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# Canadian Music Trades Journal

RECEIVED  
MUSIC TRADES JOURNAL  
NOV 11 1918

A transport recently sunk had  
on board 2 player pianos, 3  
pianos, 8 talking machines,  
100 records and a jazz band.  
Music at sea is a necessity.

## November, 1918

Monthly \$2.00 per annum in Canada  
5s. in Great Britain  
\$2.50 in other countries

Published by FULLERTON PUBLISHING COMPANY  
66-68 West Dundas St. Toronto, Canada

# Columbia Grafonola

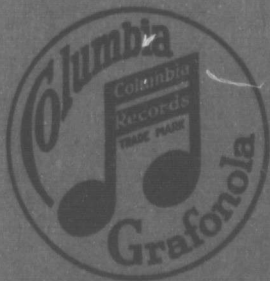
## Bring the Opera Season to Your Town

WITH the opening of the great opera seasons in New York, Boston and Chicago; with concerts, recitals, symphonies and philharmonic societies getting started everywhere for the winter, the thoughts of music-lovers turn to the more classic in music.

That is why Columbia advertisements are devoted to operatic artists who make Columbia Records. Lazaro, Barrientos, Stracciari, Mardones and other world-famous stars soon will be singing their great roles. This advertising will bring the fact that they make Columbia Records to the attention of millions of people—thousands of whom are or should be your customers.

Bring the opera season to your people. This advertising appears in many of the leading national magazines. Millions of people will see it. Make it work for you! Tie up your local publicity with these great Columbia artists—have a good assortment of the great operatic artists—and bring the opera season to your town.

**Columbia Graphophone Company, Toronto**



# Martin-Orme

## *Style 34 De Luxe*

Height 4 ft. 6½ in.

Finished in Feathered Mahogany  
or Matched Burl



A beautiful example of modern  
English classical case design—  
with graceful sliding fall board.

## Style 34 De Luxe



THE MARTIN-ORME PIANO  
COMPANY, Limited - OTTAWA

*"Manufacturers of Pianos and Player Pianos of the highest grade only."*

# The Otto Higel Trade-Mark



Just as the signature of a thoroughly reliable firm is accepted by the business world without question, so is a trade-mark, founded upon quality and integrity, a manufacturer's passport into the leading commercial circles.

THE OTTO HIGEL trade-mark--that little cut of the piano action set in the Maple Leaf--identifies Higel products the world over.

Its significance is international.

It has the same weight in piano trade circles to-day that the hall-marks of those great silversmiths had in the early days.

It stands for Quality.  
It stands for Progress.  
It stands for Service.

**The OTTO HIGEL CO., Limited**  
**TORONTO** **CANADA**



BELL  
ART  
Pianos



THE BELL PIANO AND ORGAN CO. LTD.  
GUELPH, CANADA

*This is the cover design of our  
new Art Piano Catalogue, which  
we will be pleased to mail to  
Dealers on request.*

## Quality and Value

The piano merchant who pays a few dollars more for a quality piano and who must of necessity secure a few more dollars from his customers, for his pianos, is doing the wisest thing both for himself and for his customers. When it comes to a decision between life-long satisfaction with a piano on the part of the owner, and something less than that, a few dollars do not weigh very heavily in the balance.

This is an argument that every dealer should constantly bear in mind. It is an argument that bespeaks **QUALITY** and thereby emphasizes the fact that the piano merchant gives first consideration to his customer's permanent satisfaction.

Each and every piano from the **NATIONAL PIANO COMPANY, LIMITED**, fulfils in every detail of construction and purity of tone the essential requirements for an instrument that will give life-long satisfaction to a purchaser. The artistic designs and beautiful finish give an added charm to these **QUALITY** pianos.

**National Piano Company, Limited**

266-268 Yonge St.

**TORONTO, CANADA**

## Think It Through

**T**HE cost of selling a second grade piano is just as much as in selling a Gourlay. You don't need to wait until you get time to sit down at your desk with pencil and paper to figure that out. It stands to reason. Same rent; same heat; same transportation; and a lesser known name than the Gourlay takes more of the salesman's time.

It is a timid merchant who balks at meeting his prospective customer with facts, who meets the "high cost" argument by stocking cheaper goods. A second grade piano costs less and you get relatively much less value. The buyer of an inferior piano, after a few years will be confronted day after day by an unsatisfactory piano in his home.

The buyer of a Gourlay Piano forgets the price in uninterrupted enjoyment of a satisfactory instrument.

Gourlay Pianos and Gourlay-Angelus Players are the Peers of the Piano Kingdom.



**Gourlay, Winter & Leeming, Ltd.**  
TORONTO, CANADA

Head Office and Factories:

309-325 LOGAN AVENUE

Salesrooms:

188 YONGE STREET

## Selling Lonsdales

Text-book salesmen are out of the running to-day. You don't hypnotize your party into buying. It is not a question of wits. It is not slick talk. It has got down to where it should be—salesmanship is a matter of quality, service and price.

### That's the Basis Lonsdales Sell on

And on that basis, our dealers are marketing the Lonsdale line at a good profit for themselves. You do not get very far on with your demonstration of the Lonsdale before your prospect commits himself with the statement: "I like the looks of your piano and I like its tone." Everything else needful is there in the piano; the rest is up to you.

Lonsdale pianos are in six types—  
four pianos and two players.

### Lonsdale Piano Co.

Office and Factory  
Queen St. East and Brooklyn Ave.

TORONTO

CANADA



STYLE E

## Newcombe Pianos

*"Never suffer  
by comparison"*

Established  
1870

**O**VER forty-five years of unremitting pursuit of the most advanced ideals in piano-craftsmanship have placed Newcombe pianos high in the public's estimation. They are known to be superior to what just any "good piano" might be.

Since 1870 the Newcombe has been a real "Leader." Every Newcombe Piano has an important constructional feature possessed by no other piano, viz., the "Howard Patent Straining Rods." These give added strength and endurance to the instrument. Also they keep it in tune longer.

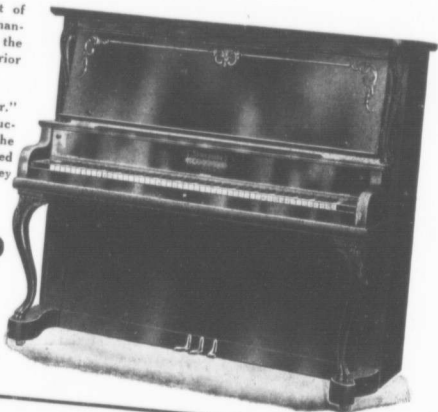
### The Newcombe Piano

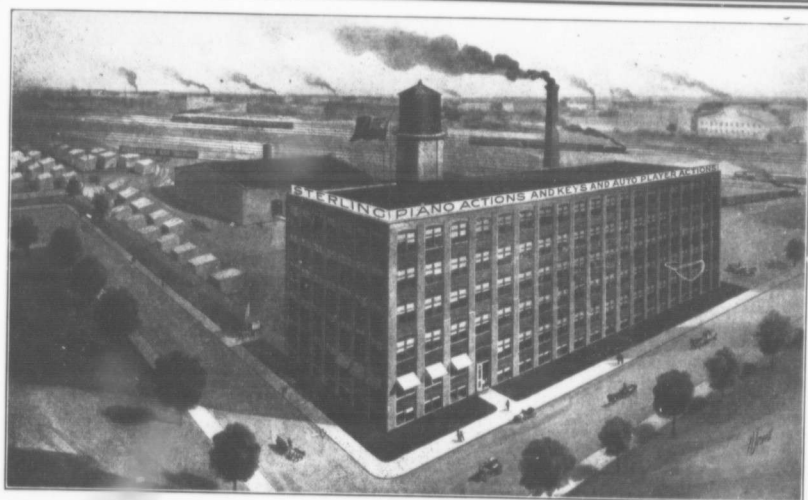
Company, Limited

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

TORONTO

CANADA





Whether it may be put down to a pardonable commercial pride or to moral conviction or whether the result of a manufacturing habit of 30 years

# STERLING ACTIONS and KEYS

are today maintaining the same standard of excellence that has kept them in the forefront of piano supplies for a generation.

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Sterling Actions and Keys, Limited  
Noble Street Toronto, Canada

## Success is the Reward of Diligence

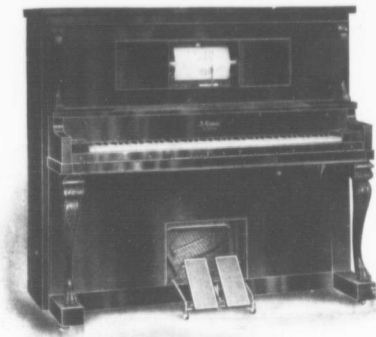
**Q** In the manufacture of our Piano Hammers and Strings we use the greatest care and diligence to make them as near perfect as possible, so that they cannot be duplicated with superior goods from other producers.

**Q** Our music wire is of the finest English and American makes.

**Q** Our aim in every case is PERFECTION. Always prompt deliveries.

### D. M. BEST & CO.

455 King St. West - TORONTO, CAN.



The LESAGE Player  
(Equipped with metal action when desired)

## A. LESAGE

*Manufacturer of Pianos and Player  
Pianos of the very highest grade.*

ST. THERESE, QUEBEC


## The LESAGE STANDS HIGH

No experienced piano man can go over the **Lesage Piano**, point by point, without discovering that it was constructed in every detail by those who knew how to produce a durable instrument and one in which the tone is perfectly balanced.

Not only does a minute examination show such knowledge, but it reveals the fact that the makers of **Lesage Pianos** have accomplished their aim in building an instrument that stands second to none.

Musicians revel in playing the **Lesage Piano**. Their biggest surprise is the moderate cost.





**“CHOIR MODEL”**

“THE CHOIR MODEL” has been designed to meet the demands of churches desiring an organ, artistic in appearance, and possessing those musical qualities which are most essential in a good Church Organ.

This design is in Quartered Oak. The finish, being the new Golden Oak, “Art Finish,” not only enriches the appearance of the instrument, but is made to withstand the different climatic changes.

The actions are specially constructed and possess the variety of Tone, Volume, and Ease of Manipulation for which all THOMAS ORGANS are famous.

**Thomas Organ &  
Piano Co.**

**Woodstock - Ont.**

**TORONTO**  
516 Richmond St. W.

Established  
1891

**NEW YORK**  
134th St. and Brook Ave.

**W. BOHNE & CO.**

Manufacturers of

**Pianoforte Hammers  
and  
Covered Bass Strings**

For the better grade manufacturer  
Proved by 27 years' experience



**GEO. W. STONEMAN & CO.**

**PIANO VENEERS**

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**Maryland Walnut**

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

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We show the largest and most select line of Walnut in  
Longwood, Butts, and dimension stock of any manufacturer in  
the world.

Write us for quotations on Pin Block, Bellows, Core and  
Cross banding stock.

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845-851 West Erie Street  
**CHICAGO, - ILLINOIS**

## PHONOGRAPH CABINET HARDWARE

Our 36-page catalog takes in all of the principal items, including Needle Cups, Long Hinges, Stop Butts, Stay Arms, Catches, Locks, Casters, Knobs, etc. If you are making phonographs or talking machines this catalog will interest you. Please mention Catalog No. 175.

### HAMMACHER, SCHLEMMER & CO.

New York, Since 1848.

Piano and Player Hardware, Felts and Tools

4th Ave. and 13th St.

### Julius Breckwoldt & Company

Manufacturers of

Piano Backs, Boards, Bridges, Bars, Traplevers  
and Mouldings

Sole Agents for Rudolf Giese Wire in Canada and United States

J. BRECKWOLDT, Pres.

W. A. BRECKWOLDT, Sec-Treas.

Factory and Office:  
Dolgeville, N. Y.

Saw Mills  
Fulton Chain and Tupper Lake

## "Superior" Piano Plates

MADE BY

THE

SUPERIOR FOUNDRY CO.

CLEVELAND, OHIO, U.S.A.

For over 40 years the

## Doherty Piano

has been building up a Dominion-wide reputation as a piano of scrupulous character — mechanically and musically.

And having attained that unsailable position, it is our fixed purpose to jealously guard this distinction; to make certain that all Doherty instruments shall continue to be worthy of the highest and most honorable traditions of our nation.



DOHERTY PIANOS, Limited

Established 1875

Clinton, Ontario

Over 70,000 Doherty Owners

# American Steel and Wire Company's

PERFECTED  
— AND —  
CROWN



# PIANO WIRE

Complies with all mechanical and acoustic requirements; and the services of our acoustic engineer are freely offered to assist in bringing these together.

## United States Steel Products Co.

Montreal      New York      New Glasgow, N.S.  
Winnipeg, Man.      Vancouver, B.C.



Style 65

HERE ARE TWO kinds of Pianos you may represent:

One is simply a case, action, keys, hammers, strings, plate, etc., etc., assembled in the conventional way.

The other is the WRIGHT way—carefully selected supplies built into a strictly high-grade piano by skilled workmen, who perform every operation with experienced hands and who know what the finished product should be mechanically and musically.

Is it any wonder the WRIGHT PIANO is being made "the leader" by an increasing number of dealers?

Wright Piano Co.  
Limited  
Strathroy      ::      Ontario

# C. F. GOEPEL & COMPANY

137 East 13 Street

SUPPLIERS OF

New York

High Grade Commodities

TO THE

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.

Soliciting MANUFACTURERS' TRADE ONLY, not Dealers, Repairers, etc.

## Felts, Cloths, Punchings

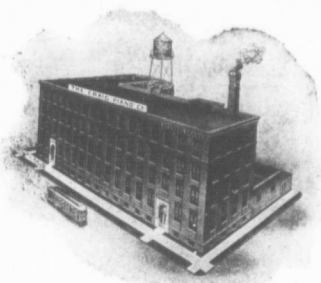
Of every description, comprising Name-board, Stringing, Polishing, Muffler, Straight and Tapered, in Rolls and Sheets, etc., Stripped to Width and Length as wanted.

Imported French and also Domestic Bushing Cloth——Hammers.

## A Solid Wall of Good-Will

has been built up by Craig Pianos during the time since they were established in 1856. For that length of time they have represented the best in piano building. The dominant note behind the line has been always that of Quality—the maximum quality at the minimum cost.

You can therefore sell your best customers with a feeling of pride, knowing that they will be thoroughly satisfied with their Craig piano.



Nothing goes into the construction of our pianos and player pianos that we cannot thoroughly recommend.

Men in the Trade who know Pianos like a book, and musicians who understand tone in a critical way, recommend the Craig pianos.

## The Craig Piano Co.

Manufacturers of a complete line of high-grade pianos and player-pianos

MONTREAL

QUEBEC



## "For Every Debit there Must be a Corresponding Credit."

Every business man knows that rule. And it operates just as certainly in piano-making. For every little added care, every superiority of materials, every extra quality built into

## EVANS BROS. PIANOS

There must be, and is, a corresponding "extra"—a little more than was expected—in the pleasure and satisfaction the ultimate owner gets out of his piano purchase.

This "a little better than need be for the price" idea in Evans Bros. pianos has made and maintained their high reputation. It pays to sell a piano of that stamp.

**Evans Bros. Piano and M'fg. Co., Ltd.** INCERSOLL  
ONTARIO



Front View  
Cathedral Model

We will also have our Big Four line of Benches for your Xmas trade. Get your orders in early and have the Benches on hand, as shipments are slow.

Let us have your enquiries.

**The Goderich Organ Co., Limited**  
GODERICH, CANADA

## HERE IS A RARE OPPORTUNITY FOR YOU TO GET A CHURCH ORGAN at PRE-WAR PRICES

We have a limited number of these beautiful models which we can let you have at old prices. You know what this means at the present high price of material and wages.



Back View  
Cathedral Model

# You'll Need These for Christmas

WE are glad to inform our dealers of again being able to supply the old standard line of Wooden Violin Cases. All our dealers know these have been off the market for some time past.

In advising they are again available, we are pleased that in spite of the ever increasing price of production on all manufactured lines, the advance on these Cases has been very reasonable, which will be seen from the prices below:

## VIOLIN CASES



No. 2—Wood, black, varnished, half lined, with hooks. Regular price ... \$3.00  
Wholesale ..... 1.70

No. 3—Wood, black, varnished, half lined, with hooks. Regular price ... \$3.50  
Wholesale ..... 1.95

No. 252—Canvas, leather bound, opens at end with buckle and strap, the best, neatest and most durable canvas case made. Regular price ... \$3.00  
Wholesale ..... 1.75

No. 51—"New Model," leather board, shape of Violin, plain black shellac finish, fleece flannel lined, nickel trimmings. Regular price ... \$7.00  
Wholesale ..... 4.45

No. 53—"New Century," leather board, black, shape of the Violin, with nickel

### THREE-QUARTER SIZE VIOLIN CASES

No. 252 3/4—Canvas, leather bound edges, opens at end, very light and neat. Regular price ... \$3.00  
Wholesale ..... 1.75

No. 3 3/4—Wood, black, varnished, lined, with hooks and lock for 3/4 size Violin. Regular price ... \$3.50  
Wholesale ..... 1.85

No. 8 3/4—Violin Case, heavily nickel plated clasp, lock and hinges, double bow holder, a weatherstrip to protect the

plated spring catches and lock, leather handle, fleece lined.

Regular price ... \$7.50  
Wholesale ..... 4.75

No. 66—"Premier," leather, long grain, nickel plated spring clasps and lock, nickel protected ends, heavy leather handle, fleece lined, spring bow holders. Regular price ... \$8.00  
Wholesale ..... 5.13

No. 54—Leather board, exposition shape, nickel plated spring clasps, with lock, weather strip, fine round leather handle, two bow patent holders, nicely fleece lined. Regular price ... \$8.50  
Wholesale ..... 5.30

No. 67—"Premier," leather, straight grain, nickel plated spring clasps and lock, nickel protected ends, heavy leather handle, velvet lined, spring bow holders. Regular price ... \$9.50  
Wholesale ..... 6.11

violin from dampness, softly padded at sides, end and bottom, making a little bed for the violin. An exceptionally good grade of imitation leather, very serviceable and attractive.

Regular price ... \$5.00  
Wholesale ..... 2.22

No. 53 3/4—New Century, leather board, black shellac finish, steel, nickel trimmings and box for strings, fleece flannel lined. Regular price ... \$7.00  
Wholesale ..... 4.55

### HALF SIZE VIOLIN CASES

No. 252 1/2—Same as above .....	Wholesale	\$1.75
No. 3 1/2—Same as above .....	Wholesale	1.85
No. 8 1/2—Same as above .....	Wholesale	2.22
No. 53 1/2—Same as above .....	Wholesale	4.55

Above are trade prices plus equalization of  
Transportation for Winnipeg and Calgary delivery

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

WINNIPEG, CALGARY,  
MONTREAL, TORONTO

# Canadian Music Trades Journal

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

\$2.00 per year in Canada; 8s. in Great Britain and Colonies; \$2.50 in other countries.

British Representative:

DUNCAN MILLER

17 Little Tichfield St., Gt. Portland St.

London W., England.

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HARVEY A. JONES

Editors

Telephone  
Adelaide 5434

VOL. XIX.

TORONTO, NOVEMBER, 1918

No. 6

## A 5 Per Cent. Commission

WITH one exception, it is learned, the piano retailers of New York City have decided to allow only a 5 per cent. commission instead of 10 per cent. as has been the custom. Those who have been advocating this change cited such instances as where a commission fiend obtained \$85 on a sale which gave the house making it a net profit of \$37. A merchandising policy that works out like that is unsound.

## Ability

GENERAL DU PONT, a captain of industry as well as a general in the militia, has just defined "ability" to an interviewer, as "the thing that gets results honestly." Too often men have worked on the principle that ability is what that expression states with the exception of the last word. The "honestly" part has been divorced from the "getting results." Plain, old-fashioned honesty seems to stand more at a premium to-day than ever on the qualifications exchange.

To be known as "absolutely straight" among one's fellow-men is, unfortunately, not the aim of every employer and every employee. If it were, there would be fewer attempts to turn a sharp corner. There would be fewer drafts returned with fake excuses endorsed; less selling of goods out of their class; an absence of salesmen's attempts to break sales; and no pilfering by messenger boys.

The young man starting out as an employee, or in business for himself, is far along the road to success and a reputation, that is worth many times his capital of dollars, when he decides once and for all that the only ability that can land him at the top and keep him there, is "the thing that gets results honestly."

## Would Have a Piano by Hook or by Crook

LEUTENANT GITZ RICE, the ex-Montreal photographer who has come before the public in a new role, has been enlarging upon his experiences in France for the benefit of readers of the American Magazine.

"During the first few months in the trenches," he says in the course of relating various things, "we didn't have any piano. I was nearly crazy for want of one, and finally I determined that I was going to get one by hook or by

crook. I kept my eyes peeled, until one day I saw a swell chateau being shelled. It occurred to me there might be a piano in that house; so when the fire slackened some of my pals and myself went over to have a look. And, sure enough, there was a fine piano just aching to have me kiss it with my fingers.

"Well, we got hold of a wagon, put the piano on it and went sailing down the road back to camp, with thousands of soldiers lined on both sides of the road cheering us on. I couldn't keep my fingers from the keys, so, rigging up an old box for a stool, I sat down and began to rattle off the ragtime. All the boys on the wagon were singing and shouting so loud that all at once a Britisher popped up from the road and said, in all seriousness:

"I say, what is the idea of the celebration? Has peace been declared?"

That night, Gitz Rice started playing at eight o'clock and never let up until four in the morning. New detachments kept streaming in, demanding this song or that one, and they kept him at it until he nearly dropped from the stool in weariness.

Incidentally he adds, "I might say that to my mind singing is the cure of all evils. If you can get a man to sing you'll soon get his mind off his troubles, and he'll be a better workman or soldier. Singing cheers a body up, no matter how down in the dumps he may be."

## Proven a Real Stimulant

W. O. FORSYTH, the well-known teacher of piano, recently committed to paper some "reflections" for the Musical Courier. One of the reflections was this: "A few years ago people imagined that the talking and reproducing machines, player pianos, etc., would prove to be a serious handicap to the development of music. They argued that as it was possible to buy these extraordinary instruments at a not too prohibitive price, and as they were capable of playing so exact, and with such excellent tonal results, that people would not take the time, nor go to the expense of developing sufficient technic to play the piano with any artistic skill. But here they were entirely wrong. These instruments fill an important niche in life's pleasures and complexities, and have proven themselves to be a real stimulant to persons' achievement for all who are able to devote some time to study."

**"GENTLEMEN, I want you to get it out of your minds respecting non-essential and essential industries. There is no such thing as non-essential or essential industries. There is no official list issued in Washington which in any way designates industries as essential or non-essential. The only way we refer to any division in industry is war work and non-war work."**—Charles K. Foster, Vice-Chairman of the Priorities Division of the United States War Industries Board.

## Proposed Warranty for Player Pianos

SOME time back the National Association of Piano Tuners suggested to the manufacturers that each player piano be provided with a book of instructions on the care of the instrument as part of the guarantee. The proposal was favorably received in many quarters—to such an extent in fact that the tuners' organization was asked to draft a booklet of instructions to be submitted to the manufacturers' and retailers' associations. This has been done and the subjoined is the proposed form:

The Local Music House.

## Certificate of Warranty and Card of Instructions.

This is to certify that

Player-Piano No. \_\_\_\_\_, sold this \_\_\_\_\_ day of \_\_\_\_\_ 19\_\_\_\_ to \_\_\_\_\_

is fully warranted by us for a period of \_\_\_\_\_ years from date. Should it prove defective in workmanship or materials, after receiving proper care and usage (as defined hereon under the head of "Instructions for the Care of this Player-Piano," which "Instructions" are hereby made a part of this Warranty), we agree to put it in good repair, or replace it with a new one of equal value, free of charge, providing the instrument has not been removed from \_\_\_\_\_

The Local Music House.

(Seal)

By \_\_\_\_\_

## Instructions for the Care of this Player-Piano

1. *Tuning*.—Have this Player-Piano tuned at least twice a year by a competent piano tuner.

It is especially important that it be tuned at frequent intervals while new. It will give better and longer service if tuned three times during the first year. A new piano "settles" just as a new house does, therefore will go out of tune sooner in the first year than thereafter.

There are about 230 highly tempered steel strings in a piano, which when drawn to international pitch exert a strain on the frame approximating 15 tons. The strings bear upon a spruce board, called the soundboard, which is so designed and constructed as to exert an even resistance to the strings when the latter are in tune.

When a string is out of tune, its tension and pressure upon the soundboard are either greater or less than the designer of the instrument intended. The nice balance that originally existed between pressure and resistance is upset; and if an abnormal strain happens to be concentrated in one section of the scale, that result may be a split sound-

The first citizens in the land are buying Government bonds by monthly instalments. That removes any supposed stigma attached to purchasing a piano on the same plan. The education of the children demands a piano now, even if it cannot be paid for in cash.

board, a cracked metal plate, a broken string, or a serious loss of resonance.

Tuning, therefore, is not merely a matter of making or keeping the tone agreeable to the ear. That is its musical purpose, but its mechanical function of balancing the strain is equally important.

Pianos go out of tune because they are affected by the same atmospheric conditions that cause the drawers of a dresser to stick or the rungs of a chair to become loose. Moist air swells the wood and felt parts; very dry air

shrinks them. Sudden changes of temperature also cause contraction or expansion of the metal parts, as well as of the wood, the varnish, etc. It would be impracticable, and perhaps unhealthy too, to maintain a uniform temperature and a fixed degree of humidity in your home at all times; and that is not necessary. But since the piano must be subjected to atmospheric changes, it must also be tuned.

This player-piano will be in good tune when delivered. We advise that it receive additional tunings during the first year as follows:

First tuning in the month of \_\_\_\_\_  
 Second tuning, in the month of \_\_\_\_\_  
 Third tuning, in the month of \_\_\_\_\_  
 and at least one tuning every six months thereafter.

It is important that the tuner be a skilled man. We prefer that you employ one recommended by us; but if that is impracticable for any reason, any member of the

The Victory Loan Campaign opened with music—massed bands and community singing.

National Association of Piano Tuners will give satisfactory service. Members of the National Association have passed an examination for efficiency, and also are required to have had at least five years' practical experience.

It will be more convenient to employ a tuner who is also a player mechanic, and can do the necessary tuning, regulating and inspecting in one visit.

We warn you not to employ "tramp" tuners or player mechanics, unknown to you or us, no matter what letters of recommendation from supposed customers, or diplomas from tuning schools, they may carry. Such men often are fakirs, whose tinkering will do more harm than good.

2. *Regulating*.—Have the actions of this player-piano inspected, and regulated if necessary, at least twice a year by a competent player mechanic.

This instrument has two actions (the piano action and the player action), each made up of many wood, metal and felt parts, whose adjustment to each other is likely to be affected by atmospheric changes.

If played much when out of regulation, abnormal wear is likely to result in certain parts, followed at length by breakages.

Sluggishness in the action, thumping, squeaking and other unusual sounds, weak or "mushy" tone when playing, are some of the indications of needed regulation; but the regulating should be done before these symptoms force themselves upon your attention.

3. *Removing Dust*.—Have the dust and paper-lint cleaned out of this player-piano at least twice a year.

A player action is a natural dust-collector. It operates on suction, which draws particles of dust from the air and minute pieces of paper-lint from the music rolls into the trackerbar ducts and air-channels. In time, enough dust will collect in certain channels and chambers to interfere with or even shut off the flow of air. The usual symptoms are sluggishness and the refusal of certain notes to play.

This condition will be worse if cheap music rolls, cut from soft, linty paper, are used.

4. *Lubrication*.—Have the bearings of this player-piano inspected, and lubricated if necessary, at least twice a year by someone who understands the mechanism.

This instrument has a few metal bearings (mainly in the pedals and transmission) that require oil. A thin oil such as "3-in-1" oil is preferable.

It also has a number of wood-and-metal and cloth-



## WILLIAMS IMPROVED NEW SCALE PIANOS

## Information to Our Dealers

**W**E have been asked by many of our dealers how we could expect to improve our Williams Piano. We might easily ask the dealer if he knows of any instrument made today that cannot be improved.

The fact is that it is only through constant improvement that the world of progress moves forward. It is possible that all of us at certain times have come to the conclusion that certain things could not be better, but this is a great mistake. There is not anything made by man to-day that will not eventually be improved. This improvement will not take place until better facilities come into light. This is just where the improvements to the Williams New Scale piano come into effect.

We found that we could get a finer grade of hammer than we had been using and we immediately accepted it.

We found that we could get better actions with greater rapidity (and we quickly realized they were better) than the one we were using, therefore, we purchased them.



We found that we could get a higher grade ivory and ebony than we had been using and we decided to put these also in our pianos. Our piano now has been immensely improved in tone quality and in action.

To improve the appearance of our piano, we have had made a particularly handsome solid bronze nameplate for the fall board, beautifully engraved, and considered a splendid work of art even by the manufacturers of the nameplate.

The improved Williams Pianos that will now be shipped to you are going to please you immensely. They are going to be easier to sell than ever before, and when sold they will defend themselves in every new home and create the best of goodwill and new business for every dealer.

Do not forget that it will be very difficult to accommodate you with pianos for your Christmas trade if

you hold over your orders until the eleventh hour.

We have a very large quantity of Williams catalogues in both French and English, which we will ship out in any quantity at the request of our dealers.

## The Williams Piano Company Limited

Canada's Oldest and Largest Piano-Makers  
 OSHAWA - ONTARIO



Let  
**Merit**  
 Decide

The most lasting basis upon  
 which to build any business  
 is sheer MERIT.

The satisfaction you deliver into your customers' homes with a Sherlock-Manning piano will be the surest foundation for future business—created by that valuable word-of-mouth advertising done for you by pleased purchasers.

*This is "proving out" with other dealers. If interested in handling "Canada's Biggest Piano Value," write*

**The Sherlock-Manning Piano Co.**

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bushed bearings, which may require *graphite*. These bearings must *never* be oiled.

We advise that all lubricating be left to the tuner or player mechanic, as oil dropped on rubber cloth or flexible tubing will rot the material and cause leakage, and oil on wood bearings or cloth bushings will increase the friction, not lessen it.

5. *Moisture*.—Set this player-piano with its back against an inside partition rather than an outside wall, and not too near open windows. Protect it from dampness, especially in summer.

Excessive dampness is one of the worst foes of the player-piano. It throws the strings out of tune, rusts all steel and iron parts, causes action parts to swell and bind, and may even open up the glue-joints of the soundboard, back and case.

The presence of rust on the strings, or the sticking of several keys, is to be regarded as proof of excessive dampness in the room where the instrument is kept.

### READ IN A "DUG-OUT"

"**T**HANK you so much for the Fall Trade issue of Canadian Music Trades Journal. It is such a splendid number. My copy just arrived at the dug-out last night about 8 o'clock. I have an idea that my copy of the Journal was the first to be delivered by a night despatch rider. I just had a hurried look at it; then some of our lines 'went dead,' and until midnight I was out working. In my next letter I will have a little comment to make on the issue. I certainly can assure you I was pleased to receive it."

—From a Canadian Signaller in France.

Dampness often causes the case to "bloom" or take on a bluish or cloudy appearance in spring or summer. This is not serious, as it consists only of moisture, dust and mould, and may be washed off with a piece of cheesecloth wrung out of tepid water. If necessary, use a little Castile or "Ivory" soap in the water. Dry immediately with a soft cloth, rubbing *with* the grain, not across it.

6. *Dry Heat*.—In winter, keep this player-piano in a room where the temperature is moderate (60 to 70 degrees) and the humidity about normal. Do not let it stand over, in front of or very near any register, radiator, steam pipe or other heating device.

If a temperature higher than 70 is necessary for the comfort of young children or old people, evaporate water in the room to maintain normal humidity.

Excessive dryness, such as found in many homes in winter, shrinks the wood parts and cloth bushings of a player-piano, causes rattles, injures glue and varnish, may crack the soundboard or make veneers loosen and curl.

7. *Sudden Changes of Temperature*.—Do not throw the windows of the room open on a cold day without protecting the player-piano with blankets or similar covering.

When moving, do not bring the instrument directly into a warm room after it has been in the cold for some time.

When necessary to change temperatures, let the instrument become cold gradually and warm up gradually.

Sudden changes of temperature are almost sure to make the varnish "check," as wood and varnish do not expand and contract at the same rate. The metal parts also are affected by sudden drops or rises of temperature; strings

or the metal plate may snap. Moisture will gather on the iron and steel parts if the instrument is taken from outdoors or a cold room, in winter, into a warm room, and probably will rust the strings and tuning pins. Hairline checks in the varnish are to be regarded as proof of exposure to severe temperate changes.

8. *Polish*.—Use no polish on the case of this player-piano, except one approved by us. Some polishes "kill" the varnish in time.

The varnishwork on this player-piano probably will not require polishing for many months, if kept clean. Dust daily with a soft cloth. Do not rub the dust into the varnish.

Fingermarks may be removed with a soft cloth wrung out of slightly soapy tepid water. Rub *with* the grain. Dry immediately.

9. *Keys*.—Bring no colored substance into contact with the keys. Do not play by hand when the fingers are discolored with stains from housework or with dye or pigment from clothing or furniture. Both ivory and its imitations are absorptive.

Do not let the keys remain covered for any considerable period. They will yellow quickly in the dark. Ivory is yellowish in its natural state; the whiteness of new keys is due to artificial bleaching, and the natural color will return with age, but plenty of light and an occasional cleaning with a damp cloth will delay the yellowing process. Ivorine (imitation ivory) will retain its whiteness.

10. *Jingles*.—Set no metal or earthenware articles on this player-piano. They may cause a jingling or jarring sound, by vibrating in sympathy with the strings.

Objects elsewhere in the room, or even in an adjoining room, may also set up a sympathetic vibration, which may seem to be in the instrument. Door-keys, lamp shades, bric-à-brac, etc., are to be suspected. Locate such objects and change their position.

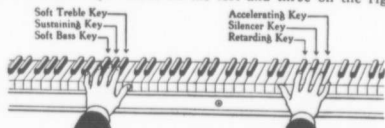
11. *Tinkering*.—Do not "tinker" with the mechanism of this player-piano nor allow anyone else to do so.

The fact that a man is a good mechanic in another line does not qualify him to adjust or repair a player-piano.

When you think there is something wrong consult us, or call an experienced player mechanic.

### Player Piano Controlled by Six Black Keys

POPULAR Mechanics for November describes a special feature of a player piano of new design in which the absence of the usual sets of levers, stops, or buttons, for controlling the expression when pieces are rendered mechanically. This instrument is so constructed that six of the black keys—three on the left and three on the right

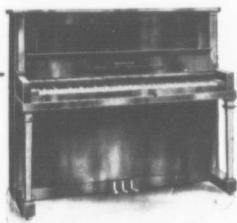


Keyboard of a New Player Piano Showing the Six Black Keys Used in Controlling the Instrument in Place of Levers or Buttons

—furnish the means of control. When the piano is to be played mechanically instead of manually the keyboard is made inoperative by moving a lever concealed beneath it. The same operation connects the six black keys with means for accelerating, retarding, etc., it being only necessary to press the proper key to get the desired effect.

Time spent in thoughtfully reading your trade paper pays big dividends.

The way to make the winter pass quickly is to discount your note at four months just before Christmas.



*The Nordheimer is one of those few pianos that you find treasured in Canadian homes.*

## UTMOST IN VALUE— UTMOST IN PRESTIGE

**I**TS fine tonal qualities and great durability have made the Nordheimer the first choice of the family seeking the utmost in piano value.

A canvass of typical Nordheimer owners would bring you the following composite opinion on the Nordheimer instrument:

*"If we had it to do over again we would still buy the Nordheimer."*

The good-will of your clientele is a selling power that is inestimable. It means a healthy business growth with normal effort, instead of dwindling sales with abnormal striving.

*Don't let another month pass by without giving the Nordheimer line your thoughtful consideration, as a "Leader" that will bring prestige and profit to your store.*



*Nordheimer Piano & Music Co., Limited  
Toronto*

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# Music Trades in Britain Oppose Luxury Tax

Tax is roughly 80 cents on \$5 retail price—Pianos under \$200 exempt—Similar French tax failed—Australia and U. S. change minds on status of musical instruments—Red Cross manager sticks up for phonographs—British industry has \$185,000,000 capital invested—Petition to Lloyd George.

LUXURY taxation and how it will be apportioned is one of the chief questions of the day in music trade circles in Britain. The proposed tax commonly called the Luxury Tax is not imposed yet, and, as the London Talking Machine News points out: "Mr. Bonar Law so far from wishing to do anything hastily seems to have instructed his Select Committee to collect the views of traders in all the trades concerned, and to listen sympathetically to their views. In fact he appears to invite advice as to how the Tax can best be administered and carried out, and we are sure that he wishes to impose as little hardship as possible on the large sections of the community who will be affected. But that the Tax will be imposed there is practically no doubt whatever. The Chancellor of the Exchequer is a determined man; it is necessary for him to obtain an extra eighty millions of revenue, and he has hit upon the Luxury Tax to produce it. Failing this it would mean another eighty millions a year upon the Income Tax."

The Government proposals, as they at present stand, are that goods purchased are to carry a tax of 3 shillings four pence on the pound; grand pianos and piano-players to be taxed whatever their price; while upright pianos under £40 are to be tax-free, but above that sum the tax seems to be payable on the whole amount.

The complaint of the trade is, that should the present legislation go through, retail sales of musical instruments would be taxed at the rate of 3s. 4d. in the £, and this despite the fact that:—

- (1) Only the nucleus of the trade now remains;
- (2) That all imported instruments and parts thereof are already taxed to the extent of one-third; and
- (3) That upwards of 66 per cent. of all the goods referred to are being sold to or for the use of members of H. M. Forces.

If the recommendation become law the following are a few illustrations of situations that would arise:—

A woman's riding saddle would be taxed free up to £12, but a 2s. talking machine record would be taxed.

A £50 motor cycle would be tax free, but the cheapest talking machine on the market would be taxed.

A portrait up to £120 would be tax free, a 'cello or any other musical instrument would be taxed if sold at over £1.

What some consider the greatest outrage, however, lies in what they term the creation of a Government monopoly which would enable a Government trading department such as the Navy and Army Canteens Board to sell musical instruments to the troops free of tax, whereas dealers would be compelled to levy the full tax of 3s. 4d. in the £.

## The Trade's Defence

The Journal has received the following copy of the statement read before the committee appointed to take evidence upon the proposed Luxury Tax:

It is admitted that the classification as to what is, or is not, a luxury, is very difficult, but in a broad and general sense it may be justly argued that a luxury is that which can be dispensed with, as not being absolutely necessary. If this argument is applied to music then it must be at once conceded that music is a vital necessity of life, both

from the educational, domestic and national points of view. The welfare of the people, whether it be the workers at home, the fighting forces on land and sea, or the helpers in the hospitals, rest camps, Y.M.C.A. and Church Army huts, is very largely dependent on the beneficent influence of music. In peace time music is an essential part of the life of the people, but in war time it is nothing less than an absolute vital necessity. The greater the stress and strain of the war, so much the greater need for the cheering and uplifting influence of music. It is freely testified by the medical authorities that music is one of the most effective and potent restoratives for shell-shock and war weariness, being also one of the greatest aids to convalescence. Music stimulates, inspires and eradicates fear and discouragement. The power of music is a never-failing tonic for the weary and nerve-racked soul, when tried almost beyond all human endurance.

## All Governments and Generals Encouraging Music

The present war could not be carried on without the aid of music, which has been one of the greatest stimulants to recruiting, and to the keeping up of the spirits both of the people at home and the fighting forces. If any proof was necessary in regard to this statement one has only to refer to what all the belligerent Governments have done and are doing in the way of providing and sending military and other bands, not only to the troops abroad, but to all military centres away from the firing line; the promotion and management of concert parties and other forms of musical entertainment for the necessary maintenance of the *morale* of the troops.

Our own Army Council has paid the greatest attention to the importance of bands at the front; similarly General Foch stated that one of the chief aids to the successful defence of Verdun was the stimulating effect of music on the troops. General Pershing has further decided that bands are to accompany the American troops to the trenches. The Commanders-in-Chief agree that those engaged in entertaining the troops in the huts, etc., are doing work of real national importance. The manager of the British Red Cross Society has written as follows:

## Red Cross Official Speaks Out

"In regard to the question of whether gramophones are a luxury or otherwise, or whether they should come under the new tax, I can definitely state without fear of contradiction that for the well-being of the sick and wounded they are an *absolute necessity*. When men are in hospital the thing they need most after medical treatment is to be taken out of themselves and to forget their mental troubles. The gramophone has done more to do this than any article that was ever sent to France."

It can be said without fear of contradiction that the opinion expressed therein would also be that of the Commissioners of the British Red Cross Society in Malta, Salonika and Egypt.

The National Council of Y.M.C.A. has stated that it is impossible to over-emphasize the value of the gramophone as a means of maintaining the *morale* of the troops, since nothing is so much appreciated by the soldier upon the conclusion of a period of duty in the front line as the

opportunity of hearing high-class music, and that in connection with their work for the troops they regard this as an important factor and, therefore, do all they can to maintain supplies, and the gramophone is regarded as an essential part of their equipment.

#### *Other Countries Alter Decision on Status of Music*

The idea of classifying music and musical instruments as luxuries, and, therefore, non-essentials, is neither new nor novel. It has previously been proposed in America, but upon investigation the industry was, by common consent, removed from the list of non-essentials.

Further, a proposal was made in Australia to levy a tax on the industry, but again on investigation this suggestion was withdrawn.

#### *Educational Side of the Piano*

Dealing with the question of the people at home, except in a few isolated cases, pianos are bought by prudent people who recognize that their children's education would be incomplete without the knowledge of one of the greatest of the arts. It is the natural desire of parents that their children's musical education should not be neglected. These people also recognize that the purchase of a lasting and invaluable article for the home is an economy rather than otherwise, for if the money so spent were not used for such a purpose it would in many cases be frittered away on unprofitable and unnecessary trifles. Music is therefore an economy in the home, inasmuch as it affords domestic entertainment and discourages the fatal habit of depending upon public amusements for recreation. Again, music in the home is one of the greatest influences for keeping people from the streets, and this strengthening of domestic pleasure and home life is, of course, reflected in an increased sense of citizenship and national responsibility.

#### *Industry Has Been Libelled*

It is, of course, well-known that powerful press campaigns have been engineered against the industry, and they have depended for publicity on most absurd stories of the extravagance of the working classes in buying two pianos for a small parlor, one for each nook; these paragraphs became so frequent that the Trade Committee have investigated cases where it was possible, and found no foundation of fact in any one case. We have gone so far in Manchester as to offer a reward of £50 to any person who can prove the case reported in the local press and vouched for by the chief constable.

Of course, the effect of this campaign has been to create a large amount of bad feeling against the industry, and whatever government department we approach, the same remark is hurled at us: "We cannot help your industry, you encourage the masses to waste their money instead of buying War Bonds." It is not overstating the case to say that the campaign amounts to a libellous persecution of an industry.

#### *Piano Output Figures*

Speaking of the output of pianos, the output in 1913 was nearly 140,000, and in the three months, November 28th, 1917, to February 28th, 1918, it was 7,800, and from March 1st to May 31st will be 5,000, which, roughly, means that only one-fifth the amount is being made, and out of that amount we have to supply export, Army and Navy Canteen Board and Y.M.C.A., so it can easily be seen that of the balance there can be few cases of each house having two pianos.

In considering the luxuries of life it could easily be said that possibly one of the biggest is a beautiful home with a nice garden; is it proposed to charge a Luxury Tax on the rent of a house over a certain value? Surely this

# NEW CATALOGUE

NOW READY—WRITE FOR IT

See the **NEW DESIGNS**, already tried and proven sellers,  
and be prepared for Christmas Trade

Pianos will be scarce, of course, so that early ordering is desirable and remember the **VICTORY LOAN** will make business for all for a year.

**Stanley**  
241 Yonge St.



**Pianos**  
Toronto

# CECILIAN

## World-Famous (Est. 1883)

ONE of the attractions about Canadian Victory Bonds, from a straight investment consideration, is that they are exempt from taxation. One of the reasons why leading dealers throughout the Dominion are seeking the Cecilian agency is that they know Cecilian sales are exempt from "Come-backs."

These dealers are also familiar with that dependable index to the quality and serviceability of Cecilian Pianos and Players, viz: the satisfactory experience of those hundreds of owners of Cecilian instruments.



The Cecilian is the only piano with the **Maple Interlocked Back**, not depending alone on glue, for strengthening properties.

The Cecilian is the only upright piano with the **Individual Grand Agraffe System**, found in Grand Pianos of other makes.

The Cecilian is the only player with the **All-metal Unit Valve System** which makes the player absolutely leak-proof.

The Cecilian is the only piano that is convertible so that at any future time the piano may be equipped with player action.

### The Cecilian Company, Limited, Toronto

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

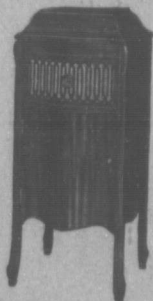
Head Office and Salesrooms:  
247 Yonge St.

Factory:  
89-93 Niagara St.



# CECILIAN CONCERTPHONE

The  
"Superb"  
Model



Retail  
Price  
\$154

## Foch - Haig - Pershing

are three of the smartest appearing and best dressed men you would meet on the two continents to-day. Outward appearance is a reflection of inner qualities.

The smart, refined, attractive appearance of Cecilian Concertphones is the conception and execution of men skilled in piano work. It is an indication of inward quality and superiority.

The "SUPERB" model is fitted with the Ball-bearing tone-arm, the advantages of which salesmen can so readily demonstrate.

The "SUPERB" model has a perfect Automatic stop. That is an extra convenience the public appreciates.

The "SUPERB" model plays disc records of every make—of every class of music—and gets all the music out of every record.

The "SUPERB" retails at \$154—the best value in its class on the market.

There are four other models in the Cecilian Concertphone line running from \$70 to \$315.

## Musical Instruments Limited

247 Yonge Street

Distributors for Canada

Toronto, Canada



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is a greater luxury than the poor man's piano, which is possibly the only pleasure he derives in a most humble abode, and is his "ray of sunshine" in a dismal outlook of smoke, bricks and mortar.

#### *Already Heavily Taxed*

Should it be decided that our industry is, in your judgment, a luxury, we then submit for your consideration that it should not be taxed, because it is already bearing a 33 1/3 per cent. import tax on all complete instruments or component parts thereof, and has had to bear a much larger percentage of hard knocks than any other trade. We have been scheduled as "non-essential," and, therefore, have no protection, even for our maintenance men, and it requires very little more of governmental interference to finally kill an industry employing before the war 70,000 people, and in which is invested £37,000,000 capital.

From the financial outlook sales will, undoubtedly, be less, and, admitting this, your revenue will be no more because what gain you make on the tax will be lost to other means of taxation. Music, directly or indirectly, is already contributing many thousands of pounds to the state, by the Entertainment Tax, from concerts, music halls, theatres, cinemas and similar places of entertainment, which are contributing so handsomely to the needs of the country at the present time. As music is in this way taxed for the benefit of the country it is surely unfair that it should have to bear a further tax. It is quite justifiable that other industries and articles classified as luxuries, and which at the present time are not contributing to the state in the same manner, should come under the Luxury Tax proposals, as it is only fair that they should contribute.

It is also equally true that if there has been any excess profits made in our business these have contributed, like all other excesses, to the government returns, and if the business is reduced, or stock, the Income Tax as well as the Excess Profit must cease, and consequently the revenue will not be in anyway improved, although greater hardships will be imposed on the populace.

#### *Failure of the French Tax*

The application of the tax in France has so far been disappointing in its results, as the Budget estimates expected a revenue of £20,000,000 from the Luxury Taxes, and the actual revenue for April did not quite reach £600,000, that is to say, a yearly total of £7,200,000; the Minister of Finance has therefore, probably against his will, provided the strongest argument in favor of the withdrawal of the tax. In what concerns music the French Syndical Chamber has obtained that it shall be exempted from these taxes, it being considered that music was an important element of national instruction.

#### *Other Calls*

We have, as an industry and profession, done more from a patriotic point of view than any others in this country. The amount of money raised for charitable funds by giving concerts and similar entertainments has been colossal, but few people realize how much our industry has paid in "Services rendered"—free halls, free pianos, free bookings, free staffs, free poster hoardings, etc. Apart from this, there are a very large number of pianos and gramophones and other musical instruments on loan to hospitals, etc., free of all cost.

We submit that we have been, and are being, penalized more than any industry in this country, and that the large tax proposed is calculated to kill the industry, which even every government department has agreed should be allowed to continue as a nucleus, so as to open out and develop the post-war trade all over the world; and in order to assist towards this end the industry has been granted a

special tonnage concession by the Board of Trade, rations from the Ministry of Munitions and assistance from the National Service Department.

#### *Petition to the Government*

The following petition is being circulated in the trade for presentation to Premier Lloyd George:

To The Right Hon. David Lloyd George, M.P., Prime Minister and First Lord of the Treasury of His Majesty's Government.

Your petitioners hereby humbly petition His Majesty's Government against any proposals having as their object the imposition of a Luxury Tax upon musical instruments and instruments producing musical sounds by mechanical processes and their accessories. Your petitioners humbly contend—

(1) That such a tax would seriously diminish the number of musical instruments purchased by those engaged in work of national importance in factories and munition workshops, and would thereby deprive the nation of the great support which music has afforded and can afford in times such as have been experienced during the past four years.

(2) That the musical instruments referred to above have been a powerful factor in alleviating the sufferings of the wounded and in relieving the soldier from the tedium and fatigue of his training, and have afforded him a much appreciated change and rest in his periods of relief from the trenches.

(3) That the musical instruments in question have a distinct educational value which should cause them to be regarded in the light of an asset and as a necessity, and not as a luxury to be acquired only by the rich and to be paid for accordingly.

(4) That the levying of such a tax would adversely affect, and in many instances ruin the members of a very large and important trade which depends upon the custom of the many rather than the wealthy.

#### *Standardizing Piano Prices*

PIANO trade circles in the United States have been hearing a good deal about the standardization of piano prices. Of late renewed interest in the question is evidenced. Prizes, even, have been offered for the best articles on the subject. Mr. A. D. Bolens, who has for long taken a keen interest in this particular phase of piano merchandising, has come forward with a definite suggestion embodied in a contribution to Musical Courier Extra. Mr. Bolens' plan, quoting American prices of course, is this:

What the piano industry needs today is an effective trade stimulating plan or method, worked out in detail, and universally applicable. It must be thought out by a piano man, one who combines manufacturing, wholesaling and retailing experience. It should be a plan usable by every piano manufacturer and dealer.

To meet this need we must go to the source from whence aid in planning might be naturally expected.

Let us see what might be done if the National Piano Manufacturers' Association membership set earnestly at the task of working out this problem of trade stimulation. Let us group the topics for consideration under two headings:

1. Classification of manufacturers: (a) according to wholesale prices of product; (b) according to retail selling prices.

2. National advertising campaign, localized: (a) trademark of N. P. M. A.; (b) retail price classification.

Let membership in the N. P. M. A. be classified according to the wholesale prices of the product of each plant and fix such wholesale selling price within reasonable fluctuating limits so as to give each manufacturer elbow room to meet conditions of cash or time purchase by dealers and small or large annual business with dealers. Follow up this plan with another classification according to

# PEACE!

*Edison Message No. 32*

Every nation of the Earth  
is thrilled with the joy of  
Peace. The wonderful  
Paeon of Liberty's Victory  
is ringing 'round the world!  
They are singing the  
"Marseillaise" in the  
streets of Berlin!

The dull, dread pain of  
war is lifted at last from  
the hearts of the people.  
An era of rejoicing, of  
loosened purse strings, of  
preparation for the home-  
coming of our boys, is at  
hand.

Edison dealers must see  
it as their duty to use  
their every effort in fur-  
thering music's place in  
these rejoicings. Music  
in the home must be part  
of the preparing welcome  
for the returning soldier.  
It has been our greatest  
solace; it must be now  
our greatest inspiration  
for the new and better  
world-life before us.

THOMAS A. EDISON, Inc.  
Orange New Jersey

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the proper retail selling price of each manufacturer's product based upon his own chosen wholesale prices. Thus:

Wholesale		Retail	
\$300 and over	Class "A", uprights	\$550 and over	
\$210 to \$285	Class "B", uprights	\$450 to \$500	
\$170 to \$200	Class "C", uprights	\$325 to \$400	
\$125 to \$150	Class "D", uprights	\$275 to \$300	

(Other classifications can readily be worked out to apply to grand pianos and to player pianos, with \$125 to \$200 added to the above wholesale prices and from \$300 to \$500 added to the above retail prices.)

Let each member of the N. P. M. A., after he has chosen in which classification as to wholesale selling prices he will put his product, have placed on the fall-board of each piano bearing his name the monogram of the association (trade-marked, and assigned under control of the association to members in good standing), with the words "Class A", "Class B", "Class C", or "Class D", as the case may be.

#### 2. National Advertising, Localized

Let there be undertaken, under the auspices of the N. P. M. A., a national campaign of education to inform the piano buying public as to the meaning of these various classifications. For example, publish an advertisement at least once each month in every town where a local agency has been established by one or more members of the N. P. M. A., in connection with an advertisement by such local agent, the association paying for its part of said advertisement and the local dealer for his own part of the same ad, the whole to comprise one large advertisement. If more than one dealer is located in any one town and more than one member of the N. P. M. A. is thus represented, let the dealers' advertisements be grouped around the central advertisement paid for by the N. P. M. A., each dealer's advertisement dealing with the specific line of pianos he represents and he paying only for that space devoted to his business. Thus, at one stroke, piano advertising would be elevated to a dignified plane, for it is inconceivable that the N. P. M. A. would permit its advertising to be misused.

Here is a sample advertisement as a starter for such association publicity:

#### STANDARD PIANOS OF STANDARD VALUES —PROTECTION TO BUYERS GUARANTEED BY THE NATIONAL PIANO MANUFACTURERS' ASSOCIATION.

The National Piano Manufacturers' Association, in order to protect the buying public against the unfair practices of certain dealers, which cheat and defraud the buyer, and in order to preserve and dignify an important industry, has classified the products of its members and henceforth on each instrument made by members of this association will appear, in a conspicuous place on the fallboard, a trade-mark of the association (through license to the maker) showing the class in which each such member has elected to place his product (selection of class being governed by the wholesale price thereof), and this trade-mark is a facsimile of that here shown:

Trade	Monogram of N. P. M. A.	Mark.
	Class "A."	

This classification for the protection of buyers, as applied to upright pianos, is as follows:

- Class "A", retails at \$550 and over.
- Class "B", retails at \$450 to \$500.
- Class "C", retails at \$325 to \$400.
- Class "D", retails at \$275 to \$300.

(No reliable new piano can be legitimately sold under \$275.)

Thus the buyer cannot be misled by a greedy dealer into paying the price of a Class "A" piano, thinking he is buying an instrument of that standard classification of value, and then getting delivered to him a piano that actually belongs in Class "C" or Class "D." Look at the fall-board!

Classification of Grand Pianos and Player Pianos are on a relatively higher scale of prices based on wholesale cost, being from \$300 to \$500 above retail prices named for uprights.

NATIONAL PIANO MANUFACTURERS' ASSOCIATION,

Paul B. Klugh, President.

Let there be an assessment placed on each member of the N. P. M. A. of \$1,000 per year, payable in advance, to cover the cost of this national educational campaign. This will create a fund sufficiently large to make this publicity effective and is not greater than the publicity expense of past years to each such member. Let this fund be expended under the advice of the association's advertising manager, who should be an experienced piano man, his experiences covering manufacturing, wholesaling and retailing. No so-called "expert" in general advertising can hope to adequately meet the requirements of this arduous task.

With the classification of manufacturers and their product as herein set forth, and with the proposed national educational campaign in operation, it would be the height of folly for any piano manufacturer to long remain outside the national association and also impossible for him to continue business relations with dealers who misused the advertisements of the N. P. M. A. (which should each be copyrighted), because the influences of such a national educational campaign are a powerful incentive to membership and the copyright protection of the advertising would enable the association to eliminate the unscrupulous dealer. All worth-while manufacturers and dealers would readily swing into line.

#### A Reminder

THE first time a piano purchaser lags in his monthly payment an eastern dealer mails him, with a copy of the bill, a small round metal disc resembling a coin. On the bill he makes a suggestion that the customer drop the metal disc into his pocket to remind him of the bill. The words "Lest you forget"—appear on the disc.

#### Bell Art Pianos

A new catalogue depicting Bell Art Pianos has just been issued by the Bell Piano & Organ Co., Ltd., of Guelph. This illustrates seven styles of Bell pianos and players, with specifications in each case. There are illustrations also showing the Metal Sustaining Frame used in the construction of Bell instruments and the Illimitable Quick Repeating Action.

Mechanically the catalogue is itself an art product in two colors with embossed cover, the illustrations being in two colors. It is of convenient weight and dimensions.

Since taking over the active management of the Bell firm Mr. H. A. Grimsdick has made rapid development in quantity and quality production, has improved the designs, re-enlisted the loyal co-operation of active Bell agents throughout the country, and in various ways made the Bell a desirable agency.

#### Dined by Trade Associates

On the occasion of his marriage Mr. W. J. Steele, now featuring Cecilian lines with headquarters at Waterdown, Ont., was tendered a complimentary dinner at the Grange Cafe, Hamilton, by a number of his friends in the trade in that city. Those present were:—

Stanley D. Addison.

H. J. Boulter, manager R. S. Williams & Sons Co., Ltd.

J. B. Cornell, manager Heintzman & Co., Ltd.

J. Regan of Stanley D. Addison.

J. B. Mundie and J. E. Tillman of the R. S. Williams & Sons Co., Ltd., staff, Bert Clarke, Chas. Copeland, Jack Addison and Will Pett of the Heintzman Co. staff; and Fred Waters and Harry Garland.

On behalf of the group Mr. Steele was presented with a handsome vase and bouquet of American beauty roses for Mrs. Steele. The presentation was made by Mr. Stanley Addison, who in a brief address gracefully expressed the sentiments of Mr. Steele's friends who send with him and his bride the sincerest of wishes for unlimited happiness and for every possible business success.

During his residence in Hamilton Mr. Steele's persuasive personality attracted to him a host of friends, and in the trade he is highly respected by everyone with whom he has come in contact, whether a competitor or not.



The House of Willis is like a  
great oak tree—deep rooted—  
sturdy—sound to the core.

A complex organization with capital, experience, enthusiasm and a successful past is its trunk.

Loyal and prospering dealers are its branches.

Safe manufacturing and selling policies are its roots.

A rapidly growing appreciation of music throughout  
Canada is its soil.

The energies of the Willis factories are concentrated on  
one line—and one only—Pianos and Players.

We are also sole Canadian wholesale agents for Knabe and  
Chickering Pianos.

**Willis & Co., Limited**

Head Offices:  
580 St. Catherine St. W., Montreal

Factories:  
St. Therese, Que.

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## IN MONTREAL PIANO TRADE CIRCLES

There is diversity of opinion locally as to whether the recent epidemic retarded music business or not. Some dealers claim that even with the shortened hours and the closing of their warehouses at night business in sheet music, music rolls, etc., was ahead of the month of September. The conditions, they contended, created a demand for music in the home that under ordinary circumstances would not exist, and this was brought home to them most forcibly on account of all places of amusement being closed. Locally advertising made use of this fact. One piano house cited several instances where "prospects" were converted into sales through the desire for immediate delivery of the piano or player.

Apropos of shorter business hours forced upon the trade by the epidemic, one representative dealer went so far as to express himself to the effect that now the trade had sampled the closing of their warehouses evenings, that legislation should pass a by-law permitting music stores, along with others, to open one night a week only, Saturday. In his opinion the trade would not suffer one iota, for, if a buyer wanted to purchase a piano and knew that Saturday night was the only night he could get a demonstration, he would come on that particular evening.

Almy's Limited report a growing demand and spirited call the past month for Otto Higel Music Rolls, which Miss Pierce, of the phonograph and music roll department, claims is only a repetition of what happens month after month.

Mr. H. Hamlet, manager of Wm. Lee, Ltd., report the closing of splendid business in Martin-Orme lines, embracing players and uprights in various models. "One noticeable feature," said Mr. Hamlet, "was the extraordinary amount of spot cash sales and the demand for the higher priced instruments, including Bell art goods. As a matter of fact we have turned down a considerable number of sales which were of a character that did not correspond with the policy of the house as regards initial payments and further instalments. We only want a reasonable, legitimate profit, and are not in business for bartering and cutting prices simply for the reason of writing it up as a sale." "Collections were never more satisfactory," added Mr. Hamlet.

J. J. Flynn, since opening up at 8 McGill College Ave., has trebled his piano tunings, disposed of more pianos, and increased his repair business. "Centralization is a strong factor and valuable asset in the piano business to-day," he asserts.

The reputation of Gourlay and Leach lines was well testified to during the month of October by the number of buyers placing orders for these makes. The Leach Piano Co. seem well satisfied with present conditions and the outlook for the immediate future.

C. W. Lindsay, head of the firm bearing his name, personally subscribed for \$100,000 of Victory Loan Bonds. The firm have likewise taken on bonds to the same extent.

\$45,000 worth of flags borrowed from the Liberty Loan Committee, of New York City, are now flying in Montreal, being used on St. Catherine St. for decorative purposes.

The following music houses were allotted flags: Willis

& Co., Ltd., Greece; C. W. Lindsay, Ltd., Montenegro; Ed. Archambault, Guatemala.

With the very best wishes of everyone who knows him, W. W. O'Hara has opened up his new warehouses at 736 St. Catherine St. West, in the Khaki League Building, which already presents a busy appearance. No interest on time sales is one of his special selling features. This firm has secured the exclusive local selling rights for the Sherlock-Manning line of players and pianos, and with the enviable reputation these goods already enjoy in Montreal, together with the able representation to be given them, they should become even better known than heretofore. Mr. O'Hara paid a flying visit to the Sherlock-Manning factory at London, and while there arranged the local agency details.

Layton Bros. are meeting with much success in featuring Otto Higel Music Rolls, and in this connection are building up a good business in this direction.

Evans Bros. and Mulhollin piano interests are not being neglected, and J. H. Mulhollin is most enthusiastic over the remaining months of the year, as viewed from a standpoint of closing prospective sales now on hand for these instruments.

"The people are hungry for music, and the past month has brought us in numerous new inquiries. The epidemic, we think, was responsible for the speeding up of several prospects we had on tap to the point of purchasing," said J. W. Shaw & Co., referring to Gerhard Heintzman and Shaw pianos.

A recent canvass of Layton Bros. found this firm working tooth and nail. A. T. Pike, salesmanager, states that all salesmen are imbued with enthusiasm and full of "pep," the result being that in spite of the epidemic trade has shown remarkable results, with every indication of a continuance of the same. Mason & Risch pianos and players and Layton Bros. instruments were responsible for the month's prosperity in the piano department.

C. W. Lindsay, Limited, are doing some very clever advertising. Their latest is the Adventures of the "Average" Family, being a recital of what happened in the home life of the "Average" family during the "Influenza" epidemic in the Fall of 1918. This tale will be published in serial form and a short instalment will appear every day until the completion of the story. The first announcement was an illustration of a book with the title thereon as outlined, and the name of the publishers as C. W. Lindsay, Limited.

During the recent appearance in Montreal of the San Carlo Opera Co., the artists were supplied with Willis pianos, while the Knabe piano was the official piano used at all performances. Willis & Co., Ltd., were in receipt of the following testimonial from the company, testifying to the merits and tonal qualities of Willis pianos:

"We take this opportunity of congratulating you on the magnificent Willis piano placed at our disposal during our stay in your city. You ought to be congratulated on so noble a masterpiece.

"We are, each and every one of us, delighted with its sweet, mellow, resonant tone, and wish you every success with the Willis Piano. With kindest regards believe us to remain, faithfully yours,—Elizabeth Amsden, Ester Perabini, Manuel Salazar, Marta Melis, Stella De Mette, Joseph Royer, Giuseppe Agostini, Mary Kaestner, Leon Rother, of the Metropolitan Opera."

W. J. Whiteside is finding his two representations good ones to handle, which speaks well for such well and favorably known lines as Karn-Morris goods.

With a view to stimulating interest and livening business, and at the same time creating a keener interest and friendly rivalry amongst their outside salesmen, C. W. Lindsay, Limited, have inaugurated a sales contest to last over the period of a month. The staff is divided into two

## L. J. MUTTY CO. <sup>175</sup> Congress Street Boston, Mass.

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

Every kind of RUBBER TUBING is represented in our line, including extra large sizes covered with HEAVY FRICTIONED TWILL, which is designed particularly to prevent splitting over connections.

SAMPLES and PRICES furnished on request

Refer all enquiries to Dept. T.

## Days of Certainty and Uncertainty



THESE are days of certainty and, too, days of uncertainty. Certainty that we are going to win this war, cost what sacrifice it may. We are going to win it, because we have set that task for ourselves and it is not the spirit of America to leave such a job unfinished.

Uncertainty, that we do not know from day to day just how the tide of events is going to affect this, our business.

Uncertainty, because we cannot follow certain business policies, which during times of peace would be a simple course. We cannot, because of the bigger business.

But certainty, that we are going to do our best to keep our "home wheels" turning, for we believe that to be a big part of the day's programme.

And certainty again, that we feel deeply our responsibility, our part, of the bigger business and are backing it and stand ready to back it to the very limit of our strength, our ability and our resources.

Cordially yours,

*Francis V. Mudge*

Vice-President

**STEPHENSON, INC.,** One West 34th Street, New York

*Manufacturers of the Stephenson Precision-Made Motor*

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teams, each with a captain at its head. Mr. Law, for several years employed by C. W. Lindsay, Limited, and a most successful outside salesman, is head of one team, whilst Mr. H. V. Roy, for many years in the piano business, being one of the old soldiers, as it were, and who was connected with the firm of P. T. Legare, Ltd., Quebec, for over fifteen years, captains the other side. Prizes will be awarded solely on a basis of the *bona fide* total volume in actual dollars and cents. It is not a question of the number of instruments that are sold that counts, but the total value in dollars and cents. This contest, which is restricted to outside salesmen only, should prove very interesting, and we understand that they are already off to a flying start. If this venture proves successful it may be tried out in other branches of the firm.

The Marion Music Publishing Co., Montreal, is a recent incorporation.

The Leach Piano Co., Limited, retailers of Gourlay and Leach pianos and players, recently advertised that they would accept gramophones and records in part payment on new Leach pianos.

"Getting what the buyer wants, if you haven't already got it in stock," said Tom Cowan, the enterprising head of the firm of the Cowan Piano & Music Co., "is the way to add customers to your clientele that will continue to trade. The surest way to lose a buyer is to try to offer a substitute for a requested article, nine times out of ten knowing that it is far inferior to what had been asked for." Evidently following out this policy has brought success to this firm, as sales are doubling every month in sheet music, musical merchandise, pianos and talking machines.

The Willis factory at St. Therese, Que., which covers 7 acres of ground, is busy working at top speed, night and day, to complete unfilled orders for high-grade Willis pianos. It is hoped to complete these orders, as well as all future orders before this year terminates. At their retail warehouses Willis & Co., Ltd., are constantly proving that no matter how bad business conditions may be, a meritorious product always sells. "Willis pianos and players are finding a ready market wherever they are introduced," said Mr. Charles D. Patterson, salesmanager, who is optimism itself. A good demand likewise exists for the Newcombe range of instruments which this firm have handled for years with a great measure of success.

Experience is a good school, but most people die before they graduate.

The confidence we have in ourselves gives birth to much of that we have in others.—La Rochefoucauld.

There is always a temptation to cross a bridge which has been condemned, man being an adventurous cuss at heart.

## VANCOUVER TRADE ACTIVITIES

THE local Music Trades Association will get together again as soon as the "flu" ban is lifted and several important questions will come up for discussion. The boys here are eager for expansion and are determined to make the Vancouver Association the best in the Dominion.

To develop interest in music the Daily Sun of this city held a prize essay competition. Cash prizes of \$10, \$5, \$3, \$2 and five of \$1 each were offered for the best essays on "Music and Patriotism." The contest was open only to pupils in Vancouver grade schools.

There has been on display in the warerooms of Fletcher Bros. a handsome upright piano which has only recently been completed by Mr. Harold Harris, tuner for that firm. The case of the instrument is made of quarter-cut oak, and the design is of the Colonial type, full iron plate, bush pins, copper-bound strings and overstrung scale. This Made-in-Vancouver piano, which has been attracting much attention lately, is a striking tribute to the workmanship of Mr. Harris. The tone of the instrument, moreover, is of a highly satisfactory character.

"Enjoyable hours passed in music with family and friends," was the keynote of a recent player piano advertisement by Mason & Risch Ltd., noticed in the local dailies. This style of player advertisement is significant of the trend in the trade to feature the player as a musical instrument and not as a mechanical wonder.

"It is the continuity of musical service, the all-satisfying tonal beauty that 'time does not wither, nor custom stale,' that has earned for the Bell Art Piano its unique position in the world of music to-day," state the Montelius Piano House, Ltd., in a recent generous sized advertisement in a local daily.

Kenneth Ross, the energetic western representative of the Musical Merchandise Sales Co., has been doing fine business with the Brunswick Phonograph throughout British Columbia. Ken took a flying trip to Victoria and came back to Vancouver well satisfied. In this city he also bagged several good sales. Ken says the business outlook is "jake," and he ought to know, for he has been over considerable of the country lately.

Walter Evans, of the Walter Evans Co., spent three weeks in the east during October. He reports business conditions very encouraging, particularly in the talking machine line. Sheet music and small instruments have been in great demand with the Evans Co., who also say that the piano player business continues to improve.

T. A. Switzer, manager Fletcher Bros., Ltd., got back the other day from an extended trip in the east. Tom says that Fletcher Bros. have been doing a fine business in Columbia and Sonoras, while several excellent piano and player piano

Time for the opera and concert seasons to begin. Folks will want Columbia operatic records. Are you ready?

Columbia Graphophone Company  
54-56 Wellington St. W.  
Toronto - - - - - Canada





sales have been made lately. Like the other dealers in Vancouver, Tom is yelling for more stock and still more. "Watch Vancouver jump ahead musically," is Tom's best tip.

In conversation with Mr. Kennedy, manager of the Mason & Risch branch here, one is impressed with the fact that better piano retailing conditions prevail. Money being more plentiful cash sales are in better ratio, and on deferred payment contracts the terms are more business-like. Where, in years gone by, considerable trading was done on the vanity of the people, pianos going into homes "to keep up with the Joneses," they now go into the homes that the children's musical education may be taken care of. Furthermore, the people have advanced musically to a degree that the piano is indispensable in the home equipment and an article that no sane family willingly denies itself.

Townley and Ward are breezing along in fine style since launching out into business a few weeks ago. "In Columbia and piano sales we have done much better than we expected," is the encouraging report received from Mr. Townley.

The Kent Piano Co. are out to beat last year's sales record for Edisons. Daryl Kent, keen as usual for results, tells us that business is great notwithstanding the "flu." The Edison continues to be popular, while the better grade of pianos are finding much favor. "Collections are well up to the mark," added Daryl, who topped this off with "And don't forget that the Kent Co. have had a number of fine cash transactions."

The Boves Music Co. have been doing well with piano sales, while collections have been brisk.

"The Musical Physician" is the head line of a Sonora advertisement by Fletcher Bros., Ltd., who urge the medical benefits of Music in the Home. "Vancouver people admit that the matchless tone of the Sonora is working wonders in the sick room," states the announcement referred to.

The Ajello Music Co. are making excellent progress, and report that piano sales continue to average high. "Let your ears pronounce judgment," is the advice offered by this firm in a Brunswick phonograph announcement. "Choose the most difficult records and play them on the Brunswick, then on other machines," urges this advertisement.

#### Quebec Piano Man Succumbs to "Flu"

Mr. Louis H. Lavigueur, eldest son of Mayor Lavigueur, of Quebec, succumbed to an attack of Spanish influenza after a sickness of several days. Mayor Lavigueur is a member of the Quebec piano house of Lavigueur & Hutchinson, of whose branch at St. Roch deceased was manager. He was only in his 26th year and extremely popular with the business men of Quebec, as well as popular with a large circle of friends for his genial and manly disposition. Deceased leaves to mourn his loss, his wife (nee Maria Cote), and one daughter, Alice, six months old, besides his sorrowing parents, Mayor H. E. Lavigueur and Madame Lavigueur, six brothers and two sisters.

#### Vancouver Sun's Music Supplement

A very considerable momentum to musical advancement in Vancouver could be expected from the Music Supplement in a recent issue of the Daily Sun of that city. No less than twelve pages of that daily were given over to music and not merely with the idea of interesting the fortunate few of musically educated persons but with an appeal to the masses.

"R. J.," who is no other than Mr. Rhynd Jamieson, formerly music and drama editor of the Manitoba Free Press, of Winnipeg, excelled himself in this wonderful exposition

of the place and importance of music in the lives of the people. There were signed articles by Vancouver's Mayor, by the Minister of Education for British Columbia, by the President of the Vancouver Board of Trade, by "R. J." himself, and many others.

The various makes of musical instruments and the local retailers of them were well represented, and from a financial standpoint the Sun's Music Supplement appeared to the casual reader an unqualified success.

For nearly a year the Sun has been giving music excellent recognition and making strenuous efforts to make its readers regard music from the correct perspective, that it is a home essential, a school essential, and that music must not be considered a luxurious entertainment providing an outlet for surplus funds. Undoubtedly the course of music in Vancouver is being appreciably advanced by the Sun and its energetic music editor.

#### BOOST

Boost your city, boost your friend;  
Boost the lodge that you attend,  
Boost the street on which you're dwelling,  
Boost the goods that you are selling,  
Boost the people round about you—  
They can get along without you,  
But success will quicker find them  
If they know that you're behind them.  
Boost for every forward movement,  
Boost for every new improvement,  
Boost the man for whom you labor,  
Boost the stranger and the neighbor,  
Cease to be a chronic knocker,  
Cease to be a progress blocker,  
If you'd make your city better,  
Boost it to the final letter.

—Detroit Free Press.

#### Bell Piano & Organ Co., Ltd.

Mr. Wm. Long, the well-known Yonge Street dealer, has recently concluded arrangements with the Bell Piano & Organ Co., Ltd., of Guelph, under which he secures the exclusive agency in Toronto and vicinity for the well-known Bell Pianos and Player Pianos. Mr. Long anticipates good business from the new agency, and both parties are to be congratulated.

#### Piano Men Enjoy Another "Country Club"

A round dozen of the boys connected with the piano department of the R. S. Williams & Sons Co., Ltd., Toronto, recently lined up at the home of "Charlie" Boyd, St. Clair Ave. West, to indulge in another one of those affairs, which they have so expressively termed "Country Club." Judging from the programme of events the meeting must have been somewhat in the nature of a very eloquent protest to that sinister fellow "Dull Care." Cards, music and singing were continuously in evidence, and up to the present no one in attendance has ventured to present to the Food Controller a report on the nature of the "Eats." The guests comprised Mr. Hassall, Manager of the Department, Mr. Townson, Mr. McEntee, Mr. Freidenburg, Mr. Smith, Mr. Lane, Mr. Lee, Mr. Kincaid, Mr. Villiers, Mr. Lewis and Mr. Henning.

None of the boys are at all superstitious but when word was received from Mr. Clyde that his car was broken down and that he would be unable to join in the festivities, the sigh of disappointment rather quickly subsided when it was figured out that his presence would have made up the ominous thirteen.



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Reg. Ag. Dept. - Copyright



## ENVIABLE

At the Christmas Season the position of the "HIS MASTER'S VOICE" dealer is particularly enviable. In spite of the tremendously increased demand for Records, orders are still shipped complete the same day the order is received.

Such perfect Record delivery service under the greatly increased pressure of Holiday Season buying would be impossible without the immense organization and knowledge which stands in back of the famous "HIS MASTER'S VOICE" trade-mark.

Have YOU the privilege of displaying this most famous trade-mark in the world—and of enjoying this most remarkable Record delivery service in the world?

**BERLINER GRAM-O-PHONE COMPANY, Limited**

HEAD OFFICE AND FACTORY

The Famous Victrola

**MONTREAL**

Victor Records



## HIS MASTER'S VOICE PRODUCTS

etc. Wholesaled by the Following Firms:

### ONTARIO:

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

### QUEBEC PROVINCE:

Berliner Gram-o-phon Company,  
Limited,

Montreal, Que.

### BRITISH COLUMBIA:

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

### MANITOA:

SASKATCHEWAN (East):  
Western Gramophone Co.,  
122 Lombard St.,  
Winnipeg, Man.

### ALBERTA:

SASKATCHEWAN (West):  
Western Gramophone Co.,  
Northern Electric Building,  
Calgary, Alta.

### NEW BRUNSWICK:

### NOVA SCOTIA:

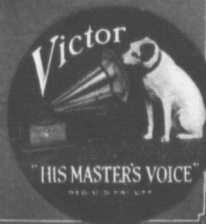
### PRINCE EDWARD ISLAND:

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

BERLINER GRAM-O-PHONE COMPANY, Limited

HEAD OFFICE AND FACTORY

MONTREAL



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# Talking Machine and Record Section

CANADIAN MUSIC TRADES JOURNAL—NOVEMBER, 1918

## The Talking Machine in Rural Schools

THE programme at a recent conference of school music supervisors included a talk by C. A. Fullerton, of the Iowa Teachers' College, at which institution a musical training has been a very important part of the course. The students preparing themselves for the teaching profession there are instructed in how to use the talking machine in rural schools. In the course of his talk Mr. Fullerton said that:

"A scheme has been worked out by which the talking-machine is used in the rural schools not only as a means of developing an appreciation of music by listening to music, but by active participation in the performance of it. The children sing with the instrument alternate phrases of beautiful little songs, thus developing in them the habit of listening as well as singing. Sometimes the phrase is divided and the simplest part of the simple phrase is given to the children while the talking-machine takes the more difficult part. In this way the children are lured into singing even though the teacher may be quite limited in her musical equipment. Later the children sing the more difficult parts and still later sing the entire song with the instrument. All this time they are developing a habit of singing (1) in good time, (2) in correct pitch and (3) in light tones. This scheme is almost proof against coarse, heavy tones, as it is possible only for the child singing the light tone to hear the instrument continuously. This much of the talking-machine course is included in the recreation-music course and it is the aim to have the students go out well prepared to use the talking-machine effectively in the schools.

"Singing games and folk dances are introduced to a limited extent in connection with the talking machine."

## Interesting Figures

FIGURES given out at Washington show that talking machines to the number of 2,978, valued at \$104,249, were exported by the United States in June, 1918, as compared with 9,448 talking machines, valued at \$190,850, sent abroad in the same period of 1917. The twelve months' total showed that country exported 91,297 talking machines, valued at \$2,610,866, as against 78,669 talking machines, valued at \$1,987,878, in 1917, and 42,261 talking machines, valued at \$1,198,647, in 1916. The total exports of records and supplies for June, 1918, were valued at \$216,584, as compared with 210,461 in June, 1917. For the twelve months ending June, 1918, records and accessories were exported, valued at \$2,073,463, as compared with \$1,660,439 in 1917, and \$939,790 in 1916.

## Ten to One

"THAT at least ten dollars' worth of records will be sold this season where but one dollar's worth was sold last season," is the confident prediction of a record enthusiast. He may be over optimistic, but it is such optimism and enthusiasm that is increasing record sales.

During the past three or four years the trade has learned something about increased record business. Retailers have become vigorous record salesmen where formerly they were apathetic and accepted as a matter of course the record business that came.

Never before was so much thought and care given to the mailing list. One dealer after another has gone on developing his mailing list after realizing the impossibility

of working up satisfactory record business without a list, carefully compiled and intelligently used. With all the dealers working to develop the gold mine represented in record business there should be a big improvement in record sales with the farmers, who, it seems, are the least active purchasers.

## The "Piano Record" Discussion Ends with an Acknowledgment of the Splendid Musical Qualities of Piano Recordings.

LAST March Canadian Music Trades Journal published a summary of a very interesting and ably written article on talking machine music by Hector Charlesworth, the widely known musical critic on Toronto Saturday Night. The points emphasized by Mr. Charlesworth were well taken and the Journal commended them to all its readers, particularly the salesmen and salesladies.

At the time, however, the Journal was forced to qualify its commendation by mentioning incidentally that:

"While on the whole Mr. Charlesworth has put the case well, there is one statement that cannot go unchallenged. This writer says, 'I have yet to hear a good record of a piano composition, but no doubt that will come.' It is true piano records were among the later ones to be perfected. Piano music was not so easily reproduced as the violin, for instance. But these difficulties have been overcome, and recently there have been issued some excellent piano records, so faithfully recorded that they have come in for a good deal of praise. The musical public, as a whole, still believes good piano records are impossible, and the trade should seize every opportunity to correct this misapprehension."

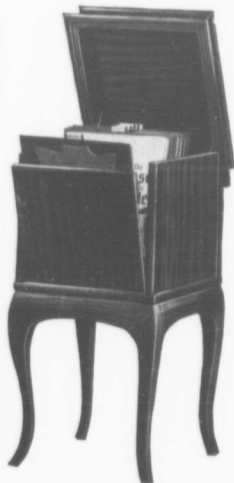
The whole subject of piano records was pursued later by the Journal in an article, "Give Piano Records a Boost," published in May. In that article an endeavor was made to review the field at some length, quoting some of the foremost records from different makers' catalogues.

Now appears the Canadian Home Journal for October with an article by Mr. Charlesworth in which he gracefully acknowledges the present high musical status of the piano record. A portion of Mr. Charlesworth's statement follows: "Some months ago, in the course of a series of articles on sound-reproducing instruments, I stated that I had yet to hear a good pianoforte record—measured, of course, according to the standards attained in reproducing the human voice and the violin. I, however, ventured on the prophecy that the difficulties involved in making such records would not prove insuperable, and would shortly be overcome. The statement was challenged in certain quarters where it was assumed that it was my purpose to disparage the piano record. This was very far from my intention; for I was merely voicing the general experience of those who had had much more to do with the making and selling of reproducing instruments than I. It is the more gratifying, therefore, to be able to state that the little prophecy I uttered has been fulfilled; that improvements in methods of manufacture and in the mechanism of the reproducing machines themselves, have within the past six months raised the piano record to a much higher artistic position than it previously held.

"The importance of this advancement, in musical and educational results, could hardly be over-estimated. Many



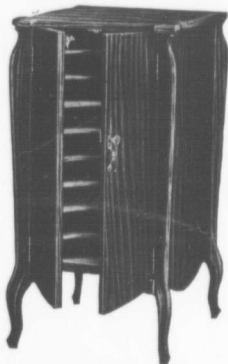
## THE TRADE'S FAVORITE CABINET SHOP



### A REAL MUSIC CABINET

The lifting of the cover automatically throws forward the front of Cabinet, allowing the tilting forward of the music while selecting a number, the heavy leatherboard index sheets serve to classify the music, and the lowering of the lid closes up the front, and tilts back into its original position.

COULD ANYTHING BE HANDIER!



No. 83, GOLDEN OAK. No. 84, MAHOGANY.  
No. 85, FUMED OR MISSION.  
Top 18½ in. Wide. 21 in. Deep.

A fine Cabinet, with top shaped to fit base of Victor No. 1K.  
Fitted with shelves for albums.  
Made also with top for Columbia.

## Newbigging Cabinet Co.

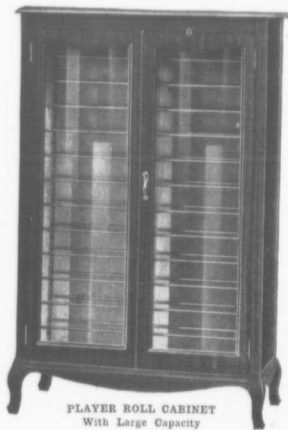
Limited

Hamilton, Ont.

Manufacturers of all  
kinds of

**CABINETS FOR  
PHONOGRAPHS  
and  
PLAYER ROLLS**

THE  
DEPENDABLE  
LINE



PLAYER ROLL CABINET  
With Large Capacity

## The Musicphone

always commands atten-  
tion on your floor.

It only requires to be  
shown to interest a cus-  
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Motor drives from 3  
No. 6 dry cell batteries.

Self-balancing hood.

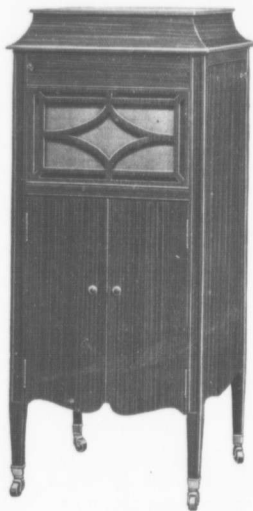
Permanent needles for all  
makes of records.

Universal arm and tone  
control.

**Henderson & Richardson**  
Board of Trade Building  
MONTREAL

Distributors for Quebec and  
Eastern Provinces

Stock Carried in Montreal



MODEL D. ELECTRIC

Height 44 x 21 x 18½

Price \$145, the best value in Canada.  
Self-balancing Hood, Electric Motor, Univer-  
sal Tone Arm, Tone Control, Beautiful  
Finish.

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of the very greatest living interpreters and composers are pianists; and it would have been a pity had these men been destined to go to their graves without leaving for the delight of future generations, those permanent memorials which had been already secured in the case of singers and violinists. For the education of the living generation the really good piano record must hold a paramount place, because piano study is the most widely popular form of musical education; and the mere possession of records which preserve the phrasing, accentuation and special qualities of touch which characterize the great pianists, must prove an immense aid to serious students of the pianoforte. For instance, we will take the young student who is face to face with an intricate passage in one of the works of the great composers for that instrument. Here at hand is a demonstration of how Paderewski or Josef Hofmann unfolds its mysteries and traces its outlines.



Three tones, medium, loud and extra loud. 50 needles in each box playing 500 records. Retail price 15 cents per box. 60 boxes packed in a handsome "counter salesman." Write for samples and discounts.

I also handle the Black Diamond Needle, a semi-permanent style, playing 50 times and over without change. Three tones, soft, medium, and loud. Retail price 15 cents per package of 3. 100 packages of assorted tones, mounted on a handsome display card. Send 10 cents in postage for samples of this needle, and ask for dealers' best discounts.

I also have a stock of Sapphire Balls for Pathe and Brunswick records. Prices and dealers' discounts on application.

## H. A. BEMISTER

10 Victoria Street - Montreal, Canada.

"The piano record has already reached the point where, upon a reproducing machine of the higher standard, it can deceive the senses and convince a hearer in the next room that a soloist is actually present. A few weeks ago I heard certain records on a highly perfected machine that in fullness of tone and entire absence of any foreign or disturbing sounds would carry conviction that the performer was bodily present, did not the eyes prove the contrary. Several instances where individuals had been actually deceived were cited.

"The building where I heard these records is a large musical warehouse in Toronto, devoted to many branches of the trade, which are allotted to different floors. A visitor, well acquainted with the layout of the premises, happened to be going up on the elevator with a member of the firm. As they passed the floor on which a piano record was being tried, he remarked: 'Oh, you have moved your pianos up a storey or two.' His companion smiled and said, 'Yes.' Noting the beauty of the tones, the visitor said: 'That's some pianist, too; who is it?' 'Oh, just one of the girls showing off,' said the other laughingly, and then revealed to him the joke. The visitor would not believe that his ears had hoaxed him until he was taken down and given a demonstration.

"Yet another incident of the kind occurred this summer in Northern Ontario, where a prominent business man has a summer home, in which he has installed an excellent phonograph. His wife was very fond of putting on the newly perfected piano records in her possession, and one day received a visit from a journeyman piano-tuner, who had visited the town in search of business. He asked if she desired to have her piano tuned, and when she stated that she had none, turned away with a look of satirical disgust on his face. It was evident that his confidence in human nature had received a shock, but he evidently decided to give her another trial. Two days later he came back and said: 'Lady, you'd better let me tune your piano; I'm going away to-morrow and you may not get another chance this year.' Again he was told that there was no piano in the house. 'What's the use of telling me that?' he retorted angrily, 'I've been past this place half a dozen times this week and heard you playing it.' Then he was invited indoors, and furnished with proof to the contrary. 'Well,' he said, 'I thought you couldn't fool me about a piano, but I was mistaken.'

"Now a very short while back such a delusion would have been impossible, for it must be admitted that in the past the average piano record had a banjo-like quality of tone and was deficient in volume of sound. Now it is quite clear that the piano record has definitely arrived. In its perfected form it represents a patient triumph over difficulties which do not prevail in connection with the

Make your windows work! That's one way you can meet the rising cost-of-doing-business.

Columbia Graphophone Company  
54-56 Wellington St. W.  
Toronto - - - - - Canada



There is a reason why any line of merchandise should be in such demand, that orders pour in for it faster than the goods can be produced. The reason is, of course, **Quality**.

# BECAUSE

It is the Highest Class  
Talking Machine in  
the World



Sonora  
"Troubadour"  
\$124

THE INSTRUMENT OF QUALITY

# Sonora

CLEAR AS A BELL



demand is always just ahead of the supply. Not only is there the **Quality** in the Sonora, but the people know it. The discriminating householder knows that a Sonora in the home is an evidence of good judgment, refined taste and the ability to buy for cash. The Sonora is a social and a business recommendation.

The Sonora gets the cash customers for the dealer. It is not necessary to tie up capital in deferred payment sales with the Sonora.

The Sonora won the highest score for tone at the Panama Pacific Exposition.

## I. MONTAGNES & CO.

Sole Canadian Distributors of the Sonora Line

RYRIE BUILDING

TORONTO

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recording of vocal or violin tones. The manufacturers of records could justly claim that the fault lay with the peculiar quality of the modern pianoforte rather than with the recording process. In truth, the defects of the piano record were actually a proof of the fidelity with which sounds are recorded."

### Perfection Impossible

**UNREASONABLE** indeed is the man who expects pre-war service and quality in his purchases at the present time. In the matter of talking-machine motors, for example, it is humanly impossible, under stress of war conditions, to produce an article of the durable, even-running qualities that obtained when the most expert labor and the finest of materials were available.

How soon it will be possible to get back to pre-war conditions none can tell, but in the natural course of things the manufacturers will again be able to secure expert help, and to buy in a buyer's market and not in the seller's market, that has for so long put the manufacturer in the position of gladly accepting what raw materials the market offered regardless of price.

This is not a brief for slipshod workmanship, nor an apology for inferior products. Competition is still keen enough in the sound reproduction field at least, to keep quality as high as labor and materials permit, and indeed the manufacturers have shown extraordinary resourcefulness in the maintaining of high standards of quality and in seeking out improved methods of production.

The reasonable dealer, however, will relax his expectations just a little and not expect quite so much of motors as he will later on. He will bear in mind that for months the supply of materials for talking machine motors has been what the War Trade Board permitted the industry to have, and not exactly what the industry chose.

Never in the history of the world was the steel mar-

ket in such a chaotic state, and one of the marvels of the period is that the talking machine industry was able to carry on at all. The retailer can readily make his customer see that he should not expect quite so much from the new spring in his motor as from the spring made three or four years ago.

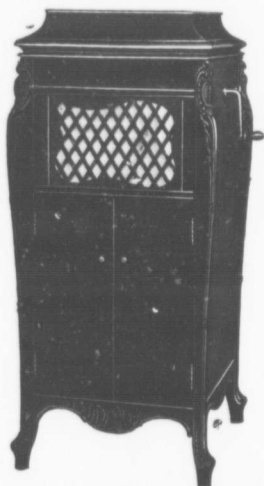
### Music in the Schools

**WHETHER** co-incident with or because of the "Music in the Home" campaign, of the Canadian Bureau for the Advancement of Music, there never was in Canada so great an interest in music and so ready an appreciation of music for what it is instead of the supposed superfluity that it was so long regarded.

The article in the October issue of this Journal, in which a teacher in a Manitoba public school so vividly tells of her experience with a Victrola in Canadianizing the children of aliens, suggests the possibilities of music in educational work. It suggests also the business possibilities for the talking machine trades in and through the public and high schools of this country.

Probably because of concentrating in other directions with more direct results, the schools have not had a great deal of attention from those in the talking machine trade, although the retailers quite will realize the numbers of ready made customers for them represented by the homes sending children to schools where music is in some manner introduced into the school life.

Gradually communities are coming out of their non-musical lethargy and doing something. Music supervisors for the schools are being appointed by local School Boards here and there. The trustee who openly expresses antagonism to music or condemns expenditure of money on music for the young is liable to get himself "in wrong," and so he should. Musically there has been enlightenment and advancement as well as every other way, and the present



Style "O."

## The Brant-Ola

### "The Piano Man's Phonograph"

That is what one of our enthusiastic dealers called it the other day. Of course, what he meant was—that from the standpoint of cabinet work, artistic finish, durability and musical reproduction, the BRANT-OLA is so outstandingly a high-grade musical instrument that it is in its element standing on the floor alongside Canada's leading pianos.

If you are interested in  
"the piano man's phonograph"  
write for circulars and price list.

**Brantford Piano Case Co.**

LIMITED

**Brantford**

**Ontario**





## A Specialty for Kiddies

I'M Tom, the Piper's son,  
you know—and that child  
of yours knows all about  
how I stole the pig.

**"Let me sing  
to your child!"**

I've always wanted to tell  
those children of yours  
my own story, and to  
sing them a song—and  
now at last I can do it.

Mary and her lamb are with me, and Jack and Jill, too—and if you will let us, we will all come and sing our songs to the wide-eyed, happy child of yours.

You see, it's this way. A series of books is now being made that is the most wonderful you ever saw. They have our stories in them, for you to read aloud—but they also have in them the actual phonographic records—real, sure-enough Columbia records—of the songs we sing.

### A Series of Books that Sing

Of course the children love them—the big ones and little ones—and grown-ups, too! You read my story, and then your child puts my song right on his little gramophone, or your big gramophone, and I sing to him. Isn't that great? Guess your child will think that's about the most wonderful thing he ever heard of.

They are called—

## The Bubble Books

- No. 1. The Bubble Book.
- No. 2. Second Bubble Book.
- No. 3. Third Bubble Book.
- No. 4. Animal Bubble Book.

And More to Come.

## The Books that Sing

By RALPH MAYHEW & BURGESS JOHNSON

Pictures by Rhoda Chase

EACH book—in full color, with three Columbia records—costs only \$1.25. The first four books of the series are ready, all with well-loved nursery rhymes told and sung—and the latest one, the Animal Bubble Book, is like a fascinating visit to the most friendly menagerie your child ever loved.

## Make Somebody Happy

Just think what a delightful Christmas gift these books would make for the children you know. Can't you just see them clapping their hands with joy when they hear us sing?

You can get Bubble Books at all stores that sell gramophones—at all booksellers'—at all big toy stores.

And, by the way, the music is just about the most beautiful the Columbia people could find, so you can be sure your child is getting the best there is.



"The Books That Sing" is a new specialty that offers the talking machine man a legitimate right to invade what the bookseller may consider his own special and particular field.

It is easy to see why these "Bubble Books" have instant popularity in their appeal to children, and to grown-ups, too.

**SPECIAL OFFER**—We will supply you with circulars similar to the above with orders for 25 copies assorted or circulars bearing your name and address with orders for 100 copies assorted, upon request.

**THE MUSSON BOOK CO., LIMITED, Publishers, TORONTO**

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generation insists upon having music. The generation that is passing lived long enough to realize its own great loss in not having the musical opportunities that it insists must be given the rising and future generations.

The trade has been altogether too reserved in urging music in the schools. It makes no difference whether people will impute ulterior motives of greater sales for musical instruments. Of course it will mean greater sales of musical instruments, which is just as much to the advantage of the purchasers as the sellers.

Local associations being so general makes it possible for the trade to accomplish something. Through co-operation local educational boards can be made to see that music is not a mere fad but something that makes for better citizenship, and the making of better citizenship is an important plank in the platform of education.

### Restrictions by Washington

Some days before Germany signed the armistice the War Trade Board at Washington issued its schedule of restrictions of talking machines and records. Whether this restrictive measure will be rescinded now that the war is ended remains to be seen. The official schedule follows:

#### "TALKING MACHINES.

"1. *Models*: Each manufacturer to restrict his production to not more than six standard models or types, but in no case to exceed the number of models or types that he made in 1917. A different cabinet construction constitutes a change in model. Each manufacturer to file with the Miscellaneous Products Section of the War Industries Board specifications of the models he proposes to continue, no change thereafter to be made in models, or new models or types to be introduced or manufactured during the period of the war.

"2. *Finish*: Each manufacturer to restrict the number of finishes in his line to three, as follows:

"One mahogany, either red or brown as each manufacturer may elect.

"One golden oak.

"One fumed oak.

"3. *Electric motors*: The manufacture of talking machines with electric motors to be discontinued.

"4. *Name plates*: The use of metal, other than zinc, for name plates to be discontinued.

"5. *Casters*: The use of casters with metal wheels to be discontinued.

"6. *Wheels*: The use of wheels other than casters to be discontinued.

"7. *Horns*: The manufacture of metal horns to be discontinued.

"8. *Needle cups*: Metal needle cups to be eliminated.

"9. *Locks and keys*: Locks and keys to be eliminated.

"10. *Metal knobs*: Metal knobs on doors or top covers to be eliminated.

"11. *Record ejectors* for filing of records to be eliminated.

#### "RECORDS.

"12. The so-called 'cut-out' system, providing for the return of records by dealers to manufacturers monthly or annually to be discontinued. This does not apply to records purchased by dealers previous to the date of this schedule.

"13. The monthly issue of new records by each manufacturer not to exceed 50 per cent. of the average monthly issue during 1917.

"14. Record catalogues to be issued not more than one a year, and to be as condensed as possible. Each manufacturer now issuing a monthly supplement to reduce it at least 50 per cent.

#### "NEEDLES.

"15. Each manufacturer to confine his production of metal needles to not more than two styles, sizes or weights.

"16. Needles to be put up in envelopes only.

## Are You Satisfied with Your Present Line of Phonographs?

Would you not consider a better proposition?

Would you not compare our new "DISC-O-PHONE" Phonograph with any other well known high grade and more expensive instrument and be convinced that a better and more profitable proposition is offered to you?

The "DISC-O-PHONE" is gaining confidence every day, and makes a salesman's time worth while. Try it if you have competitors.

Volume, definition and tone, as well as neat designs and artistic finish are worthy characteristics of this reliable phonograph.

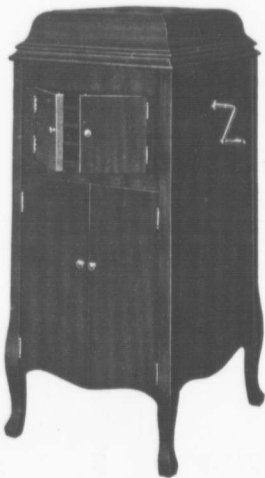
We can also make a limited quantity of your phonograph cabinets on your own designs and specifications.

Write at once for your season's requirements.

### J. DONAT LANGELIER, LIMITED

Exclusive Manufacturers

Pointe-Aux-Trembles, Que. (near Montreal)



## "GENERAL.

"17. Each manufacturer, when the supply now on hand is exhausted, to discontinue the distribution of metal stands for displaying records.

"18. This schedule to be made effective immediately. "October 28, 1918."

## Urges Music in the Schools

That the music dealers have unlimited trade opportunities through the introduction of music in the schools, was the sentiment expressed by Mr. L. F. Geissler, the general manager of the Victor Talking Machine Co., who spent a day in Toronto on his return east from a duck hunt in Manitoba. Mr. Geissler was quite impressed with the musical development of this country as evidenced by the numerous and attractive music houses of this city. Though he found the Manitoba wild duck wily and speedy of flight Mr. Geissler stated that he had a most enjoyable holiday.

## Wants This Record

An enquirer asks the Musical Courier: "Is the old Scotch duet, the 'Cruicket Bawbee' sold as a record by any of the phonograph companies?" That paper replies: "The 'Cruicket Bawbee' does not appear to have been recorded. It is not in the catalogues of any of the four largest companies."

## Movable Demonstration Rooms

It is no longer necessary for Canadian piano and phonograph dealers to import movable demonstration rooms. The Walker Bin and Store Fixture Co., Ltd., of Kitchener, who are specialists in interior woodwork, have added a department for the construction of portable sound proof rooms. These are in mahogany or oak, of double construction with inside panels of fibre board. The rooms are shipped k.d., ready for any carpenter to erect.

The product of the Walker Bin firm not only makes an attractive store but has the advantage of being removable to the next building, should the merchant go into another store. The rooms may be increased in number as the requirements of the business warrant.

On their page in this issue the Walker Bin and Store Fixture Co., Ltd., show the store interior of D. S. Cullen, the well known Kitchener dealer, who not long ago removed to larger premises which he had fitted up with the portable sound-proof rooms.

## First Heineman Record Catalogue Ready

A complete catalogue of its popular Okeh records has just been issued by the Otto Heineman Phonograph Supply Co., this being the first publication of its kind to be issued by the Heineman company covering the new record line. Thumb-nail illustrations of the artists are reproduced throughout the catalogue, which is arranged according to the different classes of music. Among those artists whose photographs appear are Reed Miller, Grace Kerns, Henry Burr, Paul Eisler, Byron H. Harlan, Arthur Collins, Joseph Phillips, Inez Barbour, Frank Croxton and others popular with music lovers. Some of the different classifications which appear are heart tunes, Hawaiian music, dances, humorous, instrumental, Irish, marches, patriotic, popular songs, sacred numbers, standard and familiar operatic selections, quartettes and trios, Southern melodies, etc., etc. Among the artists recording for the dance library are the Van Eps Banjo Quartette, Rega's Novelty Dance Orchestra, the Majestic Hotel Dance Orchestra and others. Collins and Harlan, George Thompson, Arthur Hall and others are listed as recording the humorous selections.

Otto Heineman, president of the Heineman company, personally superintends the recording of standard instrumental numbers for discriminating music lovers. The Berkshire String Orchestra contributes several numbers, and Vladimir Dubinsky has made several excellent 'cello records.

## Took a Brunswick to Australia

Mr. K. A. Ross, who recently completed a tour of the west in the interests of Musical Merchandise Sales Co., distributors of the Brunswick phonograph, tells of an interesting visit with Mr. George Johnston, a large automobile importer of Brisbane, Australia. Mr. Johnston, who was spending a few days in Vancouver on his homeward journey, hunted up Mr. Ross on hearing that a Brunswick representative was in the city. He and Mrs. Johnston had just purchased a Brunswick for their home in Brisbane and which was being shipped from San Francisco to their home, where they looked forward to much enjoyment from the instrument of their choice.

Practical experience is the death blow to illusions.

Pay attention to your business and it will return the compliment.

## THE RESURRECTONE

(Trade Mark Registered)



Is the only reproducer giving sounds proper intonation and rhythm, combined with such naturalness and "warmth" of color as to make them a true resurrection of the original.

Using loud tone needle it gives greater clearness and volume of sound and fully 50% less surface scratch than any other reproducer; with soft tone needle or fibre needle the beauty of the reproduction is just what it should be.

Prominent dealers, upon testing this supreme reproducer, state that they had not heard their records before. Superb in voices—colossal in instrumental, orchestras and bands. The "Resurrectone" makes records and machines more saleable.

One model fits Victor Victrolas, Sonoras, and attachment for Edison's. Other model fits Columbia machines exclusively. Send for samples. Unless our claims are justified, gold plated plus duty. Fully guaranteed. Net dealers' prices, \$5.40 nickel plated; \$6.75 gold plated plus duty.

Write for exclusive territory proposition.

"A music lover will never hesitate to pay \$10 for a reproducer that triples the musical value of his records."

HOFFAY TALKING MACHINE CO., Inc. 3 WEST 29th ST. NEW YORK CITY



Read the Trade Mark carefully, hear the machine, and you'll agree that it is truly the World's Musical Instrument Improves All Records. \$125 plus duty



Height, 44  
Width, 20 1/4  
Depth, 20 1/4  
Other Models  
\$175, \$225,  
\$275 plus  
duty.

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GERHA

Toronto

# The Gerhard Heintzman

## *A Wonderful Phonograph Says Famous Singer*

"May I not express to you my admiration for the wonderful phonographs bearing your name which I saw at the National Music Show in New York. The cabinets were the most elegant I have ever seen. It was with extreme satisfaction that I heard my own records on your beautiful instrument."

So writes Madame Inez Barbour about the Gerhard Heintzman Phonograph.

And who could better judge of the quality of a Canadian-made phonograph than Madame Barbour. Twice was she soloist with Dr. Vogt, in the world-famous Mendelssohn Choir. And she toured Canada with the Thomas Orchestra.

To-day Madame Barbour is with the American Society of Singers in New York.

The musical training of fifty years told us that in the Gerhard Heintzman we had built the final phonograph. The unstinted praise of Canadian music-lovers bears out our belief. It needed only this endorsement from a world-famous singer to complete the evidence.



**GERHARD HEINTZMAN**  
LIMITED

Toronto - - - Canada

*Most cordially,  
Inez Barbour.*

# Otto Heineman Phonograph Supply Co. Inc.



25 West 45th Street, New York

**FACTORIES:**

NEWARK, N.J.  
PUTNAM, CONN.  
SPRINGFIELD, MASS.

**BRANCH OFFICES:**

CHICAGO, ILL.  
PORTLAND, ORE.  
CINCINNATI, O.  
TORONTO, CANADA



The special release of the four biggest sellers on the market, and the extra big runs to supply the great public demand, show the kind of service you get on

## OKEH RECORDS

These four and many other numbers ready!

- 1074** **Oh! How I Hate to Get Up in the Morning!**  
(Irving Berlin) **Irving Kaufman**  
The big hit of Yip, Yip, Yaphank. One of the best war comics with a swinging marching tune.
- 1072** **Good Morning, Mr. Zip, Zip, Zip** (Lloyd) **Arthur Fields**  
A rollicking, catching, nonsensical, enjoyable comic. You can't get it out of your head and yet it gets in your feet.
- 1072** **I'm Sorry I Made You Cry** (Clesi) **Irving Kaufman**  
Probably the best seller of the kind on the market.
- 1073** **I Hate to Lose You** (Clarke-Gottler) **Elaine Gordon**  
If getting used to a person is love, then this is a love song.
- 1086** **Smiles** (Callahan-Roberts) **Ruth Lenox and Franklin Kent**  
"There are smiles that make you happy."—This great contralto and baritone duet is one of them. A great popular favorite and a big seller.
- 1073** **Since I Met Wonderful You** (McDonough-Hubbell) **Sam Ash**  
Mr. Ash has one of the best recording voices and he certainly puts it over in the big hit of the "Kiss Burglar."
- 1073** **When You Come Back** (George M. Cohan) **Sterling Trio**  
Mr. Cohan sends a great message to the boys over there—a message backed by America, One Hundred Million strong.
- 1073** **Hearts of the World** (Costello-Casey) **Charles Hart**  
A tender war ballad that introduced every performance of Griffith's great picture, "Hearts of the world."

Write for Complete Catalog.

Canadian Branch  
172 John St.  
Toronto

*Otto Heineman*  
President

Otto



TON

# Otto Heineman Phonograph Supply Co. Inc.

25 West 45th Street, New York

**FACTORIES:**

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## The Automobile Owner

Finds no pleasure in the most comfortable car or on the best of roads if the engine is unreliable. In the same way the phonograph owner's most expensive records are worthless unless the motor runs noiselessly, evenly and without interruption.

## HEINEMAN and MEISSELBACH MOTORS

are built to give the ultimate owner a specific service—continuously. The Heineman and Meisselbach Motors, Tone Arms, and Sound Boxes ensure perfect reproduction.

Canadian Branch  
172 John St.  
Toronto

*Otto Heineman*  
President



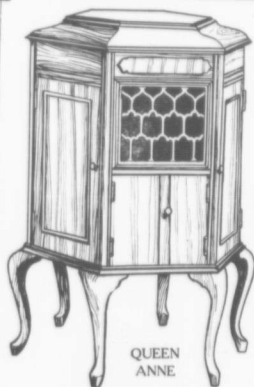
# MEISSELBACH



TONE ARMS

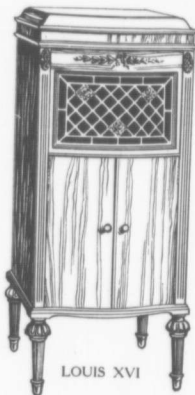
# MOTORS

SOUND BOXES



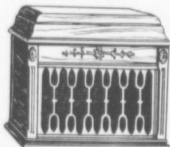
QUEEN ANNE

M36—Solid Mahogany or Black Walnut



LOUIS XVI

M 19—Solid Mahogany.



M 11—Quartered Oak, Mahogany or Walnut.

## True Works of Art

EVERY McLagan Phonograph is a true work of art, for it perpetuates in an original way the splendid sincerity of such famous craftsmen as Chippendale and Adam. The Period designs have outlived the centuries. That is why your customers will never tire of their beauty and charm. Like the waltzes of a Chopin and their exquisite rendition by a Paderewski, the matchless charm of these designs grows upon you. Always you will have reason for genuine pride in selling

# McLagan

## PHONOGRAPHS

Genuine pride—we emphasize it—for here are the truest interpretations of the Periods, fashioned with the most extreme care and rare nicety of cabinet work in rich woods, finished in the most modern tints. They are the product of men whose experience represents thirty-five years of sincere and faithful study. Among the Periods represented in our designs are

WILLIAM AND MARY  
QUEEN ANNE      CHIPPENDALE  
ADAM              LOUIS XVI, etc.

**Tone Beauty**—It is appropriate to expect in such artistic form an instrument of rare performance in musical reproduction. Its perfectly fashioned sound chamber amplifies and builds up a tone that for pure beauty is unsurpassable.

**Plays All Disc Records**—The Universal tone arm opens up the whole available range of disc records of every make. A family's enjoyment of the McLagan is unlimited.



ADAM

M 18—Solid Mahogany

The **GEORGE McLAGAN PHONOGRAPH DIVISION**  
STRATFORD (The George McLagan Furniture Company, Limited) CANADA

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Toronto Telegram  
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## Musical Instrument Wanted

The following letter appeared in a recent issue of the Toronto Telegram:

"The crew of C.D. 88, of which I am a member, wish me to apply to you to inform your readers that we are on patrol where there is practically no amusement, in port or on board. We would like something in the way of musical instruments, preferably a gramophone, so as to pass away the long winter nights.

A. ASHTON,  
H.M. C.D. 88, care of Gaspe P.O., Que.

- 1108 "Oh, How I Wish I Could Sleep" (Until My Daddy Comes Home) (Lewis-Young) Tenor. Henry Burr.  
"What a Wonderful Message From Home" (Reid-Eugene) Tenor. Henry Burr.  
1100 "My Belgian Rose" (Benoit-Levenson-Garton) Tenor. Henry Burr.  
"Dreaming of Home Sweet Home." Miriam Fine.  
1112 "Dear Old Pal of Mine" (Lieut. Gitz-Rice) Geo. Lambert.  
"I'm Gonna Pin a Medal on the Girl I Left Behind" (Berlin-Schwartz) Harry Ellis.



View of the attractive exhibit by the Maloney-Connolly Piano Co. at Windsor Fair.

## Special Releases

In conformity with their policy of giving the trade the "hits" while they are hits, the Otto Heineman Phonograph Supply Co. have announced the following special releases of OkeH Records:

- 1101 "Smiles" (Roberts) slow fox-trot, Saxophone accompaniment. F. Wheeler Wadsworth.  
"Djer Kiss" (Ager) waltz. OkeH Band.  
1099 "The Missouri Waltz" (Logan-Eppel) Saxophone orchestra accompaniment. F. Wheeler Wadsworth.  
"I'm Gonna Pin a Medal on the Girl I Left Behind" (Berlin-Schwartz) fox-trot. Van Eps Quartette.  
1095 "After You've Gone" (Creamer-Layton) Tenor. Irving Kaufman.  
"The Pickaninnies Paradise" (Ehrlich-Osborne) Sterling Trio.  
1096 "Everything is Peaches Down in Georgia" (Clarke-Ager-Meyer) Collins and Harlan.  
"Lovin'" (Warfield) Ada Jones.  
1107 "Tell That to the Marines" (Barron-Edwards) Irving Kaufman.  
"Ring Out, Liberty Bell" (Rega Farran-Hager) Sterling Trio.

- 1114 "You Keep Sending 'Em Over" (And we'll keep knocking 'em down) (Mitchell Roby) Bert Harvey.  
"Yanks Started Yankin'" (Morgan-McCarron) Baritone. Arthur Collins.  
1115 "Micky" (Williams-Moret) Tenor. Henry Burr.  
"You're Going to Fall in Love With California" (Cunningham-Monaco) Sterling Trio.

## Play It Again

Frequently talking machine owners desire to replay a record, and this is particularly so when dancing. No doubt it was the wish to repeat the record without the necessity of going to the machine to do it that caused the Brooks Automatic Repeating Device to be invented. This repeating device, that operates in conjunction with an auxiliary shaft on the motor, permits the machine to play a record as many times as desired. For example, if it is desired to play the record over six times the dial is set at six and no further attention given the machine.

The Walker Bin and Store Fixture Co., Ltd., of Kitchener, have the Canadian distributing rights for the Brooks, and are open to supply motors, tone-arms, reproducers and the repeater in any quantities to manufacturers.

Dance time is here again! Look over the new Columbia Dance Records, and go after the folks who like to dance.

Columbia Graphophone Company  
54-56 Wellington St. W.  
Toronto - - - Canada



# Music Supply Company

36 Wellington Street East

TORONTO, Ont.

Largest Columbia Jobbers in Canada



In spite of the fact that we shipped more goods during the last three months than we ever shipped in any previous three months, the large factory shipments we have been getting lately have enabled us to accumulate a splendid stock for the Christmas rush, and we thus hope to give better service than ever.

But it is advisable for dealers to order immediately, what goods they expect to need between now and Christmas—a stock of Columbias is the next safest thing to Victory Bonds.

MUSIC SUPPLY COMPANY

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## TALKING MACHINE TRADE GOSSIP IN MONTREAL

THE commercial situation was greatly disturbed by the worst epidemic that ever visited this city. All retail stores were compelled to close their doors early and not to open before 10.30 a.m. As a consequence sales fell off very materially. All manufacturing was seriously curtailed, owing to the large number of employees laid off. This is a very bad season of the year to have business upset as it is, owing to the orders still to be completed for interior points before the season of navigation closes.

An appeal through the columns of the Montreal Gazette for phonographs and records for soldiers in the Montreal hospitals met with a generous response. A representative of the soldiers in a public acknowledgment said: "I do not know what the soldiers would have done during the influenza quarantine, if it had not been for these phonographs. The nurses in charge all tell me that they have been a perfect godsend. In my daily visits to these hospitals, I have been deeply touched by the pleasure and the mental relief which this wonderful invention has brought to those brave soldier boys of ours, who are either suffering from wounds received in the trenches, or who are striving to recover their health in order to proceed overseas in time to finish the job of crushing the Hohenzollerns."

As an instance of how science and industry have cooperated in helping to win the war, it is interesting to note that Sir Thomas White, K.C.M.G., Canadian Minister of Finance, has made a special "His Master's Voice" record for the purpose of informing the Canadian public in his own voice concerning the need of the second Victory Loan. Science has thus made it possible for the voice of the Finance Minister to be heard in thousands of places in every part of the country at the same time. Sir Thomas made his special recording at the laboratories of the Berliner Gram-o-phone Company, Limited, Montreal.

Willis & Co., Limited, the well known piano house

handling pianos exclusively, in a recent newspaper reader under the heading of "Music Will Help Win the War," said: "Nearly four and a half million dollars was raised for the last American Liberty Loan at a concert given in New York by four of the world's greatest artists: Galli-Curci, John McCormack, Caruso and Jascha Heifetz, who gave their services free on that momentous occasion. Show your patriotism by subscribing generously to our Victory Bond Campaign."

Miss D. H. Faucher, late of Layton Bros., is now with C. W. Lindsay, Limited, in the phonograph department of their main store.

Mr. C. O. B. O'Brien's many friends in the trade will undoubtedly be pleased to learn that he is now with C. W. Lindsay, Limited, as salesman in their phonograph salons.

Ralph Errolle, the lyric tenor of the San Carlo Opera Co., Brunswick artist, appeared in Montreal recently during the engagement of the Opera Co. Large newspaper space was devoted to the recordings of this artist, and a spirited demand existed for his numbers.

J. J. Flynn has taken on the representation of the Music-phone, and recently extended an invitation to a demonstration of this machine. He reports a number of sales and a good listing of inquiries.

C. W. Lindsay, Limited, during the severe epidemic of the "flu" took special precautions and disinfected daily the large and airy phonograph and piano salons, in order to assure absolute freedom and at the same time to make purchasers feel that there was no danger, as in some cases customers were afraid to venture out, let alone visit stores.

J. W. Shaw & Co., Ed. Archambault and the St. Henry Syndicate, have been appointed local distributors for the sale of Gerhard Heintzman phonographs, manufactured by the makers of the well known and popular piano of the same name.

Layton Bros. advertise the fact that they have 20,000 records on hand to select from, which includes Columbia and Edison makes.

For the convenience of their patrons the United Globe Exchanges, Geo. J. Lifton, manager, are opening joint branch stores in different districts of Montreal for exchange and the sale of records. Their new store at the corner of Guy and Notre Dame Streets is now in full swing. Their head office is at 204 St. Catherine St. West.

Quite a number of the local phonograph and piano dealers during the recent "flu" epidemic, when the theatres and places of amusement were closed by order of the Board of Health, advertised, "Don't be without music because the theatres are closed. Sickness does not prevent you having music at home, etc."

Local dealers are advertising that they will accept Victory Bonds in payment of musical instruments.

J. Donat Langelier report Victrola business as coming in with a regularity that denotes a very promising future. This firm are looking forward to a huge holiday trade in "His Master's Voice" goods.

Hereafter C. W. Lindsay, Ltd., will devote all their energies and efforts to the sale of Columbia and Sonora machines and Columbia records in their Montreal store.

J. Donat Langelier, Ltd., at their factory at Pointe Aux Trembles, are turning out a goodly number of Disc-O Phones, which are finding their way into the hands of the best dealers throughout Canada. Volume, definition of tone, together with neat designs and artistic finish are worthy characteristics of this make. This firm state that they are able to handle some more business in the manufacture of cabinets, of which they make a specialty.

H. A. Bemister, 10 Victoria St., Montreal, sole Canadian agent for the Violaphone needles, is receiving orders from all parts of the Dominion for these goods. Each of these needles will play 10 records. There are three tones, me-

## NOTICE

WHEREAS certain parties, claiming to represent Japanese and other firms, have approached dealers, offering to illegally duplicate our records, we hereby respectfully notify the trade that we will vigorously prosecute actions against parties engaging in such traffic with our respective products.

Berliner Gram-o-phone Company Limited

Columbia Graphophone Company



Model "Prince"

# PHONOLAS

in the homes of our people helped thousands to keep  
courageous and cheery during four years of war.

With the coming of peace the field  
for selling Phonolas widens.

Having the agency for Phonolas and Phonola  
Records is one of your best preparations for a  
return to normal merchandising conditions.



**The Phonola Co. of Canada, Limited**  
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dium, loud and extra loud, 50 needles in each box, playing 500 records. Samples and discounts upon request. The Black Diamond needle is likewise going strong. It is a semi-permanent stylus playing 50 times and over without change, and also comes in three tones, soft, medium and loud. Ten cents in stamps will bring samples of this needle and dealers' best discounts.

The Canadian Graphophone Co., wholesale Columbia jobbers for the Province of Quebec, notwithstanding the numerous setbacks of the past month, expressed themselves as well pleased with the amount of business developed, particularly new agencies opened for Grafonolas and records. They are full of optimism for future business, the holiday trade in particular.

W. W. O'Hara, as outlined last month, has located at 736 St. Catherine St. West, in the Khaki League Building, where he has opened out with the complete Columbia line of Grafonolas and records, and although only open for business a few days, is wondering why he did not make the move long ago.

"Buy Bonds and Help the Boys Fight Like Lions," was a recent advertisement of C. W. Lindsay, Ltd., which was linked up with a window display to correspond with the title. It loudly but dignifiedly proclaimed the merits of the Victory Loan. The entire get-up was the work of Leopold A. Poulin, whose ability as a creator of window displays out of the ordinary, is increasing daily.

"Smiles," Blue Seal Victor Record No. 45155, sung by Lambert Murphy, is enjoying most phenomenal popularity, and is quoted as a wonderful seller by all dealers handling "His Master's Voice" lines.

Goodwin's Limited report a growing demand for Sonora machines, whilst the call for Victor records is always good.

Charles Culross is well satisfied with October closings in Sonora and Aeolian-Vocalion machines and Aeolian Vocalion records. His repair department is getting considerable publicity for good workmanship and promptness in delivering work as promised.

W. J. Whiteside still lives up to his reputation as being one of the busiest of dealers handling "His Master's Voice" products. October was no exception to the rule, business being all that could be desired, said he.

Wm. Lee, Limited, the past week placed a Columbia Grafonola in the dining room of Ogilvy's Limited, one of Montreal's largest and best known department stores.

Geo. S. Pequegnat, manager of the Phonograph Shop of Montreal, reports the sale one recent Saturday afternoon of five large sized machines for spot cash, divided between Aeolian-Vocalion and McLagan makes. "All lines are sharing alike in prosperous business," said this gentleman, "and with the immense stock of machines we have on hand, no person need go away because they cannot see what they

want, either in price, tonal qualities, finish or anything else you like to say."

"The phonograph with a soul," as Layton Bros. term the New Edison, and Columbia lines are exceptionally well represented in local territory. Layton Bros. recently featured Columbia record, "Oh Frenchy," and within a few days sold over 200 records of this number.

Miss Vezina, of Almy's Limited, is authority for the statement that notwithstanding the shortening of business hours due to the "flu," sales in the Grafonola department have been larger, and "taking into consideration that Saturday night sales have been shut off, you can just imagine," said she, "the number of customers myself, and my assistant, Miss Pierce, have waited upon." "Smiles" and "My Belgian



The Walker Talker, Model "B" With spring or electric motor. With or without Brook's Automatic Repeating Device. Manufactured by the Walker Bin & Store Fixture Co., Ltd., Kitchener.

Rose," in Columbia recordings, were top notchers in sales, Miss Vezina said.

Cash business predominated the past month with the Brunswick Shop, and Peter S. Berlind, manager, asserts that it is just as easy to sell a Brunswick for cash as otherwise. But Peter is some salesman, you know.

Miss Vibert, in charge of Wm. Lee, Limited, phonograph department, reports heavy sales of Grafonolas, Columbia records and Edison Amerola machines and records.

Mr. A. Ramsperger, in charge of the phonograph department of J. W. Shaw & Co., has been confined to the house with a severe attack of influenza, but we are glad to report is recovering rapidly.

### Heineman Employs Score Record

Every employe in the Otto Heineman Phonograph Supply Co., New York, is now wearing a Fourth Liberty Loan button, indicating that this house has achieved a 100 per cent. record in the Fourth Liberty Loan drive. A 100 per cent. flag has been ordered, and Otto Heineman, president of the company, is naturally delighted to have the honor of displaying this flag.

The company, in order to evidence its appreciation of the service rendered by its employes, has made arrangements whereby the employe in purchasing these Liberty Bonds will pay a stipulated amount one week and the company will pay the same amount on alternate weeks. In other words, a \$50 bond will cost the employe only \$25, and larger bonds in proportion. This generous spirit is greatly appreciated by the Heineman employes, who subscribed to the limit and then bought more.

## The Co-operative Music Supply Company

73-75-77 Adelaide St. E. Toronto

Makers of the

## Britannia Phonograph

—the leader in its class

NEEDLES

RECORDS

Factory: PARKDALE

# Starr Phonographs

The  
Supreme  
Verdict

Business Getters  
and Money Makers  
for the Trade

Facsimile of letter from  
McLaren Co., Ltd., St. Catharines

1. 10/27/27  
McLaren Co., Ltd.

Patented in England  
Patented in Germany

*McLaren & Co. Limited*  
Importers

LONG PATENTED "MCLAREN"  
A.B. CAN. 1918

St. Catharines Ont. Nov. 4, 1918.

The Starr Co. of Canada,  
London, Ont.

Gentlemen,

Now that our introductory Club Sale is past we want to tell you that we are greatly pleased with the results. We sold about double the machines that we expected to sell. We sold 22 Starr Phonographs in the seven days of the Club Sale five at \$80.00, each, 14 at \$125.00 each, 11 at \$140.00 each and 2 at \$210.00 each making a total of \$4519.00. We are interested to know how this compares with similar sales in other places.

Hearing the Starr in the store for a week we must say that we are greatly pleased with the tone of the machine and our customers have spoken very highly of the quality of the tone.

Your Mr. Corwell was very obliging and certainly did his best to co-operate with us to make the sale a success.

AR/MS

Yours for the 1918 Victory Loan,  
MCLAREN & CO. LIMITED

McLaren and Co., Ltd., St. Catharines, meet with great success in opening Starr Phonograph sale.

27 Cabinet and 5 Table Machines in 7 Days.

Total Starr Sales for 7 Days, \$4,519.00.

Dealers looking for a quick selling line of merit to which is added real sales co-operation will do well to write for particulars.

DO IT TO-DAY.

**THE STARR COMPANY OF CANADA**  
LONDON - 265 Dundas Street - CANADA

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**NEW RECORDS**

**Columbia Records for December**

**VOCAL SELECTIONS—10-inch, 90c.**

- A2636 My Baby Boy. Lewis James, Tenor Solo. You're the Greatest Little Mother in the World. Peerless Quartette.
- A2640 In 1960 You'll Find Dixie Looking Just the Same. Sterling Trio. Caroline, I'm Coming Back to You. Peerless Quartette.
- A2636 You Keep Sending 'Em Over and We'll Keep Knocking 'Em Down. Arthur Fields, Baritone Solo.
- A2643 When I Get Back to My American Nighly. Irving Kaufman, Tenor Solo.
- A2635 For Your Boy and My Boy. Peerless Quartette.
- A2637 Uncle Sammy. Arthur Fields, Baritone Solo.
- A2637 Out, Out, Marie. Irving Kaufman, Tenor Solo.
- A2643 My Wild Days are Over. Irving Kaufman, Tenor Solo.
- A2643 Where Have You Been Hiding All These Years? Henry Burr, Tenor Solo.
- A2643 Give Me All of You, from "Flora Bella." Hugh Donovan, Tenor Solo.
- A2630 They Were All Out of Step But Jim. Van and Schenk, Character Duet.
- A2629 Ragtime Moses Oldtime Bombosha. Van and Schenk, Baritone and Tenor Duet.
- A2629 Beans, Beans, Beans. Gus Van Comedian.
- A2641 I'm Too Tired to Make Love. Gus Van Character Song.
- A2641 They'll Be Mighty Proud in Dixie of Their Old Black Joe. Campbell and Burr, Tenor Duet.
- A2641 If I'm Not at the Roll Call (Kiss Mother Good-Bye for Me). Campbell and Burr, Tenor Duet.
- A2642 While You're Away (Pack Up Your Car in a Bundle of Joy). Henry Burr and Peerless Quartette.
- A2642 I Love You More for Losing You Awfully. Hugh Donovan, Tenor Solo.
- A2626 Submarine Attack Somewhere at Sea. Peerless Quartette.
- A2631 My Irish Song of Songs from "Once Upon a Time." Harrison, Tenor Solo.
- A2646 The Fields O' Ballyclare. Chas. Harrison, Tenor Solo.
- A2646 Memories of Christmas. Part I. "The Village Church." Prince's Orchestra (With Contralto and Male Quartette).
- A2646 Memories of Christmas. Part II. "The Tree at Grandmother's." Prince's Orchestra (With Contralto and Male Quartette).

**FRENCH RECORDS—10-inch, 90c.**

- E4650 J'ai Reve Que Tu Me Quittais. O. Langevin, Tenor.
- E4651 Carillon D'Amor. O. Langevin, Tenor.
- E4651 Ladehauche en Tramway. Elzear Hamel.
- E4652 La Conference. Elzear Hamel.
- E4652 David Larouche. E. Hamel.
- E4653 Ladehauche Compléte. De Lions. E. Hamel.
- E4653 Sur Les Bords De La Riviere. Eva Gauthier, Soprano.
- E4653 Le Bonheur Est Chez Lesere. Eva Gauthier, Soprano.

**INSTRUMENTAL RECORDS—10-inch, 90c.**

- A2644 Cathedral Chimes. Prince's Orchestra.
- A2632 Maritana. Scenes That Are Brightest. Thomas Hughes, Clarinet Solo.
- A2634 Long, Long Ago. Thomas Hughes, Clarinet Solo.
- A2634 Tishimingo Blues. Medley Fox-Trot. Introducing: "Some Chocolate Drops," Medley Fox-Trot. Introducing: "Some Hear Dem Blues," Medley Fox-Trot. Introducing: (1) "Hot Time in the Old Town Tonight," (2) "Auld Lang Syne," (3) "Heboub and Cynthia," (4) "Listen to the Mocking Bird," (5) "Johnny Get Your Gun," Jazariuba Orchestra.
- A2645 These Draftin' Blues. Medley One-Step. Introducing: "Somebody's Got Me Wrong," "Sweetman's Jazz Band." Rock-A-Bye Your Baby with a Dixie Melody, from "Sinbad." Hindstman, Fox-Trot. Jockers Brothers, Violin and Piano Duo.
- A2627 Me-Oh. One-Step. Jockers Brothers, Violin and Piano Duo.
- A2627 A Slippery Place. Naval Reserve Band.
- A2633 Hilda's Wedding. Naval Reserve Band.
- A2633 Spring Song. Trio de Lutèce. Flute, Cello and Harp. Minnet. Trio de Lutèce. Flute, Cello and Harp.
- A2628 Song of the Chimes. Barbara Maurel, Mezzo Soprano Solo.
- A2628 The Slumber Boat. Barbara Maurel, Mezzo Soprano Solo.

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- 77685 Ballo in Maschera. Alla Via Che T'Arride (Act I) Riccardo Stracciari, Baritone Solo.
- A6076 Carmen—Selections. (a) Prelude, (b) Les Toreadors. Metropolitan Opera House, Orchestra.
- A6074 In the Sweet Bye and Bye. Columbia Mixed Quartette.
- A6075 Oriental. One-Step. Columbia Mixed Quartette.
- A6075 Texas. Fox-Trot. Earl Fuller's Novelty Orchestra.
- A6068 Sailors Joy. Quadrille. Earl Fuller's Novelty Orchestra.
- A6077 Sailors Joy. Quadrille. Earl Fuller's Novelty Orchestra.
- A6077 Smiles. May Fox-Trot. Introducing: "Handy and Me," Prince's Band.
- A6077 When You Come Back and You Will Come Back (There's a Wonderful Waiting for You). Medley One-Step. Introducing: (1) "Daddy Mine," (2) "Gold-Bye Mother Machree," (3) "Somebody They're Coming Home Again." Prince's Band.
- 49354 "La Traviata." Part 1. Maria Barrientos and Hipolito Lazaro. Soprano and Tenor Duet.

**Aeolian-Vocalion Records**

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- 30010 OPERATIC VOCAL SELECTIONS (Single Face) 10-inch in Canada, \$1.65 (In Italian) Vocalion Orchestra Accompaniment. Ross Raisa, Soprano.
- 30013 Martha (Flotow) (M'appari) (Like a Dream) (In Italian) Vocalion Orchestra Accompaniment. Giulio Crimi, Tenor.
- 30014 La Boheme (Puccini) (Addio! Farewell) (In Italian) Vocalion Orchestra Accompaniment. May Peterson, Soprano.
- 54008 Ballo in Maschera (Verdi) (Er tu che macchiavi) (Is it Thou?) (In Italian) Vocalion Orchestra Accompaniment. Giacomo Rimini, Baritone.

**STANDARD VOCAL SELECTIONS (Double Face)**

- 22007 At Dawning 10-inch in Canada, \$1.40 (In Italian) Vocalion Orchestra Accompaniment.
- I Hear a Thrush at Eve (Cadmam) Vocalion Orchestra Accompaniment. Cello d'More, Tenor.
- 46001 Lakme (Delibes) (Come, Malika) Vocalion Orchestra Accompaniment. Kouns Sisters, Duet.
- 12063 Old Black Joe (Foster) Vocalion Orchestra Accompaniment. Wilfred Glenn and Shannon Four, Male Quartet.
- Soldier's Farewell (Kindel) Vocalion Orchestra Accompaniment. Shannon Four, Male Quartet.

**INSTRUMENTAL (Double Face)**

- 32065 Serenade (Herbert) Piano Accompaniment. Maurice Dumbois, Cello.
- Arlequin (Popper) Piano Accompaniment. Maurice Dumbois, Cello.
- 22005 Indian Lament (Dvorak Kreisler) Piano Accompaniment. Maximilian Pilzer, Violin.
- Rondino (Theme by Beethoven) Piano Accompaniment. Maximilian Pilzer, Violin.

**CONCERT BAND (Double Face)**

- 36201 La Giocanda (Ponchielli) (Dance of the Hours) Played by Raymond Weartre (Thomas) Played by Vocalion Concert Band.

**MILITARY BAND (Double Face)**

- 12004 A Winning Fight (Holzmann) Played by Dabney's Military Band.
- Our Sammie's March (Vandersloot) Played by Dabney's Military Band.

**POPULAR SELECTIONS (Double Face)**

- 12065 When Alexander Takes His Bagging Band to France (Bryant-Hess-Lodrig) Arthur Fields, Dabney's Band Accompaniment.
- I'm So Glad My Mama Don't Know Where I'm At (Tosweet) Arthur Fields, Dabney's Band Accompaniment.
- 12007 Belgian Blues (Benoit-Stephenson-Garton) Arthur Burns, Orchestra Accompaniment.
- You're Mama's Little Daddy Now (Edwards) Arthur Burns, Orchestra Accompaniment.
- 12006 Down in the Jungle Land (Theo. Morse) Collins and Harlan, Orchestra Accompaniment.
- When Uncle Joe Steps Into France (Winkle) Collins and Harlan, Orchestra Accompaniment.
- DANCE SELECTIONS (Double Face) 12-inch in Canada, \$1.25
- 36202 I'm Sorry I Made You Cry (Cless) Dabney's Band, With Harlo Central, Give Me No Man's Land (Sinbad) (Schwartz) Dabney's Band, With Zigfeld's Midnight Frolic, (Schwartz) Dabney's Band.
- HAWAIIAN (Double Face) 10-inch in Canada \$1.00
- 12009 Aloha Oe (Hawaiian Melody Waltz) Louise, Ferrer and Greenus Trio.
- Hilo (Hawaiian March) Louise, Ferrer and Greenus Trio.

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- 1077-A Dream. (Cory-Bartlett). Greg Lambert, Orch. Accompaniment.
- 1077-B A Perfect Day. (Carrie-Jacobs-Bond). Marie Morrissey, Orch. Accomp.
- 1078-A Flow Gently, Sweet Afton. (Burns Spillman). Reed Miller, Tenor, Orchestra Accompaniment.
- 1078-B Forgotten. (Walschner-Cowles). Frederic Wheeler, Baritone, Orch. Accompaniment.
- 1079-A I Hear You Calling Me. (Harford-Marshall). Chas. Hart, Orchestra Accompaniment.
- 1079-B Happy Days. (Thompson-Strzelicki). Marie Morrissey, Orch. Accompaniment.
- 1080-A In Old Madrid. (Frotter). Frederic Wheeler, Orch. Accompaniment.
- 1080-B Thy Sentiment Am I. (Oxenford-Watson). Frank Croton, Orchestra Accompaniment.
- 1081-A The Moon Has Raised Her Lamp Above. (Benedict). Hart and Phillips, Orchestra Accompaniment.
- 1081-B Asleep in the Deep. (Lamp-Verrie). Frank Croton, Orchestra Accompaniment.
- 1082-A The Sweetest Story Ever Told. (Stults). Marie Morrissey, Orch. Accompaniment.
- 1082-B The Sky Lark's Song. (Bennett Buck). Dudley Buck, Orchestra Accompaniment.
- 1083-A Where Is My Boy To-Night. (Lowry). Frederic Wheeler, Orchestra Accompaniment.
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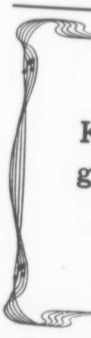
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 1098-A **Why Do They Call Them Babies**. (Harriman-Egan). Elaine Jordan. Orch. Accompaniment.  
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 1099-B **The Missouri Waltz**. (Logan-Eppel). F. Wheeler Wadsworth. Orch. Accompaniment.  
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 1100-B **When You Come Back**. (Cohen-Anderson). (Intro. Bring Me a Letter From My Old Home Town). Fred Van Eps Quartette.  
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 1103-B **Romance—Op. 48, No. 1**. (Alfred Brumfield). Paul Eisler.  
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 1104-B **Polonaise**. (Albert Chiaffarelli). Albert Chiaffarelli. Orch. Accompaniment.  
 1105-A **The American Boss**. (Victor Herbert). The Park Instrumental Quartette.  
 1105-B **Melodie—Op. 18, No. 1**. (Moszkowski). The Park Instrumental Quartette.  
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 3603 **General Pershing March**. (Carl D. Vanderstoot). Imperial Marimba Band.  
 3612 **Good-Bye Alexander**. (Creamer-Layton). Con. Song. Orch. Acc. Ada Jones.  
 3616 **Hawaiian Breezes Waltz**. Waikiki Hawaiian Orchestra (with Louise and Ferrer).  
 3604 **Howdy! One-Step for Dancing**. Jaudas' Society Orchestra.  
 3610 **Jazz de Luxe—Fox Trot**. (Earl Fuller). Earl Fuller's Famous Jazz Band.  
 3607 **Most Beautiful Picture of All**. (May Hill). Tenor. Orch. Acc.  
 3620 **Night, My Love and I**. (H. Sylvester Krouse). Tenor. Orch. Acc.  
 3601 **Oh! Trenchy**. (Tom Conrad). Baritone. Orch. Acc. Arthur Fields.  
 3613 **Smiles**. (Lee S. Roberts). Male Voices. Orch. Acc. Harmony Quartet.  
 3615 **Smiles**. (Fox Trot. (Lee S. Roberts). For Dancing. Jaudas' Society Orchestra.  
 3621 **Song of Ages—Christmas Song**. (I. H. Meredith). Sacred. Orch.  
 3606 **Sweet Hawaiian Moonlight (Tell Her of My Love)**. (F. Henri Kieckmann). Soprano and Contralto. Orch. Acc. Gladys Rice and Marion Evelyn Cox.  
 3602 **Uncle Sammy—Vocal March**. (Abe Holzmann). Male Voices. Orch. Acc. Premier Quartet.  
 3614 **Watch the Bee Go Get the Hun**. (Walter Hawley). Comic Song. Orch. Acc. Edward Mosker.  
 3605 **Whenever I Think of You**. (Charles N. Grant). Soprano. Orch. Acc. Betsy Lane Shepherd.  
 3608 **When I Send You a Picture of Berlin Medley—One-Step for Dancing**. Jaudas' Society Orchestra.

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 Smiles (Callahan-Roberts). Baritone with Orch. Acc. Tom McLeon ..... 1 00  
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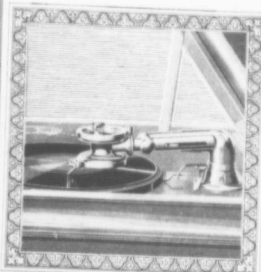
# "Why I Chose a Brunswick"

By BURTON WYNNE

## Adventures in Seeking the Super-Phonograph

FOR years my family has wanted a phonograph. Yet we hesitated. We were on the verge of buying often, but delayed.

We love music. And we value the phonograph for the wealth of world-wide talent it brings to the home.



But frankly, we waited during the last few years, hearing the different phonographs and weighing their different advantages—never quite satisfied.

We felt that sooner or later coming all the current handicaps and setting new standards.

We never liked the idea of a phonograph which would play only its own make of records. No one catalogue contained all our favorites. Each line of records offered its attractions.

Another thing we quarrelled with was tone. We were repelled at the strident tones of some. And others seemed to be nearly perfect, but not quite.

I realize that all this sounds like we were too critical and that we set ourselves above the thousands who were content with the phonographs we hesitated to buy.

But we wanted to be sure before we bought, so as to avoid regrets.

In our determination to find the super-phonograph, we came upon the new Brunswick. It was announced as something different, something advanced.

We read and heard of the Brunswick Method of Reproduction, which included the Ultona and an improved amplifier.

And so we investigated. We were somewhat skeptical—but we came away as proud owners.

For here, at last, was our ideal instrument—one which played all records at their best, one with incomparable tone.

This remarkable instrument ended our search. We found in the Brunswick Method of Reproduction all we had looked for and more.

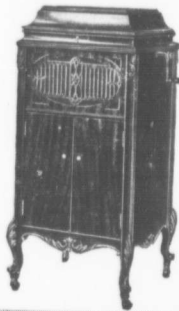
The Ultona is a simple, convenient all-record player, adjustable to any type of record at a turn of a hand. And now we buy our records according to artists rather than make. Thus we overcome the old-time limitations.

I am convinced that the tone of The Brunswick is far superior, and due chiefly to the strict observance of acoustic laws.

The tone amplifier is built entirely of wood, molded so as to give the sound waves full opportunity to develop. No metal is used in this amplifier, so there are no stunted, metallic sounds.

My advice to every music lover is to hear The Brunswick before deciding. One's ear immediately appreciates the difference. And old conceptions of the phonograph are changed.

Brunswick dealers everywhere are delighted to play The New Brunswick for you and to explain its betterments.



Anticipate your Christmas Trade requirements. The Brunswick is going to be the favorite this year. Remember you have the Brunswick Record, too.

THE MUSICAL MERCHANDISE SALES CO  
EST. 1910 WINDSOR WINDSOR

General Offices: Excelsior Life Bldg., Toronto

Branches: Montreal and Winnipeg

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8526 Where Is My Boy To-Night (Lowry) (Gospel Hymn).  
Tenor with Orch. Acc. Henry Burr.  
Onward, Christian Soldiers (Sullivan). Baritone with Orch.  
Acc. Percy Rawlinson ..... 1 00

**EXCEPTIONAL DANCE RECORDS**

11007 After You've Done Medley (Creamer and Layton).  
March—One Step. Intros. Good-bye, Alexander.  
An Revolt, But Not Good-bye, Soldier Boy. Coday's  
Band  
Everything is Peaches Down in Georgia Medley (Agor  
and Meyer). Fox Trot. Intros. "I'm Sorry I Made You  
Cry." Bennett Band ..... 1 25

8529 My Paradise—Waltz (Zamecni). Conkita's Specialty Or-  
chestra ..... 1 00

Kiss Me Again—Waltz (Herbert). Grogan's Little Sym-  
phony ..... 1 00

8528 Kohala March—Hawaiian Steel Guitar, Guitar and Ukulele.  
Louise, Ferrara and Grecoan.

Mahalo Anu Ka Makani (Lana's Cold Winds) Intro.  
"Ka Aloha Eiki Mai" (Flower of My Heart). Hawaiian  
Steel Guitar, Guitar and Ukulele. Louise, Ferrara and  
Grecoan ..... 1 00

**SPECIAL LIST OF ART TONE RECORDS**

15000 "Hamlet"—Chanson Bachique (Dreux) (Thomas).  
(In French). Baritone Acc. by Florida's Concert Or-  
chestra. Agnette Bouilliez.

"Ballo in Maschera"—Eri in ("Masked Ball"—Is It  
Flour) (Verdi) (In Italian). Baritone Acc. by Flori-  
da's Concert Orchestra. Agnette Bouilliez ..... 1 75

11000 Le Here the Gentle Lark (Bishop). Soprano with Orch.  
Acc. Caroline Andrews.  
Souvenir (Dréan). Violin with Piano Acc. by Francis  
Moore. Helen Ware ..... 1 25

11004 Adagio Pathétique (Giodard). Violin with Piano Acc. by  
Maurice Eisner. Helen Ware ..... 1 25

Valse Caprice (Wienawski). Violin with Piano Acc. by  
Maurice Eisner. Helen Ware ..... 1 25

Victor Records for December

12-Inch

210038 The Bee's Wedding (Mendelssohn-Bartholdy) Imperial  
Flute Quartet.

Chant Sans Paroles (Tschaikowsky) Imperial Flute Quar-  
tet.

210042 Christmas Eve (Descriptive) Kiddies' Patrol (W. B.  
Rogers) Nino's Disc. Edited by W. B. Rogers.

210041 Mickey Williams March (Descriptive) Kiddies' Patrol (W. B.  
Rogers) Nino's Disc. Edited by W. B. Rogers.

110040 My Ain Folk (Baritone) Alan Turner. Henry Burr.

210041 Where the River Shannon Flows (Cello Solo) Raoul  
Duquette.

210039 Annie Laticre ("Cello Solo) Raoul Duquette.

The Rose or No Man's Land (Caddigan-Brennan) (Tenor)  
Henry Burr.

210043 Watch, Hope and Wait, Little Girl ("I'll I Come Back to  
You") (Brown-Clayton) (Tenor) Henry Burr.

210043 Come Thou Almighty King (Wesley-Giardini) (Organ  
Acc.) Harry McTaskey.

Just As I am (Kilby-Hansbury) (Organ Acc.) Harry  
McTaskey.

210044 O God Our Help in Ages Past (Watts-Groatork) (Organ  
Acc.) Harry McTaskey.

263009 Work, For the Night is Coming (Walker-Mason) (Organ  
Acc.) Harry McTaskey.

263009 Mam'Zelle Muguette (Baryton) Hector Pellerin.

Tout en causant (Baryton) Hector Pellerin.

263008 Lodebauche en Visite (Monologue Comique) Du May  
D'Amour.

Lodebauche—Anne Veillée d'contes (Monologue Comique)  
Du May D'Amour ..... 1 50

12-Inch

35678 Hallelujah Chorus from "Messiah" (Handel) Victor  
Mixed Chorus.

Christmas Songs and Carols. "Christians Awake!" "Oh,  
Little Town of Bethlehem." "God Rest Ye Merry Gen-  
tlemen" "The First Noell." "Silent Night." Victor  
Mixed Chorus ..... 1 50

10-Inch

16996 Adeste Fideles (Oh, Come, All Ye Faithful) (Oakey-  
Portugal) (with Chimes) Trinity Choir.

17767 Joy to the World—Christmas Hymn (Watts-Handel)  
Trinity Choir

Hilo—Hawaiian March. Irene Westral Royal Hawaiian  
Wailana Waltz (Hawaiian) Westral Pale K. Lua-David  
Kali

18029 Cohen at the Telephone (Comic Monologue) Barney Ber-  
nard.

Goldstein Goes in the Railroad Business. Barney Bernard

18380 Silent Night, Holy Night (Gruber) Violin, Harp, Flute.  
Christmas Hymns—Selection Harp. "While Shepherds  
Watched Their Flocks by Night—" "It Came Upon the  
Midnight Clear—" "Silent Night—" "Adeste Fideles—"

18420 U. S. Field Artillery March (Sousa) Sousa's Band.

18420 Liberty Loan March (Sousa) Sousa's Band.

18429 Just a Baby's Prayer at Twilight (Lewis-Young-Jerome)  
Henry Burr.

On the Road to Home, Sweet Home (Kahn-Van Alstyne)  
Percy Hemas

18455 The Last Long Mile (Herrick) Charles Hart and Shan-  
non Four.

K-K-E-Katy (O'Hara) Billy Murray

18462 I'm Sorry I Made You Cry (Hart) Charles Hart and Shan-  
non Four

18473 Smiles—Fox Trot (Lee Roberts) Joseph C. Smith's Or-  
chestra.

Boys' Room—Fox Trot (Hickman-Smith) Joseph C.  
Smith's Orchestra ..... 90

18483 Bluin' the Blues—Fox Trot (Nagas) Original Dixieland  
Jazz Band.

Sensation Rag—One-Step (Edward) Original Dixieland  
Jazz Band

18489 Oh! How I Hate to get Up in the Morning (Irving Berlin)  
Arthur Fields.

Oh! Fenchy (Earlth-Conard) Arthur Fields

18494 For Your Boy and My Boy (Kahn-Van Alstyne) Peerless  
Quartet

When You Come Back (Tshoo) Raymond Dixon and Or-  
pheus Quartet

51535 Star Spangled Banner (Key Arnold) Ronald Werrocrath.

America (Smith) Harry

51545 Holy Night (Cantique de Noël) (Adams) (with Lyric Quar-  
tet) Lucy Marsh.

Silent Night, Holy Night (Gruber) Lyric Quartet.

51538 France, We Have Not Forgotten You (Clarke-Rogers).  
Agnes Lombart Murphy.

Agnes Lombart Murphy.

I'll Pray for You Loucks-St. Quentin Olive Kline.

64037 Dixie (Emmett) (with Victor Male Chorus) Mahel Garri-  
son

64088 All the World Will be Jealous of My Boy (Kahn-Van Alstyne) Peerless  
Quartet

64093 Marseillaise, La (National Air) France French (with  
Metropolitan Opera Chorus) Frances Alda

64096 Keep the Home-Fires Burning (Ford Novello) John McCar-  
mack

64708 The Sweetest Story Ever Told (R. M. Stalls) Sophia  
Brazilian

87107 Whispering Hope (Hawes) Alma Gluck and Louise  
Homer

87221 Roses That (The Savin) Ernestine Schumann-Heink

87264 Where is My Boy To-Night (Gospel Hymn) (Lowry)  
Louise Homer

87294 One White (Cuban) 1st verse English 2nd verse French.  
Enrico Caruso

12-Inch

35412 While Shepherds Watched (Tate-Handel) Victor Oratorio  
Chorus

It Came Upon the Midnight Clear (Willis) Victor Oratorio  
Chorus

35594 Angels from the Realms of Glory (Christmas Hymn)  
(Tune "Regent Square") (Montgomery-Somar) Trinity  
Choir.

Oh, Little Town of Bethlehem (Christmas Hymn) Trinity  
Choir

35661 Sing, O Heavens (Gaura) Victor Mixed Chorus.

It Came Upon the Midnight Clear (Willis) Victor Mixed  
Chorus

35663 Missouri Waltz (Joseph C. Smith's Orchestra).

Kiss Me Again—Waltz (Herbert) C. Smith's Or-  
chestra.

53066 Lucia—Sextette (Donizetti) Opera Sextette.

20061 Biglietto Quartet (Verdi) Victor Opera Sextette.

74163 Humoresque (Dvorak) (Op. 101, No. 7) Violin. Mincha  
Elman

74198 Open the Gates of the Temple (Knapp) Evi Williams.

74420 Carry Me Back to Old Virginia (Handel) Gluck and Male  
Chorus

74424 Aida—Celeste Aida (Heavenly Aida) (Verdi) Italian  
Giovanni Martinelli

74425 I'll Take You Home Again, Kathleen (Westendorf) Clar-  
ette Whitehead

74426 Adeste Fideles (Oh, Come, All Ye Faithful) (Chris-  
tian Hymn) (Portugal) Latin (with Chimes) John McCar-  
mack with Male Chorus

74467 Harlequin's Serenade (From "Les Millions d'Arlequin")  
(Héro) Violin. Eretta Zimbalist

74500 Lucia—Mad Scene (Flute obligato by Barone) (Doni-  
zetti) Italian. Amelita Galli-Curi

74520 Minnet in G (Op. 14, No. 1) (Paderewski) Piano. Pader-  
ewski

74563 Ave Maria (Schubert-Willis) Violin. Jascha Heifetz

88113 Madama Butterfly—Un bel di vedremo (Some Day He'll  
Come) (Puccini) In Italian. Geraldine Farrar

88561 Noel (Holy Night) (Adams) French. Enrico Caruso

VICTOR FINNISH RECORDS

12-Inch

65420 Suomen Laulu (Paeuus) Suomalais-Amerikan valittu  
Kuoro

Feriantien Marsi (Huneberg-Paeuus) Suomalais-Amerikan  
valittu Kuoro ..... 90

VICTOR FRENCH RECORDS

12-Inch

67150 A Thousand Kisses (R. Joyce) Orchestre Tzigane.

Brise Etheree—Valse (France) Orchestre Tzigane.

Mon Soldat (Louise Payette) Torome Bozard.

Le Bataille (L. Gallier) Torome Bozard

VICTOR GREEK RECORDS

12-Inch

63556 Vlachico Siris. Instrumental Trio.

Dimitrisla (Baritone with Harmonica) Avramadis ..... 90

VICTOR HEBREW RECORDS

12-Inch

17448 Omar rabbi solo (Orghel) Josef Rosenblatt.

63940 Hebeni (Orghel) Josef Rosenblatt.

Roi Adonai. Oberkanter Sawel Kwartin.

Wahakhan. Oberkanter Sawel Kwartin.

Jaale Tsachuanu. Oberkanter Sawel Kwartin ..... 90

McLaren & Co., Ltd., department merchants of St. Catharines, Ont., introduced the Starr line of phonographs with extensive newspaper advertising. A letter from that firm, reproduced by the Starr Co. of Canada in their page in this issue, shows the satisfactory results. "Hearing the Starr in the store for a week we must say that we are customers greatly pleased with the tone of the machine, and our customers have spoken very highly of the quality of the tone," said McLaren & Co., referring to the Starr.

## When You Move Take Your Sound Proof Rooms With You

Sound Proof  
Rooms in  
Cullen's Music  
Store, Kitchener.  
They are in  
Mahogany,  
all double  
construction.  
Inside panels of  
fibre board.



When D. S. Cullen, of Kitchener, who deals in high class musical instruments, moved into his new store, he wanted the best equipment he could get. This was our portable demonstration

rooms shown in the illustration. There are two rooms for pianos and two for players. They are in mahogany, all double construction, with inside panels of fibre board. These are supplied k.d., ready for quick erection by any carpenter. These rooms are convenient in handling business and so attractive as to get more business. When you move you take them with you. Write us about equipping your store.



Arm in position to  
play in form of  
Buttons on Dial  
Record Guide  
Dial

### Telephone or Wire about the Walker Talker for Christmas Trade

It is fitted with the Brooks Automatic Repeating Device. Put on a record, set the dial to play it as many times as desired. The Brooks does the rest.

### PHONOGRAPH MANUFACTURER

Write us about parts. We can supply you with motors, tone arms, reproducers and the Brooks Automatic Repeating Device.

### The Walker Bin & Store Fixture Co.

— Limited —

Kitchener

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## TRADE TALK IN WINNIPEG

THE "flu" has struck us—not as severely perhaps as in other places, owing to the prompt action of the authorities in closing churches, schools, theatres, etc., some weeks ago, but hard enough to make us sit up and take notice.

Owing to the scarcity of public entertainment people have been compelled to stay at home more, and this has given a "fillip" to some of the music trades; especially has the selling of records been good.

There is a movement on foot to call a meeting to discuss the "field week" of the music trades of Western Canada" as soon as the ban against public gatherings is lifted. So far the proposal has been received very sympathetically by those I have spoken to. In connection with this matter a new feature has cropped up, and that is, a musical competition fathomed by the Men's Musical Club, the dates for which were suggested for some time in May. In conversation with an official of this organization I asked him if it might not be possible to change the dates, bringing them within the same week as the Musical Festival. He said that a change might be effected as the final arrangements were not yet made.

I explained to him the object of the "field week," and he said he saw no reason why it should not be a success, and thought the three events might be successfully combined.

Until the ban is lifted very little can be done except to keep discussing the matter with those likely to be interested, and gather ideas and data generally to be put before the first meeting, which will probably be an informal one.

Whaley, Royce & Co. say that business has been well up to the average. Mr. George Honsberger has returned east rather sooner than expected owing to the quarantining of the many western towns.

Fowler Piano Co. report business very good, collections fair. They have taken on the Victor record agency, and have done an excellent business in records and player-piano rolls.

Mr. Robert A. Willis, vice-president Willis & Co., Ltd., of Montreal, spent a couple of days in Winnipeg en route to the Pacific Coast. Mr. Willis is on his annual tour, and visits every centre of importance, large and small.

Mr. E. C. Scythes, vice-president and general manager of the Nordheimer Piano & Music Co., Ltd., received a cordial welcome from trade and social friends on the occasion of his visit here. Mr. Scythes was on a trip to the coast.

Major Child, of Child & Gower Piano Co., Regina, who is well known in local music trade circles, was a recent visitor here. The Child & Gower firm feature the Nordheimer, and are Steinway agents for Saskatchewan.

Miss Winnifred Hughes, a highly respected young lady, and for four years a member of the staff of Fowler Piano Co., recently succumbed to the influenza. Miss Hughes' widowed mother and one brother died a few days before, and her other brother, en route to Siberia with the Canadian contingent, had to leave his train at Moose Jaw and return to Winnipeg to make the necessary funeral arrangements.

The following appointments were recently made to Fowler Piano Co.'s staff: Miss M. N. Senby to the book-keeping department; Miss Dorothy Fritsinnson to the printer-roll department, and Miss E. Morson and Mr. H. Saultsmann to the Victor department.

"All I want is stock," said Mr. H. E. Stenberg, of the Musical Merchandise Sales Co. "I can sell all I can get, and then some." Those utterances speak well for the volume of business done by the firm.

The Western Phonograph and Sapphire Disc Co. speak well of October's business. The first consignment of OkeH records have arrived and are going like hot cakes. A letter

was received from Mr. Poisson, who is with the Canadian Engineers, stating he had just recovered from a two-weeks attack of the "flu."

Wray's Music Store quotes business as moving along, although the epidemic has interfered somewhat in sales of sheet music.

Babson Bros. say the prospects are good for a normal fall and holiday trade.

Mr. Conlin, of the Western Gramophone Co. sums up the situation in these few words: "Things are looking very good."

Mason & Risch say things are prospering very nicely, and collections, especially in Manitoba, are excellent.

Mr. C. H. Bull, of Cross, Goulding & Skinner, says things are going fairly well, and is quite enthusiastic about the proposed "field week." Speaking in generalities Mr. Bull made the astonishing statement that July business can be made as good as any. My incredulous look, when he said this, evidently showed him I was "from Missouri," for he immediately offered to demonstrate the fact, and brought out a monthly comparative statement covering a period of ten years, and sure enough the July total was often quite as large as the highest month!

Canadian Music Trades Journal is edited for busy men. All trade news, discussions, and constructive articles go through a sifter, coming out in concentrated form—brief, spicy, informative.

Read every issue from cover to cover.

Winnipeg Piano Co. report increased sales, partly due to the influenza epidemic, or rather the people being compelled to stay home and reduced or blessed to amuse themselves at home, not even being privileged to go to a meeting, let alone a concert, show or movie.

The bulk of the music stores combined in putting a full page ad. in the local Press, boosting the Victory Loan, making good use of the slogan, "Music Maintains Morale."

The Winnipeg Piano Co. have had published, for distribution with their compliments, the address delivered by Captain Frank Edwards, Royal Fusiliers, at the convention of the Minnesota Bankers' Association, at Minneapolis. Captain Edwards, who in civil life was a banker, enlisted as a private and passed up through all ranks to his captaincy. He was sent to the United States by the British Government in response to the request of the United States Government that a number of officers, who had spent some years in the front lines in France, be sent over to tell the people something of the actual conditions at the front. Captain Edwards' talk gives one a vivid impression of the pathos and tragedy of the war and the necessity of sacrifices and more sacrifices until the unspeakable Hun is thoroughly subdued.

## R. S. Williams' Alterations

The extensive alterations in the retail salesrooms of the R.S. Williams & Sons Co., Ltd., Toronto, interrupted by the "flu" epidemic, are again under way. The interior of the building has been entirely changed since the removal of the wholesale departments of the business to 468 King Street West. The retail musical merchandise department has gone up to the ninth floor, while the ground floor is being given over entirely to the phonograph branch of the business, which will have fifteen demonstration booths.

The wholesale departments, under Mr. H. Y. Claxton, John Dinmore and G. B. Petch, are now comfortably

located at the new King Street warerooms, where there is ample storage space for the larger stocks that precarious markets have made it necessary to carry.

### Mr. Bull Loses Only Son

To Mr. F. Bull, president of the Williams Piano Co., Ltd., Oshawa, is extended heartfelt sympathy in the sudden decease of his only son, Alan Talbot, aged nineteen, who succumbed to pneumonia that developed from an attack of the prevailing Spanish influenza.

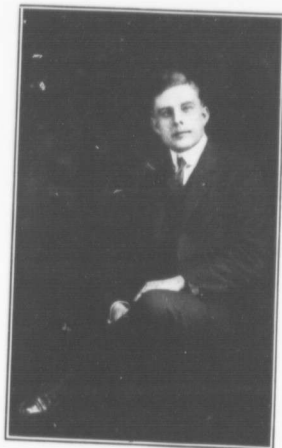
Alan Talbot Bull was born in Toronto nineteen years ago, and fifteen years ago went with his parents to Oshawa, where he attended the public and high schools. He had completed a four years' course at Trinity College School, Port Hope, having passed his matriculation with honors. He had just entered the University at Toronto when he fell a victim to the epidemic, immediately returning to his home where he passed away after a brief illness on Thanksgiving Day.

The funeral services were conducted by the Rev. Prof. Orchard, of Trinity College, Port Hope, who brought with him loving messages from the school; the Rev. C. R. de Pencier and Capt. Garbutt. He was laid to rest in the Union Cemetery, the committal prayers being offered by the Rector of St. George's Church.

As a mark of respect the employees of the Williams Piano Co., Ltd., marched in procession, the flag on the company's building being at half mast.

### Joins the Cecilian Co.

Mr. William Nelson, whose experience in Scotland included the selling of Cecilian instruments, has joined the selling organization of the Cecilian Co., Ltd., Toronto. Mr. Nelson, who is practical in piano construction, and a skilled tuner, has had considerable Canadian experience.



Mr. William Nelson.

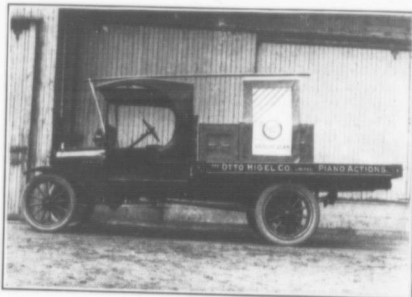
He represented the Williams Piano Co. in northern Ontario with headquarters at North Bay, and has met and overcome those obstacles as a thirty degrees below zero temperature, and only one train a day.

Mr. Nelson has watched the progress of the Cecilian Co., Ltd., since that firm was established by its president, Mr. John E. Hoare, whose long experience in high grade

piano and player production ensures those standards of quality attractive to dealers and salesmen as well as to the public.

### Higel Employees Win Honor Flag

Justly proud are the employees of the Otto Higel Co., Ltd., of the honor flag won in the Victory Loan Campaign. Early in the campaign the flag was presented by Mr. Fred Ross on behalf of the Victory Loan Committee. The conditions under which a flag was presented were that at



least 75 per cent. of the employees should subscribe and that the amount subscribed should be not less than ten per cent. of the annual pay-roll.

Eighty-three per cent. of the Otto Higel Co. employees subscribed. The flag is shown in the illustration on the new Ford truck just put in service by the firm.

### Visits Toronto Plant

Mr. Otto Higel, president of the Otto Higel Co., Ltd., the well known supply house, recently spent a few days with his plant in Toronto where his home is located. Both the New York and Toronto plants have suffered severely through the influenza epidemic, which resulted in a number of deaths of operatives in the New York factory.

Concerning activity and prospects in the player business Mr. Higel is even more enthusiastic than ever. While production has been retarded through curtailment of the supply of materials because of war requirements, Mr. Higel sees in the early cessation of hostilities a renewed player activity that will be greatly in excess of any previous efforts in the player field.

There is a persistent and increasing demand in the United States for player actions and with more labor available in the near future Mr. Higel purposes largely increasing the output of the New York factory, which is devoted exclusively to the manufacture of player actions.

The firm's factory in England has been singularly fortunate also in its supply of materials which are Government rationed. This plant has continued operations in compliance with the English demand for piano actions and for player actions.

The Toronto plant continues to run to capacity and Mr. R. H. Easson, vice-president of the company, foresees a greatly increased demand for player pianos, the public appreciation of this class of musical instrument having expanded to proportions that make logical the universal use of the player in Canadian homes.

In spite of the serious shortage of paper for the production of player rolls this department also shows an improvement in the trend of public desire for player music.

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## Here, There and Everywhere

Geo. W. Pingle, 45 Louisa St., Ottawa, is handling the McLagan phonograph.

A. E. Thompson, Prince Albert, Sask., has started in the musical instrument business.

Orme Limited, Ottawa, have taken on the representation of the Gerhard Heintzman phonograph.

In a campaign for membership in the Empire Club, at Toronto, Mr. Henry H. Mason was one of the team captains.

Ottawa's population is now 104,000. An increase of three million dollars in the city's civil assessment is reported over last year.

There have always been objectors in the trade to the "was—is now" advertisements but there is now a new style of "was—is." For example, was \$350 is now \$450.

The piano and musical instrument manufacturers and dealers of Toronto contributed four insertions of a full page Victory Loan advertisement in the local dailies.

Some twelve piano dealers in Cleveland have combined to give one firm a blanket contract for all their moving business. This is with the idea of getting better service.

Mr. Carl Zeidler, importer of ivory for piano keys, has returned to Toronto from his annual duck hunt in Northern Ontario, where he and Mr. Herman Heintzman had their usual good success.

"Stake Your All on Canada," admonished George H. Suckling, in his space in a recent issue of the Calgary Daily Herald. Mr. Suckling's space was all contributed to the Victory Loan campaign.

A certain music store has two signs displayed in the window like this:

"A Mother's Prayer."  
Boy Wanted.

Mr. Geo. A. Peate, head of the Peate Musical Mfg. Co., Montreal, who introduced the York record to the trade in Canada, was confined to his home in Montreal for a month by an attack of pneumonia.

C. W. Lindsay Limited, Quebec branch, have recently appointed a new manager to take care of the ever growing business being developed in their phonograph department, in which they feature the Columbia and Sonora.

Mr. J. D. Hessall, manager of the R. S. Williams & Sons Co., Ltd., piano department, has equipped himself with a new touring car in conformity with the necessity for a machine of greater capacity for carrying "prospects" to the salesrooms.

"Owing to the rapid expansion of our phonograph business we were compelled to seek larger quarters," said R. Valliquet, Montreal, "and we are now located at 1968 St. Lawrence Blvd., giving us four times the space and more efficient service."

Mr. Geo. T. Domelle of the National Piano Co., Ltd., Toronto, who was returning from the western coast where he had gone in the interests of Mozart pianos, was hurriedly summoned home from Calgary owing to the death of his mother.

In conversation with Mr. Douglas, of the Co-operative Music Supply Co., Toronto, the Journal learned that this firm were well stocked with "Britannia" and other makes of phonographs, and particularly fortunate in having on hand a good supply of motors.

Wm. McPhillips, the veteran and well known music dealer of London, has removed to the new store recently secured on the north side of Dundas Street. The removal of the McPhillips store concentrates the London music houses and makes them quite close neighbors.

The President of the National Association of Piano Merchants has just announced the appointments on the Board of State Commissioners for the year. These include Mr. Albert Nordheimer, president of the Nordheimer Piano & Music Co., Ltd., as the commissioner for Ontario.

Mr. W. N. Manning, of the Sherlock-Manning Piano & Organ Co., London, who was recently made a grandfather, carries the honors with characteristic dignity, and if anything is even more optimistic of the tremendous possibilities that will belong to the music industries of Canada in the years following the wonderful victory of the allies.

"Busy doing all I possibly can to help out the Victory Loan," was the terse rejoinder of Frank Stanley when asked by the Journal regarding trade activities. "I believe that the success of the Loan means a tremendous help to Canadian trade, in addition to winning the war. Everyone should be a bond owner."

Reed & Robinson, the well known music dealers of Edmonton who feature the Nordheimer and Steinway lines, are adding sound proof demonstration booths for their phonograph department. The firm also feature the Vocation, of which the Nordheimer Piano & Music Co. are exclusive Canadian distributors, and are enthusiastic Brunswick dealers.



M. de Maris has drawn this illustration for Judge. It is his conception of what father does on gaseous Sundays.

John A. Croden, of Starr Co. of Canada, whose distributing headquarters of Starr phonographs and records are at London, when seen in Toronto the other day expressed the hope that there would be an early removal of the embargo placed on phonographs coming into Canada. Their local retail trade and wholesale business Mr. Croden reported particularly good.

Mr. R. C. Willis has just recently returned to his home in Toronto from a visit through Eastern Ontario and to Montreal in the interests of the Phonola Co. of Canada, influenza epidemic and in spite of the unfavorable business conditions resulting was pleased with the number of agencies opened up.

The E. J. Coles Co., the well known merchandising house of Woodstock, Ont., are featuring the Starr Phonograph, of which the Starr Co. of Canada, London, are Canadian distributors. In a recent introductory announcement the Coles firm ran a six column advertisement, almost the full depth of the Sentinel-Review's page and illustrated seven of the Starr models.

The branch of the Great War Veterans' Association, at Sherbrooke, Que., on a hunt for a piano for their new rooms in the Odell Block, visited the salesrooms of H. C. Wilson & Sons with a view to a purchase. To their surprise, however, the Veterans were unable to buy from the firm, Mr. Wilson making them a present of the instrument.

John Jackson, a pioneer musician of Saskatoon, died at the City Hospital there. The late Mr. Jackson, who removed to Saskatoon nearly fifteen years ago, was a talented violinist and had played in leading English orchestras. He organized Saskatoon's first orchestra. Practically all of Saskatoon's younger violinists studied with Mr. Jackson.

Mr. Landon, the associate of Mr. James P. Bradt, in the management of the Canadian division of Columbia Graphophone Co., returned to Toronto from a visit across Canada to the Pacific Coast. Mr. Landon, who has an extensive experience in salesmanship, and an intimate knowledge of the Columbia Company's history and products, sees in Canada marvelous opportunities in industrial progress and tremendous possibilities for the music industries.

"An interesting souvenir of James Watt was recently sold by auction. This was a *chamber pipe organ which Watt designed and produced with his own hands in Glasgow in 1762*. Built in his house in High Street, it eventually came into the hands of a Mr. John Steven, who, about the beginning of last century, was the only music seller in the city. In 1807, it was bought by the minister of St. Andrew's Church, and after being used one Sunday in that sacred edifice its further use was interdicted by the Presbytery, and caused much excited comment throughout Glasgow. The organ lay for years in the church unused, and was ultimately sold to Bailie Archibald McLellan for £400. At the recent sale it was knocked down to a Mr. Black for £400, who was acting for a son of one of the town councillors of Glasgow—ex Deacon Convener Macfarlane—who is giving it to the Glasgow Corporation for preservation."

### Will Visit Europe

In an effort to secure further shipments of the Sonora Mr. I. Montagnes, of I. Montagnes & Co., Canadian distributors of the Sonora line, has returned from a week in New York. While there Mr. Montagnes participated in the premature peace celebration, witnessed the election

An unread copy of Canadian Music Trades Journal is like a package of unused seeds. Each issue contains ideas, information, things you should know. Read it thoroughly. Have every member of your staff read it. Several houses get from six to fifteen copies of every issue.

excitement and returned home in time for the hilarity of the genuine celebration in Toronto.

Even with the war concluded the manufacture of the Sonora line in Canada is to be prosecuted more vigorously than before, so that eventually Sonora dealers will have the complete range in Canadian made goods.

Mr. van Gelder, of this firm, sails for Europe in the very near future and expects to be absent several months. He will first visit his home in Holland after an absence of nearly fifteen years and will visit other countries in connection with business.

### The Peerless Phonograph

The Peerless phonograph, manufactured by the Harry E. Wimperly Co., Ryrie Bldg., Toronto, is meeting with a ready reception wherever introduced. Both because of its own merit and the reputation of the maker, the Wimperly Co.'s product makes an immediate appeal. Mr.



Style 150 "Peerless" Phonograph.

Wimperly has been active in the Canadian and United States musical industries for many years and has a particularly intimate knowledge of the talking machine branch of the business.

The illustration shows style 150 of the Peerless range, an instrument attractive in appearance and finish with a thoroughly tested and tried equipment of motor, tone-arm and reproducer. Experts are prompt in admiration of the tone and already those dealers who have taken on the Peerless agency have become enthusiastic boosters of the line.

### Endorsed by Madame Barbour

Extensive daily newspaper publicity is being given the Gerhard Heintzman phonograph linking up the instrument with Madame Inez Barbour, who saw the Gerhard Heintzman at the New York Music Show and writes about it as follows:

"May I not express to you my admiration for the wonderful phonographs bearing your name which I saw at the National Music Show in New York. The cabinets were the most elegant I have ever seen. It was with extreme satisfaction that I heard my own records on your beautiful instrument."

Porter—There's only two hotels, sorr. Is it Murphy's or O'Neill's you're wantin'?

Visitor—Which is best?

Porter—Bedad, sorr, I can't say. If ye sthopt at one ye'll be wishin' ye'd sthopped at the other!—*Passing Show.*

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### Ivory Up Again

Sales of ivory at the quarterly sale held in London in October were at an advance of five per cent. on the previous quotations. This is for the raw material. While the actual selling price of raw ivory increased less than many other commodities used in the piano trade during the war period, the extreme shipping risk and the war tax sent it up. But even more serious is the question of supply. Four years ago the visible supply in London was only 200 tons. Receipts became less and less until they discontinued altogether and at last reports the visible supply of ivory had reduced to 121 tons. Until shipping from Africa and India becomes normal existing conditions in the ivory market will be intensified.

Antwerp was the other ivory centre of the world, but at this time figures are not available to show what supplies are there if any. It is concluded, however, that with Germany's much vaunted mercantile marine chased from the sea for the past four years, and therefore no supplies of ivory being received, all stocks have been exhausted.

Apropos of the music industries surviving for four years without being dependent upon Germany for supplies of any kind there is no good reason why this condition should not continue. While the anti-German feeling is strong sentimentally and commercially, and many are heard to declare that they will never again knowingly buy a German made product, it is not a question of individual declaration.

Unless the Governments take the necessary steps to keep within the allied countries the trade that formerly went to Germany there is always danger of that country again, through its state assisted shipping and industries, eating in to foreign markets.

Surely, however, there are none so pessimistic as to believe that the other nations are again going to let Germany elbow them out of their markets in fair competition, and there is no doubt the peace terms will put Germany in a position that she cannot again resort to unfair means.

Industries of other countries will be on their guard against their business secrets being stolen by German agents, and notwithstanding the proverbial shortness of the public memory, there are so many monuments to the treacherous tyranny of the despised nation, one could almost be safe in prophesying that never again will civilization truck or trade with this European outcast.

### Some Brunswickians

Mr. John E. White, a member of the Musical Merchandise Sales Company, distributors of the Brunswick phonograph and records for Canada, has returned to headquarters at Toronto from a business trip to Chicago, where he visited the head office of the Brunswick-Balke-Collender Company. Mr. White states that the Brunswick is greatly over sold in the States, and new dealers for this reason are not being taken on at present.

The Brunswick record list for November includes the following additional Artists: Alan Turner, Reed Miller, Ruth Lennox, and Greek Evans. Marie Morrissy sings three numbers; one with the Peerless Quartet, and the others with Harry McClaskey. The list includes vocal and instrumental of "Smiles," "A Little Birch Bark Canoe," "Oh, How I Wish I Could Sleep Until My Daddy Comes Home," and "Pickaninies Paradise."

The Musical Merchandise Sales Company have just issued an attractive new pocket size catalogue, giving the new prices and also illustrating the single and double Ultona, as well as the Brunswick round all wood tone amplifier. This new edition portrays the Brunswick Girl on the cover similar to the now famous cut-out which the dealers are showing. The booklet is not bound but simply folds in so that when pulled all the way out the entire line is illustrated at a glance. The \$1.750, \$550, and \$400 models are embodied in this latest catalogue.

### Mrs. George May Succumbs to Pneumonia

In the death of his wife, resulting from an eight days' illness of pneumonia, Mr. George May, manager of the Brockville branch of Willis & Co., Ltd., suffered a distressing bereavement in which he has the deepest sympathy of the trade. Mrs. May, who was the daughter of Mr. and Mrs. Robert Mills, Brockville, was born in Montreal and was only 26 years of age. Mr. and Mrs. May were married in 1911 and in addition to the husband and parents one little girl of fifteen months survives. The late Mrs. May was an accomplished musician and vocalist and gave freely of her time and talents to assist any worthy cause. During the recruiting campaigns throughout the Brockville district she frequently assisted at patriotic concerts and became very well known and deservedly popular.

Interment took place at Oakland cemetery, the services being conducted by Rev. A. E. Kelly of the First Baptist Church. The floral tributes included wreaths from Willis & Co., Ltd., the staff of Willis & Co., at Ottawa, and Mr. and Mrs. George Willis, of Montreal.

## MUSICAL EVENTS IN A LINE OR TWO

Frederick Stock has resigned his position as conductor of the Chicago Symphony Orchestra.

It looks as if the pianists and symphony orchestras have made a separate peace with Beethoven.

Rumor has it that Paderewski will be offered the position of first president of the new Polish Republic.

Henri Rabaud, the new permanent conductor of the Boston Symphony Orchestra, has arrived in New York from France.

Antonio Scotti, the baritone, announces that he is to head his own opera company to give "Cavalleria" and "L'Oracolo."

The Philadelphia Orchestra, Leopold Stokowski, conductor, is to be associated with the Toronto Mendelssohn Choir at the latter's February, 1919, concerts.

The death is announced of the English composer, Sir Hubert Parry. He was knighted by Queen Victoria in 1898 and made a baronet by King Edward in 1903.

Alexander Sklarevski, Russian pianist, who twelve years ago gave a piano recital in Montreal, recently appeared in one in the ballroom of the Hotel Vancouver, Vancouver.

The Friday Morning Musicales, held in the ballroom of the Biltmore Hotel, New York, have begun. The artists who appeared at the first programme were Anna Case, soprano; Mischa Elman, violinist, and Louis Graveure, baritone.

It is reported from Paris that Alexandre Charles Lecocq, the noted light opera composer, died there on October 25. He was eighty-six years old. Those of his operas which are best known here are "Giroflé-Girofla," "The Little Duke," and "La Fille de Madame Angot."

T. Tertius Noble, the well known organist and master of the choir of St. Thomas' P. E. Church, New York, has been appointed assistant conductor to Walter Damrosch of the Oratorio Society of New York. This is an excellent choice, for Mr. Noble is an authority on choral and oratorio music, and his kindly ways invariably produce results.

Albert Spalding, American violinist, now a lieutenant with the American aviation forces in Italy, has been offered a contract for another European tour after the completion of the war. Mr. Spalding's last tour of the Continent was in 1913, and included engagements in England, France, Italy, Germany, Austria, Holland, Belgium, Norway, Sweden, Denmark, Russia and Africa.



## ASCHERBERG, HOPWOOD & CREW, LIMITED

CERTAINTIES FOR THE TRADE.

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**DREAM BOAT** - By Ivor Novello  
(From Sea Saw) Composer of 'Till the Boys Come Home  
Comedy Th. London. i.e., Keep the Home Fires Burning

**BELLS OF ST. MARYS**, By Emmett Adams  
Composer of God Send You Back to Me

**MY HEART'S IN MY HOMELAND**  
By Kennedy Russell  
Mus. Director of the Pavilion, London

**JOGGIN' ALONG THE HIGHWAY**  
Words by Arthur Anderson  
By Harold Samuel

16 MORTIMER STREET, LONDON, W., ENG.

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

## ENOCH & SONS' New Songs and Cycles

That are selling well this season:

"I PASSED BY YOUR WINDOW" (from "Song  
Pictures") ..... May Brahe

"GARDEN OF HAPPINESS" ..... Daniel Wood

"THREE MORE SONGS OF THE FAIR"  
..... Easthope Martin

"GOOD-BYE, AND GOD BE WITH YOU"  
..... May Brahe

"A PRAYER IN ABSENCE" ..... May Brahe

"CHIMNEY CORNER SONGS" (Album)  
..... Arthur Meale

"HOME IS WHERE YOU ARE" ..... Arthur Meale

"SUNSHINE ALL THE WHILE" ..... Daniel Wood

Enoch & Sons, London, England  
and

The Anglo-Canadian Music Co.

144 Victoria St., TORONTO

## THE SEASON'S LEADING BALLAD

"The Song I've been waiting for," was MR. JOSEPH CHEETHAM'S remark on first trying it over, and the famous Tenor's judgment of a new number is seldom at fault.

# Follow the Golden Star

One Golden Star is shining in the West,  
Across the sea, and on the land forlorn.  
I wonder does it lead to isles of rest,  
Or does it light some pathway to the morn?

Follow, follow the Golden Star,  
That shines o'er the setting sun;  
It will lead you on  
Till the night is gone,  
Till your troubles and tears are done,  
There'll be joy for you,  
And a love that's true,  
In the land of the sweet someday,  
If you follow, follow the Golden Star  
To the end of the golden way.

One Golden Star, one golden lamp above,  
No other light the weary traveller needs;  
It is the Star of Courage, Hope, and Love,  
And you must follow whoso'er it leads.

EDWARD LOCKTON.

Music by

### FRANK T. LATHAM

Published in Three Keys: C, E flat (E to E), and F.

Dealers will be well advised to take  
up this novelty without loss of time.

### " IN A MONASTERY GARDEN "

(Characteristic Intermezzo.)

Albert W. Ketelbey.

For Piano Solo—Violin and Piano—Cello and  
Piano—Organ—Orchestra and Band.

### J. H. LARWAY

14 Wells St., Oxford St., London W. I., England

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# Music and Musical Merchandise Section

CANADIAN MUSIC TRADES JOURNAL—NOVEMBER, 1918

## Materials for Band Instruments

GEORGE W. POUND, general counsel of the Music Industries Chamber of Commerce, has appeared before the United States War Industries Board in Washington in behalf of the band instrument manufacturers, who, as a result of the conference, have been assured of sufficient supplies of metals and other materials to take care of Government orders at least. General Pershing has called persistently from France for more music, and in addition to asking that the size of existing bands be increased, has requested the formation of something over one hundred new bands. This fact was emphasized before the authorities, and arrangements were made whereby Government orders for instruments can be taken care of, although the production of band instruments for civilian needs must be curtailed for a time.

## Instrument Holder for Music Racks

A NEW attachment, designed for the convenience of members of orchestras and other musicians, is an instrument holder which fastens to the standard of a music rack. It consists of a main arm that projects horizontally at one side of the upright, and a cross arm provided with two or more adjustable brackets, on which a horn or other instrument can be placed when not in use.

## Public Interest in Hymn-writer's Grave

THE grave of Joseph Scriven, composer of "What a Friend We Have in Jesus," has come before the public for discussion. The following letter to the Toronto Globe is self explanatory:

"It is evident from the correspondence in your columns of late that a deep interest has been revived regarding the memory of him who wrote one of our sweetest and most popular gospel hymns, and the neglected condition of his grave. I write, therefore, to inform the public generally that at a recent meeting of the Millbrook and Cavan Ministerial Association the matter was brought up and a small committee appointed to see what could be done. To-day in all the glory of the Indian summer the committee proceeded to the spot, a distance of about ten miles from Millbrook, overlooking the lovely Rice Lake. There on Mr. Pengeley's farm is a tiny graveyard surrounded by a stone wall and in a fair state of decay.

"The poet's grave is unmarked in any way. Indeed, to the casual visitor it would not be readily discovered. No more beautiful spot could be found wherein his dust might rest, no more attractive spot conceived wherein to erect a suitable memorial to his memory. Such I might say was contemplated some years ago, but not proceeded with because the promoters wished to remove his remains to Peterboro'. But this will never be done, for his last wish was that he might rest beside her who was his intended bride, but died at the early age of 23 to his inexpressible grief. The committee returned home highly satisfied with their visit and have decided to call a public meeting in the Town Hall, Millbrook, on Monday, Oct. 28, when it is hoped the project will take definite shape, and that ere long a reproach will be removed from those of all denominations who love to sing "What a Friend We Have in Jesus."

Wm. Higgs, President.

William D. Lee.

C. R. Spencer, Secretary.

The Manse, Millbrook, Ont.

## Strong Emotion Prompts Singing

"THERE is another interesting detail in the speculations drifting around Germany," comments the writer of the Toronto Star's daily war summary, "to the effect that German revolutionaries have been publicly singing the Marseillaise. Individually, men are not given to song, but, in masses, the human race, when moved by strong emotions, always sings. The Crusaders, in their long intervals between fighting, sang voluniously; when the Parisian women from the Halle marched to Versailles in 1789 to demand bread from Louis XVI., they sang popular songs, to the accompaniment of a drum; in the days of the Bolshevik exultation in Russia, the 'Internationale' was always a feature of their proceedings. If, therefore, the Germans are now beginning to sing that other hymn which, emotionally, means so much and has such traditions, it is at least a straw that shows the direction of the wind."

## The Tarantella

DOUBT exists as to the origin of the word "Tarantella," but it is probably derived from the Taranto, a river in South Italy. In the course of an article on this form of music a writer in the London Musical Record says: "The music, in modern days, is always in 6/8 time and it mostly commences in the minor mode and ends in the major. Somewhat after the manner of 'Anitra's dance' in Greig's 'Peer Gynt,' it works up from a moderately quick to a frantically fast tempo. It was, in the past, danced by either a man or woman, or by both together, who accompanied themselves with castanets, tambourine, or some other instrument of that class, in addition to the instrument or instruments that played 'the tune.' Originally it was also sung by the dancers, but in modern days it is confined to being danced, both on and off the stage. Though this, too, has its exception, for Rossini has composed that excellent Tarantella known as 'La danza' for a baritone voice.

"During the 15th, 16th and 17th centuries a sort of hysteria raged through Italy, not unlike St. Vitus' dance. Whether this was, or was not, caused by the sting of the 'Lycosa Tarantula,' the largest species of European spider, is not certain; but it was, at the time, generally believed to be so. Its victims could not be cured by ordinary medical treatment; they declared that they felt impelled to dance until they fell down exhausted, which cured them for the time. But when once they had been attacked they were always liable to further seizures. Some have therefore attributed the name of the dance to this insect origin, although direct connection between the two has never been scientifically established.

"Composers have not been slower in appropriating the word 'Tarantella' as title for some of their compositions than they have been in adopting the names of other dances, and although not very many Tarantellas exist, the best among them are decidedly clever productions. For the pianoforte one could mention in the order of their merit: First, and by far the best, Thalberg; second, Chopin; third, Moszkowski; fourth, Stephen Heller in two examples, one original, the other an adaptation from Mendelssohn; fifth, Liszt in two examples; sixth, Weber. I place the last named, which forms the finale in his Sonata in E minor, so late, because, though musically good enough, it is lacking in the true Tarantella spirit, neither subject nor treatment bearing out its title."

## The House of Chappell

Established 1811

# New Publications of this Season

Dramatic Sailor Song

"THE LIKES OF THEY" ..... C. A. Lidgely

Lao Sileus's Successor to "Un Peu D'Amour"

"STAR OF MY LIFE" ..... Lao Sileus

"IRISH GUARDS" Words by Rudyard Kipling  
Music by Edward German

"MATE O' MINE" ..... Percy Elliott

We neither of us fear the gloam,  
Love still shall light the path we roam;  
Should you be last returning Home,  
I'll greet thee, mate o' mine.

### New Chappell Recital and Teaching Successes

"ALL I ASK OF LIFE" ..... Guy D'Hardelot

"O MOON OF GOLDEN ROSES" F. S. Breville

"LOVE WILL CALL YOU HOME"  
..... Bayly Ransom

"HEATHERLAND" ..... Jean Dumayne

"THE STILL SMALL VOICE" (Sacred Song)  
Bernard Hamblen

"LITTLE ROSE IN MY HAIR" ..... Montague Ring

"THERE'S LOVE FOR US TO-DAY" ..... Trent

"A LITTLE TWILIGHT SONG"  
..... Robert Coningsby Clarke

"THE BELLS OF ST. MARY'S"  
..... A. Emmett Adams  
(Scored a huge success in London)

"WHERE THE MILESTONES END" (It's  
Home) ..... Evelyn Sharpe

By the same composer and companion song to  
"When the Great Red Dawn is Shining"

"TIME WILL BRING PEACE AND YOU,  
Dear" ..... Vincent Shaw  
Companion song to "God Bring You Safely"

### The Artistic Success

"A KHAKI LAD" ..... Florence Aylward

CHAPPELL & CO., LIMITED

347 Yonge St., Toronto

LONDON

NEW YORK

MELBOURNE

# New and Standard Songs

(IN KEYS TO SUIT ALL VOICES)

DOWN HERE ..... May H. Brahe

(Sung with great success by Clara Butt, Lillian  
Dillingham and other vocalists).

GOD KEEP YOU IN HIS CARE  
..... Jack Trelawney

COME SING TO ME ..... Jack Thompson

I'LL SING TO YOU ..... Jack Thompson

IN GOD'S OWN KEEPING ..... Henry Geehl

SUSSEX BY THE SEA ..... Ward Higgs

GOD SEND YOU BACK TO ME  
..... Emmett Adams

JAPANESE LOVE SONG ..... May H. Brahe

VALE (Farewell) ..... Kennedy Russell

SLEEP AND THE ROSES ..... Arthur F. Tate

## Important Song Cycles

FOUR SONGS FROM "THE FRINGES OF  
THE FLEET" ..... Edward Elgar

SONG PICTURES (Five Songs)  
..... May H. Brahe

FIVE CANZONETS ..... Landon Ronald

SONGS OF THE KING'S COURT  
..... Herbert Oliver

FIVE LITTLE MASCOTS ..... Herbert Oliver

## Books for Teachers and Students

BELLAIRS' PIANO METHOD

BONHEUR'S PIANO METHOD

BELLAIRS' PIANO TECHNIQUE

LIZA LEHMAN'S PRACTICAL HINTS FOR  
STUDENTS OF SINGING

MARCHESI VOCAL TUTOR

TOSTI SOLFEGGI

The Anglo-Canadian Music Co.,  
Limited

144 Victoria St., Toronto

Sole Agents for: Edwin Ashdown, Ltd.; Enoch &  
Sons; Enoch et Cie, Paris; Leonard & Co.;  
J. H. Larway, and other houses.

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### Charles Passmore Goes Into Retail Business

Mr. Charles M. Passmore has resigned the management of Boosey & Co.'s Toronto branch, to give his whole attention to the St. Clair Music House, recently established by him at the corner of Yonge Street and St. Clair Ave., where he is featuring "His Master's Voice" records, sheet music, and in fact everything musical.

Mr. Passmore's connection with Boosey & Co. dated from January, 1915, shortly after the opening of the Canadian branch. Through his energy and loyalty and acquaintanceship in musical and trade circles he established an excellent connection for that firm. He has a host of music friends who extend to him sincerest wishes for his continued success.

Prior to January, 1915, Mr. Passmore was four and one-half years in charge of the sheet music department of the Bell Piano Co.'s retail store then operated in Toronto. He was generally conceded to have worked up one of the largest retail counter trades in the country.

Mr. Passmore has always been active musically at the present time being organist at Danforth Ave. Methodist Church.

### Ta Voix M'Appelle

J. H. Larway, the London publisher, has issued a French edition of the popular song, "Somewhere a Voice is Calling," by Arthur F. Tate. The title is "Ta Voix M'Appelle," and it will doubtless enjoy as good a sale amongst French speaking Canadians as has the English edition throughout Canada.

### Enoch & Sons

Free from everything cheap and spectacular Easthope Martin's "Saint Valentine" rises clear above the level of the trite effusions of the ballad-mongers. The pianoforte accompaniment exhibits independent interest, while the vocal effectiveness of the song is never for a moment in question.

No fulsome platitudinarian, May H. Brahe strikes a pleasant note in her ditty, "Cuckoo Calls." Helen Taylor, who supplies the verses, satisfies popular demands without resorting to claptrap.

The appetites of the million are catered for by Jack Thompson in his song, "The Old-fashioned Garden of Love," a feature of which is the gracefully flowing waltz refrain.

Two separate numbers—"My Devotion" (Ivor Novello) and "Content" (Henry Lovell)—deserve mention, if only for their becoming spontaneity. Such essays prove conclusively that the plain man possessed of emotion is far more likely to stir his hearers than is the pompous professor who lacks warmth of feeling.—*Musical Opinion.*

### Winnipeg Manager Visits Whaley-Royce Headquarters

When Mr. Frank Smith, who devotes his energies to managing the Winnipeg branch of Whaley, Royce & Co., Ltd., landed in Toronto for one of his periodical visits to the firm's headquarters, he found the populace celebrating the signing of the armistice. Consequently he had to walk all the way from the station to north Riverdale where he was to stay. Last visit, owing to a blizzard, he had to walk a portion of that distance. As it seems to be getting worse each time Mr. Smith is already afraid that next year he may have to walk in from Fort William or some other outlying suburb.

When seen by the Journal, Mr. Smith made a number of interesting observations. In his opinion a period of reconstruction is certain to come. What some term a slump will come, gradually and last, not for long in Canada, and not as long in the West as in Eastern Canada. Before business could proceed normally in the small goods trade he believed Canada would have to make the decision whether she would import on the same scale as before the war or manufacture here. To do the latter, the limited

In the big U. S. cities there was less speech-making than formerly during the Liberty Loan Campaign. The Loan was "sung over."

output that a country of eight million people could absorb would make it necessary for Canada to become an exporter of small goods. She would require a much larger output than domestic trade could assimilate to make the necessary factories pay and the surplus would have to find a market abroad.

Could this be done? Mr. Smith's idea was that the small wages paid to foreign workmen and the scarcity of men experienced in the manufacture of violins, accordions, guitars, banjos, etc., would render difficult the establishment of home manufacture. However, until these questions were decided and a definite trade policy in operation, he considered there would be a period of readjustment that would require careful merchandising.

Regarding the West, and Mr. Smith speaks from seven years' experience in Winnipeg, he sees a tremendous future for the music industries, founded on a rapid agricultural development.

Business at the Whaley, Royce headquarters is reported quite up to expectations both by Mr. Maddock in the music department and by Mr. Myhill in the small goods department. The increased cost of production has forced the necessity of a 20 per cent. increase in the price of the "Imperial" edition of Whaley, Royce 50-cent music books. These are now marked "temporary increase to 60 cents" for retailing, which also gives the dealer a wider margin.

### Music Made Easy

"Music Made Easy," by Lascelles Graham, piano tutor for beginners which has unfortunately been out of stock for a short time owing to shipping delays, has now been printed in Canada and all orders can be promptly filled by the Anglo-Canadian Music Co., Toronto.

### The Old Vindictive

There is a movement, proposed in England, to give concerts in aid of replacing the battleship "Vindictive," the history and fate of which is known to all Canadians. This gives peculiar interest to a stirring new Easthope Martin song, "The Old Vindictive," published in two keys by Enoch & Sons, which has reached the Canadian agents, Anglo-Canadian Music Co.

Established 1852 Call Telephone M. 554

## 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—Beason & Co., of London, Eng.  
Pélessou, Guinot & Blanchon of Lyon, France.  
J. W. York & Sons, of Grand Rapids, Mich.

35 St. Lawrence Blvd. - Montreal

## NEW MUSIC Copyrights entered at Ottawa

- 34700 "Je Jure de T'aimer." Valse-Chantée, Paroles d'Armand Leclair. Musique de J.-Amédée Roy. Marion Music Publishing Co., Montreal.
- 34702 "I Cannot Forget Your Eyes." Words by Arthur J. Lamb. Music by Fred V. Bowers.
- 34708 "It'll Be Over Your Way in the Mornin' Bill." By Harry Ruby.
- 34709 "The Silent Sentinel." Words and Music by Frank Healey. The Anglo-Canadian Music Publishers Association, Ltd., London, Eng., and Toronto.
- 34711 "Tes Yeux Ont D'Étranges Rêves." Valse-Chantée. Paroles d'Armand Leclair. Musique de J.-Amédée Roy. Marion Publishing Co., Montreal.
- 34712 "Ashes of Roses." Words and Music by H. Brace West. Marion Music Publishing Co., Montreal.
- 34713 "Le Fort de Chambly." Chant Patriotique. Paroles de Benjamin Sulte. Musique de A. Fassin, J. E. Belair. Montreal.
- 34719 "I've Got the Blue Ridge Blues." Words by Chas. A. Mason. Music by Chas. S. Cooke and Richard A. Whiting.
- 34720 "It's a Long Way from Here to 'Over There.'" Words and Music by Lew Taylor.
- 34728 "When I Dream About That Southern Home of Mine." Words and Music by Ray Sherwood.
- 34729 "Only A Memory of By-Gone Days." Words and Music by H. C. Wessner.
- 34730 "Yankee Boy." Words by Fred Ziemer. Music by J. R. Shannon.
- 34731 "Commander-in-Chief." March Two-Step. By F. H. Losey.
- 34738 "The Times My Dear Old Daddy Loved So Well." Words by Morton Harvey. Music by Jack King.
- 34739 "Sunshine." Words by Arthur J. Lamb. Music by Frederick V. Bowers.
- 34740 "I'm So Happy." Words by Arthur J. Lamb. Music by Frederick V. Bowers.
- 34741 "Sweetheart Time." Words by Arthur J. Lamb. Music by Frederick V. Bowers.
- 34742 "It's The Little Bit of Irish." By Irving Berlin.
- 34743 "I Wouldn't Give That For the Man Who Couldn't Dance."
- 34757 "A Little Birch Cane and You." Slow Waltz. By Lee S. Roberts.
- 2097 "The Royal Air Force." (Song.) Allan Clifton, Long Branch, Ont.

### Follow the Golden Star

Mr. J. H. Larway has lost no time in following up the successes he has achieved by the publication of "God keep you in His care," and "Your England and mine," and has now arranged for the presentation to the public of a song of the same propaganda type entitled "Follow the Golden Star." Its cheery and thoroughly optimistic verse main-

tains that—No other light but the "Golden Star" is needed by the weary traveller, the "Star of courage, hope and love." Melody, refrain and verse are of similar trend and force as "Keep the home fires burning," "Tipperary," and "God send you back to me," which are songs that have helped to lighten the packs on the backs of our brave Tommies on their trying marches, and the singing of which cheered them up and assisted them in doing glorious deeds for the safety of their country "England," the land of the free. Doubtless, many of our brave lads will take this fine song, "Follow the Golden Star," to their hearts as a strong help to them in their struggles with the blackguard Huns. It is an excellent marching song that seems to us to fulfil these requirements, and a success for it may be predicted as great as for the others of its type we have mentioned.—*The Pianomaker.*

Anglo-Canadian Music Co. are the Canadian agents for this song.

### Sheet Music Notes

Mr. Eric Howells, son of Mr. A. P. Howells of Gourlay, Winter & Leeming Ltd., Toronto, has joined the staff of the Toronto branch of Chappell & Co., Ltd.

At an informal gathering of a number of Toronto music publishers, the question of prevailing prices naturally came up for discussion. While the Journal has not been informed of any proposal to unite in altering conditions the consensus of opinion seemed to be that prevailing rates offered considerable scope for readjustment.

The death is announced of Madame Liza Lehmann, the singer, teacher and composer. Madame Lehmann was born in London in 1862. She was probably best known as composer of song-cycles, her most successful one being "In a Persian Garden." Others are "Nonsense Songs from Alice in Wonderland," "The Daisy Chain," "Parody Pie," etc. Madame Lehmann was also author of an important work, "Practical Hints for Students of Singing."

# CANADA'S GREATEST MUSIC HOUSE

Established 1888

## Specializes in the Quick Sellers

Piano and Vocal Music of all kinds—Solos and Duets—popular, classical, etc. And all the "HITS" when they are "HITS," The WHALEY-ROYCE series of "IMPERIAL" 50 cent music books, the finest collections obtainable anywhere.

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Church and Home (Sacred Solos) 120 Scotch Songs

Bellak Method (Piano) Canadian Patriotic Songs  
Read's Easy Piano Method Godfrey's Patriotic Songs  
Orpheus Male Quartettes  
Joussé Catechism  
Elementary Classics  
First Pieces in Easy Keys  
Melodious Recreations  
Primary Classics  
Famous Classics  
Conservatory Elementary Grade Books

### Magnedo Needles

are a specialty with this house. They retail at 15c. Dozens price \$5.90 for 80 boxes. They play 10 records.

## RECORD ALBUMS

Indispensable for keeping Disc Records in proper shape

- No. 1—Imitation leather, metal back and index, to hold 12 ten-inch records ..... each 1.25
- No. 2—Imitation leather, metal back and index, to hold 12 twelve-inch records ..... each 1.35

# WHALEY, ROYCE & CO., LIMITED

311 Fort Street  
WINNIPEG

Contractors to the British  
and Canadian Governments

237 Yonge Street  
TORONTO

## VIOLINS

- No. B2—Dark Brown; Two-piece Back; Excellent Workmanship throughout. Extra special value ..... \$7.10
- No. C3—Dark Brown; Two-piece Back; Pine Neck and Scroll ..... 8.25
- No. 11—Reddish Brown; "Strad" Model; Flamed Maple Body; Highly Polished ..... 9.00

## BOWS

- No. 115—Brazilwood; Lined Frog with Pearl Eye and Slide; German Silver Button; Leatherette Grip ..... 1.60
- No. 116—Brazilwood; Lined Ebony Frog with Pearl Eye and Slide; Imitation Leather Grip; Pine Quality ..... 1.93

## VIBRATONE NEEDLES

Every Vibratone Needle is a reversible needle with two playing points—both ends used. It is therefore an economy needle without the least sacrifice of the qualities necessary to secure the finest musical tone. It plays all records. Wholesale price \$1.25 per thousand.

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### English Trade Visitor Here

Mr. Fred Shenstone, of the firm of Shenstone & Co., Ltd., London, one of the oldest and most prominent of the English piano and organ supply houses and who are described as "the largest manufacturers in the United Kingdom of pianoforte and organ keys," was a recent trade visitor to Toronto. Mr. Shenstone, who was accompanied by Mr. F. H. Wright, formerly well known in the Canadian supply trade of which he was a member, arrived in New York almost co-incidental with the signing of the armistice. From this city he proceeds westward, sailing from San Francisco for Japan. Two years ago he visited Canada and he was also in this country five years ago. In addition to the manufacture of keys and other supplies the Shenstone Co. are extensive ivory cutters. From their products in this line the Canadian trade is almost entirely supplied.

### Thomas Employees Over the Top

In the Victory Loan drive, at Woodstock, Ont., the objective set for the employees of the Thomas Organ Co. was \$3,300. Over seventy-five per cent. of the works subscribed \$9,750, almost trebling their objective. They were awarded the honor emblem. It was only the fact that the firm was able to "carry on" all through the war and keep the men employed that made this subscription possible. The excellent showing of this group of employees was due, not only to their own intense interest, but to the inspiration of Mr. James Dunlop, the head of the firm.

### Trade News Briefs

Mr. R. Watt, a former Toronto boy and well known to the Calgary trade, where he was a popular tuner, succumbed to an attack of influenza. Mr. Watt's remains were interred at Toronto.

## The House of Chappell

Established 1811

### Announcement:

We have pleasure to inform you that we are about to put on the market Bernard Hamblen's New Sacred Christmas Song, entitled

## "O BABE DIVINE"

Words and Music by  
BERNARD HAMBLEN

Low key: C to E. High key: Eb to G.

A prominent New York critic says: "At last we have the opportunity sincerely to endorse a real Christmas song of unusual merit. We have become so accustomed to the disappointment resulting from examination of the annual attempts in this direction, that we had almost despaired of finding anything sufficiently virile and musically to warrant recommendation to the thousands of singers of all denominations who, at this season of the year, are anxiously searching music stores for a new Christmas song which is as good as, or better than the few old ones which they are so tired of using and which their audiences are so tired of hearing. However, in "O Babe Divine" these weary seekers will find all that they desire and should be correspondingly grateful. Mr. Bernard Hamblen, whose sacred songs are achieving such widespread popularity, has excelled himself in this number and instead of the usual stereotyped setting of uninteresting chords to some ill-chosen portions of Scripture and consequent, sheer banality, we have a poem of reverential dignity and music of such unusual calibre that the result is a really fine Christmas song which should have an enormous vogue. The following is one of the stanzas:

"O, Babe Divine,  
Holy, Blessed Child,  
Born of the Virgin  
In a manger lowly,  
Thou' mean thy cradle,  
Kings knelt before Thee,  
Help us, O Saviour,  
New adore Thee."

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CHAPPELL & CO., LIMITED

347 Yonge St., Toronto

LONDON

NEW YORK

MELBOURNE

Mr. W. D. Stevenson, of Starr Co. of Canada, recently visited the Starr factories at Richmond, Ind. War work at the Starr phonograph factories has practically ceased, and it is expected that the remaining restrictions will soon be lifted permitting a one hundred per cent. output.

Mr. A. D. Ford, well known to the music trades in a number of western centres, and who was connected with Gourlay, Winter & Leeming, Ltd., at Saskatoon, died at his home in that city a victim of influenza.

Mr. E. Standfield has just returned from a trip through Western Canada in the interests of Starr phonographs and records. In the comparatively short time since the Starr line was introduced to the Canadian trade it has made remarkably good progress and this is particularly so in the West. The Starr Co. of Canada, distributors of the line, and whose headquarters are at London, are anticipating a greater demand for music than Canada has ever known.

"The Italian municipality stands sponsor to art; it supplies a hall, light, heat, teachers and music for those of its citizens who are interested to gather together in order to practise the greatest choruses in the world's musical literature. . . . An Italian will sacrifice a meal any day for the sake of music."

—Giorgio Polacco.

### New Chappell Music

Mr. W. J. Roberts, of Chappell & Co., Ltd., Toronto, concluded his share in the celebration of the signing of the armistice by taking a trip to New York, where he was conferring with Mr. Walter Eastman. The House of Chappell are issuing some splendid new numbers prominent among which is the new sacred Christmas song, "O Babe Divine," by Bernard Hamblen, in two keys.

Others none the less important are C. A. Lidgey's dramatic sailor song, "The Likes of They"; Edward German's "Irish Guards," words by Rudyard Kipling; "Mate o' Mine," by Percy Elliott; "All I Ask of Life," by Guy D. Hardsell; "O Moon of Golden Roses," by F. S. Breville; "Love Will Call You Home," by Bayly Ransom; "Heatherland," by Jean Dumayne; "The Still Small Voice," sacred song by a Montreal composer, Bernard Hamblen; "Little Rose in My Hair," by Montague Ring; "There's Love for us To-day," by Trent; "A Little Twilight Song," by Robert Coningsby Clarke; "The Bells of St. Mary's," by A. Emmett Adams; "Where the Milestones End (It's Home)," a companion song to "When the Great Red Dawn is Shining," by Evelyn Sharpe; and Vincent Shaw's companion song to "God Bring You Safely," "Time Will Bring Peace and You, Dear."

A man is worth what he is; not what he has.

Only the brave and true permanently bless the race.

The eagle flies highest not in serene but in stormy skies.

Most of the things that seem too good to be true are not.

Present popularity must not be mistaken for abiding influence.

Busy men are usually so happy that they have no time to realize it.

One rotten apple can spoil a barrel, and one grouch can poison a lot of sweet, healthy atmosphere.



## Copper Bb Military Bugles

Superior finish. Nickel-plated mouthpiece.  
\$3.90 each.

## Mouth Organs

Swiss Make; Excellent Tone; Assorted Keys.

\$7.00 and \$10.00 per doz.

## Metronomes

Swiss Make; Maelzel System; Reliable; Tested.

No. 25 (without bell), \$3.60 each.

No. 26 (with bell), \$4.10 each.

## Accribelle Violin E. Strings

No. 300 "BERINI" 4 reputed lengths,  
\$3.00 bdl. of 30.

No. 199 Extra quality, full 3 lengths,  
\$2.75 bdl. of 30.

# Beare & Son

(Wholesale Only)

117 King St. W. Toronto  
and London, England

## TELL YOUR WANTS IN THIS SERVICE COLUMN

This column is open free of charge for advertisements of Help Wanted or Situations Wanted.

For all other advertisements the charge is 25 cents per line per insertion. If you want to buy a business or sell one, buy or sell a truck, show cases, store fittings, second hand pianos or organs, use this column.

**L**OST—Piano bearing name of J. Donat Langelier, Limitée, No. 2687, Louis XV, mahogany. Last heard of at Trenton, Ont., where it was moved from Montreal in August last. Forward for piano's recovery. J. Donat Langelier, Ltd., 358 St. Catherine St. East, Montreal.

**F**OR SALE—50 second hand five octave organs—all makes. Will sell in any quantity. Price reasonable. For further information write Martin Bros., Simco, Ont.

**W**ANTED—Experienced tuner and repair man; one who is willing to attend store at odd times. Write stating full particulars, references, and salary expected. Box 117, Canadian Music Trades Journal.

**W**ANTED—A small stock of Victor or Columbia Records and Machines. Modern stock. Will pay cash for same. Box 14, Canadian Music Trades Journal, 66-68 West Dundas St., Toronto.

### SITUATION WANTED

**I** HAVE seven years' experience in phonograph trade, wholesale and retail, also executive and initiative ability. Bonded references. Age, 29 years. Married. Will guarantee results. Would invest small capital. Box 124, Canadian Music Trades Journal.

### U. S. Curtailments Modified

The United States piano manufacturers have been notified that the war restrictions have been modified so that for the last four months of 1918 the production may be on a basis of two thirds of the output for the same period of 1917 instead of one-third as provided some time ago.

The phonograph industry has also been notified that its allowance of material is increased from forty to seventy per cent.

### Edison Advertising Manager Deceased

Many Canadians learn with regret of the death of Mr. L. C. McChesney, for many years advertising manager of the Thomas A. Edison industries, which occurred at his home in Orange, N.J. The late Mr. McChesney had a wide acquaintanceship in the phonographic industries and was well known to the Edison dealers. At the annual Edison conventions he took a very active part and was responsible for much of the success of these events. Prior to his connection with the Edison interests Mr. McChesney was in the newspaper business.

The fellow who never lets pleasure interfere with business often has little business and less pleasure.

When the ladder to success is pointed out to you, do not waste time in looking around for a moving stairway.

THE HOME IS CANADA'S  
GREATEST INSTITUTION.

¶ The Gerhard Heintzman is  
Canada's greatest piano for the home.

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The public knows the maker of the Gerhard Heintzman Piano, one of Canada's pioneer builders—a man who breathed music and nurtured an ideal.

In this piano there is the exquisite harmony of outline that comes only as a result of half a century's experience in producing goodness combined with beauty.

Its rich, deep tone is a revelation—due to its many exclusive tone-producing and tone-sustaining devices.

Its craftsmanship will bear the most careful and elaborate scrutiny.

Indeed, the Gerhard Heintzman Piano is, from every standard, a challenge to the most fastidious music-lover. When you see the Gerhard Heintzman agency in the dealer's store, you know instinctively that that dealer has a true appreciation of the commercial advantages in handling "Canada's Greatest Piano."

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**GERHARD HEINTZMAN, LTD.**  
Sherbourne St. TORONTO, CANADA



# Preferred

Many features are responsible for the great success and ever widening preference for Mason & Risch Pianos.

Three outstanding characteristics are:

Purity of Tone.

Beauty of Case.

Wonderful Durability.

Whether a small apartment upright is to be selected, or a magnificent concert grand, the same satisfying qualities are found which have won the confidence of thousands for these super-quality instruments.



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