co., Ltd., took a short business trip to Brandon in the interests of his firm this month. Mr. W. Finch, who until a short time ago was employed by Whaley, Royce & Co., left on May 26th with the 90th Battalion Band.

Mr. S. L. Barrowclough, well known in musical and trade circles, left on May 26th for England as bandmaster of the 90th Regiment.

Mr. Belknap, until recently in charge of the phonograph department of Stanwoods' Limited, has joined the 226th Regiment as bandmaster. Stanwoods' Limited have removed their phonograph department downstairs, where they have splendid acoustic properties. Miss Sloan has been added to the staff of this company.

Mr. Hawkins, manager of Heintzman & Co., Regina, passed through here on his way home from the east.

Mr. F. R. Austen, proprietor of the Austen Music-Store, North Battleford, Sask., paid a visit to the Western Gramophone Co.'s warehouses on his return trip from the east.

Mr. David Allan, of the Bell Piano & Organ Co., Ltd., Guelph, recently paid a visit to the Winnipeg Piano Co.'s warehouses on his trip west.

Mr. H. J. M. Glocckler of Saskatoon, dealer in Gerhard Heintzman pianos and Victrolas, recently removed to his new premises, where he is installing several demonstration booths.

Winnipeg Piano Man Visits East.

"Jock" Smith, a member of the firm, Winnipeg Piano Co., and one of the most popular men in the trade, spent a few days in Toronto recently. He was accompanied by Mrs. Smith, and while in this city they were guests at the King Edward Hotel. Mr. Smith stated that his visit east was largely one of pleasure, and he was looking after matters pertaining to business in which he is interested outside of the music trades. Before returning to their home at Winnipeg, Mr. and Mrs. Smith visited old friends in Guelph, where they resided for many years, prior to removing west when Mr. Smith went into the retail business.

Speaking of piano business, Mr. Smith said, "We are very well satisfied. Up to the present this year is an improvement on last year, and 1915 was better than 1914." His selling organization is specializing in

Made in CanadaThe Crest
of Quality*Made in Canada*The Crest
of Quality

A Fundamental Requirement of Retail Success is Uniformity of Product



There must be in the goods you buy to sell a never-changing pronouncement of "up to standard." The tone—not of the majority of instruments—but of **every one** should be uniformly true.

The finish should—not usually—but always be the very best. When you place one dozen pianos in the homes of your community you want to be dead certain that not eleven but twelve of them will prove satisfactorily durable.

This can only be accomplished by a keen, efficient, experienced organization such as the HOUSE OF WILLIS HAS SO SUCCESSFULLY BUILT UP AND CONSISTENTLY MAINTAINED.

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country trade, the phenomenal crop making business in rural districts much more active than in the city. Mr. Smith opined that the manner in which shipments were arriving here out all the claims of the manufacturers concerning scarcity of help.

Before leaving Toronto Mr. and Mrs. Smith were motored around the city, and were much impressed with the development of the Queen City, even in the three years that have elapsed since Mr. Smith's last visit.



Mr. "Jock" Smith

Activity in recruiting was of interest to the visitors, their only son being now in England qualifying for a commission in the Artillery.

Visited Supply Centres.

Mr. F. T. Quirk, general manager Sterling Actions & Keys, Ltd., Toronto, just prior to his firm's stock-taking period, which commenced on June 1st, visited New York, Boston, and a number of other American centres in search of supplies. Ordering by mail has become so unsatisfactory owing to the uncertainty of the supply markets, that close personal touch is required in making the necessary purchases. Besides the scarcity in most lines, Mr. Quirk noticed a serious advance in prices, the hardware market particularly having established high water mark figures.

A recent communication from an European ivory cutter is somewhat depressing concerning this particular line. He could promise no shipments, as it is impossible to get men for the factories, and the scarcity of the raw material is serious.

MONTREAL LETTER.

JUDGING from the reports of retail dealers, the past six weeks have witnessed some improvement in trade conditions. Some of the dealers, however, temper their reports with the reservation that May was a little less of a business month than the preceding three months. In some cases a slump followed a more pleasing activity in business circles, but June has been held along wonderfully by piano purchases for June brides.

Talking machine and record business maintains the tradition of this line, that it is in demand whether other musical instruments are selling or not. The shortage of machines is the one cause for worry, and every indication is that the dealers who have not already placed orders for fall delivery are going to meet with severe disappointments. The advice to order early has never had quite so much meaning as it has at this time.

The campaign to raise \$50,000 to clear the Western Hospital from debt has been very successful, for as a result of the efforts of a dozen or more teams which started to collect funds, a grand total of \$53,254 was announced at the final luncheon, with the promise of many more substantial donations to come. The president of the hospital, Mr. D. Lorne McGillibon, expressed the sincere thanks of the governors of the institution to those who had worked so hard for the hospital, making special mention of Mr. C. W. Lindsay, who had practically initiated the campaign, and who himself had given \$2,500.

"We had," declared Charles Culbress, the Martin-Orme representative, "what would be called a 'middling' good month in the thirty-one days just closed. It was not dull nor was it brisk, but just 'tol'able.'"

Mr. C. E. Tannev of the Sherlock-Manning Piano & Organ Co., London, was a recent trade visitor in this centre. Mr. Tannev went as far east as Montreal, and was well pleased with the results of his call on Sherlock-Manning dealers.

Mr. C. W. Lindsay, head of C. W. Lindsay, Ltd., Montreal, Ottawa, Quebec and various other important centres in two provinces, was a recent trade visitor to Toronto. Mr. Lindsay, who is always in close personal touch with every branch of the business, visits the Queen City frequently, where he is a welcome visitor at a number of the prominent music houses.

Mr. E. van Gelder, of I. Montagnes & Co., Toronto, passed through Montreal recently on his return from a tour of the Maritime Provinces. Mr. van Gelder visited each Province, including Prince Edward Island, and reports excellent success in placing Sonora phonograph agencies. "Orders are easier to get than the goods with which to fill the orders," said he, "but we are going to take care of the customers already on our books, and to that end have placed very heavy orders with the factory."

Willis & Co., Ltd., report that they will be satisfied if business for the rest of the year keeps up in proportion to what they have done in April. The factory at St. Therese has made a very good record during last month. June opened up under the same bright auspices. Orders for Willis pianos and players are good, and outgoing shipments are very fair.

Layton Bros. recently had on display in their show windows an exposed model of a Sherlock-Manning player

piano, showing the interior mechanism. It attracted considerable attention, and is another idea of profitable window dressing inaugurated by the aggressive Mr. Henry Hamlet of this firm.

May has been a very fair month with J. H. Mulhollin, and sales have been of good volume in Evans Bros. lines, both uprights and players.

Gervais & Hutchins has no objection to offer re the outlook for business, and during May made several nice sales of Mendelssohn and Cœcilian pianos and players. Henry Hamlet, that aggressive Mason & Risch booster for Layton Bros., says that the demand for these lines continues to hold good, and they notice a greater tendency toward high grade instruments of this class.

Mr. C. R. Coleman, manager of the Montreal branch of the R. S. Williams & Sons Co., Ltd., is busy writing orders to his firm these days for band instruments, both in Boosey and Williams Artist goods. He has of late fully equipped a number of regimental bands, also supplying some of the bands with additional instruments.

From the Canadian Graphophone Co. comes the increasing wail of the old time complaint, a shortage of Columbia product. This firm are looking forward to a big summer trade in the disposal of records and the smaller types of machines suitable for summer homes and hungalouses.

"Favorable weather has brought about some improvement in trade," said W. J. Whiteside, referring to Karn-Morris goods, "and with the month of June ahead of us we are contemplating a run of good business."

Many new accounts for New Scale Williams and the companion makes are reported by J. A. Hurteau & Co., Ltd., while a lively interest is being displayed in the Pathé and Sonora lines.

Business is holding up well with J. W. Shaw & Co. Gerhard Heintzman and Shaw pianos are making creditable showing, whilst calls are frequent for Columbia Grafonolas and records.

Scarcity of Men Retards Factory Output.

Mr. W. N. Manning, of the Sherlock-Manning Piano & Organ Co., London, was among the month's trade visitors to Toronto. Mr. Manning attended a meeting of the Canadian Piano and Organ Manufacturers' Association Executive Committee, of which he is a member.

"Trade is up to and ahead of our ability to get the instruments out," said Mr. Manning, referring to conditions in their own factory. "The possible output is materially curtailed by the great scarcity of skilled mechanics, and we will not impair the standard of the goods by using incompetent help."

The retail branch of their business Mr. Manning indicated as going strong, particularly since the roads have become passable, for Mr. J. F. Sherlock and Mr. Will Sherlock to get through the country with their runabout.

A. Lesage, piano manufacturer of St. Therese, Que., is erecting a new factory adjacent to his present building, and doubling his space and capacity. This house reports that orders are coming in well, and also that it is experiencing the common trouble of scarcity of material, rising cost, etc.

June Player Rolls by Otto Higel Co.

SOLD ARTIST RECORDS.		
No.	Name.	Composer Price
502545	Amoureux (Valse)	Roberts \$.85
502554	Close to My Heart (Song)	von Tilzer .70
502501	Fox Trot Medley No. 170
Introducing:—(1) Underneath the Stars; (2) Scandalous Sketch; (3) Those Good Old Days Back Home.		
502564	Hawaiian Melodies70
"1) No Wan I Ke Makai; (2) Waiatae.		
502533	I Seem to Hear You Gently Calling (Song)	Perrins .55
502493	Love Thoughts (Hesitation Waltz)	Edwards .55
502524	Love's Whisper ("Air de Ballet")	Marks .70
502513	There's a Quaker Down in Quaker Town (Song)	Solomon .55
502573	Tumble in Love (Song)	Franklin .55
502482	What's the Good of Moonlight, When You Haven't Got a Girl to Love? (Song)	Brookhouse .55
SOLODANT MUSIC ROLLS.		
No.	Name.	Composer Price
012773	All America (One Step)	Zimenez \$.55
012843	Black Opal March	Brenner .70
012824	Ernest Ball Hesitation Medley50
Introducing:—(1) When Irish Eyes are Smiling; (2) I Love the Name of Mary; (3) Mother Machree; (4) Irish Eyes of Limerick; (5) A Little Bit of Heaven.		
012794	Fox Trot Medley No. 370
Introducing:—(1) Come On Along; (2) Honey Bunch; (3) Hick-Hoy; (4) Kangaroo Hop.		
012743	Girl Who is Yours, While You are Away, The (March Song)	Ehoral .55
012763	Ladder of Roses, The (One Step)	Hubbell .55
012753	My Mother's Kiss was Sweeter Than Them All (Waltz Song)	Ehoral .55
012783	Old Virginia (One Step)	Zamenik .55
012734	One Step Medley No. 370
On Favorite Operatic Airs. Introducing:—(1) Wil. Ham Tell; (2) Rigoletto; (3) Carmen; (4) Faust; (5) Light Cavalry.		
012805	One Step Medley No. 470
Introducing:—(1) When Old Bill Bailey Plays the Ukulele; (2) Kinky; (3) I'm Simply Crazy Over You; (4) Popular Rag; (5) When Old Bill Bailey Plays the Ukulele; (6) Mother.		
STAR MUSIC ROLLS—25c. EACH.		
X208	Siam (One Step or Trot)	Fischer
X209	Last Farewell, The (Waltz)	Zamenik
X210	Hello, Hawaii, How are You! (Fox Trot)	Schwartz
X211	Hula Lou (Fox Trot)	Moret
X212	Don't Leave Me, Daddy (Fox Trot)	Verges

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30536 Highland Melody (Scottish Songs)		1.30
Introducing:—(1) Coming Thro' the Rye; (2) Blue Bells of Scotland; (3) Annie Laurie75
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30505 Isle D'Amour	Edwards	1.10
30515 Just a Moment	Van Alstyne	1.10
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30544 Love's Sighs (Valse)	Morrison	1.10
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30573 When You're Dancing the Old Fashioned Waltz	von Tiltner	.75

Telephone Courtesies to Visitors.

The American Piano Supply Co., of New York, are extending telephone courtesies to those in the trade attending the joint convention of the various music trade organizations to be held at the Hotel Astor, New York, June 19 to 23. Recipients of the company's invitation card will be free to use the city lines of the New York Telephone Co. By presenting the card to the operator at the Hotel Astor when making calls, no charge will be made. Mr. A. L. Ebbels of this firm, who visits the Canadian trade, will be at home to extend a welcome to any of his customers who may visit New York during the convention.

Vancouver Dealer Reports Better Business.

"Concerning trade conditions, we are pleased to report a great improvement since the first of the year," state Fletcher Bros., Ltd., of Vancouver, in renewing their subscription to the Journal. "We believe a good victory for the Allies would do wonders to reduce millions which are tied up in our savings banks because of the uncertain conditions and the reluctance of depositors to circulate money under this suspense. However, business is coming quite freely, but collections are not. We figure a collector to-day is worth as much money as a

good salesman, and between a good collector and a good salesman we favor the collector."

**Moose Jaw Dealer Optimistic.
Recruiting Causes Scarcity of Salesmen.**

Referring to trade conditions in the territory worked by the Assiniboia Music Co. of Moose Jaw, Mr. N. J. Porter, proprietor of that firm, said to the Journal: "Things never looked better. There will be a large average sown in this district, under most favorable conditions and, if nothing unforeseen happens between now and fall, business cannot help but be better than we have had it for several years.

"There is still a great deal of last year's crop in the hands of the farmer, which has not been the case in previous years, due to the extra heavy crop of last year, and the fact that the railway companies were unable to move it before the closing of navigation. On this account, it is generally felt there will be steady trade all summer, to those who go after it.

"We find that the demand for players is very limited and has been so for the past three years. We account for this from the fact that most of the instruments being sold have been for educational purposes, and sales, therefore, have been of a better character.

"Owing to the enlistment campaigns being carried on by the various military units in the city, we find it very difficult to get reliable salesmen. We have an opening at the present time for a good man for country work, one accustomed to driving an automobile preferred."

Talking Machine Business Good.

Writing with reference to trade conditions, Mr. J. H. Todd, who advertises Todd's Music Store, "the oldest sewing machine and music house in New Westminster," states that while talking machine and sewing machine business has kept up very well, piano business has been slow, so many people having gone east or to the old country and selling their pianos, which of course interfered with regular business.

Mr. Todd also refers to the difficulty of getting help owing to the war drawing the available supply of men. One of his staff has been in the trenches for some time, and another is driving a truck for the Government transport in France.

Notwithstanding conditions that make business difficult, including advanced cost of musical goods, Mr. Todd has been making some improvements to his store. He has added two large wall display cases, and has changed his Edison and Victor record notes to make them more convenient. Incidentally Mr. Todd refers to the difficulty in securing talking machines, owing to the shortage.

Further proof that the household desiring a son should make arrangements with the stork during war time is at the home of Mr. and Mrs. Edward Barton, Brantford. Mr. Barton, who is a member of the well known music house of T. J. Barton & Son of that city, was greatly delighted on May 25 with the arrival of a son and heir. Even more delighted was the grandfather, who has put about the little boy even a brighter halo than he ever accorded the Nordheimer line, which he handles.

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The Six Songs are all from the pen of E. Carr Hardy, and the titles are:

"Your Eyes Have Told Me So."
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"Mary O'Neill."
"The Sexton and the Bell."
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We shall be glad to submit samples and prices.

The enormous increase in our violin case department in 1915 assures us we are giving the best value. We have just received some half dozen new designs in these.

We are up to the minute in all musical lines.

Quick despatch service our speciality.

Music and Musical Merchandise Section

CANADIAN MUSIC TRADES JOURNAL—JUNE, 1916

Net Profit 60 Per Cent.

URGING upon its readers the possibilities in sheet music selling a publication devoted to another line of retail activity says of an Ottawa departmental store: There was a stock of music carried of about \$600, and on this a turnover of between five and six times was shown. The average gross profit ran about 80% and the net profit close to 60%.

Small Dealers' Advantages.

IN view of the more or less generally accepted theory that the large store can undersell the small dealer, the latter will be interested in the following remarks of one who claims to have come to these conclusions as a result of personal investigation:

"It will surprise many, but it is a fact, nevertheless, that the small store, particularly in a prosperous rural district, can sell goods cheaper and at the same time get a better margin of profit than the big city store.

"The small store does not have the expense of its big competitor. If properly managed the small business in a good territory can be run at comparatively small cost.

"Many consumers in small places go to the large city to buy because they think that the big store can sell cheaper, by reason of large purchases, than the stores in country towns, or cities of, say 3,000 to 10,000 population.

"The country dealer should explain the difference to everybody in his territory, by means of steady, intelligent advertising. Because a man's store is small, it does not follow that he cannot keep the right goods. The country dealer has many advantages over the big city store, not the least of which is his personal acquaintance with nearly all the people in the community and the opportunity of knowing their tastes.

"Admitting that the country dealer in a well managed store has a lower overhead and selling burden than the big city fellow, he should be foresighted enough to give his patrons a liberal share of the saving, so that he can keep their trade, not only on a price basis, but by giving good, personal service."

Getting the Price.

EVERYONE who has occasion to sell goods should recognize the fact that he is not a salesman until he can sell goods at a profit to himself or his employer, and selling goods at a profit does not ordinarily consist of selling them at any price above cost, says Bilchao. Every merchant has expenses consisting of rent, light, heat, cartage, clerk hire, postage, etc., etc., which must be added to the cost of his goods in order to arrive at the real cost at the time of delivery to the customer, and the sale, to be profitable, must be at a figure above this cost.

There is another fact which should be recognized by everyone who has occasion to sell goods, and that is that it takes a high-grade salesman to sell high-grade goods profitably, and it should be every salesman's ambition to be a high-grade salesman. No one has exclusive right to the use of any words in the English language. Therefore, an unscrupulous salesman can paint as brilliant a word picture of inferior goods as a high-grade salesman can of high-grade goods. But, what is the result? A customer finds they are not as represented, and if there is not an actual come-back in the way of claims from the merchant, there is a loss of reputation which he can ill afford to stand, for it means loss of business and loss of prestige.

Matters for Consideration at the 3rd Annual Convention of the National Association of Sheet Music Dealers in New York, June 14 to 16.

1. Prices and Discounts.

A—Desirable increases in retail selling prices.

B—Whether sheet music sold by the publishers at $1\frac{1}{2}$ and 20 or $1\frac{1}{2}$ and $\frac{1}{4}$ should not be retailed at 40% or 1/3 off instead of at $\frac{1}{2}$ off.

C—An agreement as to a uniform retail discount on net sheet music of American publishers.

D—The question of securing uniform action on the proposition to sell "Library" editions at one-third off including the co-operation of the publishers to enforce it.

2. General Conduct of the Business.

Exchange of ideas as to:

A—Formulation of a plan to secure data as to the average cost of conducting a sheet music business.

B—As to the average gross profit therein.

C—Stock records and how to keep them.

D—Disposal of unsaleable stock.

E—Formation of a National Co-operative Credit Bureau.

3. Special Matters for the General Betterment of the Trade.

A—Consideration of the proposed reduction of the size of sheet music to that of the Library editions. It is recommended on account of the saving to the dealer in transportation charges and ultimately in shelf room; on account of the greater convenience in handling, and on account of the saving of 20% in the amount of paper used.

B—How to reduce the quantity of new issues and to more effectively introduce the meritorious new publications.

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- Thank God for a Garden —Teresa Del Riego
 Little Rose Among the Roses —R. Coningsby Clarke
 I Dream of a Garden of Sunshine —Hermann Lohr
 Heigh-ho! the Sunshine —Montague Phillips
 Love's Garden of Roses —Haydn Wood
 Wonderful Garden of Dreams —Dorothy Forster

LOVE'S VALLEY

—Dorothy Forster

LAND OF THE LONG AGO

—Lilian Ray

VOCAL DUETS

- Land of the Long Ago —Lilian Ray
 Love is Meant to Make us Glad —Edward German
 In the Hush of the Starlight —Florence Aylward
 Where My Caravan Has Rested —Hermann Lohr

HUMOROUS SONGS

- A Fat Lil' Feller wid his Mammy's Eyes —Sheriden Gordon
 You'll Get Heaps o' Lickin's —R. Coningsby Clarke
 Daddy and Babsy —Sivori Levey
 His Little Teddy Bear —Sivori Levey

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A Cycle of Four Songs

SONGS OF THE SOUTHERN ISLES

A Cycle of Four Songs

Hermann Lohr

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 Un Peu d'Amour —Lao Silesu

SPHINX? VALSE

—Francis Popy

Ivor Novello's
 New Patriotic Song
LADDIE IN KHAKI

(The Girl who Waits at Home)

THE WALTZ WE LOVE

—Armand Vecsey

MUSICAL PLAYS

- "Sybil" Victor Jacobi
 "Betty" Paul A. Rubens
 "Tina" Paul A. Rubens and Haydn Wood
 "To-night's the Night" Paul A. Rubens
 "Bric-a-Brac" Lionel Monckton and Herman Finck

CHAPPELL & CO., Ltd.

347 Yonge Street, Toronto

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Sell Tools for Violin Repairs.

SALESMEN should note the field for more business suggested in this paragraph of advice which appeared in a paper for musicians and students: "Every violinist and student of the violin should have a little kit of tools, of such size that they can be carried easily in the violin case. Among the number which would prove of the greatest assistance on many occasions are the following: a pair of scissors for cutting broken hairs out of the bow, cutting strings, etc.; a good penknife, which will come in handy for a great variety of purposes; a pair of tweezers for pulling the string through the peg in putting on strings, and for other purposes; a soundpost setter for use in case of accident. Besides these, it is always well to carry in the case a piece of tailgut, an extra bridge and soundpost, an extra peg or so, a complete set of strings, a small piece of chalk to rub on the pegs if they slip, an extra tailpiece, an international pitch A tuning fork.

"With all the above articles at hand, the violinist is safe in most cases of accident. Many a violinist has been completely 'put out of the business' while filling an engagement from the lack of one or more of the above named articles. The student should learn to make simple temporary repairs until he can have the work done by a first-class professional repairer."

A Violin Owner's Difficulty.

"MY violin has possessed a sweet tone, good carrying power and easy playing qualities, but the humid weather loosened the neck and a new one was supplied, being pitched back slightly more than the old one. This made necessary a new bridge higher than the old one, now measuring 1 1/4 inches in height. A new sound-post was set a good eighth of an inch back of the bridge. As a result, the violin is not responsive and the quality is glazed, particularly on the E string." Thus a violin owner expressed his difficulty to an expert, who replied in *Jacobs' Orchestra Monthly* as follows:

"The good and bad qualities of violin tone may be ascribed to so many points in wood, construction and adjustment, that it is self-evident that a skilled repairer should be employed to make a thorough examination of your violin. He may then fail to secure the best results upon first attempt at corrections. Repeated experiments are frequently made before the best in a violin is brought out.

"One and a quarter inches is considered to be the normal height of a violin bridge, but it might not suit the requirements of your instrument in its present condition. It is quite possible that the new pitch of the neck is too great, and that the violin was settled and better adjusted with the old angle and the lower bridge. The higher bridge would of course bring additional pressure to bear upon the top, which might be a fatal mistake in this instance. The sound-post also may have to be replaced by a new one, or its position altered. Other factors entering into tone inequalities are the wood, the swell of the top, a bass-bar of wrong proportions, faulty graduation, model and varnish. Poor strings and rosin may also in a degree contribute toward a nasal or glassy tone, and hard playing qualities."

A Flute Adjustment.

ANOTHER musician, a flute player, asked: "Would a small nick in the embouchure of the flute impair the tone quality of the instrument? Could this be successfully repaired by imbedding a silver embouchure in its place?" These questions were answered in this way: "Unless the indentation is located on the outer sharp edge of the embouchure, directly opposite that part which rests against the lower lip, it is hardly probable that it would impair the tone quality of the instrument. It is absolutely necessary for the outer edge of the embouchure to be kept sharp and free of indentation in order to insure quick speech through a rapid and properly directed air-column into the flute-tube, this outer sharp edge of the embouchure dividing the air-column into the flute-tube.

"Imbedding or bushing the embouchure with metal, ebony or wood is often resorted to when the edge of the embouchure has become very much rounded, clipped or indented, but there is always a possibility of this bushing becoming loose through an unequal contraction or expansion of the two materials or parts. In the writer's opinion there would be less likelihood of this occurring with wood or ebony bushings than with bushings of metal."

The Show Window.

IT has been estimated that the show windows represent 40 per cent. of the total rental value of the store. The thought, time, expense and energy that successful merchants and leaders in their respective lines give their window displays would suggest that they place even more than a forty per cent. value on the show window.

There was a time when a large plate glass attracted attention by reason of its contrast with the window divided up into smaller panes of ordinary double diamond glass. At that time window dressing had not developed beyond making the window space a sort of auxiliary store-room, and occasionally a relief of that age exists, through the neglect of some retailer, who puts no 40 per cent. valuation on his window.

If the retailer will look upon his window as something for which he is making an annual or a monthly outlay in cash, just as he does for space in the newspaper, he will perhaps be a little more anxious to make it give returns.

The Law and Keeping Books.

ACCORDING to a decision of the Appellate Division of the Supreme Court, that section of the Criminal Code making it illegal for merchants to conduct business without keeping books does not apply to traders who have not been in business for five years. This is a serious matter to creditors, who have believed that in the clause below quoted they had certain protection against fraudulent debtors.

Sub-section (c) of Section 417 of the Criminal Code reads as follows:

"Everyone is guilty of an indictable offence and liable to a fine of eight hundred dollars and to one year's imprisonment who, being a trader and indebted to an amount exceeding one thousand dollars, is unable to pay his creditors in full, and has not, for five years next be-

fore such inability, kept such books of account as, according to the usual course of any trade or business in which he may have been engaged, are necessary to exhibit or explain his transactions, unless he be able to account for his losses to the satisfaction of the court or judge and to show that the absence of such books was not intended to defraud his creditors."

This decision was in the case of a Toronto merchant who assigned. He had been in business only since 1914. His statement up to the end of that year showed a surplus of \$8,900. He assigned five months later, when the assignee's statement showed a deficit of \$18,800. No records of receipts or disbursements could be found, and the merchant under oath admitted that he had kept no books. He was arrested and charged under the section of the Code above quoted. A conviction was secured by the Credit Men's Association. The case was appealed and the conviction quashed by the Appellate Court.

In giving his decision the Chief Justice referred to the indefiniteness of the language in the section, and stated that it was not sufficiently clear to cover a merchant in business less than five years.

What Is Credit?

CREDIT is confidence, and confidence is credit. Upon confidence and upon credit is the superstructure of business erected. A commercial definition of credit is: "Reputation derived from the confidence of others; belief and faith in one's ability to make payment."

In compiling their reports the commercial agencies of course consider the tangible assets of a corporation, firm or individual, but general reputation, policy, busi-

ness ethics, experience, knowledge and ability are prime factors in determining the rating.

There are merchants who become distinctly peeved when asked for a statement of their affairs by a creditor. They intimate by their attitude that confidence should be entirely one-sided. An honorable and fair-minded man will not refuse to give references when required by those from whom he asks credit.

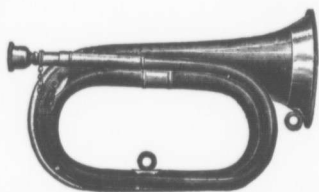
Credit should not be extended to a stranger. The individual firm or corporation requiring credit should be thoroughly investigated before credit is extended—*not* after. The policy of taking a chance is a foolish one. It is more. It is dangerous.

"Credit is being scientifically developed by banks and business houses everywhere through its cashiers and credit men; and this department of business is being placed upon a decidedly higher plane each year. It is predicted that the development will be so great that panics will become only a matter of history!"

Ascherberg Music of the Month.

Songs:—"Call me back if You Should Want Me" (F and G), Henry Dean; "Dear Loving Hand" (F and Ab), Noel Johnson; "My Heart's in My Homeland" (F and G), Kennedy Russell; "March Along" (En avant les P'tits Gars), (F), J. Archambaud; "On the Shores of Italy" (F), Jack Glogau.

PIANOFORTE:—"A Little Bit of Fluff," Brigata Buonossi; "Cloches de Joie" (Joy Bells), Sydney Burnstead; "We Three" (Humoresque), Sydney C. Baldoek; "Ma Pensée" (Melodie Amoureuse), Alex. M. Foster; each 1s. 6d. net.



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HOW MANY CAN YOU USE?

Choice Songs for Weddings.

The following appropriate songs are being featured by Chappell & Co. for singing at weddings:

"Because" (English and French Words), *Ab* (C-Eb), *Bb* and C, Guy D'Hardelot; "All Mine Alone," *Bb* (C-Eb), C and D, H. Lyall Phillips; "Love's Coronation" (With Organ and Violin or Violoncello acc. ad lib.), E (B-D), F, G and A, Florence Aylward; "Beloved, it is Morn'" (With Organ acc. ad lib.), C (C-C), D and F, Florence Aylward; "It is Not Because Your Heart is Mine," *Bb* (Bb-D), *Db* and *Eb*, Hermann Lohr; "God Make Thee Mine," C (Eb-C), D and F, Haydn Wood; "A Psalm of Love" (With Organ acc.), C (A-E), *Db* and *Eb*, Dorothy Forster; "The Reason" (With Organ acc.), F (Bb-E), G and *Ab*, Teresa Del Riego; "The Perfect Song" (Love Strain from "The Birth of a Nation"), D (B-D), *Eb* and F, Joseph Carl Breil.

Glance at Carey & Co. Numbers.

"Three distinctly pretty songs from this firm," says a writer in the British Press, "are 'Garden of Summer,' words by Ed. Teschemacher, music by Dorothy Forster; 'Laddie Boy,' words by Edward Lockton and music by Gerald Kalin, and 'Homeland,' words by the same lyricist, music by Frederick Drummond. An album, 'Songs from Love's Garden,' consists of four numbers, the words in each being by that prolific writer, Ed. Teschemacher, the music being by Frederick Drummond. These are charming numbers, breathing a sweet conceit of nature's handiwork and of the set No. 2, 'In Violet

Time,' is certainly the best. In pianoforte music we have a set of six interesting pieces in various degrees of difficulty, composed by Cyril Jenkins, viz.: 'Valse Poite,' 'Arabesque,' 'Solemn Prelude,' 'Tarentelle,' 'Facile Rondoletto,' and 'Fantasistucke,' and two fairly easy and pretty pianoforte solos composed by Dorothy Forster, 'Happy Memories' and 'Jeanette.'"

Mostly Piano Music.

The month's parcel of music from the House of Joseph Williams, Ltd., London, contains the following numbers:

"Rosalind" (Ballade) for piano, by Hubert Bath; "Miranda" (Scherzo) for piano, by Hubert Bath; "When Britain's Men Come Marching Back" (Song), by W. E. Whitehouse; "Six Piano Pieces for Children"—Prelude, A Frosty Morn, Evening Song, Elevation, A Lament, and Two-part Invention, by Felix Swinstead; "May Flowers"—six small pieces for young pianists by Stepan Espoff; "Three Short Pieces" for piano, by Thos. F. Dunhill; "W. E. Whitehouse's One-half Minute Violoncello Studies," Berners Edition, No. 15577; "Progressive Studies," Grades III, and IV., Berners Edition, Nos. 15573 and 15579.

Heard Around Chappell & Co. Headquarters.

A reduction in price from \$1.50 to \$1.00 is announced in the two popular song-cycles, "Songs of the Southern Isles," and "Four Indian Songs," both by Hermann Lohr.

A real promising song is the new Dorothy Forster composition, "Love's Valley," in keys suitable for all ladies' voices.

"Land of the Long Ago," by Lillian Ray, is out in duet form; in F—for soprano and contralto, or tenor and baritone; in F—for soprano and tenor, or two high voices. This arrangement of Lillian Ray's fine song will surely meet with the success that has previously attended the issue in duet form of other well-known songs in the Chappell catalogue, such as "Little Grey Home in the West," "Where My Caravan Has Rested," etc.

Easthope Martin's "Evensong" is proving a winning number. It is published for piano, organ, violin and piano, 'cello and piano, and orchestra.

Francis Popy's "Sphinx!" valse is now published, with French words.

Dealers having a demand for four-part songs for

Standard Songs Every Dealer Should Stock

As I Went A-Roaming (new)	Brabe
The Grey Watch	Crichton
Good Luck	Barnes
Little Girl in Belgian Blue	Brazil
Spring Flowers and Summer Roses	McGeoch
Two Eyes of Grey	McGeoch
'Till Belgium's Wrongs are Righted	Adamson
Somewhere in France	Ivey
Admiral's Broom	Bevan
Heroes and Gentlemen	Peskett
Come, Sing to Me	Jack Thompson
The Call to Arms	Jack Thompson
You, Just You	Jack Thompson
Carry On	Maxwell
Somewhere a Voice is Calling	Tate
Some Day Your Voice Will Answer	Virgo
Little Red House on the Hill	La Touche
Blackbird's Song	Cyril Scott
Time's Roses	Barry
I Know of Two Bright Eyes	Clatsam
Vivanelle	Dell'Acqua
Sailor's Grave	Sullivan
We'll Never Let the Old Flag Fall (104th thousand). By Order of the King.	
I'll Not Forget Your Soldier Boy.	
There's a Fight Going on, are You in it?	

Anglo-Canadian Music Co.

144 Victoria St. - - - Toronto

Sole Agents for

Edwin Ashdown, Ltd., Enoch & Sons, Leonard & Co.,
Elkin & Co., J. H. Larway and other Houses

Established 1852

Call Telephone M. 55

Musician's Demands

Satisfied in every way at our store. We have a most complete stock of String, Wood, and Brass Instruments, also a full stock of Sheet Music. Don't forget, too, our expert repairing.

CHAS. LAVALLEE

Agent for—Besson & Co., of London, Eng.
Pellison Blanchot & Co., of Lyons, France.
J. W. York & Sons, of Grand Rapids, Mich.

35 St. Lambert Hill - - - Montreal

male voices will be glad to know that Hermann Lohr's "Where My Caravan Has Rested," can be had for T. T. B. B.

The orchestration of "Laddie in Khaki," Ivor Novello, is being well received, as are also the two songs, "Thank God for a Garden," by Del Riego, and "There is Ever a Song, Somewhere," by Ward-Stephens.

J. P. Slocum, who is touring the Middle West presenting "Nobody Home," is making a special feature in the production the singing of "Keep the Home Fires Burning." Another good song in the same production is "A Question of Bait," both Chappell publications.

With the Music Handled for Canada by Anglo-Canadian Music Co.

J. H. Larway, London, is featuring some splendid new instrumental numbers with beautifully illustrated title pages: "Silver Cloud" (Kotelny); "Crimson Sunset" (Meale); "Where's the Sergeant" (Ballock); and "In a Monastery Garden" (Kotelny), which is also arranged for the pipe organ. These numbers should be stocked by every up-to-date dealer.

Two Canadian publications already off to a good start are "On to Victory" (Wm. Carey Foster), arranged by Jules Brazil, and "There's a Corner of the Flag for You to Hold" (lyrics by Gordon Dagger), music by Jules Brazil. Both numbers express a good Canadian sentiment and the music is catchy yet easily acquired. Present indications are that "On to Victory" and "There's a Corner of the Flag for You to Hold" are "going to go."

An interesting portfolio of separate songs comes to hand from Enoch & Sons, the more acceptable numbers embracing: Donald Cridlton's "The Grey Watch," Lewis Barnes' "Good Luck!" (a very natural Irish ditty); Jack Thompson's "Fare Ye Well, My Bonnie Lass," and Charles Mott's "Love's Appeal."

"The Strad" Library of Violin Books.

Small goods dealers and salesmen, both for their own information and for their customers, will be interested in the group of books on the violin and kindred subjects obtainable from The Strad, the English violin paper. Three of the important ones are: (1) "The Violin and its Story," a translation of the history and construction of the violin by Geoffrey Alwyn. This work deals in a concise way with the development of the Rebec from its introduction into Western Europe by the Arabs, the old masters and their experiments, and a good deal about strings, the tone-producing body, the bass-bar, sound-post, bridge and the other constitutional parts of the violin.

(2) "The Bow, its history, manufacture and use," by Henry Saint-George, written to bring the bow into more general notice, for without the bow the fiddle could have no being. It outlines the history of the bow, the work of bow-making in detail and ends with four chapters on the art of bowing.

(3) "The repairing and restoration of violins," by Horace Petherick, giving eighteen chapters on the ailments of violins and their cure. The repairs described have been accomplished by the writer, so that the whole work is the result of personal experience. Price 60 cents each from The Strad, 3 Green Terrace, Roseberry Ave., London, E.C., England.

NEW MUSIC

Copyrights entered
at Ottawa

31594. "Give the Grand Old Flag a Hand." A British Song. Words and Music by Wm. A. Summerville, Toronto, Ont.
31595. "Boys Our Hearts are with You." Military March Song. Words and Music by Loreley Mills, Winnipeg.
31597. "The One Four Nine." Recruiting March Song. Words by Robina Sibbald Brown. Music by Elizabeth Dods Swift, Elizabeth Dods Swift, Wafford, Ont.
31598. "Our Answer to the Call." Patriotic Song. Words by S. Jean Walker. Music by J. S. Eagleson, S. Jean Walker, Strathcona, Alberta.
31600. "My Persian Queen." Words by Augustus Post. Music by Maurice Niles.
31601. "I Learned to Love You in Dreamland." Song. Words by Jack Yellen. Music by Albert Gumble.
31602. "I Was a Dreamer Too." Song. Words and Music by Roger Lewis.
31603. "Waltz Irresistible." Skating Hesitation. By Anita Owen.
31607. "Tezie Get Busy and Write Another Little Ragtime Tune." Song. By A. Seymour Brown.
31608. "In Maxtime." Reverie. By George A. Regg, Jr.
31609. "Eclythody Loves to Dance." Song. By Chas. L. Snook and H. Alf. Kelley.
31610. "It's Making Me Love You All the More." Song. By Helen Travis.
31611. "And They Called It Dixieland." (They Made It Twice as Nice as Paradise). Song. Words by Raymond Egan. Music by Richard A. Whiting.
31612. "In Honorsuckle Time." Song. Words and Music by Stanley Murphy. Music by Henry T. Marshall.
31613. "Back to You." Song. By Hattie Burke.
31614. "Down Honolulu Way." Song. Words by J. E. Dempsey. Music by Earl Burnett and Joe A. Burke.
31619. "Canada's Answers to England's Call." Words and Music by Clara L. Saunders, Clara L. Saunders, Lawrenceston, N.S.
31620. "If I Were The Someone." Words and Music by Geo. F. Herr, Toronto.
31623. "Romance des Regrets." 2ème Acte de l'Opérette: "La Petite Milliardaire." Paroles par A. Robi. Musique par H. Miró. Henri Miró & Armand Robi, Montréal, Qué.
31624. "We're Coming Boys." Song. Words and Music by Pauline Hahn, Pauline Hahn, Toronto.
31626. "Brazil! American Legion." March and Two Step. Words by Henry E. Cross. Music arranged by Prof. P. Venuta. Henry Edmund Cross, Toronto.
31627. "Garden of Memories." Reverie Serenade. By F. W. Vanderloot.
31628. "Rosetime." Reverie Transcription. By F. W. Vanderloot.
31645. "For Canada 'Tis 'Do or Die!'" (Canada Faire ou Mourir). Patriotic Song. By Harry Goodfellow, St. Lambert, Qué.
31655. "The Recruit (1919)." Words and Music by Charlotte Bonycastle, Campbellford, Ont.
31658. "Are We Dead? No, Sir!" Words and Music by Grace Thomas Wallace, London, Eng.
31660. "The Mighty 'I-G-O.'" Patriotic Song. Words and Music by H. S. Witomak, Newburgh, N.Y.
31665. "La Joie Canadienne." Valse. Par Louis Michiels, J. E. Bélier, Montréal, Qué.
31667. "Here's to the Boys of the 'I-G-O.'" Patriotic Song Words and Music by Muriel Farrell, Muriel Farrell, Teeswater, Ont.
31671. "My Homelike 'Katie Baby.'" Words by Gerald S. Johnson. Music by Henry Kaitlmal.
31672. "Come Back to Arizona." Words by Alfred Bryan. Music by Herman Paley.
31673. "That Midnight Frolic Mine." Words by A. Seymour Brown. Music by Albert Gumble.
31674. "Kangaroo Hop." Words by Gus Kahn. Music by Melville Morris.
31683. "The Canadian Bangle Call." Words and Music by H. Arnel Johnstone, Brimston, Ont.
31690. "The True Way." Song. Words and Music by Adele Edmunds, London, Ont.

Edison Items.

One of the latest Edison publications is an interesting collection of quotations from the music critics of metropolitan dailies in all parts of the United States. There are also quotations from a couple of Toronto dailies. These have reference to the public tone-tests conducted by the Edison organization, and the booklets are for distribution by the dealers. There are portraits of a number of artists who have participated in the tone-tests.

The following selling suggestion is offered Edison dealers in "Diamond Points" for May:

Is your Recital Room at the disposal of the ladies of your community? Why not let it be known that your Recital Hall is "Yours To Entertain In Any Afternoon" except Saturday from two o'clock to four or five if need be.

Place a New Edison at the disposal of the ladies and provide them with their favorite records. That is one

of the things the East Orange Experimental Store is doing. Blake & Burkart, Edison dealers in Philadelphia, are following the same idea with rattling success.

Send out a standing invitation to the ladies of your town to make their social headquarters in your Recital Room.

In the Edison prize story contest a Canadian dealer captured the second prize. This was Mr. George Partington at Keewatin, Ont. His story was as follows:

"In our parlor one day not so long ago we were demonstrating the New Edison to a friend, using the Re-Creation of 'The Two Larks' as recorded by Andre Benoist, the pianist. You know this Re-Creation is a wonderful illustration of the fidelity with which Mr. Edison Re-Creates the tones of a piano. It makes the piano sound like a piano—not like a banjo.

While we were playing, a piano tuner, who had come down from Winnipeg, happened to pass the house. The next day he called on us and asked if he could tune our piano.

"'We haven't a piano,' we told him.

"The old fellow shook his head. 'But I heard one when I passed here yesterday,' he argued.

"We laughed and assured him that we had never had a piano in the house.

"'But I know a piano when I hear it and I wasn't dreaming when I walked by here yesterday,' he said, smilingly. 'You're either joking or else you moved it out in a hurry.'

"'Oh, I know what you mean,' broke in my daughter. 'You heard the New Edison Phonograph.'

"'Oh, no, I know the difference between a piano and a phonograph,' insisted the old man. 'I've been listening to pianos too long. I know the difference between a piano and a phonograph. However, I'll call again.'

"Well—the old man called again the next day and the day after that—we tried to convince him, but he went back to Winnipeg still believing that we have or had a piano.

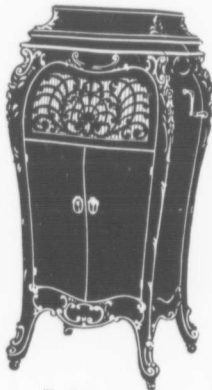
"We've never had a piano. We don't want one. Why should we? We have a New Edison."

\$1,500 Phonograph.

A sample of the fifteen hundred dollar Sonora phonograph, referred to in the last issue of the Journal, has been received by I. Montagnes & Co., of Toronto, Cana-

dian distributors of Sonora lines. The formal introduction of this Sonora, which is named "Supreme," was before a select, invited audience.

One of the particularly interesting features of the program was the exhibition of dancing given by Miss Queenie Smith, premier dancer of the Metropolitan Opera House Ballet School, to the accompaniment of music from the "Supreme" Sonora. Refreshments were served to the audience during the intermission. At the end of the Salon, a stage specially arranged with refer-



The Sonora "Supreme."

ence to its acoustic properties was set up, whereon the Sonora was placed.

To adequately illustrate and describe this product of the Sonora factories a special and distinctive booklet has been issued and copyrighted. This fully explains the various features of the Sonora "Supreme," including the all wooden tone passage, melody modulator, automatic stop, and auxiliary cabinet for records.

The accompanying illustration gives but a faint idea of the artistic lines of the cabinet in which the "Supreme" is encased. It can be secured to harmonize with any art period or in conformity with any architectural design. In this connection an art service is at the disposal of purchasers.



The time has gone when the public would buy a record by the name of the artist. Absolutely, the tone is what tells now—which is a condition peculiarly satisfactory to us.



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

Columbia Graphophone Company
365 Spadina Ave., Toronto

Cabinets Higher Priced.

Owing to the seriously advanced cost of manufacture Newbigging Cabinet Co., Ltd., Hamilton, have notified their customers of an increase in prices of ten per cent., effective on and after July 1st. They append a list showing the percentage of increase in cost of materials running from 25 to 1000 per cent. The shortage of labor, owing to the war and lack of efficiency of new men when procurable, the Newbigging firm estimate increases labor cost fifty per cent.

The following list shows some of the most serious advances:

Mahogany Veneer	25% to 45%
Stains	400% to 1000%
Shellac	35%
Oils	25%
Waste	40%
Brass Butts	137%
Screws	115%
Furniture Hardware	40%
Sandpaper	30%

Piano Salesman In Uniform.

The portrait shows a popular young man in Toronto social and musical circles and until his enlistment an esteemed and aggressive member of the Nordheimer piano selling organization, Mr. Arthur Baxter. Mr.



Lieut. Arthur Baxter.

Baxter enlisted in January in the 122nd Battalion and has received his Lieutenant's commission. In military circles Lieut. Baxter has continued to attract friendships as in civil life.

He is an accomplished pianist and tenor soloist. On leaving school it was his ambition to be connected with the music business. He secured an opening with the House of Nordheimer, with which firm he has continued ever since until his enlistment in January of this year.

Their Annual Outing.

Thursday, June 15th, is the date selected for the ninth annual outing of the R. S. Williams & Sons Co., Ltd., Toronto. The store will be closed for the entire day and everyone from the President of the firm down to the newest messenger is expected to be on board the boat at 9 a.m. prepared to forget business for the whole day.

Official Programme of Convention.

Hotel Astor, New York—Week of June 18.

Monday, June 19th.

Opening Golf Tournament. Oakland Golf Club, Bayside, Long Island.

Tuesday, June 20th.

Golf Tournament continued, followed by Dinner in the evening.

Wednesday, June 21st.

Opening Sessions National Association Piano Merchants. Meeting National Piano Manufacturers' Association. Annual Banquet National Association of Piano Merchants.

Thursday, June 22nd.

Meeting National Association of Piano Merchants. Meeting National Piano Manufacturers' Association. Meeting National Piano Travellers' Association. Automobile Ride for visiting Ladies (afternoon). Dinner National Piano Travellers' Association. Theatre Party "Blue Paradise" for visiting Ladies (evening).

Friday, June 23rd.

Sail via Steamer Albany up the beautiful Hudson River to West Point, visiting U. S. Military Academy.

On the tops of the covered delivery wagons used by the T. Eaton Co., Ltd., Toronto, the firm's name is painted. It is easily legible to persons looking down from the windows of upper storeys.

PIANO WORKERS' TOOLS FOR SALE.

Complete set of tools in good condition, contained in strong, handsomely made case, are now offered for sale at a bargain by the former owner's widow. The man who used these tools was a careful and efficient workman, and with him their condition was a matter of great personal pride, so that anyone interested can rely upon the kit as being one never neglected. For particulars address Canadian Music Trades Journal, 56 and 58 Agnes Street, Toronto.

WANTED.

Action regulator and good varnish rubber or polisher. Apply Box 1936 Canadian Music Trades Journal, 56-58 Agnes St., Toronto.

MUSICAL INSTRUMENTS WANTED.

A Rhodesian firm, dealers in musical instruments, asks for catalogues and prices from Canadian musical instrument manufacturers; f.o.b. port prices required. Apply Inquiries Branch Department of Trade and Commerce, Ottawa, giving reference No. 591.

Otto Higel Co. Build in New York.

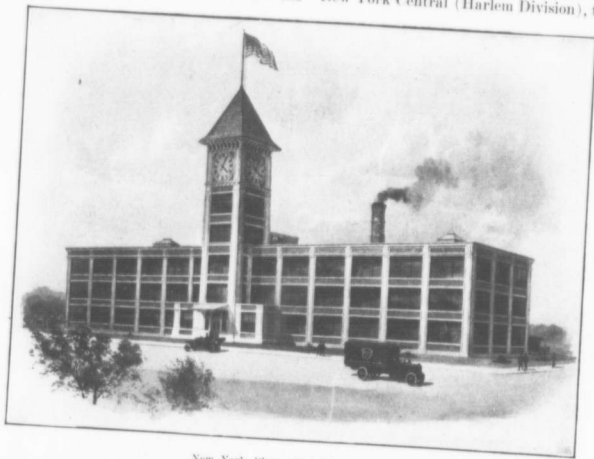
To the members of the Canadian music trades, who may visit New York at any time, is extended a cordial personal invitation by Mr. Otto Higel, president of The Otto Higel Co., Limited, Toronto, to visit their new manufacturing plant in New York. The American business was started in Buffalo about two years ago. The steady increase in demand for their player actions made it necessary to increase the capacity of the Buffalo plant several times, and it became apparent some time ago that it was advisable for the company to occupy a building of its own.

The American business of The Otto Higel Co. actually had its birth in the European trade they had developed. Several American piano manufacturers who do extensive export trade in player pianos began to receive demands for instruments equipped with the Higel player action, which has become widely known in all the

new Bronx subway is within 1,000 feet of the factory, and there are four different trolley lines within a few minutes' walk. Both Bronx Boulevard and 238th Street have hundred foot roadways.

In order to give the erection of the plant and the getting together of the necessary organization close personal attention, Mr. Higel has taken up temporary residence at 336 East Fourth Street, in Mount Vernon, N.Y., about ten minutes' trolley ride from the factory. He frequently visits the Toronto office, which is thoroughly organized and under the capable management of Mr. R. H. Easson, vice-president, and Mr. H. A. Smith, general superintendent and secretary, the firm's customers are assured of no interruption to the policy and service that characterize it.

The new factory in New York is readily accessible to the down-town section. The most direct route is via the New York Central (Harlem Division), to Woodlawn Sta-



New York Plant, Otto Higel Co.

European countries, Australia, South America, Asia, South Africa and other places abroad.

The result was the establishing of the American branch. The erection of the new factory was begun about the middle of March, and will be completed by July 1st. The machinery and equipment now at the Buffalo plant is being moved to New York. The main building is 237 feet long and 56 feet wide. The stairways, lavatories, dry kilns, boiler house, and elevator are located adjacent to the main structure, and leave the floors perfectly straight and unobstructed.

The construction is the most modern of reinforced concrete, which is considered absolutely fireproof, and insures the minimum rate of fire insurance. The entire plant is equipped with a sprinkler system, and the water tank is concealed in the clock tower.

The location of the factory is ideal on the New York Central Railroad, and New York, New Haven and Hartford Railroad. It stands upon the brow of an embankment, and can be plainly seen from all directions. The

tion, which is situated at 233rd Street, within a few blocks of the factory, about twenty minutes by train from the Grand Central Station, 42nd Street.

The factory telephone is Woodlawn 1340, and Mr. Higel's house telephone is Mount Vernon 3484.

A report from Brockville, Ont., includes C. W. Lindsay, Ltd., among the firms suffering loss from the fire that damaged the big block of the Senator Fulford estate.

Mr. James P. Bradt, general sales manager of the Columbia Graphophone Co., New York, and formerly manager of the Canadian division of the company's business, spent a half day in Toronto recently.

After an illness of over two years Mr. Robert Armstrong, Toronto, for many years a valued member of the Gerhard Heintzman factory staff, with which he commenced his apprenticeship, is dead at the age of forty-seven years.

About U.S. Organ Exports to Scotland.

Scottish and Canadian Dealer Writes.

Writing from Glasgow, Mr. William Thomson, the large and well-known music dealer of that city, who also has a branch at Vancouver, B.C., takes exception to figures supplied by the United States Department of Trade and Commerce. The figures showing exports of organs to Scotland would indicate that some of the Scottish orders are included in the shipments to England. The figures published in the Journal and referred to by Mr. Thomson were supplied at Washington. Mr. Thomson says:

"On looking over the Journal for April, in which I am very much interested and enjoy very much, getting many good pointers therefrom which sometimes come in handy in business, I was interested in the data of the United States Music Trades Reports, which are certainly interesting.

"Being in Scotland here, I naturally wished to find out where we were, and out of curiosity turned back for the five years the number of organs that we ourselves had imported from the United States, and I find that the number for which I am responsible myself, exceeds by a great deal the total number for Scotland altogether, therefore there must be something wrong with the figures as got by you. Our total imports from the United States (not including what we get from other places and what we manufacture ourselves), comes to something like 200 more than you have given as belonging to Scotland; we must consider the figures given in your papers to be altogether wrong. Probably those who made up the figures got hazy, and began to think that Glasgow was in England, and had added some of the Scottish consignments to the English counties. This, of course, is not of great importance, and is merely a little interesting calculation."

Concerning the trade situation Mr. Thomson said: "Despite the war trade here is keeping up very good indeed, and we are pretty much like the old man who stated that 'he was an old man now and had seen lots of trouble, but the most of it had never happened.' We have always been looking for trouble of some kind or another during the war, but we are pleased to state that up till now trade has been very good indeed, and despite the embargo on importations, not only on pianos and organs, but on the component parts that go to make up the pianos and organs, we have been able to get our supplies pretty well, and keep our stock well up, and I think that applies to most people in the trade.

"Of course, if the embargo continues for very long, there is quite a possibility that we may have a scarcity of instruments after a bit. One great advantage this has done, however, in more ways than one, is that it has shortened the credit. Goods in Great Britain to-day are sold practically by the manufacturers on a cash basis, and in many cases with the smaller manufacturers you have got to send the cash before you get the goods, and incidentally the dealer has got to get the cash to keep that up, which, of course, all goes to make the trade healthier."

Mr. Thomson also refers to the removal of his Vancouver store to one much nearer the centre of the city. "where all things considered, they are doing very well. Of course," said he, "Vancouver has been hit pretty

hard during these last years, and from all the reports that we can get, trade there is not just as good as we would like it to be. However, we are plodding away, and getting what we think is our fair share of it, and just waiting for the time when Vancouver will rise again, when we will be on the spot ready to take advantage of it."

Trade News.

The wedding took place recently of Miss Mildred Heintzman, daughter of Mr. and Mrs. Herman Heintzman, Toronto, to Mr. Arthur S. Edgar of this city.

Mr. E. C. Seythes, vice-president and general manager of the Nordheimer Piano & Music Co., Ltd., Toronto, was among recent Canadian trade visitors in New York.

Mr. Frank Stanley, who spent several weeks in the south recuperating after his long illness has returned to Toronto much improved. Mr. Stanley is at his Island home for the summer and after a thorough rest expects to be back to business with all his old-time vigor.

Mr. Fred. Killer, of Gerhardt Heintzman, Ltd., Toronto, was among recent guests at the Clifton, Niagara Falls, where he spent a week recuperating. "A most beautiful spot," remarked Mr. Killer, "if you are not forced to stay indoors because of inclement weather as I was." Trade reports from this house are quite pleasing, the demand being good and collections satisfactory.

In a recent letter to their dealers The Music Supply Co., Toronto, said: "We have just placed the largest order the Columbia Company have ever had in Canada, and we have rented extra warehouse space to accommodate the goods, but judging from the way business is increasing we may not be able to secure enough goods this fall to fill the demand for Columbia Gramophones."

Mr. H. V. Smith of Smith & Smith, North Sydney, N.S., was a May visitor to the factory of the Sherlock-Manning Piano & Organ Co., London. Mr. Smith, who consistently and persistently features Sherlock-Manning lines, is very proud of the fact that he has four sons "doing their bit." Two of them are now overseas, and two others are in training. While at the Sherlock-Manning factory Mr. Smith left a very substantial order.

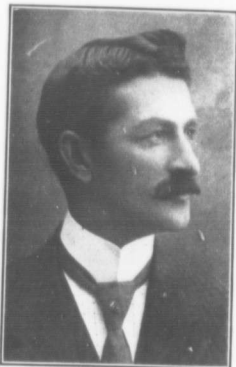
"Though by no means a pessimist, as my starting in business in war time would show, I am inclined to think that there will be enough men available for all the instruments required this year," said Mr. J. E. Hoare, President of the Cecilian Co., Ltd., Toronto, to the Journal. "In other words there is more danger of overproduction than of underproduction." Speaking of his own firm Mr. Hoare said, "We have been getting splendid results from our work in the country though the weather has continued unfavorable."

"Piano trade with us is particularly good," said Mr. E. C. Thornton, of Woodstock, Ont., general manager Karn-Morris Piano & Organ Co., Ltd., to the Journal. "Our greatest difficulty being to produce the goods on account of the scarcity of skilled mechanics." Mr. Thornton has just closed a contract for a very fine pipe organ to be placed in the Globe Theatre, Queen Street, Toronto. This is being installed under favorable conditions and will undoubtedly be a credit to the makers.

Mr. H. G. Stanton, vice-president and general manager of the R. S. Williams & Sons Co., Ltd., has been elected a director of the Ontario Club, Toronto. This is one of Toronto's leading clubs for business men.

A Dealer-Composer.

That Mr. J. Leonard Barrie, the Richmond, Que., music dealer, is a composer of considerable ability is shown in the fact that his patriotic song, "Freedom is Our Battle Cry!" has been accepted by the 117th



Eastern Townships Battalion as their regimental march. This swinging number is published with a sepia half-tone of Lt.-Col. L. J. Gilbert and a group of Eastern Townships soldiers on the frontispiece. The song is having a ready sale in the province of Quebec.

Mr. Barrie, who is a Sherlock-Manning piano enthusiast, is meeting with substantial success in handling that line and also carries talking machines and sheet music.

Traveller Resigns.

Mr. D. S. Cluff, connected with the music trades for many years and latterly representing the Karn-Morris Piano & Organ Co., Ltd., of Woodstock and Listowel, has severed his connection with that firm. The Journal understands that Mr. Cluff's purpose in resigning was to go into business for himself in the West. He has always thought highly of Western Canada and prefers to be so located that it will not be necessary for him to be away from home as in the business of wholesaling pianos and organs.

Edison Dealers to Convene.

The Second Annual Convention of the Edison Phonograph Dealers is to be held at the McAlpin Hotel in New York City on Thursday and Friday, June 22-23. A notification regarding the date of the gathering was sent to Edison dealers throughout the country some time ago and the interest that has been manifested in the convention indicates that it will be attended by dealers from coast to coast. While matters of the highest im-

portance to Edison phonograph dealers will be brought up for consideration it is arranged to have them presented in a way that will make them interesting and entertaining. A banquet in the McAlpin Hotel is not the least important item. It is expected that Mr. Edison will be present to personally meet and greet the dealers.

Vitaphone Company Being Liquidated.

The shareholders of Canadian Vitaphone Co., Ltd., Toronto, have decided to wind up the concern and have published a notice to that effect. Mr. W. R. Fosdick, vice-president and general manager of the firm, has been appointed liquidator. Creditors are given until June 26 to file their claims.

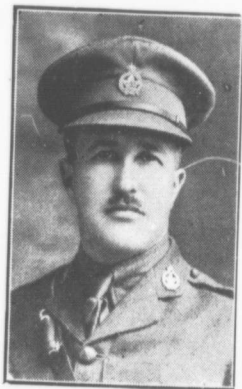
Canadian Vitaphone Co., Ltd., was incorporated in the fall of 1913 with an Ontario charter authorizing capital of \$250,000 in ten dollar shares.

According to the last report filed with the Provincial Secretary, dated Dec. 31st, 1914, the directors are Walter Thorpe, New York, President; C. B. Repp, Plainfield, N. J.; C. B. Watts, M. G. Gooderham, Dr. E. C. Bursen, Secretary, S. H. Stott and W. R. Fosdick, all of Toronto; the last four named being credited with one share of preferred stock each, except Mr. Fosdick who is credited with two shares.

The largest shareholders, according to the report, are Ontario Brokers, Ltd., Toronto, with 2500 preferred shares and 3750 common; Mr. Thorpe with 1601 preferred and 8035 common, C. B. Repp 855 preferred and 1225 common.

Lieutenant Mandy.

Lieutenant A. E. Mandy of the 207th Battalion has many friends in the music trades who will be interested in his progress. For many years Mr. Mandy repre-



sented the R. S. Williams & Sons Co., Ltd., in the Eastern Provinces. When the Phonograph Shop, Ltd., opened up in Ottawa he became manager of that firm. Lieut. Mandy is an Australian and two of his relatives are with the Australian forces in Egypt.

Columbia Manager Returns From West.

Mr. Ralph Cabanas, manager of the Canadian division of the Columbia Graphophone Co., has returned to headquarters at Toronto after a six weeks' trip through Western Canada to the Pacific Coast. On this his first trip through Canada's West Mr. Cabanas visited all the large centres and many of the smaller places in order to thoroughly familiarize himself with conditions of doing business and to become acquainted with Columbia dealers.

The vastness of the country, the varied magnificence of the scenery, especially in the Rocky Mountains, and the wonderful engineering accomplishments represented in the railways through the mountains were all points on which Mr. Cabanas is thoroughly enthused. The open-hearted hospitality with which he met and the ready welcome extended as only Western people know how to extend it more than ever convinced him of the wisdom of his coming to this country.

As already stated in these columns the greater part of Mr. Cabanas' life was spent in Mexico where he had large business interests prior to the uprisings there. The climate, scenery and business methods of this country proved a great change but Mr. Cabanas has become a great admirer of Canada and his perspective has given him a splendid appreciation of the natural wealth and great possibilities in the development of the country's resources.

Business in the West Mr. Cabanas reported good with a very noticeable improvement over last year. The wealth resulting from last year's crops has given Grafonola and record business a very material impetus and in British Columbia also there is quite a perceptible advance. In the latter province, especially on Vancouver Island, Mr. Cabanas observed that the war in which Canada is so actively engaged is perhaps taken more seriously and consequently is more depressing. The lumbering industries are experiencing a revival, and this is pleasing to the business interests.

On his return to the factory Mr. Cabanas found everything running smoothly under Mr. Dorian's supervision with a continued increase in orders placed running from eighty per cent. to twice that much. "We have now booked by far the largest fall business we have ever had," concluded Mr. Cabanas.

At a meeting of the Talking Machine Dealers' Association of San Francisco and Bay Counties, held at San Francisco, it was decided to assist in the concerted move of similar associations to urge the Victor Talking Machine Co. to place a definite interest clause in its contracts. Edison contracts already include a clause requiring interest on deferred payment sales.

The Music Supply Co., Toronto, are offering their dealers a store fixture that should be a great convenience and a valuable sales adjunct. This is a multiplex display stand on which to affix the monthly hangers listing new records. There are six swinging frames, on each side of which is inserted a hanger, so that there can always be the last dozen issued on view. The frames swing like the leaves of a book. The stand sells at ten dollars.

U. S. Music Trade Exports and Imports.

Returns showing United States exports and imports in musical instruments for the eight months ended February 29, have been furnished by the Department of Commerce and Labor at Washington.

U. S. imports for eight months ended February 29:

1916	1915	1914
\$368,299	\$887,116	\$1,399,402

U. S. exports for eight months ended February 29:

1916	1915	1914
\$2,196,107	\$1,209,049	\$1,270,442

Piano exports for eight months ended February 29:

	1916	1915	1914
Quantity	5,571	2,535	4,398
Value	\$1,040,370	\$491,475	\$973,513

Organ exports for eight months ended February 29:

	1916	1915	1914
Quantity	2,536	2,376	5,712
Value	\$154,009	\$126,794	\$377,838

Player piano exports for eight months ended February 29:

	1916	1915	1914
Quantity	161	166	803
Value	\$47,091	\$36,860	\$122,762

Perforated music roll exports for eight months ended February 29:

1916	1915
\$35,109	\$47,046

Exports of "all other instruments and parts" for eight months ended February 29:

1916	1915
\$699,974	\$297,278

According to the constitution of the proposed "chamber of commerce" of the United States music industries, there will be seven delegates from each association holding membership in the allied organization.

A resolution pledging the members against sale-breaking was adopted by the Piano Merchants' Association of Indiana. The members are to consider a sale closed when a contract is signed in good faith. The Association is also on record as opposed to fraudulent advertising.

In a Newark, N.J., piano department competition among salesmen is encouraged by the use of a blackboard on which is always posted each man's business for the month. To stimulate sales of the better grades, another board is used to post a record of the instruments each man is selling.

A despatch from California says: "W. M. Macrow, piano manufacturer of Melbourne, Australia, arrived in San Francisco a few days ago with his daughter, Miss Zoe Macrow. He is visiting the United States to buy materials and parts for his factory in Melbourne. He states that as Australia has always been largely dependent upon Germany for its musical instruments and supplies, the war has caused a great shortage, which he hopes to replace by imports from America."