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CANADIAN MUSIC TRADES JOURNAL

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NO. 11
CANADIAN
MUSIC TRADES JOURNAL
APRIL 1916

PERSISTENCE

THERE are two reasons for the necessity of persistence in advertising —one of them is the ease with which the human mind forgets, and the other is the necessity of teaching the good points of your products a little at a time. It is a general experience, not only in advertising but in all the different phases of business, that the concern which does not constantly remind its customers of its existence soon has no existence of which to remind them.

Make this a
COLUMBIA
SPRING and SUMMER

Columbia dealers banked more money this last three months than ever before.

Which is by way of saying the past quarter was a phenomenal Columbia one.

And the general business sky is full of signs all pointing to a spring and summer, and beyond, that will throw any previous record, wonderful as it was, into the shade.

We are going to keep up our end—keep up the strong, sane, able advertising—and more of it—that has backed up Columbia dealers for Columbia product.

The standardized prices of Columbia records made effective April 20th have as one result filled our files with letters from pleased dealers all over the Dominion unanimously auguring an unprecedented increase in record business this year, and these prophecies are being backed by a splendid increase in their record orders.

Now as to the product: We made more than super-generous provision in bygone months, but even so we couldn't meet the extraordinarily increased demand. But for this year, with more factory extensions and broadened facilities, we are confident that we shall be able to accommodate, before very long, what any sane man should be able to predict as the normal requirement of all our dealers. And that is figured on what 1916 is bound to be.

Remember

Prices of the famous Columbia Disc Records have been Canadianized. We are telling people far and wide that Columbia records now cost them less—and that means Dollars to you.



**Columbia Graphophone
Company**

TORONTO

CANADA





Newly Patented Martin-Orme Duplex Bearing Bridge and Capo D'Astro Bar

The Inventive Genius of Owain Martin

THERE is something in the construction of the Martin-Orme instrument which places it far above the merely "mechanically perfect."

There is something which gives the Martin-Orme Piano **DISTINCTION AND CHARACTER**—which cannot be obtained through the use of extra quality materials alone. That something is—**PERSONALITY**.

The genius of Owain Martin is embodied in every Martin-Orme Piano—and is the feature which creates that strong human element so characteristic of our instruments—and which conveys to the customer the feeling that he is listening to something different, which rises far above the ordinary, to the truly artistic plane.

Owain Martin is a pioneer in the art of high class piano construction in Canada. For over forty years of a busy life he has been absorbed in study and research, giving him mastery of the theory of acoustics and tone as applied to the practice of piano manufacture.

He has ever been the foremost in creating and adopting new ideas, which have invariably marked widespread advancement in piano building.

The newly patented "Duplex Bearing Bridge and Capo D'Astro Bar (illustrated above) was brought out after a year's work on this point alone. It has given an additional power and solidity to an already fine treble—which possesses a **SINGING QUALITY OF EXCEPTIONAL CLEARNESS.**

To tuners this patented feature is of greatest importance. The staggered bolts make possible the placing of a continuous bronze rod, which runs the entire length underneath the bar, thus taking up the bearing of the steel strings. The principle of the absence of friction of steel on bronze has here been used, and Martin-Orme instruments will be found exceptionally easy to tune, with less necessity of the "pounding" process.

The above, together with other important features, are exclusively embodied in all Martin-Orme instruments.

Correspondence invited from dealers in open territories.

The Martin-Orme Piano Co., Ltd.
Ottawa, Canada

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

The Gourlay Piano

Gourlay Qualities Are Unexcelled and Permanent

The purchasing of a piano, with most people, is a matter for careful and serious consideration.

Consider, then, the Gourlay piano.

That the tone of the Gourlay piano receives the highest praise of musicians and musical critics of wide experience only bears out a fact that is well-known to every Gourlay owner. The Gourlay piano is unsurpassed for beauty, resonance, flexibility—in one word, quality—of tone.

In artistic appearance, too, the Gourlay satisfies and charms the most discriminating. So wide is the range of models, and so artistically is each conceived, that a Gourlay piano can be found to complete and enrich any setting.

Behind All These Qualities Is Gourlay Durability

The Gourlay piano is a permanent investment. Gourlay pianos are bought to be used and treasured for a whole lifetime—to pass from mother to daughter and to carry the opportunity for good music from one generation to another.

The Reason?

Gourlay Construction.

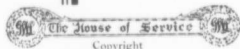
The highest attainable standard of quality was set by the first Gourlay piano, and that standard has been raised with every passing year. All the experience and skill of the men who designed and built the first Gourlay piano are put into Gourlay pianos to-day.

A Gourlay piano is an advertisement—a permanent investment that will return large dividends in pleasure and pride of possession, and in long continued service.

Before purchasing a piano investigate carefully the qualities and superiorities of the Gourlay piano.

Gourlay, Winter & Leeming Limited

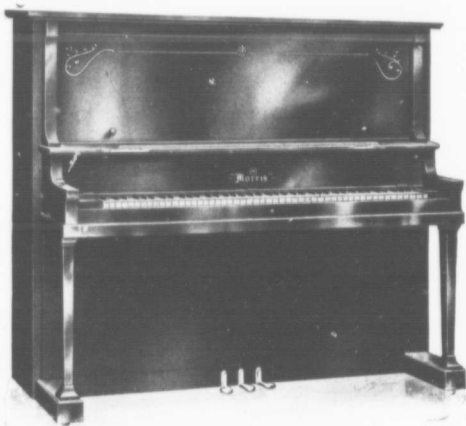
188 Yonge Street
TORONTO



QUALITY
The Safest Bridge
BETWEEN
Dealer AND Consumer

The tangible qualities which serve as a rule to measure the strength of your piano business are good-will, friendship, confidence.

None of these are acquired in business apart from actual quality in the goods you sell. No "catchy" methods will build up and hold a connection. You want the agency for a piano produced by a progressive firm, whose goods are equal to the highest standard; whose policy is sound and fair; and whose prices are as low as quality-goods can be marked.



Such is the Karn-Morris Agency



It gives you Karn and Morris pianos—each in its field unsurpassed. It gives you Karn and Morris Players, which represent the most advanced product on the player market to-day. It gives you Karn organs of world-wide reputation.

It gives you square treatment, consistent co-operation, and good financial returns for your work.

Isn't that worth getting particulars of?



The Karn-Morris Piano & Organ Co., Ltd.

Head Office—WOODSTOCK, ONTARIO
 Factories—WOODSTOCK and LISTOWEL

OPPORTUNITY! is knocking at your door, and pointing the way to heretofore unknown success.

You are not doing yourself justice in delaying a purchase of the marvelous Haines Bros.' Player. Your stock really is not complete without it. It transcends all other players in existence, and with it you have something so EXCLUSIVE that your competitors cannot succeed against you.

Some of the most important piano merchants are giving daily concerts to their complete satisfaction and profit—in the same manner as with talking machines. It draws an audience and arouses interest, and sells players and music rolls. Even if an exhibition does not always sell one of these supreme players it very often leads to the purchase of a player, for the Haines Bros. Player forever disproves a too prevalent impression that the player necessarily emits mechanical music, offensive to a sensitive ear. It gives to the player a status, and to you arguments you have never had.

At once an inspiration and revelation, with Haines Bros. service added your opportunity is unique, and exclusively yours—no one can touch you in competition.

We also make the MARSHALL & WENDELL piano which is the best value for the money in Canada.

Foster - Armstrong Co.

Head Office Limited
4 QUEEN ST. E., TORONTO
J. W. WOODHAM, General Manager
E. BIRCH, J. BETZNER,
Factory Supt. Accountant



New Louis XV, Haines Bros. Player

To handle a piano, the real basic goodness of which will prove lasting value to the wealthiest home—but at a price within reach of the great middle classes—that is

The Real Milk of the Agency Coconut

As to the actual qualities of WRIGHT PIANOS the best recommendations come from the steadily growing list of dealers making the WRIGHT their leader. As to the price, let us quote you, and then form your own conclusions. WRIGHT Pianos sell readily and profitably. Every instrument placed in a home becomes a convincing advertisement for your pianos.



Say the word and we'll talk figures and policy to you. The day you take on the WRIGHT Agency will be a red-letter day in your business history.

Wright Piano Co., Limited

STRATHROY : ONTARIO



Get Your Foot on the "Universal" Rung and up you go on the Ladder of Player Piano Progress

UNIVERSAL Music Rolls and Universal Service enable the dealer to make of his player customers **SATISFIED PLAYER-OWNERS**—the foundation of Player Department Success.

Perhaps you are already building your player business on this solid basis.

If not, you should be interested in knowing how The Universal Music Company is aiding dealers in increasing player sales by making their Roll Departments better and more profitable.

The use of Universal Music Rolls is a **GUARANTEE AGAINST PLAYER TROUBLES** traceable to music roll deficiencies.

WALL BULLETIN HANGERS of artistic design, giving the new rolls for each month, are supplied.

UNIVERSAL BULLETINS containing, not a hit-and-miss collection of riff-raff, but a careful selection of the best new numbers of every class of music, are published monthly.

Low retail prices and large discounts to dealers are Universal features.

Prices herein plus 20% for Canadian delivery.

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The oldest and largest Music Roll Company in the world.

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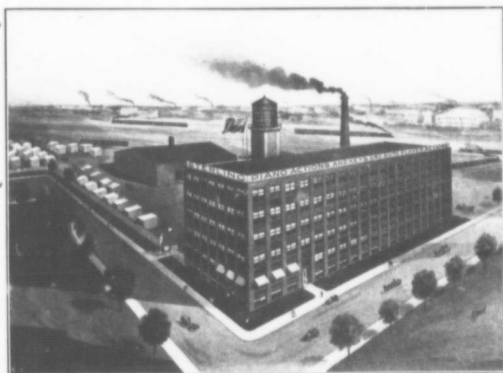
CANADIAN BRANCH—10½ SHUTER STREET . TORONTO

STERLING

MADE - IN - CANADA

KEYS

ACTIONS



Referring to the value of a trade-name a prominent business man said recently:

"You will see that certain firms have a reputation built up which is their valuable asset. Their name on the goods in many instances is worth more than the entire plant in which the goods were made."

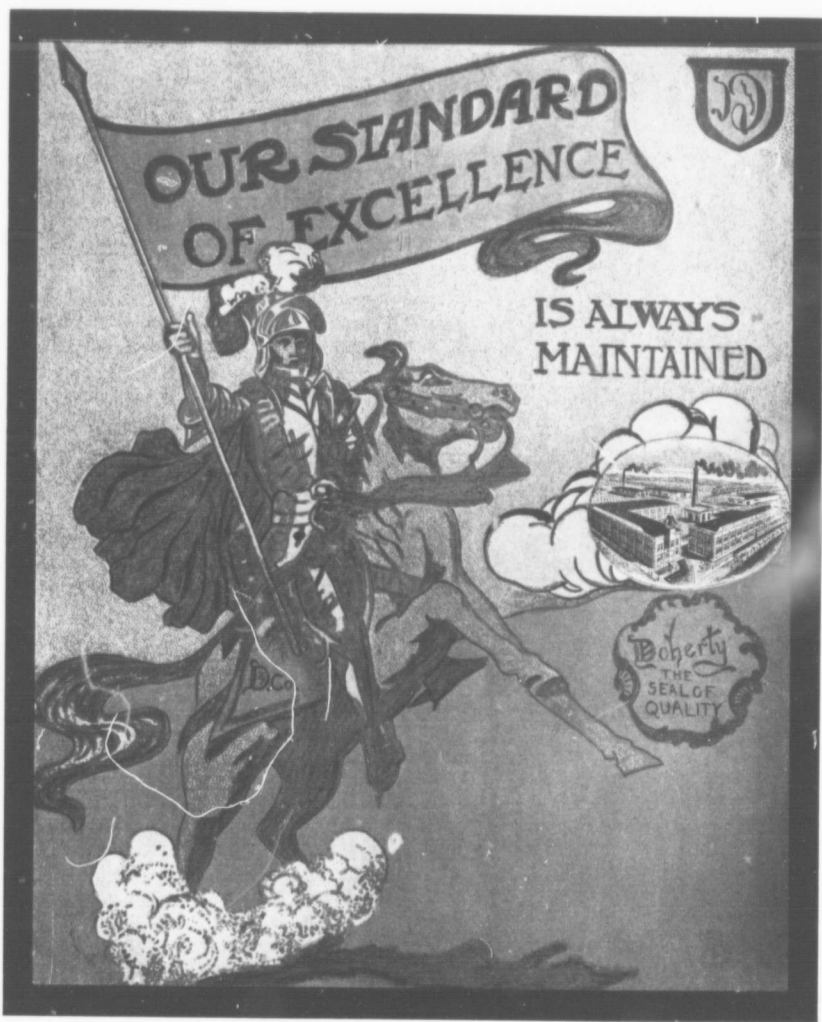
The name "STERLING" on piano actions all over Canada stands for the very finest construction possible. It assures accuracy, long-life, and all-round satisfaction. "STERLING" guarantees the **absence** of inferior parts, hurried workmanship, or actions below the highest standard. It means absolutely no risk to pin your business reputation to **STERLING ACTIONS**. There can be no disappointment,—no mistake.

Since 1867 this firm has been studying and meeting the needs of the Canadian piano trade. As consistently as the piano firms have talked quality, and aimed at quality above all else—so we have maintained in the Action—the Soul of the Piano—the same highest grade quality. This has been accomplished by a thoroughly modern plant with every detail specially organized for action-production.

Like the Action, the Keys of the piano have to stand the strain of years of constant use. If the Keyboard in a short time shows signs of wear, and commences to look cheap—then the owner becomes permanently dissatisfied. He shows the defect to his friends and neighbors, and warns them not to buy that make. The Piano man is the loser—and in a big way.

STERLING KEYS mean Al ivory bought in the leading markets at the most favorable terms. STERLING KEYS mean the most skillful matching in construction. STERLING KEYS mean genuine satisfaction to manufacturer, dealer, and the person who eventually buys the instrument—i.e., service all along the line.

Sterling Actions & Keys, Limited
 Noble Street - - Toronto, Canada



DOHERTY PIANO COMPANY, Ltd.

Head Office and Factories

Established
1875

CLINTON : ONTARIO

Over 70,000
Doherty Owners



Thomas Organ

Upright Grand
In Six or Seven Octaves

The Favorite
Everywhere

Write for territory, descriptive catalogue and prices NOW.

THOMAS
Organ & Piano Co.
WOODSTOCK
Ontario

It takes a Good deal of Talking, Demonstrating and Advertising to make a Dent in Public Opinion



But there is little use in making a dent at all unless you have the best possible piano proposition to close the sales with.

EVANS BROS. Pianos have all the points necessary to convince the person open to be shown. The design, tone and guaranteed parts not only make a favorable impression, but will assure against disappointment years and years hence.

You will find it good business to secure our agency terms. We've got what you want in various types of both pianos and players—there's no question about that. Get definite particulars from us, and you can do some figuring that will show up some \$\$\$\$\$\$ for your bank account.

**EVANS BROS. Piano
and Manufacturing Co.**
Limited

INGERSOLL ONTARIO CANADA



The LONSDALE commends itself to the Aggressive Dealer

who requires none other than a High Grade Instrument at a reasonable price.

OUR PRICE represents actual cost of production plus a small profit and is minus the usual heavy additional expenses that burden most lines.

YOU should at least make yourself acquainted with our VALUES, which cannot fail to interest you.

WRITE TO-DAY for Catalogue and prices and TIE UP with the best selling proposition that was ever offered you.

Don't wait until it's too late.


Lonsdale Piano Co.

(REGISTERED)
TORONTO.

Manufacturers of the
Highest Grade Upright and
Player Pianos



QUALITY

This trade-mark guarantees it

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

Bohne Strings are the result of the same policy—nothing too good. You cannot possibly exchange your money for better strings than Bohne's. The name insures quality—A1.

W. Bohne & Co., 516 Richmond Street, W.
TORONTO - CANADA

and at 134th St. and Brook Ave., New York

GEO. W. STONEMAN & CO.

PIANO VENEERS

Maryland Walnut

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

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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CHICAGO, - ILLINOIS.

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

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

ESTABLISHED 1856



The Craig Piano Company

Montreal - Canada



Every Reasonable Expectation

your customer may have is backed up by the piano when you sell him a Senecal & Quidoz instrument. It is not high-priced, but it is high-grade, musically and mechanically.

These facts emphasize that you cannot possibly go astray in securing the agency for Senecal & Quidoz pianos and players.

Not only is the agency a profitable one—but the sooner you get it the better.



SENECAL & QUIDOZ

Manufacturers
Pianos and Players of Quality

St. Therese, - - Quebec

THE GODERICH ORGAN COMPANY, Limited
GODERICH CANADA

REED ORGANS

SELLING MORE THAN EVER FROM COAST
TO COAST

The Favorite Everywhere.

Send for Catalogue and Price List.

MUSIC CABINETS
PIANO BENCHES
PLAYER BENCHES
PIANO STOOLS

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



D. M. BEST & CO.

High Grade Hammers and Strings

455 King Street West - Toronto



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



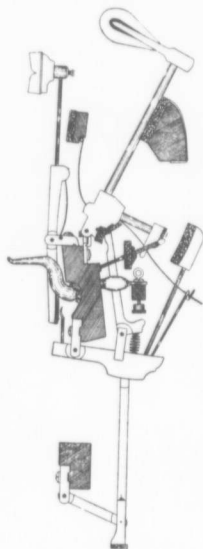
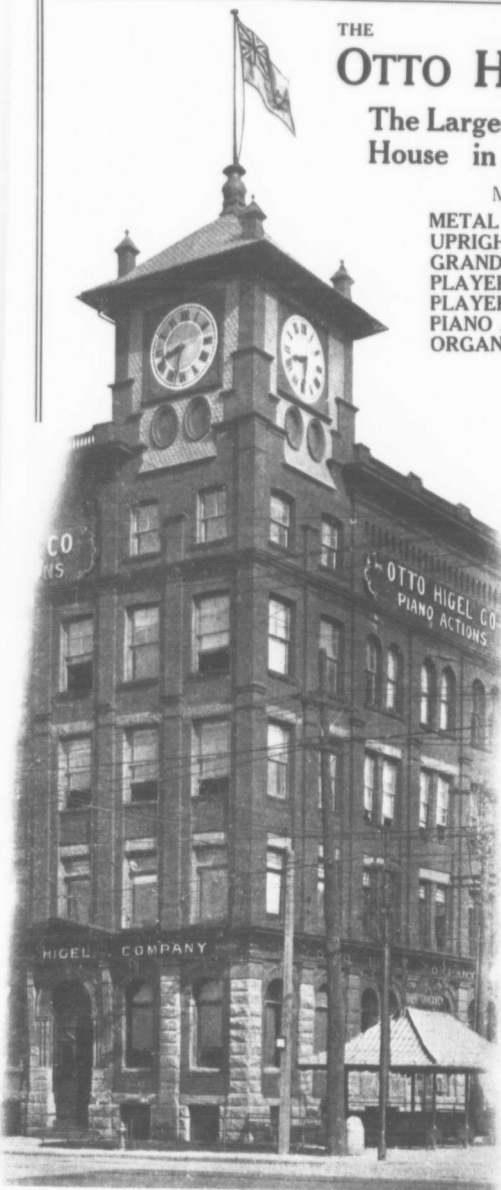
We are sole Canadian agents for the celebrated Webster & Horsfall's music wire. Made by Latch & Batchelor, Ltd., Birmingham, England. We have had this wire, Red and Blue labels, tested by the School of Practical Science, Toronto, and find it very satisfactory. We also had the Poehlmann (German) wire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

THE
OTTO HIGEL CO., Limited

The Largest Music Trade Supply
 House in the British Empire

Manufacturers of

METAL PLAYER ACTIONS
 UPRIGHT PIANO ACTIONS
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 PLAYER PIANO ACTIONS
 PLAYER PIANO ROLLS
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 ORGAN REEDS AND REED BOARDS



The most costly piano that can be built will be efficient only as its action is so. The action must be noiseless, light of movement, instantly responsive to the softest touch and powerful to endure the severest concert hall playing. It must be delicate yet strong. There must be absence of friction or rattle; there must be care in the making of parts and accuracy of adjustment. All the qualities of action efficiency are in the action manufactured by

The **Otto Higel Co., Limited**
 Toronto, Canada

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PIANO MANUFACTURERS

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

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HAMMACHER, SCHLEMMER & COMPANY

NEW YORK, since 1848

4th AVENUE and 13th STREET

Buy Your Piano Cases

from case specialists and save tying up capital. Then you know to a cent the cost. You have that money invested in increasing sales, instead of in lumber and mill plant.

We can also talk to you to your advantage about piano benches, and cabinets for talking machines, records, sheet music and player rolls.

Brantford Piano Case Co., Ltd.

M. S. PHELPS, President and General Manager

BRANTFORD - - - CANADA



We can submit designs or work from your own drawings.

MAGNET DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.

are also suitable for applying on pianos, sewing machines, cameras, household specialties and furniture that is sold on the installment plan, which offers a good identification mark.

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WALTER H. BRECKWOLD & CO.
176 CONGRESS STREET
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MADE BY
J. H. STYLLERSON
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Send for samples and prices of our special fall board names, action rails, plates and warranties.

Sketches Submitted Free.

GEORGE A. SMITH & CO., Inc.

136 Liberty Street, - - - New York

A Model Piano Factory Needs
Francis Glue Room Appliances

For this is demonstrated daily in representative factories the world over.

When you get ready for an outfit—or for improvements of additions for your present glue room—remember Francis' specialties in this line of manufacture and has done so for more than thirty years.

Chas. E. Francis Co.

Manufacturers of Glue Heaters, Glue Spreaders, Screw and Hydraulic Veneer Presses, Retainers, Etc.

Main Office and Factory

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"Superior" Piano Plates

MADE BY

THE

SUPERIOR FOUNDRY CO.

CLEVELAND, OHIO, U.S.A.

L. J. MUTTY CO., 176 Congress Street **Boston, Mass.**

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

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

SAMPLES and PRICES furnished on request.

Julius Breckwoldt & Company

Manufacturers of

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

Sole Agents for Rudolf Giese Wire in Canada and United States

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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.

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.

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

NEWCOMBE

Pianos and Players

"Never suffer by comparison"

Since 1870 Newcombe Pianos have been pleasing their owners and building up a reputation that to-day is a valuable commercial asset.

No piano but the Newcombe is equipped with the "Howard Patent Straining Rods," which relieve the immense strain on the strings and make a much better tone possible.

Truly the Newcombe is a "Leader."

NEWCOMBE
PIANO COMPANY, LIMITED

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

TORONTO - CANADA

Distinctive and Stylish in Design
Scientifically Accurate Scale
Strong, Responsive Action
Nationally and favorably known name



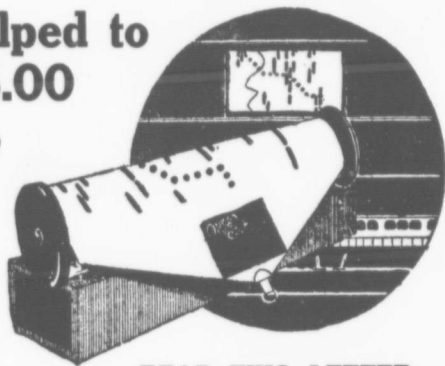
Style 72

How 73c. helped to sell a \$675.00 Player-Piano

Every shrewd piano man **knows** that the way he **demonstrates** a player-piano has a great bearing on the sale.

But not **every** piano manager realizes that the **roll itself** may be the deciding factor.

It **was**, in the case of Mr. Berry, whose letter we reproduce herewith. And the roll was the "Sextette from Lucia" No. 90010



READ THIS LETTER

Nov. 15th, 1915.

Messrs. H. S. Williams & Sons Co.,
145 Yonge St.,
Toronto.

Gentlemen:—

Just a word of thanks and appreciation for your prompt service in delivering the Player-piano purchased from you yesterday. We are very pleased with the instrument, and now that I have made the purchase, I have no doubt it will be of interest to you to know a few facts relative to my purchase.

I was rapidly becoming disappointed in the similarity of all Players, in so far as expression was concerned and had almost decided that it was impossible to obtain a Player, such as would fulfil my demands in this regard. I was an unbiased prospect and in consequence one whose decision to purchase resulted in great difficulties to any salesman.

Upon making close examination of the Player and the roll, I found that while the instrument embodied all the characteristics of a high-grade Player, it was necessary to use a certain roll to get the results I have long been looking for, in the Player Piano.

The point I desire to emphasize is this, that as stated before, while the piano was everything that could be desired, it was the roll you played for me which greatly assisted my decision to purchase your instrument.

This experience might be useful to you in future demonstrations.

Yours truly,

(Signed) L. L. BERRY.

Q. R. S. Autograph

(Hand Played)

It costs 73c. It sold a \$675 player.

The moral is **this**. A player purchaser is looking for **natural** music. The closer you come to giving him **that**, the more likely you are to sell him.

Q. R. S. Autograph rolls are as near hand-playing as we will get—they are actually reproductions of hand-playing.

It will pay you to stock a few of these, especially the Hawaiian pieces, so popular just now.

Send your order **to-day** for a few of these rolls and be convinced.

Special Hawaiian Pieces

Following is a list of Hawaiian selections arranged and played by Lee S. Roberts. Mr. Roberts has been in Hawaii. He has succeeded in putting into these rolls the quaint, haunting, "sliding" effect so characteristic of Hawaiian guitars and ukuleles. "Aloha Oe" is a wonderful seller. The others are also in great demand. Order a few **to-day**.

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

WINNIPEG CALGARY
MONTREAL TORONTO

Songs from Hawaii

400172	Aloha Oe (Farewell to Thee)	\$0.40
200429	Arranged and played by Lee S. Roberts One, Two, Three, Four . . . Jack Allan (Hawaiian Song)	.50
200410	Arranged and played by Lee S. Roberts 1. No Wau i ko Maka60
	2. Waiatae	
200424	Arranged and played by Lee S. Roberts Kuu Ipo i ka Hee Pue One45
200425	Arranged and played by Lee S. Roberts Lei Aua Au i ke Aloha o Kaua (Ador- ing our Love)45
200434	Arranged and played by Lee S. Roberts She Sang Aloha to Me50
	Arranged and played by Lee S. Roberts	

Canadian Music Trades Journal

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

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

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JOHN C. HALL

406 World Building

New York City.

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TORONTO, APRIL, 1916

No. 11

CANADIAN PIANO AND ORGAN MANUFACTURERS' ASSOCIATION

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F. W. Bull, Oshawa, Ont. Henry Durke, Toronto.
H. H. Mason, Toronto. J. E. Hoare, Toronto.
E. C. Thornton, Woodstock, Ont. T. J. Howard, Toronto.

EXECUTIVE COMMITTEE:

Robt. S. Gourlay, Toronto. Henry H. Mason, Toronto.
Albert Nordheimer, Toronto. W. N. Manning, London.

James G. Merrick, 4 Queen St. E., Toronto,
Secretary.

How He Borrowed the Money.

VERY conservative was the dealer here referred to. He had built up his business slowly and carefully from an original capital so small that to name it would only bring disbelief. He worked very hard during his first few years in business for himself. He was the manager, the selling staff, the office staff, the collector and the delivery man all in one. But he got ahead, and as the salvation of his capital depended upon his selling only to good customers, he sold only to good customers. He early formed the habit of good down-payments.

As business grew and he became better off he was able to grant more liberal terms if the occasion demanded. Finally he found that to meet the acceptance given in payment for the last shipment he would have to borrow from the bank. His credit was always good at the bank, but he preferred to use it seldom. He was always doing a good business without that.

When he called on the manager of the local bank one morning and told him what he wanted the banker leaned back in his chair, looking at him for a minute or two. Then he said, "Sure, you can have ten thousand, instead of the five you want, but I don't think I'm going to lend you any."

The dealer looked undecided as to whether he should be indignant or not. But the banker continued, "I know of at least a dozen of your customers owing you from one hundred to two hundred and fifty dollars each that have more than enough money on deposit right here in this bank to pay you off. You have easily another dozen or twenty, or perhaps fifty of the same kind on

your books that I don't know about. Go and get your money from them."

"But I can't do that!" exclaimed the piano man. "I have given them time to pay, and I can't ask for the money before it is due."

"No," agreed the banker, "of course not, but by wanting to pay me seven per cent. interest shows that you are willing to pay for the use of some money. Now, why not go and buy the use of your own money from your customers? Figure out what you can offer in the way of a discount inducement to pay up. Explain your proposition. Tell them candidly you would have to borrow from the bank and pay interest, but that you would prefer putting the money into the hands of your customers. Don't go asking a favor. Go on the basis of offering a good business proposition."

The dealer did so and was so pleased with the response that it is now a regular part of his business policy to offer a cash discount for complete payment when he positively knows the customer has the cash and is susceptible to a money-saving proposition.

The psychology of the proposition is that when buying a piano people are influenced to make a decision by paying only a part down, even if they have enough in the bank to pay outright. After a few months or a year, when the obligation has been reduced, it does not seem so hard to pay the balance in a lump sum, particularly if shown that they are saving money.

On Straight Dealing.

NOBODY ever meets the salesman or dealer who openly endorses, as good business, a policy of "knifing the other fellow." The worst crook in the trade can always appropriate a halo of rectitude and expatiate copiously on the sins of his competitors. He can point to his own imaginary success as being a result of straight dealing, without batting an eyelash. His hands go up in hypocritical horror at the thought of what his honored calling is coming to through the pernicious influence of those whose moral standard is to do anything or say anything to unload the goods.

If the trade were sized up on an appraisal of each individual respecting his own ideals, methods and accomplishments, it would surely draw an award of one hundred per cent. perfection. As a matter of fact the piano trade embraces a body of men with an aggregate of business morality and ethics second to no line of business anywhere. But it is not quite one hundred

per cent. perfect. As every orchard has its wormy fruit, so too the piano trade is not completely free from those who are asleep to the fact that they and their tactics are obsolete.

This is an age of straight dealing, and the man whose sales record is tarnished with deals "put over" only because he resorted to knavery, is a fool to think he is the gainer thereby. The customer always finds out, and so do all her friends, but seldom does the salesman know of the influences set in motion against him as a result of his sharp practices. When he finally gets to the end of his tether, with no asset in the shape of reputation nor cash, he knows no better than to condemn "luck" or the lack of opportunities.

"Cheap" Piano Bench Led to Instrument's Repossession.

ONCE upon a time a mechanic bought a piano. When it and the bench went into his home, he was quite pleased with his purchase. But the bench was a "cheap" one. Before very long it began to show signs of inferiority. The finish proved defective. It grew rickety. Then the owner began to think he had been cheated by the dealer. He saw in what really was a good piano imaginary flaws. He began to convince himself that the piano looked cheap. He even believed it sounded badly. He became disappointed with its purchase. He spoke disapprovingly of it to his friends.

Finally his payments lapsed, and to make a long story short the piano had to be repossessed. The moral is that it did not pay to handle a "cheap" bench.

Pretty Strong Evidence.

WHEN those who know and are responsible for results will ensure a good advertising appropriation even at the necessity of juggling accounts to get it, there is pretty strong evidence for the value of publicity. In the course of the Journal editor's reading the past week he came across this editorial in Advertising and Selling which speaks for itself:

"Anything without a parent is an orphan, isn't it?"

"An advertising campaign which exists without open financial sponsorship is an 'orphan Annie.' Well, there are more orphan Annie advertising campaigns than you would believe, especially at the present time. I heard of one the other day. A well known national advertiser who spends nearly \$200,000 per year lets half of the campaign go on unsponsored. By which I mean that the books of the company show an expenditure of only about \$100,000. The other half is charged up in various ways—clerk hire, postage, traveling expenses and other items which are fictitiously inflated.

"Why? Because, if the books showed \$200,000 spent in advertising, the banker-directors, if not also the parsimonious stockholders, would swoop down upon the appropriation with a Bowie knife and gleefully cut its jugular vein. They would view this operation as a very hygienic one tending to fatten the dividends and make the business healthy! Of course, the executive heads of the business who know competitive conditions and the sales field have no such silly idea of the situation. They know that if the appropriation were cut down the business would wither like a fallen flower in the July sun, for the article is one which is peculiarly dependent on advertising.

"What interests us is the prevalence of notions of this kind. There is more than one railway, for instance, which has never dared to put its complete advertising cost on its books under the right name. There are many industrial corporations in a like position. There are also many concerns which have cut the jugular vein of their advertising and fancy that they are saving the cost, while redoubling sales effort of other kinds! That wicked word, advertising—how it is being punished and orphaned!"

Trials and Tribulations.

KEEP your troubles to yourself. There is nothing to be gained by heaping ashes on your head and wallowing in the dust for the edification of the consuming public. Few people supply their needs at the stores of the hard-luck dealer, and fewer still want to feel that they are obligated to buy because Smith, or Jones, or Brown is hard up and deserves patronage for the multitude of sorrows that lie on a whitening head.

Even the old friends will turn away in time, particularly if they believe that the complaint and the fault-finding of the dealer is more fancied than real. No one can bear up long under a constant flow of hard-luck stories. The healthy man with a healthy mind looks for the sunlight as the young plant turns the clod and pushes towards the free air.

Of course, the average merchant has troubles. No people in the world are without them. But the trouble with trouble is that it can grow and multiply in the average brain faster than anything in the world. Trouble is a brain parasite. And the most unfortunate feature of its development is the tendency to crowd out all healthy thoughts, to darken and destroy every brilliant prospect, leaving no thought or impulse except those colored and blackened and distorted.

Generally speaking, we all know that competition in this day and age is strenuous and real; that merchants encounter varied forms of business practices that some with trouble is that it can grow and multiply in the average brain. We must, however, as individuals fight our own business battles, and it is better and wiser to go into the fight with cheerful faces and brave hearts than to creep forward timorously.

GET IT WORKING FOR YOU.

The wagging tongue is the oldest and greatest advertising medium in the whole world. In this country it has a circulation of over 6,000,000. It cannot be bribed. Unlimited cash cannot buy it. Service is the only coin by which it can be bought. Courtesy will secure its eternal good will. Its active support can be bought with fairness.

Business integrity will purchase its boundless influence. It is always positive—either for or against. It speaks out the truth about you, your merchandise, your business methods, whether you like it or not. It won't take your word for what you are. It judges what you are by what you do. In a collective sense, the wagging tongue is always right, and if its voice is raised against you it is generally deserved.—Exchange.

New Scale Williams

MAESTER TOUCH

The Wise Piano Man

will put his faith in the truly Canadian

WILLIAMS

**Maester-Touch
Player Piano**

BECAUSE—It spells economy for him.

This exclusive Maester-Touch device is two expression boxes controlling the air pumped into the action, thus giving the operator the power to procure exquisite tone shading and to secure an instant crash, followed immediately by notes as soft as a whisper.

An exceptional opportunity awaits the wide-awake dealer that will write to-day for exclusive territory.

The WILLIAMS PIANO Co.

Limited

OSHAWA
ONTARIO

Mendelssohn Pianos

Put the Snap into Spring Sales

Spring is here and moving days are almost on. Now is the time to push for some business.

No piano will assist the dealer in getting a satisfactory spring trade more than will the MENDELSSOHN.



STYLE "D" PLAYER

MENDELSSOHN designs are neat, attractive and adapted to all styles of rooms and different designs and finishes of furniture.

High quality and honest prices make the Mendelssohn

exceedingly popular with people contemplating an exchange of instruments or a new one.

Wonderful Values to Encourage Spring Business

The pianos we furnish our dealers during the next thirty days will be exceptional value. In point of veneer, finish, interior construction and mechanism these instruments will equal an Exhibition stock.

We are determined to strengthen and enhance the reputation the Mendelssohn has established during the past 30 years

1916 to be a Record Year

Realizing that 1916 has opened under trying conditions for the dealers, we have decided to offset this by giving Mendelssohn dealers greater value than ever before, and to do our best to make it easy to sell this piano and add to the right side of the profit and loss account at the close of the year. A dealer just taking on his first shipment of Mendelssohn pianos in remarking on the change he was making, said:—



NEW STYLE "D"

"I consider the
MENDELSSOHN,
As it stands to-day,
The best all round
Value
for the Dealer."



STYLE "F" LOUIS

Dealers making arrangements for the Mendelssohn agency now will find a most attractive proposition offered by this company.

DROP US A LINE TO-DAY. IT WILL PAY.

THE MENDELSSOHN PIANO CO.

TORONTO

110 Adelaide Street West

CANADA

UNITED STATES MUSIC TRADE EXPORTS.

For the year ended June 30, 1915, the United States exported to Canada 1,054 pianos, as against 2,281 for 1914 and 2,576 for the year ended June 30, 1915, according to the U. S. Department of Trade and Commerce returns. Canada up to this time has been the largest individual customer of United States piano manufacturers, though the returns at the end of the next current year will probably show Australia to be the largest purchaser, being now a close second.

Exports of Pianos from the United States for Three Years by Continents.

	1913		1914		1915	
	No.	Value	No.	Value	No.	Value
Europe	1,631	\$434,907	1,674	\$463,419	478	\$125,259
North America	4,026	744,034	3,180	617,759	1,678	341,233
South America	1,266	259,611	908	202,406	544	114,653
Asia	74	16,713	83	17,542	33	9,888
Oceania	581	106,422	622	109,939	1,815	295,932
Africa	30	7,983	34	5,832	74	11,615
Total	7,008	\$1,563,672	6,501	\$1,416,888	4,222	\$895,565

Exports of Pianos from the United States to the Largest Customers for Three Years.

	1913		1914		1915	
	No.	Value	No.	Value	No.	Value
Canada	2,576	\$474,810	2,281	\$454,240	1,054	\$221,086
England	914	280,838	1,086	323,565	246	64,950
Australia	440	66,843	447	76,213	1,308	185,671
Mexico	605	133,525	194	44,295	37	10,474
Brazil	414	82,291	398	45,513	115	21,388
Argentina	294	54,537	237	45,957	184	39,737
Chile	169	41,490	161	41,585	19	4,846
Uruguay	247	49,897	165	40,794	68	14,524
Philippine Isd	128	29,734	149	29,617	75	15,578
Cuba	550	80,241	436	67,367	445	74,691
Italy	207	54,647	134	31,762	52	13,400

In player pianos Canada was the United States' largest customer for the year ended June 30, 1915, when this country took 432 instruments. This dwindled to 100 to the year ended June 30, 1915, while England's purchases increased to 499 from 165 for the previous twelve months, and 126 in 1913. Australia also shows a material increase in purchases of U.S. players.

Player Pianos.

Exports of Player Pianos from the United States for Three Years by Continents.

	1913		1914		1915	
	No.	Value	No.	Value	No.	Value
Europe	209	\$1,956	427	\$109,881	613	\$168,226
North America	723	187,036	435	117,081	246	72,892
South America	319	107,128	153	52,547	164	41,312
Asia	3	1,349	7	2,855	6	2,390
Oceania	129	30,824	194	52,177	278	69,292
Africa			3	738	8	2,420
Total	1,374	388,293	1,219	335,299	1,315	356,532

Exports of Player Pianos from the United States to the Largest Customers.

	1913		1914		1915	
	No.	Value	No.	Value	No.	Value
England	126	\$33,899	165	\$36,351	499	\$135,109
Canada	432	101,355	251	58,253	190	26,033
Mexico	118	32,442	36	12,657	10	6,079
Argentina	141	47,339	59	21,730	28	8,062
Brazil	53	17,066	22	6,623	3	818
Chile	75	24,617	11	3,705	10	2,630
Colombia	5	1,941	12	4,842	47	11,219
Australia	109	27,414	158	41,895	255	63,500

Organs.

Since 1912 the United States export trade in organs has very materially declined, as the figures of the following tables show. England has been a large buyer of United States organs, with Australia a good second and Germany an important customer, too.

Exports of Organs from the United States by Continents for Five Years, with Total Quantities and Values.

	1911	1912	1913	1914	1915
	Europe—				
Quantities	5,181	5,451	3,873	4,311	1,234
Values	\$442,957	\$464,335	\$388,929	\$331,917	\$72,001
North America—					
Quantities	1,173	1,487	1,723	1,304	691
Values	72,415	81,099	103,498	78,485	42,787
South America—					
Quantities	123	114	133	105	45
Values	14,718	7,799	9,434	7,675	2,376
Asia—					
Quantities	296	263	264	323	233
Values	11,192	11,548	14,765	19,703	11,995
Oceania—					
Quantities	1,775	1,766	1,689	1,319	911
Values	95,990	89,896	91,447	75,950	48,282
Africa—					
Quantities	677	770	1,021	1,093	336
Values	31,131	36,365	39,378	42,885	12,149
Totals—					
Quantities	9,135	9,791	8,703	8,451	3,450
Values	\$667,973	\$690,883	\$647,451	\$535,734	\$199,109

Organs Exported from United States for Five Years to Largest Customers.

	1911	1912	1913	1914	1915
	Canada—				
Quantities	380	499	693	517	269
Values	\$33,932	\$31,875	\$46,173	\$37,767	\$15,933
England—					
Quantities	3,174	3,067	3,174	2,853	993
Values	323,620	330,443	292,257	251,297	61,144
Australia—					
Quantities	1,614	1,491	1,451	1,098	770
Values	86,133	76,395	79,582	64,869	42,576
New Zealand—					
Quantities	123	208	152	112	66
Values	6,877	11,364	7,612	7,651	3,172
South Africa—					
Quantities	645	726	906	1,049	290
Values	28,975	33,922	36,423	40,410	10,314
Scotland—					
Quantities	297	183	221	308	117
Values	8,097	7,264	7,576	19,333	4,628
Mexico—					
Quantities	140	205	188	81	6
Values	7,059	8,340	8,715	3,511	747
Nfld. & Labrador—					
Quantities	239	276	213	249	192
Values	8,348	9,983	9,990	11,236	4,544
Netherlands—					
Quantities	662	585	594	501	54
Values	36,373	40,121	27,170	23,080	2,639
Norway—					
Quantities	181	410	87	115	5
Values	7,662	14,527	4,171	8,174	950
Germany—					
Quantities	775	1,038	687	334	4
Values	37,754	59,207	48,315	15,392	249

Perforated Music Rolls.

Only since 1913 has the United States department of Trade and Commerce separately listed exports of perforated music rolls for player pianos. The total shipments for the year ended June 30, 1915, were valued at \$67,899, as against \$127,627 in 1914, and \$158,496 in 1913.

This table shows the more important customers of the United States in purchases of rolls for three years.

	1913	1914	1915
Canada	\$39,093	\$33,098	\$23,169
England	40,800	34,911	11,524
Mexico	12,428	5,508	627
Australia	13,157	8,921	6,996
Cuba	6,141	9,518	4,035
Argentina	9,286	6,010	1,335
Brazil	7,515	4,668	391
Chile	9,363	2,882	828
Colombia	662	420	3,158
Uruguay	4,988	5,152	4,945
Italy	758	1,604	431
Germany	6,498	4,792	



Nordheimer Prestige Reflects upon the Dealer

THERE are in the piano trade of Canada a small, but steadily growing group of business men, building up a reputation and prestige for themselves that will ultimately land them high in both standing and financial rating.

These men sought as the foundation stone of their business, a Canadian piano that could be depended on to add lustre to the name of any house that might handle it.

And seeking such an instrument, their choice inevitably rested upon the Nordheimer—not only as the leading Canadian piano—but among the few—the very few—first pianos of the world.

How about your business? Is it based on the principle of known value? Is it gaining by the reputation of the makers you represent? Or losing?

Have you ever listened seriously to the Nordheimer proposition? It will pay you to. Write us to-day.

NORDHEIMER
PIANO & MUSIC CO., Ltd.

Cor. Yonge and Albert Streets
TORONTO

THE UNITED STATES PIANO OUTPUT.

The Editor of Musical Courier Extra says:

As one studies the output for this year it is plainly evident that the number of players will be considerably reduced. That is, the percentage of players will be far smaller than that of two years ago, and even of last year. If conditions remain as they are at present, it is the opinion of the writer that the output of pianos will run somewhere between 140,000 and 150,000.

As a piano must always be a part of the player, we must arrive at the output of players through a percentage estimate, and it thought that this year the output will be somewhere near 30 per cent. It is believed that the number of players had reached over 40 per cent. of the output of pianos, but some of the best thinkers in the piano trade are inclined to the belief that the cheap player is now receiving the same treatment that the cheap piano has received during the past two years—the dealers are finding that the cheap player piano is not productive of good results on account of the risk.

U.S. PIANO INDUSTRY CONDITIONS.

In a recent issue the New York Sun had the following reference to piano trade, which is of interest to Canadian readers: The piano industry is one which like others felt the sting of the recent business depression. In fact, during the first eight months of last year there was little or no business in comparison to what there is usually. In the last four months of 1915, however, there was a general waking up and factories were busy night and day up to the Christmas holidays. Some of them at present are working with an overtime schedule, which shows that there is a general improvement throughout the trade. Speaking of the piano situation, a maker said recently:

"The depression last year, although hard at the time to realize, proved to have been an excellent thing for the entire trade. The reasons for this can be summed up in a few words: To begin with there was more or less overproduction in every large piano manufacturing centre and a great deal of the business had been done on long time, which was not working out entirely satisfactorily. The piano merchants throughout the country also faced the long time credit situation. The depression had the effect of making the latter repossess many pianos and dispose of these instead of buying new stock. This naturally caused a dullness in the wholesale business but cleared the retail field of a lot of bad accounts and brought the dealers' stocks down to rock bottom.

"The manufacturers also pulled down the time on their credits and the whole resulted in a general house cleaning which has eliminated overproduction and put both the wholesale and retail businesses on a better credit basis. When prosperity returned in the late fall there was naturally a greater demand for pianos and player pianos than there had been for some years. This demand is continuing and the piano industry to-day is facing one of its best business years. All the stock which was ordered for the holiday trade has been disposed of because piano merchants did not have any surplus at the start and the manufacturers owing to their inability to get supplies rapidly enough, were unable to overload the market if they wanted to.

WHEN YOU HAVE TWO TO CONVINCE.

G. D. CRAIN, Jr., who writes considerably in the trade press on every-day subjects that touch the work of retailers and salesmen, has this to say about "Selling Two at a Time": As every piano salesman knows, one of the most difficult jobs in the business is to handle a trade when two people are doing the buying. He has got to watch his p's and q's closely, at least until he finds out which has the "say" regarding the matter.

Often a husband and wife come in to look at an instrument. In this case the latter usually is engineering the purchase, and the man is simply there in his capacity of controller of the domestic treasury. By a few diplomatic remarks the attitude of each can be determined and the rest of the canvass built with reference to the facts which have been brought out.

Even though the man is simply there for the purpose of putting the official O. K. on any selection which the wife may make, it is well to emphasize as a closing feature of the sales talk, after the latter has been properly impressed with the desirability of the purchase, the intrinsic value represented by the instrument, pointing out that when one figures the long life of the piano and the genuine pleasure that will be extracted from it, the cost per year of ownership will seem very small.

And if the couple have come to the store in an automobile the salesman can turn to the husband and say: "You know how automobiles depreciate. You are accustomed to the idea of trading in your car after a few seasons' use. This piano, on the other hand, will give you tip-top service for a generation, and even then, if you care to dispose of it, you will find any dealer willing to make a liberal allowance."

This will emphasize the fact that the purchaser is getting big value for his money, and if it happens that the man cannot be reached by reference to esthetic considerations, an argument along this line will probably prove effective. An indicated, however, these suggestions should be reserved for closing, as the body of the argument should be directed to the one who is going to have the decision as to what instrument is to be bought—the wife.

One piano salesman who discussed the matter of dealing with customers in pairs took the ground that he was always glad to have the head of the house take part in the matter, for the reason that better terms can usually be arranged.

"A woman," he explained, "will usually demand everything in the way of terms that she can get—the smallest cash payment and the longest time in which to pay the balance. She doesn't figure interest or anything else, but imagines that a long-time contract is the best way for her. If her husband is along, and if he is financially able to do so, the chances are that he will favor either paying cash for the instrument or making a good initial payment and substantial monthly instalments, so as to dispose of the account in the shortest possible time."

To have what you want is wealth; to do without is power.

The big stores have no monopoly on live merchandising methods.



Style "H" Player



Style "L" Player



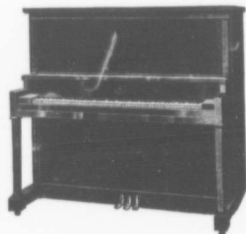
Style "J" Player



Style "F"



Style "K"



Style "M"



Head Offices and Showrooms of Willis & Co., Limited
580 St. Catherine Street West, Montreal.



The Willis Crest

stands for Quality

In this page of illustrations you have evidences of

- The Willis Line.
- The Willis Policy.
- The Willis Organization.
- The Willis Progress.

You know the WILLIS reputation. You know the success of WILLIS Dealers. Further comment is unnecessary. All this power is harnessed and ready for transmission. When are you going to utilize it in YOUR business?

WILLIS & CO., Limited
MONTREAL . . . CANADA



Factories of Willis & Co., Limited, St. Therese, Que.

TRADE REPORTS FROM MONTREAL

Personal Movements—Sales to Regimental Bands.

HARD work is getting results in both wholesale and retail branches of the music trades. None of the dealers or manufacturers, however, claim to find any great or unusual demand, and reports of those interviewed indicate that conditions are steadily improving as time goes on and that the much desired era of genuine prosperity will shortly appear on the horizon. There is a comparative absence of unemployed as in former periods of slack times, nor are there as many demands upon charity. The general policy in this centre is one of quiet optimism.

Mr. A. P. Willis, head of the well known firm of this city and St. Therese bearing his name, accompanied by Mr. C. D. Patterson, visited Toronto recently. Mr. Willis enjoyed his visit to the Queen City and to St. Catharines and Brantford, though every hour of each business day was fully occupied. In Toronto, Messrs. Willis and Patterson visited the supply houses and arranged for the year's requirements in actions, hammers, keys, strings, etc.

Goodwin's, Limited, one of Montreal's leading departmental stores, have added a sheet music department which occupies quarters in the basement.

Charles Culross, who has the representation of the Sonora for the west end of the city, is delighted with business to date, which of late includes sales to prominent local citizens of models Grand, Elites, and Baby Grands. Owing to inability to secure stock, a large number of sales of the more inexpensive models are being held in abeyance. Columbia trade is also well represented in volume of sales.

W. J. Whiteside, the Karn-Morris representative, is at present writing visiting Toronto on a business and pleasure trip. His trip also includes a visit to his old home city of Hamilton.

The Sono Phone Co. has registered as doing business in Montreal as dealers in musical instruments. Likewise Wm. Lee, Ltd., the latter incorporated for \$25,000.

We understand that the Berliner Gramophone Co., Ltd., are installing machinery for the manufacture of the Tungs-tone Stylus needles and they expect to be in shape within a few weeks to supply the trade.

Armitage A. Layton, son of Mr. H. A. Layton, partner in Layton Bros., in charge of the Edison and Columbia Talking Machine Department, has enlisted for overseas service with the Ammunition Column now in training with the 66th Battery, Montreal.

Mr. E. van Gelder, of I Montagnes & Co., Toronto, was a recent trade visitor to Montreal. He expressed himself well satisfied with Sonora business in Canada, and particularly in Montreal, also as regards their musical merchandise department, except for the difficulty in securing supplies. We understand that this firm have leased offices in the Drummond Building and will occupy them in May next, for the convenience of their customers in Montreal.

W. D. Stevenson, of the Mendelssohn Piano Co., Toronto, was in Montreal lately and is well pleased with the representation being given their product locally by Gervais & Hutchins.

A Moore, of the Cecilian Co., Toronto, made Montreal his headquarters for a few days, and during his stay was to be found at Gervais & Hutchins, the local representatives of this company.

The Canadian Talking Machine Co., 217 St. Lawrence Boulevard, Montreal, have just perfected a talking machine which they will place on the market to retail at \$15, and which is capable of playing Columbia, Edison and Victor records.

Norman F. Rowell, manager of the C. W. Lindsay, Ltd., Victrola department, reports sales for March away beyond the corresponding month of a year ago. Mr. Rowell is an enthusiast in this line and has his selling points always ready to present in a convincing manner.

The Canadian Graphophone Co. stated that Columbia trade was holding up exceedingly well and expressed roscate expectations for trade locally and throughout the Province of Quebec after Easter and throughout the spring.

The R. S. Williams & Sons Co., Ltd., through the manager of their Montreal branch, Mr. C. R. Coleman, have supplied the 189th Battalion, River Du Loup, Que., with a set of Williams' Artists' Instruments.

N. H. Phinney & Co., Maritime Province piano dealers, have sold to the 112th Battalion of Windsor, N.S., a complete set of Boosey's band instruments.

"We're Going There," is the title of a new soldiers' song by Helena McDougall, of Montreal. This song has a good sentiment, is not too long to be easily memorized and has a catchy tune.

Gervais & Hutchins, during March, conducted with great success a mid-winter war time sacrifice sale. They report a good demand for Cecilian and Mendelssohn pianos and players, with two-thirds of the sales for spot cash. They have already installed and have in view a number of other good prospects for the installation of the Cecilian action, which can be installed in any modern upright piano. This firm anticipate the building up of a nice business along this line, as many people are adverse to parting with their pianos in exchange for players. This mode of converting an upright into a player piano is only the beginning of a large sale of Cecilian actions, said this house.

Business is good, is the expression heard from Layton Bros., and judging from the depleted appearance of their warehouses, there is no exaggeration in their report. "We are out for business and it is coming stronger our way every day. This we attribute to the popularity of the lines we feature—Mason & Risch, Sherlock-Manning, Thomas Organs, et al. goods," they claim.

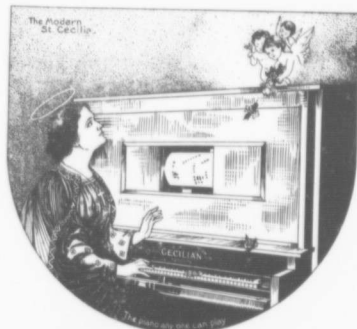
Recent show windows of Berliner Gramophone Co., Ltd., were patriotic enough to fill the hearts of citizens of Irish extraction with gobs of fervor. The exhibit was composed of green streamers, Irish flags and emblems, and whatever patriotic sentiments could be found space for. The occasion of the big display was the celebration of the birthday of St. Patrick. Records by John McCormack and photos of this artist, helped to make an attractive showing.

New Scale Williams and Ennis instruments are increasing in sales as the result of constant energy on the part of J. A. Hurteau & Co., Ltd., the local representatives, who report that trade is good.

A. E. Moreland, manager of J. W. Shaw & Co., is in

CECILIAN

WORLD FAMOUS



CECILIAN PLAYERS and PIANOS

(Made in Canada) are the finished product of thirty-five years of expert thought and research. All weak points have been eliminated, and the Cecilian instruments stand today **FAMOUS ALL OVER THE WORLD** as the **STANDARD IN TONE AND WORKMANSHIP**.

Every Cecilian Player-Piano with the famous **ALL-METAL ACTION** bears a full five years' guarantee, and is absolutely trouble and climate-proof, while all

Cecilian Pianos are Convertible

that is, so constructed that the player action may be installed at any future time. **WE WISH TO EMPHASIZE THIS—THE CECILIAN UPRIGHT PIANO** is convertible into a **PLAYER-PIANO** whenever the owner wishes. Write for catalogue and full particulars of these beautiful instruments, or call at our factory.

THE AGENCY

A piano or player of this stamp is well worth your representing. It fits in exactly with your aim to maintain a reputation for integrity and fair dealing.

The price is not cheap, but it is not higher than the actual value of the article. The CECILIAN quality at the CECILIAN price hastens sales—and you have no reasonably dissatisfied buyers to fix up afterwards.

The CECILIAN agency means the steady co-operation of a live experienced organization.

Our proposition is proving its claims, and new dealers are taking on the line with most pleasing regularity.

THE CECILIAN COMPANY, LIMITED

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

GENERAL OFFICES AND FACTORY:

1189 Bathurst St., Toronto.

RETAIL SALESROOMS:

420 Yonge St., Toronto.

a measure largely responsible for the proud position the Gerbard Heintzman hold in Montreal, and if every one intimately knew the prodigious force and energy within A. E. Moreland they would know the secret why success crowns all his efforts.

The Leach Piano Co., Ltd., who feature Gourlay, Gourlay-Angelus and Bell lines, are at present conducting a removal sale prior to their removing on May 1st to 564 St. Catherine Street West, within a few doors of the premises occupied by them before removing to where they are now located.

"Business is lovely and the goose hangs high," said J. H. Mulhollin, referring to Evans Bros. and other instruments he stocks.

Now that the good old sunshine prevails trade will travel hand in hand with it, said C. W. Lindsay, Ltd., referring to the recent disposal of a number of Nordheimer pianos.

"Business! Oh, yes, it's up to its usual standard of merit. Everything going merrily along and we wear most encouraging smiles," said Charles Culross, the Martin-Orme representative.

All the Montreal morning, as well as the evening dailies on the day following the civic elections, carried good sized Willis advertisements. With their usual aggressiveness, this firm took advantage of the opportunity presented, as it is a well known fact that the circulation and demand for copies after an election are exceedingly heavy. These advertisements were placed on a page minus any other advertising, containing only the reports of the various polls, the preferred position and publicity thus gained making it impossible for the announcements to be overlooked.

VANCOUVER DEALERS REPORT IMPROVEMENT.

Business Clouds Disappearing — Scarcity of Talking Machines and Musical Merchandise.

REPORTS from this district show a steady improvement in trade conditions generally. The optimism prevalent in eastern cities is also found in this western section and is due to the increasing number of sales being made since the close of January.

This fact is particularly encouraging, as so many have left British Columbia since commencement of hostilities—some hundred thousand—and, consequently, the market has been flooded with second hand goods. Pessimism is undoubtedly out of joint with the times in Vancouver.

Mr. T. A. Switzer, managing director of Fletcher Bros., 633 Granville Street, reports collections and sales in every way much improved, and that more business has been transacted since February 1st than had been the case for the previous eighteen months. In consequence the firm has recently placed an order for three carloads of pianos.

Mr. Switzer speaks very favorably of the Columbia Record Exchange, recently introduced by the Columbia Company, which has enabled his firm to fill their shelves with popular sellers, and relieved them of old numbers. He states that the chief difficulty has been to get sufficient machines to supply the demand, and he believes

a certain amount of business may have been lost through this cause.

In regard to their Edison stock, Mr. Switzer is pleased to say that the business done is indicated by a fresh order for a thousand records recently placed, and which the firm is expecting shortly.

A change in the staff has been necessitated by Mr. Lewtas' joining the ranks for the front. In consequence, Mr. Bowes has been appointed to the management of the talking machine department, while Mr. J. C. Fix, formerly of the Eilers Music House, of Seattle, has been added to the piano sales force, and Mr. F. Bannister, a piano man of wide experience, has taken charge of the agencies throughout British Columbia.

Mr. Pollard, popularly known as "Uncle Dudley," has accelerated his work lately with improved conditions, while the bonnie Frank Keen still continues to make many friends for the house in the Cariboo district.

The firm has also added to their staff an efficient repair and service man, whose whole duties are to be of service to their talking machine customers. Of the samples of the new Gerbard Heintzman player recently received, Mr. Switzer finds that the advantages of the instrument are so apparent that it practically sells itself, and has created a profound sensation in Vancouver's musical world.

Mr. Kennedy, manager for Mason & Risch, Ltd., 738 Granville, was too busy "sawing wood," to use his own expression, to talk, which argues well for that well-known firm.

The Kent Piano Co., of 558 Granville Street, report a steady improvement throughout the year. Their only trouble has been to keep a sufficient stock of talking machines, owing to the dislocation of the railroads at certain points during the winter.

Mr. Kent assured the Canadian Music Trades Journal representative that their salesmen were most enthusiastic over the Edison diamond disc, which has become so popular.

Mr. M. Aubrey Kent, for a number of years with the firm in Victoria, left for the front with the last artillery corps that went east. Three other members of this firm's staff joined the colors, viz., Wm. Daves, Robert McDonald and J. H. O. Leather. They have all been under fire, and we regret to say Mr. J. H. O. Leather has since been killed in action.

The Ajello Piano Co., of 957 Granville, report a steady business since the beginning of the year. The manager states that at least fifty per cent. of their employees left their factory (London, England), to enlist. This fact, combined with the difficulty to obtain piano hardware, formerly made in Germany, must have proved a serious handicap to British manufacture since the war.

Mr. T. H. Ross, of Hastings Street, looks for a further improvement as the spring advances. Mr. R. M. Ross (eldest son of the former), who was in training at Kingston, Ontario, is now completing in England, preparatory to holding a commission at the front.

Mr. Bowes, of the Bowes Music House, Ltd., Hastings Street, reports a steady improvement since Xmas in the piano department, while the talking machine business has been fair. He states that the only difficulty experienced has been in the small goods department, caused by disruption owing to the war, which affected the sup-

ply. Mr. Bowes is expecting (at the time of writing), a carload of pianos in fulfillment of an order placed with the Willis Piano Co., of Montreal.

Mr. Wm. Thompson, who removed during the later part of last year from 1137 Granville Street to his present premises at 614 Robson Street, is at present in Glasgow looking after the interests of his piano house in that city. His son, previously an active member of the Vancouver branch, is now at the front, and has been promoted to Staff Sergeant.

Mr. Evans, of Dyke, Evans and Callaghan, of Hastings Street, reports that business conditions hold steady, and looks to see the future brighten with the advent of spring.

We regret that we have been unable to obtain a report from the Hicks & Lovick Piano Co., owing to Mr. Lovick's absence from business due to sickness in his home.

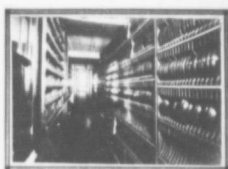
Mr. John Wesley Bowes, of the Bowes Music House, on Hastings Street, has the sympathy of a large circle of business and personal friends in the death of his wife at Vancouver General Hospital. The late Mrs. Bowes was the daughter of the late William and Caroline Holmes, of Chatham, in which city she was born in 1857. Besides the husband, Mrs. Bowes is survived by four sons, all of Vancouver, Messrs. Frank W., Wallace McB., J. Estey, and George E. Interment took place in Mountain View Cemetery.



GENERAL VIEW FROM VIEW OF ENTRANCE



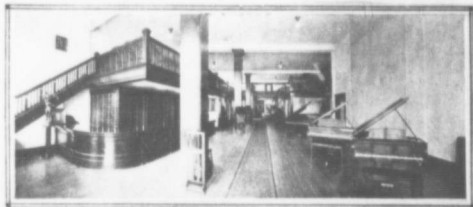
RECITAL HALL



SECTION, PHONOGRAPH RECORD DEPT.



J. S. FLETCHER



SHOWROOM--GENERAL VIEW OF INTERIOR



ONE OF THE PRIVATE PIANO DISPLAY ROOMS



GENERAL VIEW FROM GOVERNMENT STAIRCASE



Wm. CALLAGHAN

VIEW ST. ENTRANCE
SHOWING PIANO SALES ROOMSSECTION OF BRASS BAND AND
STRING INSTRUMENT DEPT.RECORDS DEMONSTRATION ROOMS
(COLUMBIA GRAMMOPHONE RECORDS)

Interior views in the splendid new premises of Fletcher Bros., Ltd., Victoria.

BUSINESS CHANGES IN WINNIPEG.

Doherty Firm Discontinue Retailing—Fowler Piano Co. Remove—Eastern Piano Men Visit Trade—Conditions Brighter.

MOST of the dealers in this centre report quiet city business, but country trade making up for the deficiency. The close attention made necessary by financial conditions to collections and repossessions has put the trade in a healthy condition with respect to outstanding accounts, and the early movement of grain is eagerly anticipated, as it will start a flow of much needed currency. Retailers and salesmen generally agree that their efforts are meeting with more encouragement than they could report a year ago.

As a result of a visit here of Mr. George E. Dies, of the Doherty Piano Co., Ltd., whose headquarters are at Clinton, Ont., that firm have disposed of their retail stocks in the West and will confine themselves entirely to wholesale trade. The stock at Winnipeg was purchased by the Winnipeg Piano Co., while the Edmonton and Calgary stocks were taken over by Mason & Risch, Ltd. The Edmonton stock includes a large and well assorted line of musical merchandise which the Mason & Risch branch at Edmonton purpose making an important department. The Doherty western business, which it is the firm's purpose to greatly extend, will continue in charge of Mr. Roland C. Willis, who, since coming here from Toronto, has devoted himself so assiduously to forwarding the company's interests. In addition to the wholesale business, Mr. Willis will supervise the collections at the various centres in which they have had branches, his headquarters continuing at Winnipeg. Mr. Willis' piano experience was gained in the east, and though a young man, his connection with the piano trade extends over a considerable period of years. He has many friends in the east who, with those in the west, extend Mr. Willis every good wish for success in wholesaling Doherty lines among the western dealers.

Mr. Marshall Knaggs, who has been connected with Cross, Goulding & Skinner for some time as piano salesman, has joined the staff of Mason & Risch, Ltd.

Mr. Chas. Ruse, of Gerhard Heintzman, Ltd., called on his firm's local representatives, the Winnipeg Piano Co., on his return east from an extended tour of the West. Mr. Ruse was delighted with the reception accorded their player piano with the new all-metal action.

Mr. R. A. Willis, vice-president of Willis & Co., Ltd., Montreal, was a recent visitor to the local distributing house of Willis lines, the Fowler Piano Co. Mr. Willis was on his regular trip to the Pacific Coast.

Mr. D. S. Cluff, the well known Karn-Morris wholesale representative, with headquarters at Woodstock, Ont., visited this centre recently on his way West. The local branch reports city trade as fair, with country business making up for any deficiency in urban activity.

Mr. J. W. Woodham, manager of the Foster-Armstrong Co., Ltd., manufacturers of Haines Bros. and Marshall & Wendell lines, was another of the eastern piano men to visit this city recently. Mr. Woodham is on an extended tour of Western Canada, and will go through to the Coast.

Mr. George E. Dies, well known to the music trades of Canada, recently paid his initial visit to this city in

his new capacity with the Doherty Piano Co. While here he and Mr. Willis were busily engaged in re-organizing the Doherty western business and disposing of the retail branches as stated.

Mr. Joseph Tees, formerly with the Winnipeg Piano Co.'s phonograph department, has now taken the managership of the Cross, Goulding and Skinner Victrola business.

Mr. J. J. Mitchell, credit man with the Nordheimer Piano Co., has been confined to his home with grippe for the past week.

Will G. Ferguson, manager of the Victrola department of Cross, Goulding & Skinner, has joined the 184th Battalion, under Lieut.-Col. Sharpe. "Billy" is well known in many circles in Winnipeg, having been star debater and athlete of Central Collegiate, where he received the highest honor the school has to bestow—the position of secretary of the Literary Society. Although only 19, he has made for himself an enviable reputation as one of the best heads in his line in the city. A host of friends who know him well say they expect to see him rise from the ranks as speedily as he has risen in every other line he has attempted.

Mr. H. H. Mani is another employee of the above-named firm to volunteer for Overseas Service. He is now attached to the 45th Regiment.

Mr. J. Frank Smith, local manager of Whaley, Royce & Co., has returned from a visit to his firm's headquarters in Toronto.

Mr. Henry H. Mason, vice-president and general manager of Mason & Risch, Ltd., whose factories and head offices are at Toronto, spent some days with his firm's local branch recently. He was met here by Mr. James G. Whiteacre, superintendent of their western business. Mr. Mason's confidence in the West is substantially attested to by his firm's decision to take over the Doherty stocks at Calgary and Edmonton and to add at the latter branch a small goods department.

Following a visit to Winnipeg, Mr. James G. Whiteacre, of Mason & Risch, Ltd., left for Edmonton. Mr. Biggs, Winnipeg manager, just recently returned from a visit to the branches at Saskatoon, Regina and Moose Jaw. Prospects for business when the grain commences to move, he considers good, but shipping has been somewhat congested.

Mr. Robert Shaw, who is persistent and consistent in his determination to have a Columbia Grafonola in every home in the West, is still bemoaning a shortage of machines. His appeals for goods have gone to the factory by every mail and by telegraph repeatedly, and have met with the most favorable response that it is possible for the factory to give. Every machine that could be spared has been shipped and goods are now coming through with greater regularity. The standardizing of record prices, as announced by the Columbia Company, has met with the approval of the western trade.

Mr. H. P. Bull, manager of Cross, Goulding & Skinner, reports March business as being good, there being a big run on New Scale Williams player pianos. Collections are announced as up to expectations. Mr. Webb, of the Cross, Goulding & Skinner packing and shipping room, has donned the khaki and is now with the 184th Regiment.



As a Retail Proposition



You simply can't beat the

PHONOLA DISC TALKING MACHINE

Retail Prices--\$20, \$30, \$40, \$65, \$85, \$125, \$160, \$250

The **Phonola** is noted for its superior motor—a noiseless, strong, durable one. For accurate sound-reproduction it is easily in the front rank. It plays any make of disc record.

With the **Phonola** you can give bigger value and get more profit. The Agency proposition is open, allowing you to handle anything else you like.

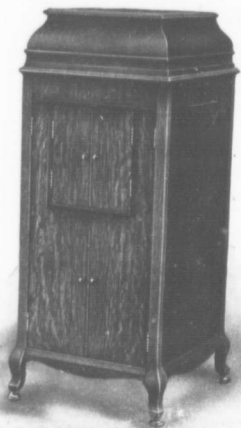
Through the quality in every detail of construction, and through the musical results obtained from it, the **Phonola** is making new friends every day—and keeping them.

The Pollock Manufacturing Co., Limited
BERLIN CANADA

Wholesale Distributors:

Whaley, Royce & Co., Ltd.
Toronto
for Ontario and Maritime Provinces

**The National
Talking Machine Co., Ltd.**
Winnipeg
for Western Canada



The newest type Phonola, "The Organola," is fitted with resonating chambers, which amplify and purify the tone. This device is in no instrument but the Phonola. It is our invention and we hold the patents. It will get you the highest class trade.



Mr. Landerman, accountant of the Berliner Gramophone Co., Ltd., Montreal, spent a couple of months with the firm's local distributing house, the Western Gramophone Co. This branch recently presented the Returned Soldiers' Association with a Victrola and a couple of dozen records. Since removing to their new home at 122 and 124 Lombard Street, it has been the pleasure of the manager, Mr. A. G. Farquharson, to welcome many callers from the trade.

The R. S. Williams Co.'s western branch report a good business for March, which would have been much better but for shortage of goods. Mr. Stanley Godard, who was for three and a half years with the firm at Toronto, has arrived to take charge of the phonograph department of the local branch.

Mr. Lou Redmond, son of Mr. Joseph Redmond, of the J. J. H. McLean Piano Co., the Heintzman agents, is now taking an artillery course at the Royal Military College at Kingston, Ont. A new salesman has been added to the staff of the J. J. H. McLean Piano Co., in the person of Mr. Nyswander, who was at one time with the Bell Piano Co.

The Scandinavian Regiment being organized here has taken a valuable employee of the Mason & Risch branch, in the person of Mr. Sam Carlson, polisher, who recently enlisted.

"Collections are fair," reported the Winnipeg Piano Co., "and business continues to show encouraging symptoms." This firm have added another to their list of agencies, having taken over the Doherty representation as stated.

The Fowler Piano Co., now located at 360 Portage Ave., have made arrangements to occupy the retail salesrooms being vacated by the Doherty Piano Co. at 324 Donald Street, and will remove on May 1st. These warerooms are particularly adapted to the requirements of a piano house, being considered among the finest in the city. They are also centrally located.

Stanwoods, Ltd., are now carrying a complete stock of Edison cylinder machines. Mr. Stanwood reports the sale of several pianos. Sergt. J. H. Moberley, who was city collector for the Doherty Piano Co. before enlisting, and who is now a prisoner in Germany, wrote a very interesting letter to Mr. Stanwood, as did also Mr. Potts, who, before enlisting, was office manager of the Doherty Piano Co. Mr. Potts is now an aviator in England and his letters to Mr. Stanwood are full of interest.

HENRY H. MASON VISITS WINNIPEG.

Mr. Henry H. Mason, Vice-President and General Manager of Mason & Risch, Ltd., has returned to Toronto from a visit to his firm's branch at Winnipeg. When seen by the Journal, Mr. Mason expressed the opinion that apart from exercising natural business caution necessary anywhere, there should be no reason to worry about the future of the West.

"No doubt the outputs of a number of the factories were curtailed," remarked Mr. Mason, "by reason of repossessions making new stocks needless." He was of the opinion that the necessary re-possession had all been made and collections carefully attended to, making the business condition of the West now a healthy one. He considered it a fair estimate that the grain still to be

moved would be equal to an average season's crop, so that accounts still outstanding could be considered good assets where equitable selling terms had been made."

In view of the extended discussions of the trade concerning the value of a musical merchandise and sheet music department in the piano store, published in this Journal and in American music trade papers, it is interesting to note that the Edmonton branch of Mason & Risch, Ltd., will have an important small goods department. While in Winnipeg Mr. Mason arranged for the purchase of the Doherty Piano Co.'s stocks at Calgary and Edmonton. The stock at the latter centre included a considerable stock of small goods.

Referring to the increased cost of manufacture, Mr. Mason emphasized the seriousness of the shortage in the supply of labor. Their own factory had been visited by a recruiting officer and the effects in resulting enlistments have been very noticeable. So that in addition to the unprecedented increase in cost of materials, increased cost of overhead expenses by reason of curtailed output, the situation becomes still more acute because of the labor situation.

A. P. WILLIS VISITS TORONTO.

Mr. A. P. Willis, president Willis & Co., Ltd., Montreal, and President of the Willis Piano Co. Ltd., of St. Therese, Que., accompanied by Mr. C. D. Patterson, general manager, spent several days in Toronto recently arranging for purchasing of supplies and meeting Willis dealers from adjacent towns. While in Toronto Mr. Willis and Mr. Patterson were guests at the King Edward Hotel.

Mr. Willis, who annually spends from ten days to two weeks in this centre at about this time of year, commented upon the changed conditions in piano manufacture brought about by the war.

"Supplies," said he, "have advanced tremendously, and the manufacturer is confronted with unprecedented problems in regard to materials as well as labor. The increased cost of production has become a very serious matter and one that leaves no alternative but to advance prices or lower the standard, and as far as the Willis line is concerned, the latter will not be considered, and I believe this applies to all Canadian makes."

Concerning export trade, Mr. Willis expressed the hope that Canadian firms would be able to take advantage of the opportunities that apparently existed abroad, although cost of shipping added to greater cost of manufacture, made export trade a proposition of peculiar and special difficulties. The Willis firm had received orders for special lines for export trade.

"Retail business in Montreal has not been noticeably active," said Mr. Patterson, "though there is no lack of optimism in spite of less building going on and the fact that business was seriously interfered with by delayed shipments caused by heavy snowfalls."

While in Toronto Mr. Willis and Mr. Patterson arranged for a considerable purchase of Newcombe pianos and players, which lines they have featured in the east for many years.

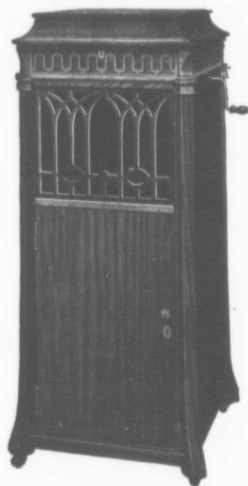
The London Music Trades Review states that the Government of Australia has suspended the trade-marks of 450 articles of enemy manufacture.

Probationary Zones for Dealers

The dealer policy of Thomas A. **EDISON**, Inc., in connection with the New **DIAMOND DISC PHONOGRAPH** is to allow dealers ample territory in which to do a profitable business. To be an **EDISON** dealer is to enjoy a franchise of real value. If your city is one not yet "closed" by us, it will be worth your while to write us.

THOMAS A. EDISON, INC.,
Musical Phonograph Div.,
Orange, New Jersey.

CHIPPENDALE
Official
Laboratory
Model



TRADE COSSIP.

Mr. W. Bohne, piano hammer and string manufacturer, of Toronto, has returned from a visit to the Southern States.

Messrs. A. P. Howells and Jas F. Rainer, of Gourlay, Winter & Leeming, Ltd., Toronto, were recent trade visitors to New York.

The Ontario Gazette announces the incorporation of the Plaola Piano Co., Ltd., with a authorized capital of \$40,000, and head office at Oshawa. The names figuring in the incorporation announcement are, L. A. Lillie, J. G. Leckie, and J. A. Kent.

The Doherty Piano Co., Ltd., are retiring from retail business in the West and their stock at Winnipeg has been purchased by the Winnipeg Piano Co. The Edmonton and Calgary stocks have been purchased by Mason & Risch, Ltd. The Doherty firm will extend their wholesale trade.

At the annual meeting of the Woodstock, Ont.

have to advance, as all materials are much higher priced and going still higher."

NEW ZEALAND BUYER RETURNS HOME.

Mr. G. J. Scotten, representing the Bristol Piano Co., Ltd., of New Zealand, who spent several weeks in Canada investigating the suitability of Canadian pianos for his firm's trade, sails from Vancouver, April 12. Mr. Scotten stated that he left many sample orders with different factories, and expressed the hope that an important music trade connection between the two countries would result.

BACK FROM FLORIDA.

Mr. John E. Hoare, president of the Cecilian Co., Ltd., Toronto, is back at business after an enjoyable five weeks' holiday in Florida, with his family. Mr.



On the left Capt. W. A. Child of Regina, now on the D. of R. & O. staff, Canadian. With him is Lieut. Roy Nordheimer of Toronto, who enlisted with the Princess Pats. After six months' fighting he returned to England and took an appointment with the D. of R. & O. Staff. When the Royal Canadian Dragoons received their horses in January he returned to his old regiment, and at last report was again in active service in France.

Board of Trade, Mr. Harry Sykes, of the Thomas Organ Co., was elected secretary-treasurer, and Mr. P. S. Connolly, of the Karn-Morris Piano & Organ Co., a member of the Board's Council. Both Mr. Sykes and Mr. Connolly have for long taken a very active interest in the public matters affecting Woodstock.

"This has been the best season for organ business than at any time for the past three years," said Mr. Alex. Saunders, head of the Goderich Organ Co., Ltd., to the Journal recently. "The West is taking large numbers, Ontario, Nova Scotia and Quebec coming in the order named. Export business is offering, but freight rates are prohibitive. There has been a good demand for benches, stools and cabinets. Prices will

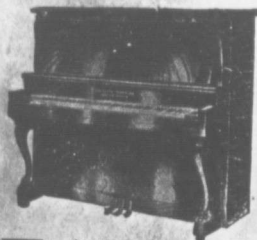
Hoare found the southern climate in agreeable contrast with the finish up of a Canadian winter, and many tourists from this country and the United States were patronizing the watering places. He returns to the manufacture and marketing of Cecilian pianos and players with renewed enthusiasm, and expresses himself more satisfied than ever with the progress made by his firm and the brightness of the future.

The ownership of the building in which the Cecilian Co.'s retail showrooms are located, at 420 Yonge Street, has recently changed hands, the new owners supposedly being the mysterious purchasers of the entire block. The Cecilian Co.'s lease has four years to run.

Publicity is the Lifeblood of Piano Trade

NORTH WEST FARMER

January 20, 1918
86th Year



Louis XV.—Style 30

Direct Dealing with the Factory Saves You \$100

Over 1,200 Canadian families proved this to their own profit last year. \$100 saved will be just as good to you.

In tone, case, finish, quality and durability, the

Sherlock-Manning 20th Century Piano

"Canada's Biggest Piano Value"

is unsurpassed. We use the highest grade action, the highest grade hammers, the best strings. Save \$100 by dealing direct.

LET US SEND YOU PROOFS Write Postal to Dept. 13, asking for our Handsome Art Catalogue B. It will come to you by return mail, with ample proof of every claim we make.

The Sherlock-Manning Piano Co.
London, Canada
(No Street Address Necessary) 70

THE Winnipeg Piano Company

323 PORTAGE AVENUE

carry a complete assortment of Sherlock-Manning Pianos and Organs. Catalogues and prices mailed on application. Easy terms of payment arranged.

Sherlock-Manning Agents

For Southern Saskatchewan

W. G. F. Seythes & Co., Ltd.

2130 Eleventh Ave., REGINA
Third Ave., WYBURN

The H. J. M. Gloeckler Music House of Saskatoon, Sask.

are exclusive agents for Sherlock-Manning Pianos in Southern Saskatchewan. Prices as in catalogue sent on request. We arrange easy terms of payment where required and prompt freight to your station.

Sherlock-Manning Supply the Publicity

Every inquiry from occupied territory is referred to the Dealer to whom it belongs. The following extracts selected from many are ample proof of the Drawing Power of the Sherlock-Manning Publicity Policy.

Charlottetown, P.E.I.

"Yours received with inquiry from Mr. John G. McDonald, Sailor's Hope, P.E.I. We will see him regarding the Sherlock-Manning."

(Signed)

Miller Bros.

Brantford, Ont.

"We thank you for your letter enclosing prospect from a lady in Paris. We expect to see her to-day and will do our best to sell her one of your pianos."

(Signed)

H. Judson Smith & Co.

Peterboro, Ont.

"Pleased to advise you we secured the Robinson sale for a Sherlock-Manning piano."

(Signed)

The Peterboro Music Co.

Winnipeg, Man.

"We are pleased to advise you we have closed with Cresswell for a Sherlock-Manning, Style 140."

(Signed)

The Winnipeg Piano Co.

The Campaign is primarily for the Dealers. If you are not already a SHERLOCK-MANNING DEALER it is up to you to become one.

Telephone or telegraph for Agency to-day.

Sherlock-Manning Piano and Organ Company

LONDON

CANADA

3
spo
tea
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J
1
or
ha
Ba
to
roll,
and
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eggs
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Publicity is the Lifeblood of Piano Trade

Sherlock-Manning Supply the Publicity

During the past thirteen years **The Sherlock-Manning Piano Company** have conducted **Publicity Campaigns**; each year covering a larger scope than the previous year. The **Campaign** for the year ending April 30th, 1916, can rightly be called a **National One**.

CONTINUOUS PUBLICITY ADVERTISING.

being carried for the present year in eighteen **Prominent Mediums**—with a combined circulation of 703,974—allowing the standard of five readers to a family, this reaches approximately 3,500,000 readers, or, in other words, practically half the population of Canada.

The list of publications, with the circulation for each, is as follows:—

	Circulation
Montreal Star	191,364
Form and Ranch Review	21,195
Presbyterian Witness	6,574
Catholic Record	28,068
Echo	9,000
Farmer's Advocate	30,105
Farm and Dairy	21,275
Maritime Farmer	9,980
Everywoman's World	107,644
Canadian Countryman	39,072
Canadian Farm	19,086
Canadian Home Journal	29,000
MacLean's Magazine	40,675
Canada Monthly	25,461
Farmer's Advocate	33,444
Nor'West Farmer	30,890
Western Home Monthly	44,141
Western Standard	17,000
Total Circulation	703,974

These figures do not include advertising in Daily and Weekly papers in support of the **Sherlock-Manning Retail Department**.

SHREWD PIANO MERCHANTS

will recognize the **tremendous selling power** of this **continuous Publicity**.

On the opposite page an illustration is given of how **three Dealers** have taken advantage of **one** advertisement.

You may be situated in territory that will entitle you to **The Sherlock-Manning Agency**.

Why not write and find out?

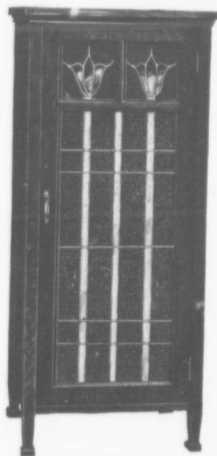
The Sherlock-Manning Piano and Organ Co.

London

(No street address necessary)

Canada

THE NEWBIGGING LINE



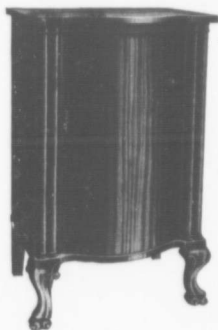
HEIGHT 48" WIDTH 20"
No. 43, FUMED OR EARLY ENGLISH
No. 44, BIRCH MAHOGANY.

Player Roll Cabinets

A Manufacturer's Life is not a Bed of Roses

these war times. They encourage their men to enlist, but every time they say good-bye and good luck to one, there is a vacancy that can not be filled. Dealers who think the war will last another year are not taking any chances, but are stocking up.

Our advice is Buy Now if you can, present prices cannot last long.



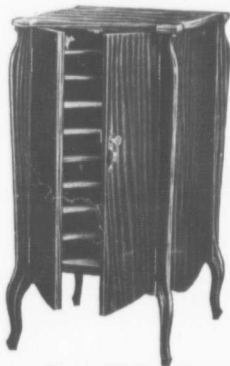
No. 61—SOLID MAHOGANY
Fitted with our Adjustable Steel Rod
Shelving.
Top 19" x 26", Height 39 1/2"
Capacity about 100 Rolls.
Handsomely finished with shaped door and
carved legs.



Newbigging Cabinet Co.

LIMITED

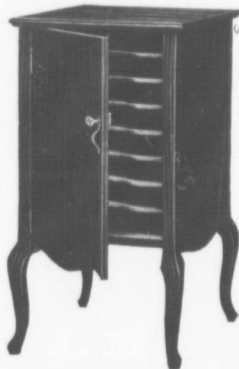
HAMILTON - ONTARIO



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

Player Roll and Record Cabinets for all makes of Machines.

Write us about your
requirements.



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

Talking Machine and Record Section

CANADIAN MUSIC TRADES JOURNAL—APRIL, 1916

Country Dealers Could Do More.

COUNTRY dealers are not doing as large a business in talking machines and records in proportion to their opportunities as are the city merchants," is the statement offered by one of the wholesalers. "Furthermore," said he, "we are apt to get an exaggerated idea of the total volume of business done by considering only the city trade.

"An analysis of the country and small city retailer's sales will show that he specializes in cheaper lines, or rather that he has a smaller proportion of the higher priced sales to his credit."

Inquiry at distributing houses shows this to be the case. It does not mean, however, that the cheap lines are not sold in the city also, for they are sold in quite large volume. But the city dealer may have a larger prospective clientele for the high-priced lines than the country dealer and the necessity of selling higher priced goods is more pronounced. It may also be, and apparently is, that the city dealer is more aggressive and more alert in pushing trade.

It is estimated that considerably under twenty per cent. of the homes in Canada are still unequipped with talking machines. The other eighty per cent. represent an extensive field for intensive cultivation, so that no dealer need become pessimistic or indifferent for the want of ground to work, even though furniture dealers, druggists, hardwaremen and stationers are beginning to encroach upon what the music dealer has heretofore considered his exclusive field.

Shortage of Machines.

THIS Journal has never ceased to constantly urge talking machine dealers to push records always. The dealer who has not sacrificed his record business while going after machine sales which to many represent "bigger business," has just now reason to be pleased with his policy. He is suffering less from the shortage of machines than is the man who has made the machine end of his business the specialty, while his competitor took the record trade.

There has been for many weeks a real and decided shortage of machines. For so many years have dealers been able to get all the machines needed, except possibly for their Christmas rush, when some types were outsold, that they can scarcely realize that a shortage could occur. Conditions that have affected piano sales adversely have been a wonderful impetus to sound-reproducing instruments. So much so that manufacturers of the well advertised lines have been forced to temporarily admit inability to keep up with the demand. Makers hitherto unknown, or of comparative obscurity, are benefiting accordingly, or perhaps would be doing so if they could get regular deliveries of supplies, which they cannot. As one manufacturer said, "When tone arms are coming motors cannot be had, and when motors are

plentiful there is a shortage of turntables or sound boxes, and then when we can get all of these the cabinet maker cannot supply us."

The dealer, therefore, in the face of a machine shortage can turn his time and energy to pushing records to the limit of his possibilities, always realizing that he never can reach the limit, but still have a field for the cultivation of a profitable crop.

The Shortage Emphasized.

APROPOS of the machine shortage referred to in the preceding paragraph, the bulletin issued by Berliner Gramophone Co., Ltd., under date of March 18, to their dealers, peculiarly emphasizes this condition. Under stress of conditions over which they had no control, interfering with regularity of deliveries, this company notified their dealers that "we deem it but fair to our dealers and distributors to temporarily arrange the exclusive clause in the contract, so far as instruments are concerned and to issue permits to dealers who apply for them to purchase other makes of disc machines if desired until our present arrangements for obtaining supplies are improved upon." The idea was of course to tide over the temporary shortage of instruments and in no way referred to records.

The assumption is, and every dealer knows, that record deliveries have practically kept pace with the demand and this further justifies the Journal in urging dealers to give more attention to record business. This can be done without interfering with machine sales and is eventually more profitable than merely selling a machine for the profit and leaving the owner to buy his records elsewhere.

Service in Record Selling.

"OUR system here is to play over every new title that comes in," said the dealer, in giving some business ideas to the Journal. "Not only do we try to get a definite idea of the music itself but of the sentiment of the selection, the record of the artist and a knowledge of the composer. We also endeavor to fix in our minds the names of similar selections or recordings by the same artist.

"We always keep a memorandum of the record numbers that a customer selects and our experience is that the mere act of tabulating the number on a card index fixes in the memory the particular tastes of the customer. Anyone can realize the advantage it is to know the musical temperament or preferences of a customer.

"Many customers request us to help them make selections. This requires an intimate knowledge of the record stock as well as of customers, and we know of regular customers that have been developed from mere chance callers by reason of our conscientiously helping them to make a wise choice.

"We do not believe it is good policy to endeavor to

COLUMBIA JOBBERS

Start their sixth year

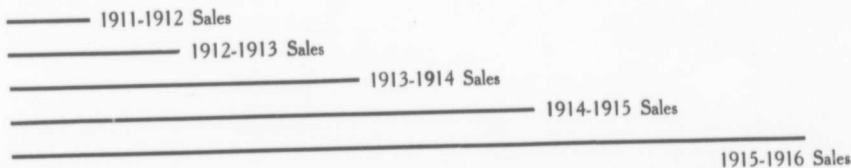
The Music Supply Co., 36 Wellington St. East, Toronto, exclusive Ontario Columbia Distributors have just completed their fifth year in business. Their sales for the fiscal year ending March 31st, 1916, were twelve times as large as the sales for the year ending March 1911.

They extend their sincere thanks to Columbia dealers in many districts for their loyalty and co-operation in making the Columbia the leading line.

There have been times when the demand has been far in excess of the supply, but this has been absolutely unavoidable, and was due to the increased popularity of Columbia lines all over the world. The Columbia Factory is rapidly being equipped to handle greater business with greater despatch and even better results for dealers.

One of the most important achievements of the year is the price standardization of Columbia Records. All 10 inch records are now 85 cents - except grand opera - and all 12 inch records \$1.25 - except grand opera. The Columbia line is positively the biggest value on the market, with a liberal sales policy, backed up by a great advertising campaign.

This diagram illustrates the wonderful increase in the Music Supply Company's business in Columbia goods:



sell a customer more records than he or she requests. That is to say as a general policy, but there are the usual exceptions. One who studies his customers soon learns to know the man that will resent your trying to sell him more than he wants and one also soon learns to know the man who will resent your not trying to sell him more than he asks for.

"In a broad way, the dealer who wishes to build up a successful record trade must be prepared to give his customers more than records for their money. He must give them service that can only be given by a thorough knowledge of the goods and of the customer."

Using the Telephone to Obtain Prospects.

A PLEASANT-VOICED young lady asks, "Is this Mrs. Smith?" "Yes, who is this?" inquires Mrs. Smith. "This is the ——— Company. We are calling up to inquire if your piano needs tuning." "No," replies Mrs. Smith. "I don't think I care to have it tuned just now. You see, we hardly ever use it; there is no one in the family who plays now."

"Have you ever considered getting a talking machine?"

"Yes, we have thought of it, but have kept putting it off. Some day, perhaps, we will."

"I wish you could hear Mr. Blank demonstrate our talking machines. You know he gives informal concerts every afternoon. Won't you drop in and hear it? You will enjoy it?"

"Well, probably I shall some afternoon."

"Well, please bear in mind our invitation to call—you incur no obligation, and we shall be pleased to have you spend a musical hour with us."

The above is one of the many telephone conversations that take place every day in a certain big piano house. They have a telephone operator whose exclusive work it is to make these special telephone calls, and the phone that these calls are made on is not used for any other purpose. Of course, the party above referred to would be considered a good prospect, and would be recorded as such.

This young lady almost invariably opens up the conversation, as indicated above, with an inquiry about tuning. Few people will resent this, while a direct question, "Do you own a talking machine?" would put the party on guard at once.

The house in which this system is in everyday use started out with the first letter in the alphabet in the telephone book, calling residence numbers only. The young lady in charge was a bit timid in the beginning, but gradually gained confidence as she found that the ladies on the other end of the line were not averse to talking about interesting things.

It will readily be seen that this is a certain way of adding to the list of phonograph record customers. In fact, it was because this house had just opened a phonograph department that the telephone canvass was started. It was realized that some quick method must be utilized to obtain a list of phonograph owners, if the house was to obtain its share of the record business.

It was hard sledding until the tuning idea was evolved, which, like many good ideas, came quite by accident. One of the parties called volunteered the information that her piano needed tuning, and the girl being

quick-witted at once told her about how high the prestige of the house was as regards tuning.

It was at once seen that this was one of the lines of least resistance, hence the changing of the method—opening the conversation with a request for tuning business. It is surprising how many tuning orders are obtained in this manner—quite enough to keep one tuner busy.

The young lady makes from 40 to 50 calls a day. It has been said that her voice is pleasing, also that she is quick-witted. These are important factors. Also it is essential that the operator should be of the gentler sex. Women will not talk to a strange man on the phone, for obvious reasons. It has been proven by this house, however, that they will give valuable information to a pleasant-voiced woman.

Being quick-witted, this girl takes immediate advantage of every opportunity offered. Sometimes there is a question about music rolls or records, in which case she never fails to offer to send a selection out for trial. She has all the new selections at her tongue's end, and frequently asks such questions as: "Have you heard the new record by Farrar? You probably heard her sing it at the opera house last night?" or, "Did you hear the great pianist play so and so yesterday afternoon? We have that very record on the hand-recorded rolls, autographed by the pianist himself. Do come in and hear it. Ask for Mr. Blank. He will gladly play it for you."

It is astonishing how these conversations vary. But they all centre about something that the house has to sell. And it is prestige building of the highest order, in addition to providing a steady stream of prospects.

From the reports of the conversations, letters are mailed out the following day, confirming the invitations to call extended by the operator, and containing information bearing on the points developed in the conversations. If, after a certain length of time, the prospect fails to call at the store, a salesman will be sent.

A development of this plan is the calling up of out-of-town prospects, to advise them of the arrival of a new shipment of the make of which they have been considering the purchase. One salesman who makes a specialty of this method of soliciting frequently closes from \$2,000 to \$3,000 of sales a month in this manner. Especially is it easy to close sales of rebuilt pianos by long distance phone. The very piano may come in that you know would appeal to your prospect. Every time a good looking instrument is received in trade, the salesman above referred to runs over his list of out-of-town cards, and picks out the ones he thinks it might suit. Then he puts in a couple of calls, offering it first to one, then the other, if the first one will not permit him to ship. Of course, such shipments, closed by telephone, are made on approval, but it is surprising how few of these deals fail to stick. The principal factor in making them do so is to see that the instruments are in A1 condition before they are sent out.—(Adapted from *Player Piano Journal*.)

The Canadian Vitaphone Co., Ltd., Toronto, state that they will appeal the decision of Mr. Justice Latchford, in the Non-Jury Assizes, in awarding the Gold Metal Furniture Mfg. Co., Ltd., \$987.75. The latter firm claimed \$462.50 balance of an account due and \$475.20 damages for non-acceptance of cabinets. The defendants claimed that goods were defective.



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



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



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



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

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

ARIONOLA

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

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

Finished in satin mahogany and mission oak.

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

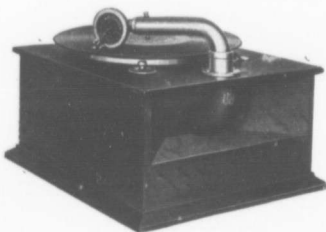
Write for Dealers' Terms and Discounts.

Manufactured By

Arionola Mfg. Company, Limited

Head Offices, ROBINS BUILDING

TORONTO : ONTARIO



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

A Children's Hour Idea.

THE children of to-day represent a field of potential business of such importance that no merchant interested in the family trade can afford to overlook them. Children are promptly susceptible to courteous consideration or the reverse, and any retailer who has been in one place for ten years or more and has cultivated the children, numbers among his customers those who are customers because of kind treatment when they were children.

Every progressive retailer who has been in business long enough to see children grow to manhood and womanhood can tell of individual sales made entirely because of impressions made on a child's mind. The policy of entertaining children in the store has been advocated in these columns both for immediate and future results. "An Edison Dealer" relates an experience in this connection that is worth passing along. It is reproduced from "Edison Diamond Points" as follows:

"Almost all of the boys and girls in my town are Diamond Disc boosters. Many of them drop into my store on their way from school and hear a few Re-Creations before going home. I plan only Re-Creations of the best music for them.

"Not only am I musically educating some of these children, but I am laying out the ground for bigger business. Many of them are in their first year at school. Several toddlers even have found their way to my place. I am never too busy to play for them, and it is a gratifying sight to see these youngsters perched on chairs about the store, quiet as mice, listening to the work of Gounod, Tchaikowsky, Verdi, and other great composers, and enjoying it, too.

"You may call this what you like. Perhaps you'll say there is method in my generosity. So there is. But in addition to the pleasure it gives me, I believe I am giving as much as I hope to receive. For one thing, I am instilling in these children a love of good music, which is a priceless possession.

"Some day there is going to be a New Edison in the home of every one of these youngsters. It is only a fair recompense for my attention to this part of their education, which is too often neglected."

More Intensive Selling.

THE talking machine industry is analogous with the automobile industry in development and evolution. If not, the growth of the two lines is so similar that talking machine dealers have to consider exactly the same conditions as the man retailing automobiles. The latter has evolved from an order-taker to a salesman. His field, like that of the talking machine man, is reaching a condition that demands more intensive selling.

The following remarks were written for the motor car dealer, but by the substitution of the term "talking machine" for "automobile," are equally applicable to this line of business:

"Like the typewriter and adding machine salesman, the talking machine dealer must now cultivate his field more intensively than ever before. Instead of just skimming the cream from the top, or in other words, picking the easy prospects, the people who know they want talking machines, he must use a fine tooth comb,

and dig out the people who need talking machines, and convince them that they do need them. The order-taker has given away to the salesman.

"This is an indication of the greater stability and standardization of the talking machine industry. Instead of turning out large quantities of talking machines at one season of the year and slackening the speed during the winter months, we now have high speed, quantity production every day, twelve months in the year.

"To-day it is the dealers who think the fastest and plan the farthest ahead who will be in business for many years to come. It is interesting to note the dealers and distributors who are making the biggest successes, are the ones who are using scientific sales methods. The atmosphere of progressiveness and big business is evident the moment you enter their establishments."

A New Sales Field.

THE enterprising dealer is always looking for new angles for selling. Following are some ideas on working a field which has been overlooked," remarks the Edison Phonograph Monthly, and the following suggestions to Edison dealers are equally applicable to retailers of other makes:

"Most factories have some sort of a room which, or can be, used for recreation purposes. There is always a good portion of the workers who take their dinners with them, eating about the factory. The noon hour usually hangs heavily upon them for entertainment. Most employers are now broadminded enough, or believers in real efficiency enough, to realize that any entertainment their men would get during their noon hours would benefit them also. With this idea for a central argument, it should be found no task to get permission from the heads of the firm to give a noon concert to the men.

"If you cannot spare the time from the store or have not sufficient help to send a man, we would suggest that you can find a man, musically inclined, working in the factory, if it is large enough to warrant assigning a man for that one place. He can be easily taught your methods and ideas. But we are much in favor, and recommend strongly, that you yourself, or a trained salesman, go along and handle the affair, instead.

"You could take with you an Amberola 30. Be sure to take along literature describing the different models so that the men can take it home, for they surely will. Also, be prepared with agreements for possible sales. Often a man will take a sudden notion, then get over it. Catch him while he is 'warm.'

"Take along some funny records as well as popular airs. Have at least one classical record on tap, but don't play it unless the class of work or factory is one employing men that would appreciate it; or, of course, unless a classical record is asked for.

"Be sure to invite the men to your shop, telling them they needn't 'dress up,' and to bring the family along to hear some more. Remember, also, in thus going after the men in the family that a man, who will hold his wife down on the purchase of anything like a phonograph, will buy one himself without turning a hair or making an excuse. If you don't think this is true, ask the women folk.

"In talking to men at the factory noon hour, you



"GRAND"
(Construction and Design Patent-
ed) \$300.00
Oak or Mahogany, all finishes,
Circassian Walnut, \$50.00 extra,
12-inch Turntable, Extra Strong
Double-spring Motor, Gold-plated,
playing half an hour or ten 10-
inch records with one winding,
Tone Modifier, Multi-playing
Needle, Sapphire Needle, Diamond
Needle, Automatic Starter and
Stopper. Equipment for playing
all makes of disc records in the
world. Trimmings Gold-plated.
Envelope Filing System, with ca-
pacity for holding 160 records.
Dimensions: Width, 24 in.
Height, 51 in. Depth, 24 in.

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL 

1. Is it good?
2. Do the people want it?

When the answer to these two questions is **yes!** you've found the right phonograph to sell. Investigate the Sonora.

We say it is **"The Highest Class Talking Machine in the World."**

Hear it and find out why.

Find out why the Jury of Awards at the Panama-Pacific Exposition "recommended that the Sonora Phonograph be given a marking for tone quality high-

er than that given to any other phonograph or talking machine."

Find out why our capacity is taxed to the utmost to fill orders.

Find out whether it is possible for you to be the Sonora agent in your territory.

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

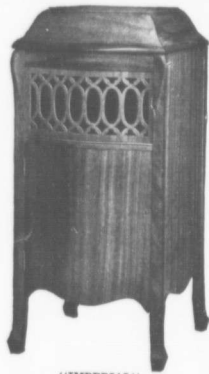
Manufactured by

SONORA PHONOGRAPH CORP., NEW YORK

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

I. MONTAGNES & CO.

Ryrie Building, Yonge and Shuter Sts., TORONTO



"IMPERIAL"
(With Swell Front) \$135
Oak or Mahogany, all finishes
12-inch Turntable, Strong
Double-spring Motor, Nickel-plated,
playing five 10-inch records with
one winding. Tone Modifier,
Multi-playing Needle, Sapphire
Needle, Diamond Needle, Auto-
matic Starter and Stopper. Equip-
ment to play all disc records in the
world. Trimmings Nickel-plated.
Envelope Filing System, with ca-
pacity for holding 80 records.
Dimensions: Width 20 in., Height
42½ in., Depth 20 in.

can put your stress upon the remarkable mechanical finish of the finer parts of the machine, the diamond point feature, etc. These will appeal more to a man. To a woman, alone, these features would mean little and would not persuade her as a talk on the influence and refinement of life, pleasure, etc., of a phonograph in the home.

"It's getting a prospect when attention is easy to arouse that lands many a sale. During noon hour, the men have to stay around the shop and have nothing to interest them. Don't give one concert and give it up if you don't make a sale from it. Also, don't give them too frequently or the men will consider that they might as well listen and enjoy it there without expense as at home. At the first concert, if you haven't what some would like to hear, encourage them to name selections they like. Remember that, despite the popularity of current "hits," you are sure of pleasing them by having some of the old-time favorites, such as "Annie Laurie," "Dixie," "The Last Rose of Summer," "Believe Me if All Those Endearing Young Charms," "Old Black Joe," etc. Songs of these sort awaken in any man sentiments of his earlier life when sentiment was stronger in him, and his impressions were deeper.

"If the factory employ more women than men, then the situation is little altered. It is the same field of possibilities for sales. Only, and better yet, you have a much more impressionable lot of prospects, which fact prepares the way for sales to a marked degree."

A big idea does a man no good unless he is big enough to work it.

W. H. BAGSHAW

Lowell, Mass., U.S.A.

Oldest and Largest Manufacturer of
Talking Machine Needles

WORLD'S RECORD SHIPMENT OF

63,000,000

NEEDLES IN TEN DAYS

START ON SIXTH YEAR.

Wholesaling Columbia Products.

When Mr. John A. Sabine and Mr. Chas. R. Leake formed a partnership in 1911 under the style of the Music Supply Co., to wholesale Columbia products in Ontario, they took the previous year's sales as a standard to beat. This they did easily, but their most sanguine estimates for the future never soared to the record they have now made.

On March 31st they closed down for stocktaking. The results of their fifth year's business showed sales of thirteen times as much as those of the year previous to their opening up. This amount would have been even greater but for the shortage of Grafonolas, and which leaves orders for several hundred still unfilled.

The energy of Mr. Sabine on the selling end and Mr. Leake on the purchasing end, has resulted in many progressive Columbia dealers being added to their list of customers who appreciate the Music Supply Co.'s policy of service.

NOW MAKING RECORD CABINETS.

The Thomas Organ & Piano Co., the well-known firm of Woodstock, Ont., have added the manufacture of disc record cabinets. In response to inquiries from organ and piano bench and chair customers, they have brought out several cabinet designs.

One of the first is Style C, designed to accommodate Victrola IX, and Columbia "Favorite." It is 33½ inches high, with top 22 by 18½ inches. Its capacity is 204 twelve-inch records.

MONTAGNES & CO. AND THE SONORA.

Mr. E. van Gelder, of 1 Montagnes & Co., Toronto, Canadian distributors of Sonora phonographs and importers of musical merchandise, has returned from a tour of the Maritime Provinces. Mr. van Gelder states that he was successful in arranging for the distribution of Sonora lines in the east, so that dealers can secure prompt supplies locally. Mr. Montagnes, on a recent flying trip to New York, arranged for largely increased shipments from the Sonora factories. Their repair department is now in charge of an expert from New York and on his return to that city, Mr. Roy Wilson will have charge of the shipping and repair departments.



The more you realize that in the future of this industry the best results are yet to come, the more freely you must admit that the Columbia is the line best worth the investment of your time, your energy and your capital. (Printing this every little while. Proving it all the time).



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

Columbia Graphophone Company
365 Sorauren Ave., Toronto

NOVELTIES

The House of Success

SONGS.

SOMETIMES.

Leslie Cooke and Percy Elliot.

RADIANCE IN YOUR EYES.

Ivor Novello.

PIANOFORTE

and Orchestral.

LE CŒUR D'AMOUR.

Pizz.

PLEASANT MEMORIES.

(Selection of Godin's Compositions). Felix Godin.

TWO SUCCESSES BY AUTHOR AND

COMPOSER OF "TILL THE BOYS."

LADIE IN KHAKI.

By Ivor Novello.

FAREWELL, MY SOLDIER BOY.

By Dawson Ross and Lena Guilbert Ford.

PUBLISHED PRICE 1s. 6d. net cash each.

USUAL TRADE TERMS.

IDEAL TERMS TO DEALERS

through our First Copy Parcel Subscriptions.

ASCHERBERG

HOPWOOD & CREW, LTD.

16 MORTIMER STREET, LONDON, ENG.
Canadian Agent, LEO FEIST, 134 W. 44th St., New York

CARY & CO.'S

Latest Ballad Successes

Come, for it's June	Dorothy Forster
A Wild, Wild Rose	Dorothy Forster
Your Daddy was a Soldier	Dorothy Forster
A Little Home with You	Dorothy Forster
Love Ships	Kitty Parker
Bon Jour, Marie	Max Brunell
Dawn Skies	Frederick Drummond
Home that is Calling for Me	Frederick Drummond
Dear Clinging Hands	Frederick Drummond
Songs from Love's Garden (Cycle)	Frederick Drummond
Laugh and Sing	Frederick Drummond
Homeland	Frederick Drummond

Published in Keys to suit all Voices.

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Music and Musical Merchandise Section

CANADIAN MUSIC TRADES JOURNAL—APRIL, 1916

Higher Prices to Come for Music.

LOOKING back over the past five years and more, there are few lines of goods in which there has been no general increase in prices. Sheet music is one of the few. Through years of gradually advancing cost of production, sheet music prices remained practically stationary. But the market is such that dealers would be well advised to figure on higher rates.

During the past few days the Journal has seen a number of communications from British publishers advising a raise in prices. Reports in the American trade press indicate that higher prices are inevitable in the United States. In Canada cases of music on which the ocean freight was, roughly \$7, is now from \$10 to \$13. On British music the duty is doubled. Paper has advanced. Colored inks have gone up very materially. The scarcity of labor is a problem to be reckoned with and enters into the cost of production in no small measure. All things considered, one does not see how a general advance can be avoided.

Retailing conditions demand that the buying public must bear the extra expense. The dealer cannot afford to continue selling at the former low rates which obtained in most business centres, so that it would be the part of wisdom to prepare for advancing the retail rates.

Too Much New Music.

OVER-PRODUCTION in sheet music is a subject that will not down. The evil cannot be admitted and lightly disposed of. It cannot be forgotten. It will not adjust itself. It must be looked squarely in the face and dealt with by the leaders in the trade. The Journal has yet to hear one voice deny that the market is already literally flooded, and to the floods more floods are added each month.

Last issue the Journal gave considerable space to a discussion of this important question, quoting some pointed remarks on the subject as it works out in the United States. Is concerted action upon the part of the publishers to lessen the number of new issues impossible? If so, could the individual firms not take the bull by the horns and alter their own plan? Be it independent or concerted, some radical action is needed—and needed at once.

Dealer Complains That "Production Music" is Sold on Unfair Basis.

EXPLANATION of how quantities of "production music" are sold to the Canadian public over the heads of Canadian music dealers and at lower prices, is furnished by a dealer who has written Canadian Music Trades Journal as follows:

"We would ask that you draw to the attention of the trade and also the Canadian Customs the matter of Production Music being brought into Canada with the different theatrical productions and which is sold at retail

during or after the performances at 25c per copy. This is done with practically every production that plays in this city. The best prices we, or any others in the trade are quoted, is 23c per copy f.o.b. New York, which with the duty and express charges added would bring the cost to close on 28c per copy. It is evident that the goods which came in with the different companies either evade the duty or is priced at a great deal less than the 'fair market value' in the United States.

"We made complaint along these lines to the Commissioner of Customs a week or so ago, but up to the present writing, have received no reply. We think the matter taken up in your columns would be to the interests of the trade in general."

When this was mentioned to another member of the trade, he said, "I have always considered this thing very unfair and am glad to know that the matter is opened for discussion in the Journal's columns. The editor would be glad to receive other expressions of opinion on the point raised by our correspondent.

Kind of Music Required by Players at Moving Picture Theatres.

TO play for moving pictures you need to know the old ballads, both popular and classic. The managers demand not only appropriate music, but also songs whose words fit the case. The managers like to have the people go out whistling what you have played. These are a few points emphasized by a writer in the Musician for the benefit of those interested in music for moving picture pianists. The same writer continues, saying: There seems to be an unwritten law that certain scenes require a certain kind of music, and the managers are as serious about what is correct as if you were playing in grand opera. The only thing that may be used in almost any scene without fear of doing wrong is a waltz. When in doubt play a waltz. Of course the waltz may be lively, or slow, or mysterious, or dramatic, as the case demands, but nevertheless a waltz.

The good players seem to use a waltz for the dramatic scenes almost altogether. A waltz in a minor key with a singing note, a staccato accompaniment, and at times a counter-melody in the bass; while for a mysterious or burglar scene the left hand often takes chords in 4-4 time with triplets in the right.

The films, generally speaking, are dramas, comedy-dramas, Western, mysterious (or sensational), Oriental, Indian, Chinese (in fact, any of the foreign nations), war pictures, or plain comedy. And the separate scenes are, of course, influenced by the nature of the film. For example, take the scene of a man seated at a table on the lawn. In a drama you would doubtless play a waltz, especially if the scene occurs early in the picture, and you thus aren't influenced by what has happened to the man. If it were a comedy drama—schottische or polka

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or waltz. If a detective story, mysterious music. If Western, something lively in 2-4 time. If Oriental or foreign, the characteristic music of that nation; and if comedy, a rag. Then later in the story that same scene might be played entirely differently, influenced by preceding scenes of love or death or parting. For every drama it is necessary to have a love song (and sometimes two or three); a song of parting (and that, of course, is influenced by whether the parting is eternal or temporary, and whether it is a hopeful parting or one of renunciation, etc.); an Ave Maria or favourite hymn for death scene; possibly a ballad suitable for one far from home thinking of sweetheart, or mother, or home; often a song suitable for scenes of jealousy; a lullaby; and then all the "fill in" music for scenes of no especial emotional nature. Many of the dramas have a cabaret scene, and the music, of course, depends on the kind of dancers, whether a tango, a fox-trot, or a hesitation. Often there will be a barefoot dancer (and something on the order of Mendelssohn's "Spring Song" is used), and very often there are Hawaiian dancers and Oriental. All of these must be at the finger tips. Western music is invariably in 2-4 time, sometimes changing to 6-8. And for love scenes there are many Western popular songs which are always used. A Western picture nearly always includes Indians, and, of course, this demands Indian music. Sometimes a few bars of music are shown on the screen—possibly the film is named after the song, and thus the entire picture has the music for its *motif*. Then woe be unto the player who is not familiar with that particular ballad.

A great many pictures can be worked out beautifully with a *motif* for each character, to be repeated at almost each entrance of this character. Experience helps you to know best how and when to do these things without becoming tiresome.

In the comedies one's imagination can run wild, anything is forgiven the player if it is funny. The experienced players use a bar of this comic song, and a bar of that, fitting the words into a perfect medley, but this takes long training and quick wit and a sense of humor. Not long ago I heard a player do a clever thing in a comedy. The scene was a flirtation. The girl beckons and the fellow comes. When the girl beckoned the player played "Come on and hear, come on and hear" (just that much of "Alexander's Ragtime Band"); and when the fellow rose to go she played "I'm coming—I'm coming" (from "Old Black Joe"). And I remember getting an absurd effect in a comedy where, after a strenuous round of slams and bangs and falls, the hero is finally shoved into a bath-tub full of water, and, being too tired to resist, sinks to the bottom; and I ended the ragtime by playing in burlesque style "Many brave hearts are asleep in the deep."

Why Flutes Crack.

ANSWERING an enquirer who wanted to know the reason for a flute cracking, an expert writing in Jacobs' Orchestra Monthly, says: "Cracking of wood flutes may result from various causes. The material may not have been properly seasoned prior to its manufacture into flutes, the natural air seasoning process which requires much time being too brief, or even forced by kiln drying in order to save time. It also results from

carelessness in manufacturing, too much pressure being used when reaming out the bore of the tube, which has a tendency to cause interior checks or cracks, the moisture from playing settling there and naturally causing expansion which invariably results in cracking.

"Frequently cracking of wood flutes is a direct result of carelessness on the part of the owner, perhaps by neglecting to swab out the moisture from the flute tube after playing, placing the instrument in close proximity to a steam radiator, fire, etc., or exposing it to sudden changes of heat and cold, drafts, etc. From this it will be observed that haste is the chief cause of the cracking of wood flutes—haste in seasoning, haste in manufacturing, or haste on the part of the owner.

"However, there is another vital factor to be reckoned with, i.e., that of climatic influences. The winter season of 1915-16 has been responsible for the cracking of hundreds of wood flutes. All parts of the country are represented, likewise all manufacturers of flutes, many of the instruments having been in constant use for as much as ten years and even more."

Differ on the Question of Wire Snare.

STILL another questioner says: "I am a drummer in a dance orchestra, have also played in vaudeville theatres, and for my snare drum I use an 8 x 15 inch band and orchestra drum. It is the size they use in the bands here. It has transparent heads with coiled wire snares, and at nearly every dance and job I play everybody remarks about how nice my drum sounds. The members in our orchestra say it sounds better than other drums they have heard and it surely has got volume, and is just the thing to rag on. Please advise me as to whether this is a good kind of a drum to use. I am the only drummer here using that kind of a drum for orchestra work."

The reply he got was: "The size is a good one for large orchestra or small band, and if it is entirely satisfactory to you there is certainly no need of changing it. There is really no drum that will at the same time give best results for both band and orchestra, as the large drum is apt to sound too heavy for small orchestra and the small drum has not enough power or volume for concert—band or street playing. Personally I do not approve of wire snares, although they are extremely snappy. I think they take away the real drum tone, thereby causing the drum to lose its tonal balance. The wire snares will also affect one's roll in time. However, the main thing is to get a drum that will please, and as you seem to have one I do not think it would be policy to change it in any way."

Relative Value of Gold, Silver and Aluminum Wound Strings.

HAS a gold wound string any advantage over the silver? Is the aluminum wound D string superior to the gut D? A violin teacher is quoted as saying: "Our experience with gold wound G strings has been unsatisfactory, and we have been glad to return to using the best grade silver G. A gold G string may sometimes be used to advantage on a violin that is somewhat sombre in tone and needs to be 'brightened.'"

"The distinguishing characteristics of an aluminum D string are its easy playing qualities, and clear, vibrant, trumpet-like tone. It seems to better match

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Zizica. Intermezzo.

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TO THE TRADE.—We shall be grateful if in all cases of Dealers receiving answers from Collectors that works of ours are R.P. or "Out of Stock" they would kindly send us these answers to be verified.

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the G string and to exert a neutralizing effect on the violin as a whole, resulting in a more satisfactory blend of tones. It strengthens and develops dead, foggy tones, and encourages sympathetic vibrations throughout the instrument. The D string is notably weak and inferior on many violins, including some of the very best, and an aluminum D usually effects a decided change for the better. Harmonics, too, respond well and are usually less treacherous than when attempted on a gut string."

FOR THE MEN AT THE SMALL GOODS COUNTER.

What Different Authorities Say.

Oiling Flute: As the material used for wood flutes is kept in a vat of oil for six months prior to their manufacture, it is unnecessary to oil the instrument. Refrain from using oil or grease on the pads of the flute.

Rehairing Bow: In order to gain the best possible results a bow should be rehaird when it fails to grip the strings and develops a tendency to slip and slide. It is then apparent that the little barbs of the hair have worn off, leaving a surface which is too smooth to retain the rosin, which will work off and quickly accumulate on the top of the violin. Of course one cannot arrive at a correct conclusion if not well satisfied that he uses his bow-arm properly and also is assured that the rosin is of the best quality. Under ordinary circumstances the bow-hair should remain in good condition for two months, but this necessarily can only be an approximate estimate of the life of the hair, which will vary according to the amount of usage received. When used on a steel E string the hair will wear out much more rapidly than upon one of gut.

Longer Violin Necks: The necks of all violins made by the old masters were shorter than those demanded in modern instruments. The difference ranged from about one-eighth to one-quarter of an inch. The old instruments now in use have been refitted with necks measuring the standard length.

Eleven Hundred Strads: It has been estimated that Antonio Stradivari made 1,116 instruments (violins, violas, and cellos) and a British firm claim to have located 540 violins and have some traces of 100 more.

Sarrusophone: A Sarrusophone is a brass instrument with a conical bore, and is played with a double reed. It was invented by Sarrus, a Frenchman, in 1863. It is made in various sizes, but only the bass variety is now employed.

Cleaning Bow-hair: Violin repairers, as a rule, favor either grain alcohol or aqua ammonia for use in cleaning bow-hair. The liquid should be applied with a soft cloth, and all parts of the hair must be rubbed until every particle of rosin and foreign matter is "washed" out. If one has had no experience in this work, it perhaps would be best to use a diluted preparation at first. Be sure that the hair is thoroughly dried before attempting to work in the new rosin, and it is a good plan to comb it first for the purpose of separating any hairs that may have adhered.

Replacing A Strings: Many violinists must have experienced the difficulty of replacing an A string owing

to the limited space available. The usual solution is to carry a small pair of pliers with which to get hold of the end and draw it through the peg, but having an instrument in which the space is so limited that even this is difficult, I have sought and found a simpler solution than the carrying of a small "engineering plant." I have cut a small groove down each side of the peg from the hole to the point, just deep enough to accommodate the thickness of the string. To replace the string is then only a few seconds' work. Remove the peg entirely, pass the loose end of the string through the peg-box from the inside, thread through the peg—pass the loose end back to the inside and draw the peg back into place by both ends, taking care that the string lies on both sides in the grooves.

DAUGHTER OF MR. GOODMAN PASSES AWAY.

Just as the Journal goes to press the sad news has reached here by cablegram, of the sudden death of Miss Dorothy Goodman, only daughter of Mr. E. Goodman, of Chappell & Co., London, England. Miss Goodman passed away at the Military Hospital, Lewisham. There are many readers of the Journal, trade friends of Mr. Goodman, who will deeply sympathize with him in his great loss.

FREDERICK DRUMMOND, COMPOSER.

Frederick Drummond, the popular composer, who has come to the front so rapidly with the extraordinary world-wide success of his plaintive ballad entitled "Dawn Skies," was born near Liverpool 32 years ago, and is the son of the well-known Congregational minister, Rev. J. S. Drummond, whose great grandfather, by the way, was the last Earl of Perth.

Mr. Drummond studied composition at the Royal Academy of Music under Mr. Frederick Corder, and the pianoforte under Mr. T. B. Knott. It was only three years ago that Mr. Drummond adopted music as his actual profession, having previously commenced a commercial career, but acting on the advice of his friend, Dr. Arthur Somervell, he took up music seriously, with most gratifying results.

Besides "Dawn Skies," amongst his more successful songs may be named, "Homeland," "Rosebud," "Laugh and Sing," "Home That is Calling for Me," and his popular cycle of songs entitled "Songs from Love's Garden." The publishers of this music are Cary & Co., London.

EUKIN & CO. NEW MUSIC—ANGLO-CANADIAN MUSIC CO., CANADIAN AGENTS.

This company, which makes a speciality of high-class music and particularly encourages British composers, is certainly fortunate in publishing the works of Sir Edward Elgar. Amongst his most recent compositions are the three charming Organ-Grinder's Songs from "The Starlight Express," "To the Children," "The Blue-eyed Fairy" (a dainty waltz song), and "My Old Tunes," the accompaniment in each case being skillfully arranged by Mr. Julius Harrison. Cyril Scott is responsible for "Night Song," which is delightfully attractive and less

NEW MUSIC

Copyrights entered
at Ottawa

- 31395 "Beautiful Isle Where the Shamrock Grows." By W. H. Blöye.
 31402 "Good-bye, Mother Dear." Words and music by Morris Manley, Toronto.
 31408 "Water Nymph." By Colin C. McPhee.
 31418 "A Mother's Dream." Words by Charlotte Elizabeth Macklem.
 31424 "When We've Wound Up the Watch on the Rhine." A Song for the Allies. Words and Music by J. Urquhart Ireland, Hespler, Ont.
 31441 "Come Along and Join My Party." Song. Words and music by Edward A. Paulton. Music by Armand Kalisz.
 31442 "That's Why I Want You." Words by Stanley Murphy. Music by Henry J. Marshall.
 31443 "See Those Mississippi Steamboats on Parade." Words by Joe Kelsey. Music by Charles Straight.
 31444 "Chimo Tunes." By Charles F. Strickland.
 31445 "Susquehanna Sue." Song. Words by Eddie Buzell. Music by Henry J. Marshall.
 31446 "Emma McChesney Waltzes." By James H. Morrison.
 31447 "You're Like a Beautiful Song." Song. Words by J. E. Dempsey and A. Dublin. Music by Joseph A. Burke.
 31448 "Canada the Home of the Free." Canada's Master Song. Words by John G. Markey. Music by Henry Easun. Henry Easun, Woodstock, Ont.
 31449 "The Boys Who Fight for Freedom." (They Seem Nearer Because They're Dearer). Patriotic Song. Words and music by Lester Berry, J. E. Burgess, Winnipeg, Man.
 31453 "My Mother's Kiss Was Sweeter Than Them All." Song. Words by S. G. Smith. Music by Frank Eborall. S. G. Smith & Frank Eborall, Toronto, Ont.
 31459 "Girls, Girls, Get Yourselves a Soldier Lad!" Words and music by Roy Pierson. Roy Pierson, Brantford, Ont.
 31460 "Kiss Your Soldier Boy Good-bye." Song. Words by Kenneth McInnis. Music by Sam Marks. Anglo-Canadian Music Publishers' Association, Limited, London, Eng. and Toronto.
 31461 "Praise the Lord!" Words Anonymous. Music by Bertha Yoniss Tamblin. Anglo-Canadian Music Publishers' Association, Limited, London, Eng. and Toronto.
 31463 "The Fascinating Melody." from the musical comedy, "Belles of Boo Loo." Words and music by N. Fraser Allan.
 31466 "The Call of the King." Words by James A. Ross, Wellandport, Ont. Music by Musty O'Leary.
 31464A, "The Call We Must Obey." Words and music by Florence Haultayne, Toronto.
 31471 "Evening Shadows." Revere-Transcription. By F. W. Vanderslout.
 31472 "Garden of Flowers." Revere Serenade. By F. W. Vanderslout.
 31473 "Sunset Glow." Waltzes. By F. W. Vanderslout.
 31474 "Johnny on the Spot." Re-arriving Song. Words by Betty Parker. Music by Alice S. L. May, Mrs. Charlotte Rice, St. Mary's, Ont.
 31481 "We Will Fight Till the Victory is Won." Patriotic Song. Words and music by W. H. Willis, Wingham, Ont.
 31482 "Last Night I Dreamed of You." Song. Words by James S. Donohue. Music by Rife Denmark & John W. Kellefte.
 31483 "If I Could Live Again." (A Sulloway). Song. Words by Raymond Egan. Music by Richard A. Whiting.
 31484 "My Dreamy China Lady." Song. Words by Gus Kahn. Music by EIGHT Van Alstyne.
 31485 "God Gave You to Me." Song. Words by George Graff, Jr. Music by Herbert Spencer.
 31486 "Flirt Waltz." From the Ballet: "Flirting in St. Moritz." By Jul. Knudshofer.
 31489 "America—My Country 'Tis of Thee." Words by S. P. Smith. Music by Johan Raer. Whaley, Royce & Co., Limited, Toronto, Ont.
 31495 "We Need More Men." From the Musical Comedy, "Talk! Talk! Talk!" Words by A. G. Duggan. Music by J. Ernest Lawrence. Arranged by Julius Brazil. Whaley, Royce & Co., Limited, Toronto, Ont.
 31497 "Little Belgium." Three-step. By Helen McO. Easson, Stratford, Ont.
 31503 "While Daddy is Away." (Baby's Eyes). Words and music by Frank Hall Carver. Harmonized and arranged by Percy H. Carver.
 31504 "One Flag." William George Knights, Calgary.
- INTERIM COPYRIGHTS**
- 1797 "Steps Innumeral!" Words by Anon and A. W. J. Farmer. Melody by A. W. J. Farmer. Arranged by E. Villemaire. A. W. J. Farmer, Guelph, Que.
 1798 "Mary, Queen of Heaven." Words by C. McPharlin. Melody by A. W. J. Farmer. Arranged by E. Villemaire. A. W. J. Farmer, Guelph, Que.
 1799 "Comforter of the Afflicted." Words by Anon. Melody by A. W. J. Farmer. Arranged by E. Villemaire. A. W. J. Farmer, Guelph, Que.
 1800 "Jesus Christ! The Man Perfect." Words and melody by A. W. J. Farmer. Arranged by E. Villemaire. A. W. J. Farmer, Guelph, Que.
 1801 "My Rose of Erin." Words and music by A. W. J. Farmer. Arranged by E. Villemaire. A. Guelph, Que.
 1802 "The Spanish Thoroughbred." Words and melody by A. W. J. Farmer. Arranged by E. Villemaire. A. W. J. Farmer, Guelph, Que.
 1803 "Somewhere in France. Our Soldier Boys." H. A. Mackenzie, London, Ont., and H. C. Harris, Kingston, Ont.

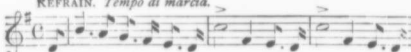
The first of a series of special Bulletins has been issued to the trade by Whaley, Royce & Co., who state that it is their intention to continue sending out each month these selected lists of special offerings. This first bulletin includes sheet music hits, some steady selling books, and an offering of their made-in-Canada bugles No. 452.

The SECRET

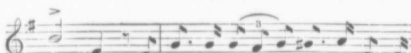
of our Empire's greatness is the loyalty of
its men on land and sea

The Greatest Sailor Song is
"The Lads in Navy Blue"
By Harry Dacre
and his LATEST Optimistic Ditty goes Thus
"All The Clouds Will Roll Away"

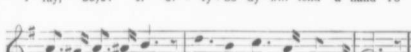
REFRAIN. *Tempo di marcia.*



When all the clouds have rolled a-way, boys, We shall say, boys, "Hip, hoo-



ray," boys! If ev-'ry-bo-dy will lend a hand To



help his na-tive land, All the clouds will roll a-way.

Sing this twice and forget it—if you can!
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Good Luck	Barnes
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'Till Belgium's Wrongs are Righted	Adamson
Somehere in France	Ivey
Admiral's Broom	Bevan
Heroes and Gentlemen	Peskett
Come, Sing to Me	Jack Thompson
The Call to Arms	Jack Thompson
You, Just You	Jack Thompson
Carry On	Maxwell
Somehere a Voice is Calling	Tate
Some Day Your Voice Will Answer	Virgo
Little Red House on the Hill	La Touche
Blackbird's Song	Cyril Scott
Time's Roses	Clutsum
I Know of Two Bright Eyes	Dell'Acqua
Vilanelle	Sullivan
Sailor's Grave	Sullivan
We'll Never Let the Old Flag Fall (9th thousand).	
By Order of the King (15th thousand).	
Hi! Not Forget Your Soldier Boy (4th thousand).	
There's a Fight Going on, are You in it? (6th thousand).	

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 Eikin & Co., J. H. Larway and other Houses

(Continued from page 49)

pretensions than many of his compositions. In lighter music for pianoforte we have Edgar Barratt's "Meadow Sweet," Brian Hope's "Contemplation," and H. Scott-Baker's "Jacqueline," the latter a very useful practice piece; whilst for pianoforte and violin we have "Rosemary," an attractive specimen of Elgar's Art.

WE NEED MORE MEN.

A real good recruiting song is "We Need More Men," words by A. G. Duggan and music by J. Ernest Lawrence, from the musical comedy, "Talk! Talk! Talk!" which has just been so well received by Toronto audiences. This song, which is dedicated to Lieut.-Col. Frank Burton and his Bantams, was featured strongly in "Talk! Talk! Talk!" and is off to a good start. The chorus goes:—

"British Boys, be British Boys,
Salute the Flag with me,
It stands for Liberty
Whatever Race you be,
Boys may go, but well we know
There's others standing by
To shoulder arms and face the foe,
As heroes they gladly die.
Conscription! No! They want to go
A willing volunteer,
The British have no fear
When hostile hordes appear.
England expects that every man
His duty he will do,
Get into the fight, you know we're right.
We need more men.

Whaley, Royce & Co. are the publishers.

ASHDOWN'S WORKS REVIEWED.

Commenting on what's what in Ashdown publications, which are marketed here by Anglo-Canadian Music Co., "G. L." in the London Pianomaker, says:

"A notable series designated by the publishers as graded classics has recently appeared in the form of six books, "The Studio Series." Considering the excellence of their contents and quantity, varying from a dozen to twenty pieces per volume of selections from works of masters of the classics, it must be acknowledged they are remarkable value. Not only have they educational worth, but pianists who are fond of whiling away the hours at the keyboard will find very pleasurable occupation in coming over and enjoying their many beauties. Two points are worthy of mention connected with Mr. Orlando Morgan's editorial work is that "thematic" phrasing has been substituted for "group" phrasing, and all "ornaments" written out exactly as they should be played—helpful features to ensure correct rendition.

"Hubert Bath's "Seaside Sketches"—a set of five simply written pieces, including two jolly numbers, "The Old Boatman's Yarn," and "Three Jolly Sailor Boys." Although small in calibre, we find the same artistic finish and attention to detail in them as in all Mr. Bath's efforts. Mischa Godovsky's "From Ruthenian Heights," a Russian suite of elegant little tone pictures for piano, which will especially please the musical dilettante for their rhythmic charm and fascinating Slavie atmosphere. Henry Geehl—a writer of songs who has

gained much prominence in public esteem—favours us with a dainty "Spring Carol" (words by Teschemacher). Its bright optimism and impetuous swing is refreshing and will soon gain for it public favor. Another by the same writer of similar character and excellence is "O Bird of Heaven." "Petite Chanson," for violin and piano, by our great English violinist, Albert Sammons, has a delightful theme supported by an adroitly conceived and well-balanced accompaniment, which increases its interest and charm.

BOOSEY & CO. NEW SONG ISSUES.

"What Shall I Say?"—4 keys—Gerald Grayling.
"Woodland Voices"—3 keys—Arthur E. Godfrey.
"Ferry, Ahoy!"—4 keys—A. Herbert Brewer.
"The Last Call"—3 keys—Wilfrid Sanderson.
"Love's Sunshine"—2 keys—Nicholas de Vore.
"The Melody of Home"—4 keys—T. Wilkinson Stephenson.
"Mena Mine"—2 keys—T. C. Sterndale Bennett.
"Requiem of the Sea"—2 keys—Elmer Andrew Steffer.

The first mentioned song is expected to prove a rapid and lasting success. A neat folder has been issued by Boosey & Co., showing thirty-one thematics representing the choicest of their drawing-room songs, many of which are public favorites sung by such artists as John McCormack and Clara Butt.

By special request the cantata, "The Rose Maiden," was repeated on April 6th by the choir of College Street Baptist Church, Toronto, with Mr. Chas Passmore, of Boosey & Co., at the organ.

JOSEPH WILLIAMS, LTD., PUBLICATIONS.

The following representative parcel of music is received from the house of Joseph Williams, Ltd., London, showing some of their musical works to the fore at the present time:

"I Dreamt"—Song—M. L. de Villiers.
"Album Leaf"—Piano—Frederick Manns.
"Sauterelles"—Piano—Hilda Dederich.
"Valse Impromptu"—Felix Swinstead.
"Lyric Pieces"—Book I. by Harry Fargoe, op. 40, containing five easy piano numbers—Melody in A flat, Nursery Rhyme, A Study in Rhythm, A Gay Tune, and Largo in D flat.

"Five Country Dances," for piano, by Helen Bidder, containing Fairies on the Sward. In a Hammock, The Dairymaids, The Piper and the Village Green.

"Two Egyptian Sketches," for piano—By the Nile (Barcarolle), and Nadeshda (Slave Dance), by Hubert Bath.

"York Bowen's Suite Mignonne," IVth Suite, Op. 39, and "A. C. Mackenzie's English Air, with Variations," op. 81, both in the Berners Edition.

"The Musical Education of the Child," by Stewart Macpherson: a book which is, in the main, selections from various lectures and articles prepared to set forth certain aspects of the musical education of the young. This work deals with music in school life, in the home and with the music teacher.

"The Technique of the Modern Orchestra," a manual of practical instrumentation, by Ch. M. Widor.

Characteristic features of the work are the complete lists of shakes and tremolos for the woodwind, and double, triple, and quadruple stops for the strings. It treats of the flute, piccolo, obce, obce d'amore, cor. Anglais, barytone obce, clarinet, alto clarinet, small clarinet, bass clarinet, bassoon, bassoon-quinte, double bassoon, sarrusophone, natural horn, valve horn, natural trumpet, valve trumpet, bass trumpet, cornet a pistons, trombones, tenor trombone, bass trombone, contrabass trombone, saxhorns, soprano saxhorn, soprano saxhorn, alto saxhorn, baritone saxhorn, bass-tuba, bombardon, contrabass-tuba, kettledrums, side drum, tenor drum, tambourine, tabor, triangle, castanets, cymbals, ancient cymbals, bass drum, gong, glockenspiel, celesta, xylophone, bells, saxophone (soprano, alto, tenor and barytone), harp, organ, violin, viola, violoncello, double bass, and other phases of orchestra work.

CHAPPELL & CO. PUBLICATIONS.

A hand arrangement of Rubens' melodies, "Your King and Country Want You," and "We'll Look After You," has been made by S. Deshon, under the title of "Dominion Recruiting March." This is a good, stirring number.

Among the present active sellers in Chappell's catalogue are "The Waltz We Love" (Vescey); "Thank God for a Garden" (Del Riego), and "A Talisman" (Ethel Barns).

The New March List.

"Laddie in Khaki" ("The Girl Who Waits at Home") Ivor Novello, in C, D, (D-F) and F.

"Dear Hands, That Gave Me Violets," in C, D (D-E) Gb.—Haydn Wood.

"Little Orphan Annie," F (C-F)—Ward-Stephens. "The Song of the Waggoner," in D (B-E)—F. S. Breville-Smith. A jovial hearty song with a fine swing "Mother England," in C minor (Bb-Bb)—Mabel Veronica Batten.

"Land of the Long Ago," vocal duet. In F, for soprano and contralto, or tenor and baritone; in G, for soprano and tenor, or two high voices.—Lillian Ray. "Evensong," organ music.—Easthope Martin.

There has just been published by Chappell & Co. a new educational work, "Studies in Recitative," for all voices, compiled and edited by Liza Lehmann. Volume I, for soprano; Volume II, for mezzo-soprano and contralto. The Daily Telegraph says:

"Few things reveal the weaknesses of a singer's equipment as mercilessly as recitative. The problems of recitative, and the value of solving them, is well put by that experienced teacher, Madame Lize Lehmann, in her preface to the "Studies in Recitative" which she has just issued through Chappell & Co. "The vocalist," she says, with perfect justice, "who can deliver a recitative faultlessly is a proven artist;" and she substantiates this statement by pointing out that recitative teaches self-reliance, dramatic feeling, sense of style, authority, and variety of tone-colour. Up to the present only two books are published—for sopranos and mezzo-sopranos. But it is to be hoped that the owners of other voices will soon be entered for. For Madame Lehmann's tastes are wide. She has room for Sullivan as well as Mozart; for Henry Smart as well as Handel; for Edward German as well as Mendelssohn. Her studies, moreover, are well printed and carefully edited."

SPECIAL ENOCH & SONS' ISSUES.

"Amperсанд," who reviews the new music for London Musical Opinion, has this to say about Enoch & Sons' publications, handled by Anglo-Canadian Music Co. for the Dominion:

Jack Thompson's First Song Album has a varied contents list and it hits its intended mark with sureness and certainty. People who take pride in scorning the masses will scorn these songs also. The composer is no Futurist, nor does he strut about carrying a sandwich-board. Of all essayists, protect me from those who perforce must be labelled ere they can be properly understood. Such ditties as are contained in the present volume make their appeal at a first hearing and do not demand "explanatory notes." The titles run respectively thus: "Rose of the World," "Little Bit of a Man," "Just Because of You," "The Bells of Little Weston," and "April is a Gown of Blue." An excellent photograph of the composer adorns the frontispiece.

For the children, Helen Taylor's readable English version of Popular French Songs and Games can be unreservedly commended. In the whole collection there are twenty numbers, some of the musical games—for example, "The Baker's Wife," and "Planting Cabbages"—providing plenty of scope for action.

An interesting portfolio of separate songs comes to hand, the more acceptable numbers embracing: Donald Crichton's "The Grey Watch," Lewis Barnes' "Good Luck!" (a very natural Irish ditty); Jack Thompson's "Fare Ye Well, My Bonnie Lass," and Charles Mott's "Love's Appeal." The last named is a tasteful morsel, and in sympathy keeping it is capable of moving the proverbial mountain.

Esthops Martin's "The Philosopher and the Lady" takes the form of a song-cycle for mixed quartette. A miscellany of separate songs calling for more than merely casual eulogy is the following: "Brave Eves" (Donald Crichton), "Rest" (Maud Wingate), "Men of London Town" (Easthope Martin), and "Oh, to be in England" (May H. Brahe). The last named has been bracketed with the composer's "The Year's at the Spring," the two being stirring settings of Robert Browning's poems.

The death is announced in England of the well-known composer, Noel Johnson, whose art-songs have obtained wide popularity. He was born at Repton, Derbyshire, in 1863.

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GERHARD HEINTZMAN WHOLESALE MANAGER RETURNS FROM WEST.

Mr. Ruse Pleased with Trip.

When seen by the Journal on his return from his western trip, Mr. Chas. Ruse, manager of the Gerhard Heintzman, Ltd., wholesale department, declared this to be the most pleasing trip he ever had. Mr. Ruse, who is well acquainted with the territory over which he travelled, spent seven weeks between Fort William and the Pacific Coast.

He was agreeably impressed with the cheerful optimism of dealers and others that he met, though the difficulty in securing cars for grain shipments amounts almost to a hardship. Although long trains of cars filled with wheat are always moving, there seems to have been little impression made on the vast harvest of last year, and many people estimate that another crop will be ready to harvest before last season's grain has all been moved. The enormous crop has had a naturally beneficial effect on sales and collections.

Immediately on his return, Mr. Ruse visited a number of Ontario points, then going east on a tour of the Maritime Provinces.

A possible new director has been introduced to the personnel of the Mozart Piano Co., Ltd., Toronto, by Mr. George Domelle, secretary of that firm. The newcomer arrived at the home of Mr. Domelle on April 8, lusty lugged and powerful. He weighs eight pounds, and as it is ten years since the stork last favored Mr. Domelle, he is duly elated.

NEWLY PATENTED INTERIOR CONSTRUCTION IN MARTIN-ORME PIANOS.

The Martin-Orme Piano Company, Ltd., Ottawa, announce the installation of their new heavy pressure bar system in all instruments now coming through the factory. This was patented during 1915 under the name of "Duplex Bearing Bridge and Capo D'Astro Bar." It is the invention of the president of the company, Mr. Owain Martin, who is one of Canada's pioneers in higher class piano construction, and who perfected this innovation after a year's study and work on the subject.

The Martin-Orme firm claim an added solidity and clearness to the treble of their pianofortes as a result, and are exceedingly enthusiastic over the new feature. It is claimed also to be of great assistance in tuning due to absence of friction and the resulting elimination of any tendency towards "sticking."

The Martin-Orme Co. promise dealers this patented "Duplex Bearing Bridge and Capo D'Astro Bar" in all Martin-Orme pianos now ordered.

U. S. PIANO MERCHANTS' CONVENTION.

The National Association of Piano Merchants of the United States is to meet in annual convention at New York during the week of June 19. The convention headquarters will be at the Hotel Astor.

The National Piano Manufacturers' Association meets on June 20 and 21, and the National Piano Travellers' Association during the week of June 10.

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PIANO MANUFACTURERS' SONS ENLIST.

E. C. Thornton on Visit East.

When seen by the Journal in Toronto on his way east, Mr. E. C. Thornton, general manager of the Karn-Morris Piano & Organ Co., Ltd., was in a decidedly optimistic mood. "Piano trade is very good, and the Listowel factory is particularly busy," he stated, "but our export trade has been severely interfered with by the action of the British Government. Freight rates also make foreign trade almost prohibitive, although prospects in Australia for Canadian pianos appear good."

Mr. Thornton's oldest son has just enlisted in the 168th Oxford Rifles. The boy, who joined the colors just as soon as he reached his 18th birthday, has taken his Junior and Senior Matriculation and secures his first year University schooling. He has been desirous of enlisting for many months but could not get his parents' consent until he passed eighteen years.

The oldest son of Mr. A. E. Windsor, superintendent of the Karn-Morris factories, and who is a warm personal friend of Mr. Thornton's, has also enlisted for overseas service.

In all, nearly 75 men have left the Karn-Morris organization to fight for the colors, and their leaving has made a serious shortage of men. "In spite of our need of men," said Mr. Thornton, in referring to this fact, "we have done all we could to encourage enlisting."

WOODSTOCK DEALER'S REPORT.

Messrs. R. A. Downs and W. J. Elliott are the latest additions to the Woodstock, Ont. branch of Heintzman & Co., which is in charge of Mr. J. A. Sanders. In spite of war conditions, the competition of automobiles and talking machines, Mr. Sanders reports a prosperous and encouraging year so far. Like the majority of piano men, Mr. Sanders finds that many people who would be piano or player purchasers, are deferring in favor of the automobile. He has also found the talking machine affecting player sales, although the latter show a healthy increase. General business he considers even better than could be expected, though not up to the normal.

The men connected with the talking machine departments of the Toronto music houses had a get-together evening last month. An informal dinner, followed by a musical programme, was held at the St. Charles.

PERTH DEALER REPORTS INCREASING
PLAYER BUSINESS—SELLS HIGH-
PRICED PHONOGRAPHS.

"Our sales so far this year are better than ever before, and 1915 was the biggest year we ever had," said Mr. J. E. Maloney, head of the Perth, Ont., firm bearing his name, when referring to trade conditions lately. "Our player sales are increasing very rapidly," continued Mr. Maloney. "We find that Karn-Morris instruments give excellent satisfaction, also Doherty pianos, both of which lines we are pushing, and we find them ready sellers at good prices."

"We also handle the Edison Diamond Disc and Edison Cylinder Phonographs, as well as Columbia Gramophones and records. Our trade in these lines is increasing very satisfactorily, especially for the higher-priced instruments, we having sold the Edison Diamond Disc as high as \$515."

"Collections are good and we have made a number of good cash sales for both players and uprights since the first of the year. Lately we have had quite a number of drop-in sales, which is unusual for a town of this size. Yesterday we sold a handsome Morris player to a newly married couple, and we are particularly pleased with this, as the bride is an accomplished musician and came here recently from New York."

SOUTH AMERICAN TRADE.

In an interview, D. R. Martinez, manager of the foreign department of Kohler & Campbell, of New York, who have a large export trade, gave some information concerning South American business.

He states that business is poor because freight rates are about 400 per cent. higher than before the war; because many German pianos are still in dealers' warehouses, and because of the disadvantageous rate of exchange.

Few of the people of South America, he stated, can distinguish between the medium, the good and the best as regards tone and workmanship. They are dependent upon the dealer. The cheap American piano, he states, has no status in south American points. There is a considerable demand for highly decorated cases, which go largely to the provincials.

England's importations for pianos were, for 1913, 24,482; for 1914, 12,107; for 1915, 1,286.



Weber and Fields, Bert Williams, Frank Tinney,
Irene Franklin, Joe Hayman, Raymond Hitchcock
—an unsurpassable array of comic artists who
make Columbia Double-Disc records.



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

Columbia Graphophone Company

365 Spadina Ave., Toronto

STAFFS OF HAMILTON MUSIC STORES JOIN IN FIRST ANNUAL BANQUET

Over 50 in attendance.—Good fellowship in evidence on every hand.
Permanent organization expected as the outcome.

HAMILTON members of the music trades recently furnished a splendid example of the fraternal spirit. On Friday evening March 31st the staffs of the various houses gathered at the Hotel Royal for their first Annual Banquet.

The dinner was served in excellent style at 7.30. Every house was represented and the majority of them well represented. The meeting took the form of just a big family gathering in which the family spirit prevailed throughout the evening. One would scarcely think from the table talk that these men were daily opponents in the strenuous present day competition and it is pretty safe to venture the belief that competition in Hamilton will be even cleaner and more business-like as a result of the dealers' banquet. It was the opinion of those present that a permanent organization should follow. Having the entire staffs share in such a gathering gives scope for many an educational movement to do its work and in this the Hamilton trade set an example which dealers in other centres would do well to follow.

Those present were: R. P. Newbigging, Newbigging Cabinet Co.; J. H. Hanes, Thos. Anderson's; A. E. Stadelman, Evans Bros.; Stanley Addison, R. S. Williams & Sons Co.; H. R. Clyde, Cecilian Co.; Bert Rymal, Karn-Morris Co.; R. M. Hamilton, Hendrie & Co.; Geo. Hill and R. M. Hill; J. Miller, F. A. Ramsbaw; H. A. Jones, Canadian Music Trades Journal.

From Nordheimer's: T. C. Wright, A. Lorne Lee, Harry Bolton, C. E. Smith, J. O. Walkling, J. A. Tillman, W. G. Galashan, A. Brodsky, C. Evans, H. J. Boulter, C. E. Miles, A. Rampsberger.

From Heintzman & Co.: W. J. Steele, R. Linke, Fred Lundy, B. F. Lawrence, N. T. Badaou, T. G. Barkworth, W. R. Hastie, Joseph Minnes, A. J. King, J. K. Patter-son, A. R. Gilmour, W. Fracliek, Jas. Wadge.

From Mason & Risch: E. L. Brown, T. Webb, E. Holman, H. W. Fallis, T. M. Stevens, B. B. Stewart, C. S. Morden, G. Markle.

From Gerhard Heintzman's: H. E. Howard and J. B. Kingan.

From Carey & Sons: A. Carey and J. Hansplant.

From J. Fasken McDonald's: J. Fasken McDonald and F. Waters.

Expressions of regret on their unavoidable absence were read from Louis Eager, manager of the Nordheimer branch; F. Lunn, local manager for Gerhard Heintzman, Ltd.; F. Roblin, also of Gerhard Heintzman's, and John A. Fullerton, of Canadian Music Trades Journal.

It would be almost impossible to place too high a value upon the great amount of hard preparatory work done by those in charge of the arrangements for the

evening. The committee was, A. Lorne Lee (Nordheimer's), secretary; Harry Howard (Gerhard Heintzman's), R. Linke (Heintzman & Co.), G. Markle (Mason & Risch), and Fred Lundy (Heintzman & Co.)

FIRST ANNUAL BANQUET.

Hotel Royal, Hamilton, March 31st, 1916.

"See I, Josiah, do you want ter die, becoz you kin die cheap?
I'll kill you to eat so much."—Samantha Allen.

MENU.

"The happiness of man, the hungry sinner,
Since Eve ate apples, depends on dinner."
"Wit" plumes on the house for eat."
"Wit more you want, no frim."—The Habitant.

OYSTER SOUP.

ROAST.

ROAST CHICKEN GIBLET SAUCE

VEGETABLES

SIFTED PEAS MASHED POTATOES

PUDDING AND PIES

DEEP APPLE PIE WHIPPED CREAM

ICE CREAM

ASSORTED CAKE FRUIT

COFFEE

Cheer up! Cheer up! 'Tis for the best;
You'll have a big head and you know the rest!—Remorse.

"To try thy eloquence now, 'tis time."—Anthony and Cleopatra.

TOAST LIST

THE KING

"May he live longer than I have time to tell his years."—
Shakespeare.

THE CANADIAN MUSIC TRADES JOURNAL

A chief's among ye takin' notes
An', faith he'll print 'em.—Burns.

Responded to by Mr. H. A. Jones, Toronto, Ont.

THE PIANO TRADE

Responded to by the Chairman, Mr. T. C. Wright.

FOR THE GOOD OF THE TRADE

"I will say this, and this is that."—Lander.

"Pianos make a home complete,
Just like water, light and heat;
"If o' fthis fact you have a doubt,
"Compare homes with and those without."

"STOP KNOCKING."

Put the hammer in the locker,
Hide the sounding board likewise;
Anybody can be a "knocker,"
Anyone can criticize.
Cultivate a manner winning,
Though it hurts your face to smile,
And seems awkward in beginning,
Be a "booster" for a while.

AFTER the sumptuous dinner had been done full justice to, Mr. T. C. Wright, chairman of the evening, called the meeting to order and proposed the toast to the King. This was enthusiastically responded to by the singing of "God Save the King."

As soon as the cigars were going well, Mr. Wright, whose own confession was the only evidence of his not being an old hand at the job of presiding, made a few brief introductory remarks. He expressed gratitude for the most satisfactory attendance, and related a couple of true-to-the-life selling experiences which put everyone in humor for genuine enjoyment of an informal programme. These remarks he concluded by commending Canadian Music Trades Journal for its persistent policy along the line of advancement of trade interests and its successful efforts to provide a medium from which individuals in every branch of the trade were able to get practical discussions of the questions affecting the trade in Canada, United States, Britain, and the world over. "We all look for the news items, too," said Mr. Wright.

In proposing the only other toast on the programme, to Canadian Music Trades Journal, the chairman introduced Mr. H. A. Jones, of that paper, who was present at the invitation of the Hamilton trade to outline some suggestions on organization and to pass on information regarding trade association activities in other cities.

Mr. Jones, who is familiar with the life and death struggles of several associations, emphasized the gain that could be derived from a quiet organized effort to put the business in its proper light in the public eye. He scored the statement credited to a United States automobile manufacturer who, when approached on the question of putting some money into a piano industry, refused to invest a cent, saying, "the piano business is not an industry, it's an imposition." He showed such a remark to be false, and clearly that of an unthinking individual. But the moral was that members of the trade in any city might show more concern about the public's attitude toward them, with a view to impressing upon public opinion that music dealers were buyers and sellers of a necessary commodity. This speaker believed that the much-quoted list of humanity's real necessities—shelter, food and clothing—needs revising to the extent of adding music. It was pointed out how, were regular meetings instituted, it could be arranged to have informal lectures by men well up in various branches of the business; how there could be helpful interchanges of views on the problems of figuring costs, exchange valuations, credit systems, rental and cartage charges, hours of closing, training of efficient help, co-operation in avoiding dead-beats, and scores of similar sub-

A FLASHLIGHT PHOTOGRAPH OF THE HAMILTON BANQUET.



jeets. Mr. Jones also noted the advantage, even through a period of seeming inactivity, of having the necessary machinery to cope with an emergency that might at any time arise and in which concerted action was needed.

In responding to the toast of The Piano Trade, Mr. T. C. Wright, chairman of the evening, confessed that it was 25 years ago last month since he first arrived in Hamilton. He was sorry to say there was not a person present who was in the trade at that time. He made a kindly reference to four former trade friends who had passed to the Great Beyond, the late E. J. Wilson, Mr. Orton, of the Thomas Organ Co., Mr. Grossman and Mr. Kilgour.

Mr. Wright referred to many ways where trade methods might be improved. He showed the utter folly of claiming that one's competitors were handling poor goods in order to sell one's own lines, which were the best. "You men," said he, "want to say you are selling the best piano of a lot of good pianos. You tuners want to be considered at the top of a lot of good tuners. Give the other fellow a boost and you yourself are thereby hoisted another notch. He believed that after such a successful and profitable social intercourse the fifty men whose feet were under the one table would go out with more confidence in each other and thereby do more justice to themselves and to their profession.

Mr. W. J. Steele, the new manager of the Heintzman Co. branch, expressed his satisfaction at this his first opportunity of meeting the Hamilton trade as a whole. Mr. Steele, who came from Ireland eight years ago, spoke briefly of business methods and stated in a sincere manner his conviction that square deals and co-operation were the only ways to get on in life. He thanked his confreres for their evidences of friendship since taking up his new duties, and it was evident from the gathering that the other men felt another real gentleman had come to live in their midst. Mr. Steele is never hard up for a good story. Two or three of his choice ones were related and are now on file in all the Hamilton stores.

Mason & Risch manager, E. L. Brown, touched upon a most important point in a forceful way. He said: "No part of our work is more important than another. The duties of making the piano, selling the piano, tuning or polishing it, delivering it, and writing the little ads to tell people about it, are all equally important. Each is dependent on the others." He said that perhaps the manager's work was least important of all, for his place was simply to keep all departments going efficiently and smoothly. Mr. Brown, who is an experienced talking machine man, referred to the importance of the talking machine branch of the industry as a retail sales factor. He also advocated a permanent organization.

Mr. J. Fasken McDonald, in his usual pleasing manner, told of coming to Hamilton nineteen years ago, since when, he believed, retail conditions had shown a steady improvement. It was his conviction that many of the difficulties which members of the trade encountered to-day were inherited from those who had gone before. By way of example he mentioned that there were scores of homes in Ontario in each of which was an organ that had taken the "First Grand Prize" at some famous exhibition in either

Paris, France, or London, England. "If one of these is offered the dealer by way of exchange," said Mr. McDonald, "it is a very difficult matter to agree upon any thing like a proper valuation, because the customer has in mind that the prize organ is worth at least one hundred and fifty or two hundred dollars."

Mr. McDonald said that it was no occasion for surprise that the personnel of the piano trade was of a high order, because he was confident that a man to make a success of this profession must of necessity be gifted and resourceful. He also confirmed the expression of Mr. E. L. Brown that the work of every department was of equal importance to the house.

Mr. W. G. Galashan championed the cause of the tuners and polishers in no uncertain manner. "Tuners as a body of men," said Mr. Galashan, "are underestimated." A voice interjected "but overpaid," which Mr. Galashan stoutly denied. He wondered where the salesmen would be if the tuners and polishers all went on a month's holidays. He also threw out the suggestion that it would be to the mutual advantage financially of both tuners and their employers if they were remunerated on a percentage basis, instead of on a straight salary. Mr. Galashan said that he had had a varied experience in the trade in Scotland, England and Canada, and that he had found his life and work in Canada more congenial than in any other place. He likened the work of the tuner in his relation to the business of a piano house to the part played by the blacksmith in the building of Solomon's Temple, the blacksmith sharpening the tools with which the workmen were able to accomplish such marvellous work.

Mr. A. Carey, of Carey & Sons, who recently opened new warerooms at 64 King Street West, was welcomed to the piano trade. Mr. Carey said that he was pleased to be back into harness and to share in the good time this evening. He thought that the getting together for recreation was not made enough of, and he announced that he was still able to do his share in a ball game, and that if at any time any committee of the men were arranging for anything of this nature, he would count it a privilege to take part in any way.

The man in whose mind the idea of this banquet found birth was "Dad" Linke. The jolly way in which the boys fraternized with "Dad" shows that he is a general favorite. Naturally in a reminiscent mood, he told the banqueters of one of his first sales, when he was trying to close a deal with a man whom he knew very well. He put a piano in the man's home on trial, in return for which he got a cow, which he milked regularly while the piano was being tested. Before the deal was closed, two other piano men also placed a piano in the home of the same prospect, so that he had three from which to choose. "Dad" got the order because the prospect decided that his was the worst of the three, and nearest in price to the value of the cow. It took just three months to close the deal.

Mr. R. P. Newbigging was introduced as the man who was invariably asked to help out by sending a couple of talking machine or player roll cabinets at the last moment. Mr. Newbigging said that as a matter of interest he believed that the first hornless talking machine made in Canada was made in Hamilton in his fac-

tory. He paid a forceful tribute to the members of the music trades by saying that he had often wondered where all the goods manufactured went to, but as he thought of the amount of brains and energy represented around this banquet table, and then multiplied that by the number of similar centres throughout the Dominion, it ceased to be a matter of wonder how such a large amount of goods were marketed. Incidentally, he referred to the integrity of the trade by saying that in his business experience he had practically not lost a dollar in bad debts, which speaks volumes for the standard of the men with whom he is dealing. Mr. Newbigging believed that few members of the trade were proud enough of their profession. He stated that each person had a life to live and a work to do, and that when any man by square dealing, placed a musical instrument in a home he had done a service to that home.

Mr. Geo. Hill and his son, Mr. R. M. Hill, who do the great bulk of the piano moving for all the Hamilton dealers, spoke briefly of their attempts to give service, and of the pleasant relationship existing between themselves and all of the houses. Mr. Hill, Sr., was very glad to see a gathering of this kind because of the truth of the old saying that "In unity there is strength."

Brief speeches were made by Harry Howard, Jos. Minnes, W. R. Hastie, A. J. King, Jim Wadge, H. J. Boulter, J. A. Tillman, and F. Waters, the latter proposing a special toast to the boys in all branches of the music industries all over Canada who had donned the khaki in defence of King, of Empire and of Liberty. This was done most heartily and was followed by the rousing chorus, "We'll Never Let the Old Flag Fall."

It was moved by Mr. Steele, the Heintzman manager, and seconded by Mr. Brown, Mason & Risch manager, that the Hamilton dealers close for the months of May, June, July and August, at one o'clock on Saturdays, instead of on Wednesdays as formerly, and at 5 p.m. on other days. This motion was carried unanimously.

By way of variation between speeches, a great deal of pleasure was derived from several coster-songs rendered by Harry Bolton, of Nordheimer's Victrola Department, who in his "various attires" proved himself a most successful comedian and entertainer. His accompaniments were played very acceptably by Lorne Lee. A splendid piano solo by Jos. Minnes, of Heintzman & Co., was also much appreciated.

Banquet Skits.

The two miniature poems on the back of the menu were separated by the cut of a player piano. There was a great dispute over whose make it was. Stan. Addison (who got in position to have his "picture took" more quickly than the others), thought it was a New Scale Williams. A competitor, who forgot his resolution not to knock, said, if so, the *back* of the programme was the place for it. Another voice sent up word to the chairman that Fasken McDonald stated on his honor that it was a Sherlock-Holmes. A tuner, who should know, said that he was willing to stake his future career that while no name plate was visible, it was the "piano with a soul." The scrap was finally decided by all agreeing that the quality which stuck out all over the illustration guaranteed that at least it was made-in-Canada.

It would seem that Bill Galushan at one point in his address did not make himself very clear in his very apt

illustration referring to the connection of the blacksmith with building Solomon's Temple. A number of those present who were ignorant of the importance of the work of the piano tuner, took it to mean that tuning and blacksmithing were one and the same trade.

Suggestions came from every quarter that in view of the unusual success of the evening, that the staffs should again join in a day's outing during the summer. One suggested an old-fashioned picnic. Another suggested a trip around Hamilton Bay. A third recommended a



"CO-OPERATION"

EVEN A BULL CALF CAN TEACH SOME MEN. Pulling together is better than pulling apart. Head-work and combination work and pull-together got the calves their milk.

fishing competition. While a definite decision was not arrived at there is sure to be something good planned, and with one or two notable exceptions, all were in favor of inviting the ladies.

Lorne Lee was a busy man. He might be termed the "shirt-sleeved" secretary of the Banquet Committee. He worked like a trojan arranging details and the reward was a success—success in attendance, in the programme, and in the finances.

NEW RECORDS

EDISON RECORDS FOR APRIL.

CONCERT LIST—\$1.00 EACH.

- 28228 Mad'le, ruck, ruck, ruck, Schwabischer Volkstied Karl Jort
Tenor, in German, orchestra accomp.
- 28229 Nymphs of Sylvians (Hemberg) Alice Vert
Soprano, in French, orchestra accomp.
- 28230 I Know That My Redeemer Liveth—Messiah (Handel)
Julia Heinrich
Soprano, orchestra accomp.
- 28231 Recitative and Air—The Trumpet Shall Sound—Messiah (Handel)
Arthur Middleton
Bass Solo with Trumpet Obligato, orchestra accomp.
- 28232 Hallelujah Chorus—Messiah (Handel) Oratorio Chorus
Mixed Voices, orchestra accomp.
- REGULAR LIST—70c EACH.
- 2846 Ye Happy Bells of Easter Day—Easter Carol, The Carol Singers
Mixed Voices, orchestra accomp.
- 2847 Let the Merry Church Bells Ring!—Easter Carol, The Carol Singers
Mixed Voices, orchestra accomp.
- 2848 Praise Ye—Atrida (Verdi) Sodero's Band
Cornet, Trombone, and Euphonium.
- 2849 Wait Till the Clouds Roll By (Fulmer)
Walter Van Brunt and Chorus
Tenor, orchestra accomp.
- 2850 The Girl Who Smiles—Waltz (Briquet-Phillip) for dancing,
Janda's Society Orchestra
- 2851 Mollly Dear, It's You I'm After—Medley—One-step, for dancing,
National Promenade Band
- 2852 In the Gloaming (Harrison) Emory B. Randolph and Chorus
Tenor, orchestra accomp.
- 2853 Massa's in de Cold, Cold Ground—Transcription (Foster-Bacon)
Fred J. Bacon
Banjo, unaccomp.
- 2854 Answer (Robyn) Thomas Chalmers
Baritone, orchestra accomp.
- 2855 That Hula Hula—Stop! Look! Listen! (Berlin)
Helen Clark and Chorus
Contralto, orchestra accomp.
- 2856 Valse Pathetique (Onivas) ... Armand Vecey and his Hungarian
Chorus
- 2857 Go to Sleep My Little Piekanniny (Le Barge-Heltman)
Gladys Rice and Chorus
- 2858 Merry Whirl—One-Step (Lenzberg), for dancing,
Yess L. Ossman's Banjo Orchestra
- 2859 You'll Always Be the Same Sweet Girl (H. Von Tilzer)
Manuel Romain
Tenor, orchestra accomp.
- 2860 Recitatif et Cavatine, "Sous les pieds d'une femme"—La Reine
de Saba (Gounod) T. Foster
Basso, in French, orchestra accomp.
- 2861 Iolanthe Airs—No. 2 (Gilbert-Sullivan) New York Light Opera Co.
2862 (a) Honey, I Wants Yer Now (Coe); (b) Jerusalem Morning
Critteron Quartet
Male Voices, unaccomp.
- 2863 Hungarian Serenade (Scallari) Alessio Mandolin Quartet
- 2864 My Mother's Rosary (Meyer) Walter Van Brunt
Tenor, orchestra accomp.
- 2865 Underneath the Stars—Fox Trot, for dancing, Janda's Socy Orch.
2866 Auntie (Old Spanish Melody) Gladys Rice, and Frederick Wheeler
Soprano and Baritone, orchestra accomp.
- 2868 When the Right Girl Comes Along—Around the Map (Fink)
Billy Murray and Chorus
Tenor, orchestra accomp.
- 9439 Bergslagsstroll (pa bygdemal) (Froding), Komisk Deklamation,
Chas. G. Widdén, Swedish
- 9440 Varan Hal (Berlin) Chas. G. Widdén, Swedish
Baritone, orchestra accomp.

COLUMBIA RECORDS FOR MAY.

10-INCH DOUBLE-DISC RECORDS—PRICE 85c.

- A1966 Very Good Eddie (Kielimai and Kern) "On the Shore at Le
Lai Wi." Grace Kerns and Fred Miller, soprano and tenor
duet. Orchestra accomp.
- Sybil (Jacobi) "When Cupid Calls." Grace Kerns, Fred Mil-
ler and Andrew Sartos, soprano, tenor and baritone trio. Or-
chestra accomp.

- A1964 There's a Broken Heart for Every Light on Broadway (Fischer).
Manuel Romain, counter-tenor. Orchestra accomp.
- That's the Meaning of Ireland (Von Tilzer). Henry Burr,
tenor. Orchestra accomp.
- A1962 When Priscilla Tries to Reach High "C" (Von Tilzer). Mar-
guerite Farrell, soprano. Orchestra accomp.
- At the Fountain of Youth (Jenkins). Marguerite Farrell, so-
prano. Orchestra accomp.
- A1963 Give a Little Credit to Your Dad (Vincent). Albert Campbell
and Henry Burr, tenor duet. Orchestra accomp.
- Sweet Old Time When You Were Mine (Wenrich). Dolly Con-
nelly, contralto. Orchestra accomp.
- A1969 Cumberland (Mahri). Albert Campbell and Henry Burr, tenor
duet. Orchestra accomp.
- So Long Letty (Carroll). Miriam Clark and Hardy William-
son, soprano and tenor duet. Orchestra accomp.
- A1968 Tim Roney's at the Fightin' (Flynn). James F. Harrison,
baritone. Orchestra accomp.
- Come Back to Erin, Mona Darling (Dave Reed). James Reed
and James F. Harrison, tenor and baritone duet. Orchestra
accomp.
- A1965 On the Hoko Moko Isle (Von Tilzer). Arthur Collins, baritone,
and Byron G. Harlan, tenor. Orchestra accomp.
- Never Let the Same Bee Sting You Twice (Mack and Smith).
Anna Chandler, mezzo-soprano. Orchestra accomp.
- 12-INCH DOUBLE-DISC RECORDS—PRICE \$1.25.
- Dance Hits of the Month.
- A5787 Hawaiian Melody (Napier and Hopkins) One-step. Introducing
"Tani," "Mannawili," "Moanala," "Lei Poni Mai."
Prince's Orchestra
- Maid of My Heart (Williams, Gilbert and Freidland). Fox-trot,
Introducing "I Love You, That's One Thing That I Know."
Prince's Band
- A5795 Artist's Life (Strauss, Waltz, Prince's Orchestra.
Blue Danube (Strauss), Waltz, Prince's Orchestra.
- A5794 Ladder of Jones (Haddell), Fox-trot, Introducing "The 1916
Hippodrome Spectacle, One-step, Prince's Band.
- On the Shore at Le Wei Wi (Kielimai and Kern). Fox-trot, In-
troducing "Some Sort of Somebody" (Kern). Prince's
Band.
- 10-INCH BLUE LABEL DOUBLE-DISC RECORDS—PRICE 85c.
- A1967 Maunakea (Arranged by Cuba). Henry N. Clark and Oetette.
Kaula (Keeho). Robert Kaunas and Oetette.
- A1961 Now the Day is Over (Barney). Columbia Stellar Quartette.
Unaccompanied.
- I Need Thee Every Hour (Loery). Columbia Stellar Quartette.
Unaccompanied.
- A1942 The Bull Dog. Broadway Quartette. Unaccompanied.
- My Last Cigar. Broadway Quartette. Unaccompanied.
- A1959 Bell-me Me If All Those Endearing Young Charms. Taylor Trio,
violin, cello and piano.
- Ben Bolt (Kress). Taylor Trio, violin, cello, and piano.
- A1945 Napoleon's Last Charge (E. T. Paul). Descriptive March.
Prince's Band.
- Battle of the Nations (E. T. Paul). Descriptive March.
Prince's Band.
- A1931 The Broken Melody (Van Biene). Prince's Orchestra.
- The Glow Worm (Lincke). Prince's Orchestra.
- A1944 I've Gotto Go Back to Texas (Berlin). Elizabeth Brice and
Charles King, soprano and baritone. Orchestra accomp.
- That Hula Hula (Berlin). Elizabeth Brice and Charles King,
soprano and baritone. Orchestra accomp.
- A1960 Medley of Waltzes (G. Burdett). Royal Marimba Band.
Faded Flowers Waltz (Strauss). Royal Marimba Band.
- A1947 A Little Pink Rose (Carré Jacobs-Bond). Eldora Stanford, so-
prano. Orchestra accomp.
- Afterwards (Mullen). Eldora Stanford, soprano. Orchestra ac-
comp.
- 12-INCH DOUBLE-DISC RECORDS—PRICE \$1.25.
- A5783 Merry Vines of Windsor Overture (Nicolaï). Prince's Orchestra.
Masanelli Overture (Auber). Prince's Orchestra.
- A5781 Rachmaninoff's Prelude in C Sharp Minor (Rachmaninoff). Opus
3, No. 2. Prince's Orchestra.
- Boris Godunov (Monussorsky). Polonaise. Prince's Orchestra.
- A 5789 Serenade (Schubert). Stiel, Lutsky and Pinto, violin, harp
and flute trio.
- Marianna (Wallace). "Scenes That Are Brightest." Stiel,
Lutsky and Schuetze, violin, harp and flute trio.
- 9 1/2-INCH BLUE LABEL DOUBLE-DISC RECORDS—PRICE \$1.25.
- A5790 Aida (Verdi). Triumphant Chorus. Columbia Opera Chorus.
In English, with Orchestra.
- Meñstefole (Bolto). Opening Chorus. "Hail, Sovereign Lord."
Columbia Opera Chorus. In English, with orchestra.
- SYMPHONY DOUBLE-DISC RECORDS.
- A1957 Just You (Burlleigh). Maggie Toye, soprano. Orchestra ac-
comp.
- A Little Love, a Little Kiss (Lao Silseu). Maggie Toye, so-
prano. Orchestra accomp.



The profit on Columbia Grafonolas and Columbia
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dealer.



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

Columbia Graphophone Company

365 Spadina Ave., Toronto

A5791	Gondoliers, and If I Were a Bird (Henselt). Leopold Godowsky, piano.	
	Waltz in A Flat (Chopin). Leopold Godowsky, pianist.	
A5792	Pagliacci (Leoncavallo). Prologue. Louis Graveure, baritone. In Italian, with orchestra accomp.	
	Herodiade (Massenet). "Venez, Pucierres." Louis Graveure, baritone. In French, with orchestra accomp.	
A5793	My Dreams (Tosti). Louis Graveure, baritone. In English, with orchestra.	
	Mary (Richardson). Louis Graveure, baritone. In English, with orchestra accomp.	

SOLO-ARTIST RECORDS AND SOLODANT ROLLS FOR APRIL.

New Player Piano Music by The Otto Higel Co., Ltd.

SOLO-ARTIST RECORDS.

502263	After the Roses Had Faded Away (Hall). Ballade	.. \$.55
502262	An Old Fashioned Garden in Virginia (Marshall). Song	.. .70
502275	By the Fireside (Benson). Reverie	.. .85
502214	Carry Me Back to Old Virginia (Blaird). Song	.. .70
502255	Charme d'Amour (Love's Spell) (Kendall). Valse Lente	.. .85
502283	Good-bye, Good-bye, Good-bye, God Bless You (Foster). Song	.. .55
502234	Honolulu Lou (Rose). Hawaiian Song	.. .70
502304	I Hear You Calling Me (Marshall). Song	.. .70
502344	Moonlight Girl (Smith). One-step	.. .70
502293	Robin and the Red, Red Rose, The (Roberts). Ballade	.. .55

SOLODANT MUSIC ROLLS.

012603	Celestia (Grant). (Beautiful Goddess of Love). Song	.. .55
012583	Frou-Frou (Basket of Socks) (Case). One-step	.. .55
012573	Hill and Dale (Lodge). Fox Trot	.. .55
012594	Kangaroo Hop (Morris). Fox Trot	.. .55
012613	Peace Walk (Tierny). Fox Trot	.. .55
012533	Rosemary (von Hagen). Waltzes	.. .55
012563	Setting the Pace (Smith). One-step	.. .55
012543	There's a Broken Heart for Every Light on Broadway (Fischer). Song	.. .55
012624	You'll Always be the Same Sweet Girl (von Tiller). Waltz for dancing	.. .70
012553	You Wake Up in the Morning in Chicago (Carroll). Fox Trot	.. .55

STAR MUSIC ROLLS—25c Each Retail.

X187	Could the Dreams of a Dreamer Come True (Lange). Song.	
X188	Is There Still Room for Me, 'Neath the Old Apple Tree? (Abrams). One-step.	
X189	Victorian, The (Blomfield). March and Two-step.	
X190	Return of the Regiment (Wilson). March.	
X191	In a Thousand Beds of Roses (Osborne). Ballade.	
X192	When You Dream of the Girl Who Dreams of You (Spurr) Waltz Song.	
X193	Doris (Hazel). Valse.	
X194	You'll Be There (Hall). March Song.	
X195	When It's Orange Blossom Time in Loveland (Lange).	
X196	Come on Along (van Alstyne). Fox Trot.	

APRIL PLAYER ROLLS ISSUED BY UNIVERSAL MUSIC CO.

To the prices quoted below 20% is added for Canadian delivery.

METRO-ART (88-NOTE, HAND-PLAYED).

202552	Bridal Blushes. Hesitation Waltz. (For Dancing) Johann Schmid	.. \$.40
202592	Sunshine of Your Smile. Lilian Rey	.. .50
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202602	Dream Chimes. Eugene Wyatt	.. .40
202546	Whispering Hope. Alice Hawthorne	.. .75
202598	She Was Made for Love. Halsey K. Mohr.	.. .50
202556	I Broke My Mother's Heart (All Over You). James Kendis	.. .50
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METROSTYLÉ-THERMODIST		
302494	America First. Patriotic One-step Medley. Arr. by Herman Avery Wade	.. \$1.00
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302438	Are You from Dixie? ('Cause I'm from Dixie, Too). One-step. G. L. Cobb	.. .50
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302422	Ernest Ball Hesitation Medley. Ernest Ball. Arr. by Herman Avery Wade	.. 1.00
302446	I Love a Piano. Medley Fox Trot. Irving Berlin	.. .40
302462	Joe Turner Blues. Fox Trot. W. C. Handy	.. .40
302482	Save Your Kisses Till the Boys Come Home. One-step March. Melior, Gifford & Godfrey	.. .50
302454	Spring Time Rag. Fox Trot. Paul Pratt	.. .50
302466	Sweetest Girl in Monterey. One-step. Herman Paley	.. .45
302458	Sybil Selection. Victor Jacobi	.. 1.00

METROSTYLÉ-THERMODIST ("Popular Edition). 25c Each.

6300	Always Be Honey to Me. Fox Trot. Branch, Lange & Prival.
6292	Chattanooga Blues. Fox Trot. L. Seidel.
6290	Good Luck to the Boys of the Allies. March Song. Morris Manley.
6274	King of Rags. One-step. Sherman Swisher.
6262	One, Two, Three, Four. Ukulele Waltz. Redding.
6298	Rer Circé. Waltz. Abe Olman.

PROMINENT MUSICIAN SUCCESSFULLY FEATURES SHERLOCK-MANNING.

The professional musician who is also a successful salesman, is a decided exception. In the Canadian trade there are a few men making good on the selling line who stepped up to that branch of the music trade from the art end of the business. One of the most successful of these is Prof. D. Mulhern, of Alexandria, Ont., who so energetically and loyally features Sherlock-Manning lines in his community. He has handled these products exclusively for many years and has created a decided



Prof. D. Mulhern, Alexandria, Ont.

Sherlock-Manning atmosphere in his territory. He is justly proud of the fact that he purchases in dozen lots and always figures on ordering these a couple of months in advance of requirements, so that they may be thoroughly examined and tested.

Prof. Mulhern's musical connection and success has given him a strong standing in the estimation of the people of his community. Being Irish, he is naturally an optimist, and there are few lines of business in which optimism is a greater asset than in piano retailing.



The Columbia recordings of song hits are real hits — hits as songs and hits as sales.



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

Columbia Graphophone Company
365 Spadina Ave., Toronto

Referring to his list of sales he considered last year a very good one, with the future looking bright. In August he sold six pianos in two days to the following citizens of Moose Creek: Victor Begg, J. D. Ross, Jas. Shanks, Siam Hutt, Mary Jane McLeod, and Sandy McEwan.

Prof. Mulhern teaches as many as ten to twelve lessons daily—he having studios at Vankleek Hill and Maxwell, as well as his home town, Alexandria. Pupils come in for miles on the different railroads. He expects to have over twenty-five pupils try for diplomas in the McGill Conservatorium on May 15th. Last year he had sixteen pupils take the McGill examination. They were all successful, and two of them passed with honors—Messrs. Jackie Brown, of Vankleek Hill, and Cecil Londe, of Alexandria. Prof. Mulhern expects to sell on an average about one piano a week this year.

TORONTO PIANO DEALERS MEET.

E. C. Scythes, President-Elect—Early Closing for Summer Decided Upon.

AT the annual meeting of the Toronto Piano Dealers' Association, held at the Prince George Hotel on the evening of April 7, Mr. E. C. Scythes, general manager of the Nordheimer Piano and Music Co., Ltd., was



The New President, E. C. Scythes.

elect president. During the business session, which was preceded by an informal dinner, the work of the organization was reviewed. By reason of the association, uniform rates of rentals and cartages have been put into effect and these items alone, it is considered, more than justify the existence of the association.

Those present and the firms represented were:

H. G. Stanton and T. S. Birdsall, R. S. Williams & Sons Co.; H. H. Mason and F. R. Williamson, Mason & Risch, Ltd.; D. R. Gourlay and E. A. Breckenridge, Gourlay, Winter & Leeming, Ltd.; E. C. Scythes and A. A. Pegg, Nordheimer Piano Co.; Charles Heintzman, Heintzman & Co., Ltd.; H. Durke, Mendelsohn Piano Co.; R. F. Wilks and H. Mihell, R. F. Wilks & Co.;

William Long and Mr. Dyer; Paul Hahn, Paul Hahn & Co.; J. A. Fullerton, Music Trades Journal.

The officers elected for the ensuing year were:

President—E. C. Scythes, The Nordheimer Co.

Vice-President—Wm. Long.

Secretary-Treasurer—Fred Baulch, Gerhard Heintzman, Ltd.

Executive Committee—Henry H. Mason and Henry Durke.

Nominating Committee—C. Heintzman, D. R. Gourlay and H. G. Stanton.

Publicity Committee—H. G. Stanton, Wm. Long and A. A. Pegg.

It was decided at the meeting to put early closing of the stores into effect for the summer months, and after a short discussion a resolution was passed that all stores close at 5 p.m. daily and at 1 p.m. on Saturday during May, June, July and August, excepting on the last Saturday in August, which shall be optional. Suitable signs are to be put in the stores announcing early closing.

A discussion of cartage charges resulted in an amendment in the schedule whereby the minimum charge for hoisting a piano at the same address be the regular hoisting charge, plus one-half the cartage charge as per district, the minimum charge to be five dollars.

Before the conclusion of the meeting, Mr. Scythes, president-elect, was introduced and installed in office. He gracefully acknowledged the honor conferred upon him and in a short address indicated his desire and willingness to be of real service in furthering the interests of the members through their association.

WESTERN MANAGER RETURNS.

Mr. P. D. McIntosh, Western manager for Gourlay, Winter & Leeming, Ltd., has returned to his territory after a visit to the head offices and factories of his firm at Toronto. Mr. McIntosh goes back with still greater enthusiasm for and confidence in Gourlay and Gourlay-Angelus lines, after an inspection of every stage of their manufacture. He is decidedly optimistic as to the immediate future of the West and the place of the music trades in general, and his own line in particular, in the present and future prosperity of the Western Provinces.

NO SHORTAGE OF FELTS.

Mr. W. Bohne, the well-known piano hammer and string manufacturer, was among members of the music trade to spend the early spring in the south. On his return home Mr. Bohne found trade in advance of expectations and much better than a year ago. In reply to the Journal's query as to felt and wire supplies, Mr. Bohne said, "We are experiencing no shortage of either lines, having ample supplies of both felt and wire for months to come."

Mr. A. P. Howells, of the Gourlay, Winter & Leeming selling staff at Toronto, has just returned from a visit to New York. Besides visiting the various leading piano warehouses, Mr. Howells took advantage of the opportunity to inspect the Edison factories. He was greatly impressed with the gigantic organization, the spirit of co-operation, and the general atmosphere of no standard being too high.

MENDELSSOHN ACTIVITY.

Mr. W. D. Stevenson, of the Mendelssohn Piano Co., Toronto, in spite of an indisposition that confined him to his home recently, has added a number of new agencies to the Mendelssohn list. Mr. Stevenson increases in enthusiasm over his own line of pianos and players and the advantages it offers to dealers. He recently visited a number of Western Ontario points and though he found some retailers reporting more activity in their talking machine departments, they were all doing some piano business and looking forward to better conditions.

REGIMENTS USE CANADIAN-MADE BUGLES, DRUMS AND BRASS.

"By George, those drums and bugles get some great work-outs, don't they?" said a man on the street to another onlooker, as the bugle band of one of the battalions went by. They do have to stand up to some strenuous usage, and it is a compliment to Canadian-made goods that so many of the battalions are choosing the home-made article.

Whaley, Royce & Co. have supplied the instruments for the new brass band of the 170th Battalion, in charge of Bandmaster White; also the drums for the same regiment's bugle band; bugles and drums for the 127th Regiment; 24 bugles and 16 drums for the splendid band of the 166th Regiment. The purchasers in each case are much pleased with the brilliancy and workmanship of the goods supplied.

CHEERING WAR NEWS HAS IMMEDIATE EFFECT ON BUSINESS.

The Martin-Orme Piano Co., Ottawa, report an exceptionally fine month's business during March, which, coming at the end of their financial year, is especially gratifying to the management. They are of the opinion that this has been to some extent due to the more cheering turn the war has taken during the past month.

Said their sales manager, Mr. Devlin, to the Journal: "Canadian business certainly struck bottom in 1915, during which we had war news of a temporarily depressing nature, without feeling the benefit of munitions orders. Now we feel the stimulation of the heavy balance of trade in our favor—and, through the smoke at Verdun, we see a very cheerful brightening of the situation in Europe. 1916 is proving to be a big year for Canada, and pianos are coming in for their share in it."

PIANO MAN TAKES HOLIDAY.

Mr. C. W. Scott, secretary-treasurer of the Newcombe Piano Co., Ltd., Toronto, is absent on a holiday trip to Washington. Mr. Scott usually takes his annual vacation just before the advent of spring, when the sunny southern climate by contrast is so much more appreciated. In his absence, Mr. T. J. Howard, general manager of the firm, has added Mr. Scott's work to his own multitudinous duties, the latter being a believer in the theory that it is the busy man that has always time to do something more.

Perfection in any calling or business is attained only by patient improvement and unceasing correction of detail. To shirk details is to invite failure.

NEWS BRIEFS.

Recent enlistments in the music trades include Albert R. Howells, son of Mr. A. P. Howells, of Gourlay, Winter & Leeming, Ltd., who joined the 95th. Mr. Howells is not yet 19 years of age.

"Business! Good!" reports A. Lesage, of St. Therese. "Orders coming in from coast to coast—unable to fill the urgent demand for Lesage pianos and players. Are filling our factory and are most optimistic."

Mr. Gerhard Heintzman, accompanied by Mrs. Heintzman and their daughter, spent several weeks in the south. They spent some time in St. Augustine, the well-known Florida resort, also going to Washington and Atlantic City.

The fiscal year of the R. S. Williams & Sons Co., Ltd., ended March 31, and proved to be the best in the history of the firm. Appreciation of the success of the vice-president and general manager, Mr. H. G. Stanton, in making it so, was duly attested by the directors.

Mr. Owain Martin, president of the Martin-Orme Piano Co., Ltd., Toronto, was among Canadian piano manufacturers recently seen in New York. Mr. Martin is one of Canada's thoroughly practical piano men and keeps right up to the minute in methods, materials and designs.

Mr. Robert Johnson, of the Lonsdale Piano Co., Toronto, who looks after the marketing of that firm's products, had the factory oversold at the end of March to the extent that it was necessary to let up selling efforts to give the factory time to catch up. A new mission design recently added to the Lonsdale line is proving one of their best sellers.

Among out-of-town members of the music trades recently noticed on Toronto streets, were, Mr. E. C. Thornton, general manager Karn-Morris Piano & Organ Co., Woodstock; Mr. David Allan, Bell Piano & Organ Co., Ltd., Guelph; Mr. G. Y. Chown, Wormwith Piano Co., Kingston; Mr. J. A. Croden, Williams Piano Co., Ltd., Oshawa; Mr. J. W. Alexander, Dominion Organ & Piano Co., Ltd., Bowmanville.

Wm. Long, one of Toronto's best known piano dealers, who removed about six months ago to very handsome warehouses at 406 Yonge Street, has sold the building and ground at that address. The mysterious purchasers of the block in which Mr. Long is located, have paid him a large sum of money and will at once erect for him a duplicate of his building in the next block south. The new building will be five feet wider and eleven feet deeper.

The Cowan Piano & Music Co., 633 St. Catherine Street West, Montreal, specializing in pianos, sheet music and musical instruments, are developing a nice business. The piano department is in the capable hands of Mr. T. M. Cowan, who features the Cowan piano. The sheet music and merchandise are in charge of Mr. Frank J. Ramsperger. This firm state that there is a good demand for the small size Ukulele, which is very popular with the soldiers at present. There is also a noticeable call for the Hawaiian Steel Guitar. It is likely that a talking machine department will be added to the business. Mr. Cowan is interested with Willie Eckstein, the well known composer, and has already published a number of this pianist's compositions.

JUDGE CONDEMNS FRAUDULENT ADVERTISING.

Jury's Verdict in Talking Machine Case Important to Piano Men.

TO piano dealers, as well as to talking machine men, the charge to the jury of Mr. Justice Coatsworth, in the case of Rex vs. Stevenson, in the General Sessions at Toronto, is of immediate and direct interest.

The charge here partially given is a severe arraignment of a certain class of advertising designed to deceive and mislead, sometimes seen in the "for sale" columns of the daily press and not necessarily confined to the music trades.

The case of Rex vs. Stevenson arose out of a talking machine sale by an agent of E. A. Stevenson, Toronto, who manufactures a line that he calls the "Victoria." The purchaser of the machine, J. D. Booth, instituted proceedings against Stevenson and his agent, Mrs. Felstein, in the Police Court, and they were committed for trial on a charge of fraud.

The trial resulted in the jury acquitting Mrs. Felstein and finding "guilty" against Stevenson. The Judge suspended sentence.

The Judge's charge, in part, was as follows:

Gentlemen of the Jury:— We have here a man who has entered into the business of manufacturing and assembling the parts of a talking machine and putting them together, and he calls the machine a "Victoria"—a perfectly legitimate business and, apparently, he has produced a good machine as far as we have heard any testimony of. This machine seems to be a very good machine, a machine of good tone, and you can see for yourselves that it is an instrument of a very nice make and would be an ornament to any home. So far so good. The man who does that looks about then for some place in which to sell these machines and to sell them to the best advantage. He usually gets a store where he has the opportunity of showing the goods to the public and directing public attention to them, and I do not see any reason why this machine should not have become a very popular one in the course of a short time by legitimate advertising and selling in a legitimate way, and I suppose it was for the purpose of taking a short cut to success that the accused adopted the course he did. Instead of going into the business of selling in the ordinary and useful channels, or in some channel which commands itself to one as being a proper way of doing business, he secures a number of women as agents to sell these machines in their own homes, and among the women whom he secured as an agent was this accused woman in this case. Now, I intend to follow only one of the transactions through; the one which is brought before us by this man Booth. He says, and it is undisputed, that on a certain Friday evening in a February, he read in the "Evening Telegram" this advertisement:

"Victrola style, regular goose neck, has castors, excellent condition, exceptionally clear tone, not a scratch on it, been in use only a short time, original cost \$255, leaving city so must sacrifice, will accept \$90 including eight record albums and all my records, several by Mischa Elman, John McCormack, Schumann-Heink, Casuso, Journet, Aida, and Jacoby. 193 Close Avenue, Parkdale 804."

Now, I need not discuss with you, gentlemen, whether that advertisement is true or not. You know as well as I do that it is not true. The intent on of that was to deliberately mislead people that the occupants of this place on Close Avenue had bought a machine for \$255, that they had not had it in use for a very long time and were leaving the city and were compelled to sell it at a sacrifice. Now, nearly all those statements were absolutely untrue, false and fraudulent to the knowledge of the accused, Stevenson. He had no right to insert such an advertisement about the machine. It was a new machine being sent up for the purpose of being sold. He had no right to say it had only been in use a short time—as a matter of fact, it had never been in use at all in the sense we understand the word "use." It had never been bought by any person and brought to their homes and used in the sense we would understand it. The original cost of that machine is

not \$255. That was an untrue statement. Mrs. Felstein, in whose house that instrument was, was not leaving the city. So there were three deliberate falsehoods put in that advertisement for the express purpose of misleading people like Booth to believe they were getting a great bargain when, as a matter of fact, they were buying a first-class instrument at the ordinary rate the accused was selling such instruments at. It is true, as they say, that this advertisement did not refer to that particular instrument. It referred to another. I do not see that it makes very much difference.

What they say is: that this is the advertisement that was intended to apply to that machine, but I think we are quite entitled to say that Booth bought it on the faith of the advertisement of Friday evening. But this advertisement doesn't appear until he actually buys the instrument, and I think I should give you the benefit of reading this advertisement to you:

"A real bargain, Victrola style, cabinet instrument, has castors and is in perfect order, compartments for records and separate drawer for accessories, exquisite tone, worth \$300 new, will accept \$90 with all my records, a good many grand opera. If you see this you are sure to buy. 193 Close Avenue, Parkdale 804."

There is the false statement in there that it was worth as a new instrument \$300. I think the plaintiff is quite entitled to take his stand on the Friday night advertisement and say, "There is the advertisement on which I bought the instrument."

. This man, Booth, goes to the house and makes arrangements to buy the instrument. He takes a receipt for the money. The receipt says that it is a second-hand Victrola. Now, it is true the name is on it, the name "Victoria," which is very liable to be confused with the name "Victrola." They do not look unlike each other, and I am sure that anyone on looking at that instrument in a casual way might very well think, having the advertisement in his hand, that that was a "Victrola" machine. This receipt was read to the young lady and signed by her with the authority of her mother. Now, that is the whole transaction. Booth acted very badly afterwards himself, but you do not have to determine what his actions were in the matter. It is for you, gentlemen, to say whether or not this is a fraudulent way of selling machines, and the fact that Booth tried to play a practical trick afterwards should not influence you in arriving at a verdict.

The man in charge of the collection department at one of the leading stores told the Journal that, industrially, Hamilton was in splendid condition. He said that collections were very satisfactory because no person need be out of employment and the only legitimate reason for non-payment at the present time, was sickness.

SALESMAN WANTED.

Piano and Player Salesman Wanted for high-grade line. Good opportunity for the man who can deliver the goods. Advertiser wants a man who will work and will pay him well. Box 2216, Canadian Music Trades Journal, 56-58 Agnes Street, Toronto.

WANTED—SECOND-HAND ORGANS.

Western Dealer would like to buy car-load or part car-load of second-hand Organs in repaired or unrepaid condition. Send list of instruments, style and price for each. Worn-out instruments not wanted. Reply Western Dealer, care Canadian Music Trades Journal, 56-58 Agnes Street, Toronto.

SCHOOL OF MUSIC AND LANGUAGES FOR SALE.

A School of Music and Languages—22 pupils—Piano, Violin, Organ, Vocal, Theory, etc. Local centre for Exams. Bright prospects. Present Principal retiring. Apply Box 1910 Canadian Music Trades Journal, 56-58 Agnes Street, Toronto.

WELL ESTABLISHED BUSINESS (INCORPORATED) FOR SALE.

A small but well established genuine music business for sale; good and exclusive agencies for instruments, talking machines, etc.; excellent prospects in immediate future; manager-partner considered; legitimate reason for action; no agents, principals only; no map, but a reliable investment, capable of making money; opportunity to open a branch house in territory not yet fully worked. Apply Box 747 Canadian Music Trades Journal, 56-58 Agnes Street, Toronto.

PIANOS WANTED.

The partner of a Bulawayo (South Africa) firm at present in England, wishes to obtain catalogues and prices from Canadian manufacturers of medium-priced pianofortes for shipment to South Africa. Applying reference, No. 257, Secretary Canadian Manufacturers' Association, Toronto.

Gerhard Heintzman Pianos

Pianos of Prestige

Durability Again Demonstrated

The great durability of the Gerhard Heintzman pianos is well known and has been frequently demonstrated. The following letter regarding the purchase and shipping of a Gerhard Heintzman piano to far off China will nevertheless be read with interest.

Canadian Presbyterian Mission,
Changeho, Honan, China.
January 4, 1916.

Gerhard Heintzman, Ltd.,
Toronto.

Dear Sirs,—I wish to inform you that the piano purchased from you and which you shipped to me last June arrived in good condition, unharmed, without a scratch, and the tone is perfect. Many thanks for the care taken in the packing and shipping of the instrument.

Yours truly,
(Sgd.) Miss M. Logan.

We will gladly furnish particulars of the new Gerhard Heintzman metal-action player piano.

GERHARD HEINTZMAN, Limited
75 SHERBOURNE STREET, TORONTO, CANADA



We have ever been holding to the ONE purpose of building a Piano of signal distinction, a gem of artistry, an instrument which should win the acclaim of the entire musical world. No materials used in Piano making are too good to go into the Mason & Risch, and no process that tends to elevate quality and tone permanency is neglected in any phase of Mason & Risch construction. It is an instrument of the highest scientific development, universally recognized as Canada's first and foremost Piano, "the Best Piano Built."

Mason & Risch Limited

230 Yonge Street
Toronto