

Vol. XIV.]

TORONTO, NOVEMBER, 1913.

[No. 6

CANADIAN MUSIC TRADES JOURNAL

PUBLISHED BY
FULLERTON PUBLISHING CO.
56-58 AGNES ST.
TORONTO, CANADA

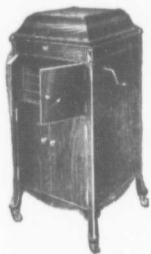
MONTHLY \$1.00 PER ANNUM IN CANADA, 5s. IN GREAT BRITAIN, \$2.00 IN OTHER COUNTRIES.

Piano "Prospects" Disappointing This Season ?

Simply the result of conditions that the people cannot help. They would buy the pianos if they could. Later on they will, but in the meantime your answer is in all that this trade mark stands for.



Victor-Victrolas and Victor Records



VICTROLA XIV.
\$200



VICTROLA XI.
\$125

will more than make up for the increased Piano business that would be yours under normal conditions. They will pay the expenses and give you a good big profit. Some of your choice piano "prospects" who are passing up the big purchase this year want a Victrola now. They simply must have music, you know, and there is a Victrola for everybody—\$20 to \$300.

Sell for cash or on time—your profit is good—a record customer is started, and your piano prospect is still your prospect.

Live Wire Victor-Berliner dealers are playing for big stakes this fall. They are taking advantage of conditions created by scarce money. You still have time to make big plans for Christmas business. Don't let any of it get away from you.

BERLINER GRAM-O-PHONE COMPANY
LIMITED

MONTREAL

CANADA



THERE are pounds of hard sense in those old sayings about the man who undertakes too many things doing none of them well. Ideas are born of concentration, and when you try to concentrate on a dozen things, the concentration is usually spread out too thinly to bring the biggest and best ideas.

From the inception of the player piano the MARTIN-ORME COMPANY has concentrated skill, study, and technical effort to such an extent, and with such manifest success that to-day the MARTIN-ORME player piano is accredited the leading line.

Are you and your salesmen familiar with their tone-pleasing lines and excellence of their player action?

The Martin-Orme Piano Co., Ltd.

Ottawa - - Canada

**KNOW YOUR
PROPOSITION
—THEN
PROVE IT**

*The only line
equipped
with
Howard Patent
Straining
Rods*

**NEWCOMBE
PIANOS and
PLAYERS
never suffer
by comparison**

THUS advised a captain of salesmen:
If you don't know the needs of
your prospective purchaser you can't prove
your case to him. And if you can't prove
your case you can't get his order.

☞ When you have made all preparations,
when you are thoroughly familiar with
your proposition—then prove it. Your
knowledge will at once convince him that
you know what you are talking about,
and that you are in sympathy with his
exact requirements.

☞ A dealer or salesman of that stamp
with the Newcombe line at his back has
a big field for profitable work.

☞ The individual dealer can easily get to
know the needs of his prospects, and in
the various styles of the Newcombe pianos
and players he has the wherewithal to
meet each one's need—and qualities to
prove it.

**NEWCOMBE
PIANO COMPANY
LIMITED**

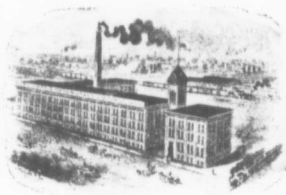
**Head Office - 359 YONGE ST.
TORONTO - CANADA**

**Factory - 121-131 BELLWOODS AVE.
TORONTO**

The Largest Organization
manufacturing Musical In-
struments in the World.



Woodstock Factories



Listowel Factories

THOSE who conduct business enterprises know by experience that while it is hardest to win the most exacting customers, yet, once won, these bring many others who know that where they go it is safe to follow.

THE Karn and Morris Pianos and Players are built to win the approval of those in every community best worth winning. Their tone, appearance and durability, and our agency proposition unite to spell BUSINESS in capital letters for you.

The
Karn-Morris Piano & Organ Co.
Limited

Head Offices
Woodstock, Ont.

Factories
Woodstock and Listowel.

The Gourlay - Angelus



**The Choice of
all Musical
Entertainment**



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

With Human Skill

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

And Human Accompaniment

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

Instrument of Royalty

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

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

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

Its musical appeal is irresistible.

Gourlay, Winter & Leeming

188 Yonge Street

- -

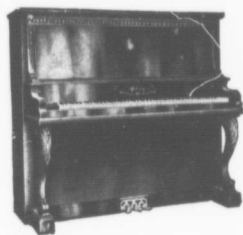
TORONTO

Everyone who has an
acquaintance with

The BELL PIANO

recognizes its individuality,
its surpassingly good
features: and accord it
the praise it so well merits.

Its special features are
many, but the
**Illimitable Quick
Repeating Action**
and the
Sustaining Frame (metal back)
elicit special praise from
all who know the Bell Piano.



No Musician and no Dealer who
has discovered this instrument
is content without a Bell.

The BELL PIANO & ORGAN CO., Limited

Branch Warerooms at
146 Yonge Street, Toronto
49 Holborn Viaduct, London, Eng.

Factories at
GUELPH, ONTARIO
And LONDON, ENG.

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.

845-851 West Erie Street
CHICAGO, - ILLINOIS.

The Wormwith and Weber Player Pianos

Made in three sizes and designs in Mahogany.
Also one Mission Design



Height 4 ft. 6 ins., Width 5 ft. 1½ ins., Depth 2 ft. 5 ins.

STYLE "A" 88 NOTE PLAYER
IN MAHOGANY

FIRST CLASS IN EVERY RESPECT AND EASY TO OPERATE

The Wormwith Piano Co., Ltd.

Kingston - - - Ontario

Adelina Patti and the Haines Bros. Piano



What Adelina Patti Said 25 Years Ago

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

Messrs. Haines Bros.,
Dear Sirs:

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

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

Your sincere friend,

Adelina Patti

And What Her Opinion Is Today

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

Messrs. Haines Bros.,

7th May, 1913.

Dear Sirs:

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

I am, Dear Sirs,

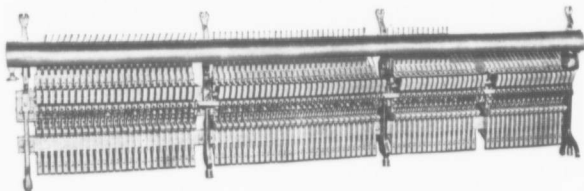
Yours faithfully,

H. J. D. Alcock, Sec'y

Berlin, Ont.

Haines Bros.

4 Queen Street East
Toronto



LOOSE ACTIONS

"Made in
Canada."

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

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

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

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

LOOSE KEYS

"Made in
Canada."



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

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

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

J. M. Loose & Sons

Limited

Carlaw Ave. - Toronto

Canada

Established

over

25 Years.

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

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

Bohne Piano Strings

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

W. BOHNE & CO.

516 RICHMOND ST. W. - - TORONTO

134th STREET and BROOK AVE., NEW YORK.



They'll Help You

Be An Optimist

WRIGHT pianos create the spirit of optimism without which the marketing of musical instruments is very difficult.

The selling arguments which group around the tone, finish and lasting qualities of the Wright line will put an abundance of red corpuscles in your blood.

Wright pianos sell easily—yield a good profit and satisfy thoroughly all concerned.

YOUR MOVE

Particulars upon request

**WRIGHT PIANO CO., LTD. STRATHROY
ONTARIO**

Intensive Salesmanship and Success in the Player Music Field

The method of making two blades of grass grow where one formerly grew is called intensive agriculture.

Similarly, intensive salesmanship is making two sales when only one might have been made. Intensive agriculture and intensive salesmanship are nothing more than specially directed efforts—concentration.

Instead of scattering his efforts over a large acreage, the progressive farmer focuses his attention and concentrates his efforts on a small piece of land. His crop is actually greater.

The successful salesman is the man who concentrates, who appreciates that this is a day and age of specialization. The farmer can apply general or intensive farming to a piece of land. Likewise, you can apply scattered or concentrated efforts to your player roll territory. You can know all about player piano owners, or you can merely have a smattering knowledge. When the crops are harvested, you will harvest as you have labored.

If every man in the field, however successful he is at present, will lay out and carry into execution an intensive music roll campaign, he will find that he has increased his efficiency and that his territory is capable of greater returns than he had ever imagined. Every sale will help to make another sale. He will reap the crops of success.

Apply Intensive Salesmanship to player music

These Universal Rolls will help you

UNIVERSAL
Themo-Art
88 Note Rolls

UNIVERSAL
Themostyle
88 Note Rolls

UNIVERSAL
Regular
88 Note Rolls

You can profitably handle UNIVERSAL MUSIC because the co-operation on the part of the manufacturers is always at your disposal. So accurately does the UNIVERSAL Bulletin reflect public taste that the new musical successes are available in UNIVERSAL MUSIC ROLLS with the popularity of the music IS AT ITS HEIGHT. Our musical critics are "first nighters" and the UNIVERSAL Bulletin is held on the presses until the last moment—to include the VERY LATEST HITS.

The
UNIVERSAL
Music Company
10 $\frac{1}{2}$ Shuter St. - Toronto

NEW YORK

CHICAGO

SAN FRANCISCO

Demonstration Rolls

REGULAR 88 NOTE

306543	Nights of Gladness (Valse)	Aucliffe	\$1.25
306229	Valse Fantastique.....	Menges	1.25
390203	Vesper Chimes.....	Decker	1.25
99765	Blossoms from the South		
		Arr. by Geo. Swift	1.20
99645	Spirit of Independence.....	Holzmann	1.00

88 NOTE, THEMOSTYLE

41001	Eldorado (Polka de Concert)...	Bartlett	\$1.25
41055	Daydreams (Waltz).....	Arr. by Swift	1.50
41527	Grand Canyon of Arizona Waltzes		
		Redewill	2.00
41159	Norma (Fantasia Brillante by	Leybach)	
		Bellini	2.00
41006	American Patrol.....	Meacham	1.50

88 NOTE, THEMO-ART

41534	Two Skylarks.....	Leschetizky	\$1.50
41512	Valse Parisienne.....	Roberts	1.75
41508	Thais (Meditation).....	Massenet	1.75
41586	Sweetest Story ever Told.....	Stults	1.50
41602	Trail of the Lonesome Pine.....	Carroll	1.25

Every Music Dealer

has a church or school in his locality which requires an organ to assist the singing.

The Goderich Organ

gives universal satisfaction. This is our Chapel Organ, one of our large line. Our catalogue sent to every music dealer shows the other styles.

STOOLS, BENCHES, MUSIC CABINETS

**We employ no travellers. Send your orders by mail.
We will give you prompt shipment.**



**CHAPEL ORGAN
IN OAK OR WALNUT FINISH**

The GODERICH ORGAN CO., Limited

GODERICH - CANADA

Each Piano represents our very best effort.

Quality our Motto



EVANS BROS. STYLE LOUIS XV. PIANO

The Evans Bros. Piano

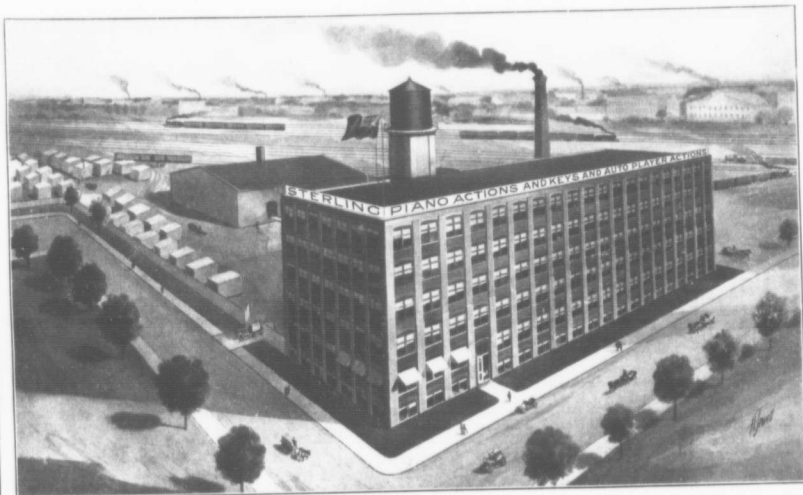
**& Manufacturing
Co., Ltd.**

Ingersoll, Ontario

Each Player more than mere honest value.

The Home of "Sterling" Piano Supplies

The Oldest Piano Action Manufacturers in Canada



IN THE PIANO WORLD
WHETHER IT IS KEYS,
PIANO ACTIONS
OR
PLAYER ACTIONS



PIN YOUR HOPES
TO THE NAME
"STERLING"

Sterling Actions and Keys **Ltd.**

NOBLE ST.

TORONTO

CANADA



Style 54 D.M.

How to Increase Organ Business

That is the question which many a dealer is revolving in his mind these Fall days. We can tell you—

Put the Thomas Organs in Stock

Progressive dealers who have handled THOMAS ORGANS for many years, cheerfully testify as to their selling qualities.

Try it and see.

THOMAS ORGAN & PIANO CO.

Woodstock, - Ontario

PERFECTION

is the ideal aimed at in the manufacture of
Best Hammers

Perfection in workmanship, materials and results.
Best Hammers are covered with only the highest grade felts.



Canadian Agents for
E. V. NAISH & COMPANY.
the world's gold medalists for fine felts.
The best European and American makes carried
in stock.

We Are Manufacturing High Grade Piano Strings

We have added this department, equipped with the best machines that can be purchased. We are starting off with a complete plant in charge of a thoroughly experienced string maker and are now in a position to fill orders for high grade strings.

D. M. BEST & CO.

455 King St., W.

Toronto, - - - Ont.

Faust School of Tuning

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

27-29 Gainsborough St., Boston, Mass.

"Superior" Piano Plates

MADE BY

THE
SUPERIOR FOUNDRY CO.
CLEVELAND, OHIO, U.S.A.

OVER 65 YEARS' EXPERIENCE

PATENTS

TRADE MARKS
DESIGNS
COPYRIGHTS & C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communication sent free. Oldest agency for securing patents. Patents taken through Blinn & Co. receive special notice, without charge, in the

Scientific American.
A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms for Canada, \$10 a year, postage prepaid. Sold by all newsdealers.

MUNN & Co., 361 Broadway, New York
Branch Office, 65 F St., Washington, D. C.



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

Bookkeeping by Machinery

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

See the
Adding Typewriter
Computing
Typewriter

Established 1856



Built to Serve

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

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

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

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

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

—The—
Craig Piano Company
MONTREAL . . . CANADA

C. F. GOEPEL & COMPANY

137 EAST 13 STREET

SUPPLIERS OF

NEW YORK

High Grade Commodities

TO THE

PIANO AND PLAYER TRADE

SOLE AGENTS

U.S. & CANADA
FOR

Klinke's

GERMAN

Tuning Pins

SOLE AGENTS

U.S. & CANADA
FOR

Wagener's

GERMAN

Music Wire



Player Accessories.

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

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

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

Felts, Cloths, Punchings

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

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

Soft Yellow Poplar Veneers

FOR

CROSS BANDING

Write to

The Central Veneer Co.

HUNTINGTON

200,000 feet daily.

W. Va.

ORDER NOW

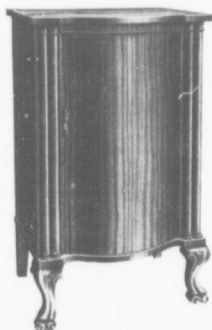
CHRISTMAS

ORDER NOW

IS ONLY

FIVE WEEKS AWAY**AN OUNCE OF FACT IS WORTH A POUND OF THEORY**

During the summer we were preparing ourselves not to be disappointed if fall business was not up to last year's, but we have been forced into optimism. Our combined sales for September and October this year exceeded by 25 per cent. the same months last year, so whatever else people are economizing on, they will have Phonographs and accessories, and we firmly believe that CHRISTMAS business in these lines will be LARGER THAN EVER.

ORDER NOW**PLAYER ROLL CABINETS MAKE FINE
CHRISTMAS PRESENTS**

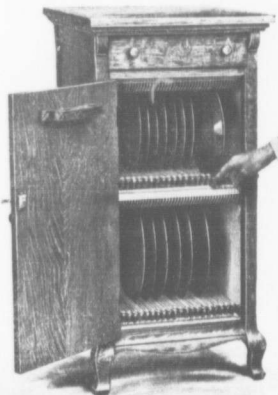
No. 61 PLAYER ROLL
Solid mahogany. Shaped door

**Newbigging
Cabinet Co.**

Limited

Hamilton, Ont.

SPECIALISTS IN
PHONOGRAPH RECORDS
AND
PLAYER ROLL CABINETS

SEND FOR CATALOG.

JUST TOUCH THE KEY
and your record is in your hand.

ORDER NOW

ORDER NOW



Enforced Records Increase Profits

WHEN a printed receipt issued by a National Cash Register is furnished your customers on each transaction, you know positively that your money is properly safeguarded.

The printed receipt going to the customer leaves a duplicate record in your cash register, and enables you to trace the transaction, know who handled it, how much it was, and whether cash, charge, received on account, or paid out.

There is a style and size of National adapted to the needs of your store.
Write for information.

The National Cash Register Company

285 Yonge St. - TORONTO

Canadian Factory, Toronto



CHRISTMAS TRADE ARE YOU READY FOR IT?

We have anticipated our dealers' needs and have prepared

The Nicest Christmas Stock of Sherlock-Manning 20th Century Player Pianos and Pianos

ever turned out of the factory.

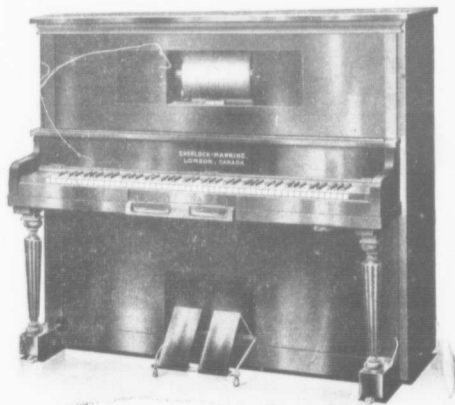
The veneer has an exceptionally nice figure, and the finish on these pianos will equal this year's Exhibition Stock. These players will give your customers practically AN EXHIBITION SELECTION.

PLACE YOUR ORDER PROMPTLY FOR BEST SELECTION

A great many dealers will take advantage of this opportunity—don't be the last—be first if possible.

A Xmas stock of Sherlock-Manning Instruments means many good sales, and a better margin on the right side of the ledger, Dec. 31, 1913.

Your instructions will have careful attention.



Style 120 Player Piano
Mahogany Polished or Art Finish

Write To-day

The Sherlock-Manning Piano Company
London (No street address necessary) **Canada**

PROFITS FOR CANADIAN JOBBERS—



Pat. Pending

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



Pat. Pending

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



Pat. Pending

UNION No. 3. for
Columbia Machines.
Gold Plated, \$7.50
Nickel, bronze, \$6.50

Union Specialties
double the range
of your customers'
machines.

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

UNION PHONOGRAPH SPECIALTIES

meet a long-felt demand.

UNION No. 1 enables owners of Edison Disc
Machines to play Victor, Columbia and other
similar records on an Edison. It adjusts in-
stantly and easily without alterations.

UNION No. 2 plays Edison records on a Victor.
UNION No. 3 plays Edison records on a
Columbia.

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

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

FREE CATALOG—"Two Phonographs in One"

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

The Union Specialty & Plating Co.

409 Prospect Ave. S.W., Cleveland,
Ohio, U.S.A.

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

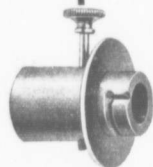


UNION
Sound Box
Gold plated
\$5.00
Nickel,
bronze,
\$4.00



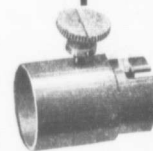
Pat. Pending

UNION
Modifier
for Edison
Machines



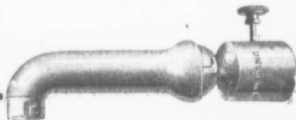
Pat. Pending

UNION
Modifier for
Columbia
Machines



Pat. Pending

UNION
Modifier
for Victor
Machines



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

HERE

is a feature which alone makes it worth while trying

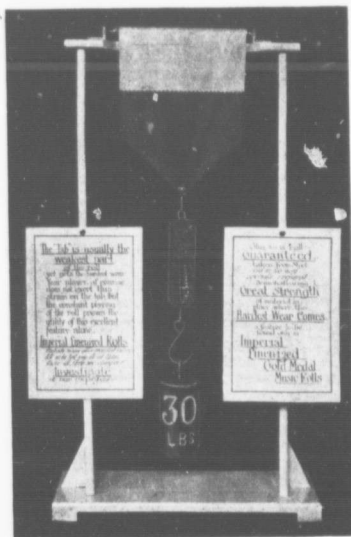
IMPERIAL LINENIZED MUSIC ROLLS

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

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

Perforated Music Co. Canada

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



STANLEY PIANOS TORONTO

are unexcelled in value or tone.

We made practically the first playable player piano in Canada, and to-day there is certainly no other make more playable.

We must beg the indulgence of our agents for shortage of reserve stock for fall trade, and until we get into our new factory, will have all we can do to fill orders promptly, but we'll do our best.

WE BELIEVE IN OUR PIANOS

both for their saleability and reliability. Write for latest styles.

Factory :
121-135 Degrassi Street
Salesrooms :
14 Temperance Street
TORONTO

"Artistouch"

"Forster Artistouch Expression Control"

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

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

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

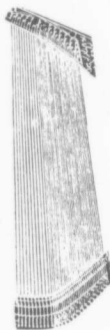
Any further information will be gladly given by the manufacturers, Otto Higel Co., Cor. King and Bathurst Sts., Toronto, or

THE INVENTOR

J. Leslie Forster

680 King St. West

TORONTO - - CANADA



Piano Strings

(Patented 1904)

of Highest Grade

Canadian Agents for Rudolf
Geise's German Music Wire

**Toronto Piano String
Manufacturing Company**

122 Adelaide St. West Toronto

Phone Main 5848

Perfection in Finish

IS OBTAINED
WITH

Jamieson's Varnishes and Stains

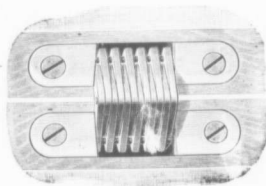
NONE BETTER CAN BE
PRODUCED

R. C. JAMIESON & CO., Limited

Established 1858

MONTREAL AND VANCOUVER

Over Fifty Years of Experience Guarantees the Quality of
Our Products



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

SOSS Invisible Hinges

Most Players Have Soss Hinges

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

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



PEERLESS MODEL "ELITE"

TWO WINNERS

for Canadian piano merchants from the "Peerless" line of automatic pianos and orchestrions.

Don't let another month go by without writing us about your situation.

Peerless Piano Player Co.

(F. Engelhardt & Sons
Props.)

ST. JOHNSVILLE, N.Y.

BY making it easy for piano merchants and others to sell the Peerless we have done our duty. Now, it is up to the piano merchant to link his name with ours—to share in the prestige and reputation which Peerless possesses in his community. It is the merchant's privilege to tell the people in his neighborhood that he, and he alone, is the exclusive Peerless Dealer. Now, get busy and secure the exclusive Peerless agency.



PEERLESS "ARCADIAN" MODEL

There Are Big Round Dollars For You in The New Edison Disc Phonographs

PEOPLE have been waiting for years for Mr.

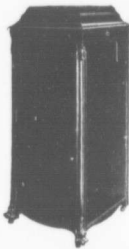
Edison to offer his Disc Phonograph to the public. He has waited—though to him belongs the credit of inventing the first one years ago—until he could pronounce it worthy of his name.



Now it's ready. It's up to you to get in and reap the rewards that will accrue to the first dealers.

The wise dealer says: "I'm from Missouri. Show me if your goods are better. I'll act; the future must be considered."

When automobiles first came out street corner prophets said they were merely a passing fad. How do they stand to-day in the evolution of things? The **New**

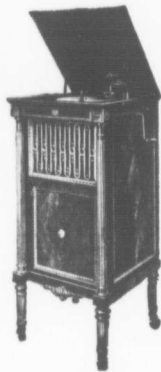


Edison Disc is here to stay and will assume its place in the musical world. It has the tone. The **Edison Dealership** increases daily in value, and if you are wise you'll not delay another moment. Opportunity knocks once, then moves on with the procession.

Make your application for the **Edison Disc Agency** by wireless if telephone and telegraph wires are down.

Eleven pointers in favor of the Edison Disc Phonograph over other sound reproducing machines.

1. Uses no needles. Permanent Diamond point.
2. Stops automatically. } In better types)
3. Self-oiling System. }
4. Tone arm is carried across the record by a mechanical feed.
5. Perfect oval sound chamber of wonderful carrying power.
6. Unbreakable record—can be thrown on hardwood floor without breaking.
7. 12-inch records play 7½ minutes; 10-inch 5 minutes.
8. Powerful motor will run 80 revolutions per minute with accuracy of a watch.
9. Tone natural, reproduces sound perfectly with all the overtone and shadings.
10. Records play 1,000 times without wear.
11. Records will not warp, are not affected by extremes of heat and cold.



One customer wants a disc, another wants a cylinder. Give each one an Edison and win the game both ways. You can't beat the opportunity offered to-day by Edison Phonographs.

Models \$78 to \$575. Send for particulars regarding an Edison Agency before your territory is gone.

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

145 YONGE
TORONTO

WINNIPEG

ALSO AT
CALGARY

MONTREAL

CANADIAN MUSIC TRADES JOURNAL

Issued Monthly

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

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

PUBLISHED BY

Fullerton Publishing Co.
56-58 Agnes St. - Toronto, Canada
TELEPHONE MAIN 3589

John A. Fullerton, - Proprietor
Residence phone Gerrard 955

Harvey A. Jones - Associate Editor
Residence phone Gerrard 2267

VOL. XIV. TORONTO, NOVEMBER, 1913. No. 6.

A Meeting of Retail Salesmen.

CALGARY has a store—not in the musical instrument business—the retail selling staff of which a short time ago organized a club for mutual betterment, principally in a business way. In Edmonton there is a retail staff who meet fortnightly to have addresses from visiting travellers and others who have information to impart that is of direct use in their daily work. It is no new idea for the travellers of wholesale houses and large manufacturers to hold weekly conferences, but the principle of such meetings for retail staffs is not put into practice to a very large extent. The salesman in the various music stores throughout Canada have shown their desire for progress by their practice of reading thoroughly this Journal and volunteering opinions and views for publication in its columns. Hence this suggestion is thrown out for the consideration of groups of salesmen with different music houses here and there. A well known traveller in the east knows that on every trip over his territory he is expected to address salesmen in different centres on topics bearing directly on the marketing of the particular class of goods he sells. Similarly the salesmen in some music houses have these self improvement conventions at regular intervals with good results.

About the State of Trade.

FALL business in music trade circles has in some respects proved disappointing. From the time the effect of scarce money began to be felt last spring many comforted themselves with the assurance that the gathering in of the crops would bring back the splendid demand of a year ago. According to the prophecies of others still another crop would be required before what is generally considered normal conditions would again govern, and numbers of firms have planned with this view. In some districts where the people are prosperous and not effected by the high rate of interest, there is an unexplained tendency to hold back purchases. While Western conditions are taken for granted, Ontario dealers can see no reason why trade should not be as brisk with them as ever. Up to the present there has been too much pleasant weather for good business. Collections are slow, and require close attention, though improvements are reported from some sections. Behind everything, however, is a feeling of security and solidity, with no tendency to consider present money tightness other

than temporary, and few are worrying if this season's sales are not in excess of the same months of last year. An encouraging feature this year are the reports of a greater per centage of cash sales. It would appear that monied people do not consider the price of a piano or player a serious matter, whether they have been financially effected or not.

The talking machine branch of the music trades is making itself felt this fall in preserving the balance of the profit and loss account on the right side. Some talking machine owners have not yet commenced buying records as freely as a year ago, but many a householder who contemplated buying a piano this season, and is postponing that investment, still considers music essential to the home, and is buying a talking machine. Music dealers in industrial circles report many such customers, so that instead of nothing to fill in the gap of the deferred piano sale, the talking machine gives a profit, and the piano prospect is retained. The increased sales of sheet and book music are significant in indicating the place of music in the Canadian home, and its place in the curriculum of the Canadian child's education.

The Season's Complaint.

THAT season of the year is almost here when the highly finished surfaces of piano cases are put to the test of the climatic extremes. In fact the season is already well on its way when people begin to observe that their pianos are highly finished, and when they expect impossibilities of varnish. Furnaces have been put into use, suddenly sending up the temperature of the rooms in which pianos are located, from ten to twenty degrees. In still other homes the piano remains in a temperature of fifty or sixty degrees, except on those occasions when the demands of hospitality require that the "parlor" be heated up, and a temperature of eighty degrees is not unusual. No piano can do its best under such conditions, and certainly varnish is not proof against the treatment that the average householder gives the piano. It would be interesting to know how the average dealer treats a complaint of varnish checking, or how many dealers endeavor to educate their customers regarding the fallibility of varnish.

Only a short time ago the writer heard part of a certain salesman's argument in endeavoring to make a sale. He made the astounding statement that "the varnish on our pianos is absolutely guaranteed against checking. We use the best varnish that money can buy, and it is only the high grade varnishes that will not check." He may have believed the statement, and whether or not, it is high time for his employer to see that his men are equipped with a varnish knowledge that will prevent them making such harmful misstatements. The article in this Journal for October entitled "Varnish Checking on Pianos and the Warrant," is earnestly commended to the careful perusal of every dealer and salesman, and the salient points should be emphasized to piano purchasers, if indeed the latter should not be urged to read the entire article.

Piano Shipments in Frosty Weather.

VARNISH checking on pianos just from the factory is invariably due to too hasty unpacking. Trouble of this nature can be reduced by observing a few common sense rules, such as were embodied in a letter by the Martin-Orme Piano Co., Ltd., to their dealers, and which

has on a previous occasion been reproduced in these columns. In view of the near approach of extreme frosty weather, the subject matter is again published, with the recommendation that retailers cut it out and paste up where it can be seen when a piano is about to be unpacked:—

"We wish to draw attention to the matter of unpacking the piano during the months between November and April, when the temperature is liable to be below the freezing point, as, if certain precautions are not observed, serious damage will follow.

"The governing principle is that the instrument must be warmed gradually before being taken from the case and exposed to the warm interior air; or if this is impossible, then the three impervious wrappings must be left on and not removed for an instant until the instrument has been taken into a temperate room and left covered at least 24 hours. The physical principle involved is that warm air carries a larger percentage of moisture than cold, which in being brought in contact with very cold surfaces immediately gives up its moisture by condensation in the form of a thin film of water which covers everything, precisely as happens to one's spectacles when coming into the house out of a zero temperature. This surface moisture leaves a coat of rust over all metal parts with disastrous effect; but is still more fatal to the highly polished surface of the hard varnish at this time undergoing a severe process of contraction and subsequent expansion. If this matter is carefully watched no trouble will result from slipping in cold weather, and the instrument will open up in as good shape as when it was packed. Observe principally that the more gradual and thorough the change from cold to warm before uncovering the better."

The Art Finish.

It has been suggested that the cure for varnish checking complaints lies in selling art finish cases. Individually and collectively piano men promptly admit the superiority of the art finish, both mechanically and aesthetically, yet the great proportion of them hesitate to do missionary work in getting people to agree with them. Possibly selling pianos is a difficult enough proposition at best, and dealers quite naturally follow the line of least resistance when the question of finish comes up. Though the beautiful finish of the case receives its due emphasis, it is not usual to close sales on the point of finish, consequently the art finish could be featured with advantage to both customer and retailer. It must be admitted that the merits of the art finish have not been duly appreciated in Canada, and yet in other lines of merchandise good progress has been made. The piano finish has for so many generations been held up as a standard of comparison that householders have acquired an impression that they must have it, and in spite of their better judgment continue to buy it, largely because the piano retailer passively acquiesces, regardless of future complaints.

Advantages of Art Finish.

THE Canadian Piano and Organ Manufacturers' Association is on record as unanimously recommending and endorsing the art finish as the most durable and satisfactory. The National Association of Piano Merchants of the United States, is on record as refusing to

guarantee under any circumstances the bright polish against the checking of varnish. The manufacturers of both countries favor the art finish for piano cases, not only because of it being fashionably correct, but because it is practical, durable and possesses, amongst others, the following points of merit over the so-called bright finishes:—

It shows finger marks to a far less degree.

It is far less liable to turn blue in color.

It is far less liable to checking.

Blenishes or bruises can more easily be eradicated.

It conforms more closely with the furniture in the homes of the best people.

A Pertinent Observation on Finishes.

APPROPOS of the foregoing references to the art finish is the following editorial in "The Arrow," which is the bright and snappy house organ of the National Piano Co. of Boston:—

"So much has been said in years past on the subject of varnish finishing, that it would seem a waste of effort to bring it up now when it is so thoroughly understood by the established dealers. This knowledge, although general, does not change the actual facts.

"The desirability of finishes other than the high polish is just as urgent as ever, and that it is apparent to many is evidenced by the fact that in total a very large number of pianos are now made up in some of the dull finish processes.

"For many years manufacturers have been working for this. With reasonable care the appearance of the piano remains about the same indefinitely, resulting in far more satisfaction to the buyer,—hence to the dealer and to the manufacturer as well.

"Nearly everybody knows that varnish applied to wood will shrink and check or crackle, that the fine, mirror-like surface of pianos will remain like new for comparatively only a short time even under what would average as being favorable conditions. Practically all these pianos within a few years show the effects of changes of temperature.

"Any substance to take a high polish must be very hard. Varnish when ready to polish is almost flint-like and practically non-elastic. Like every substance, it will expand and contract without breaking if the process can be brought about slowly enough; but when applied to wood, which, as we all know, is highly susceptible to changes of temperature and moisture, when a change takes place the wood is affected so quickly in comparison with the varnish, that the latter is injured. It is sometimes hard to explain to the owners of these pianos who have good homes, and who may be the most careful people in the world, but it is a fact and cannot be helped.

"Every manufacturer to-day is using the utmost care in piano finishing. There is no way to avoid varnish checking after the piano leaves the factory and meets certain conditions.

"As it is now, dealers are caused annoyance by their customers not being informed on what is likely to happen to a highly polished varnish finish. The only way to improve conditions is for each person in the trade to use his best effort to bring around the greater popularity of the dull or art finishes."



MENDELSSOHN PLAYER PIANO

Player mechanism
thoroughly re-
sponsive.

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

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

MENDELSSOHN PIANO CO.

110 ADELAIDE ST. WEST

TORONTO, ONTARIO

Headquarters for Everything in Music

"Imperial" "Sterling"
and "Ideal"

Band Instruments



Sheet and Book

Guitars, Mandolins, Banjos,
Harmonics

"Imperial" Strings

For all Stringed Instruments,
Are the Best.

SERVICE

For Western Canada

A FEATURE of the
Whaley-Royce service
is the branch warehouse
maintained at Winnipeg.
With a complete stock at
that central point the dealers
in Western Canada have
the advantage of prompt
shipments and a saving
of time in securing goods.

A DISPLAY

of these books will bring you
good results:

- "Famous Classics"
- "Melodious Recreations"
- "Primary Classics"
- "First Pieces in Easy
Keys"
- "Mammoth Piano Folio"
- "The Empire Song Folio"

Write for list of Sheet Music,
Vocal & Instrumental, Anthems,
Part Songs, etc.

Whaley, Royce & Co., Limited

237 Yonge Street
TORONTO

Donald and Princess Sts.
WINNIPEG

Do Not Use Acid Polish!

NO headline is strong enough to attract attention as a warning against using destructive materials such as piano polishes which contain acid of any kind, says the Chicago Indicator. While it is true that acid is present in sufficient amount in many so-called piano polishes to give the varnish a bright appearance temporarily, every time acid polish is used it results in irreparable damage to the varnish, especially when the latter has become cross-lined or checked. Take the trouble to look at varnish checks under a glass or microscope and you will find that wherever there are hair lines they look like cracks in plate glass. These cracks form prisms of the varnish and when acid polish is applied, it cuts into the edges of these prisms. The result is that in a few days the acid, which cannot be removed after once soaking in between the prisms of broken varnish, leaves deep furrows or canals which can never be eliminated thereafter. Manufacturers who have found that the use of acid polishes has caused trouble with their pianos have asked The Indicator to make this matter plain to its readers. It is suggested that this article be clipped and placed in a conspicuous place in the repair rooms, and that dealers and others who sell or handle piano polishes submit them to a test for acid by trying them out on a piece of varnished wood that shows checks. After the polish has been applied and rubbed according to directions, let the wood stand a few days and then look at it with a magnifying glass. The manufacturer is entitled to this protection and the dealer will also serve his own interests by using proper polish. Avoid materials containing destructive agents. Do not use acid polish.

Opportunities in Retailing.

IT is doubtful if any line offers the young man desirous of entering the retail field on his own account as much credit encouragement from the manufacturer as the piano business. So intensive is the business of marketing pianos that the services of every man that can make good are unceasingly sought after. But manufacturers are not throwing credit around indiscriminately. Men who ask for and expect to be financed by the piano manufacturer must have proven their ability to make good. If lacking in financial capital they must be well capitalized in honor, good health, good judgment, love of hard work and a suitable personality. A certain Ontario young man had all these qualities and was readily backed by a piano manufacturer, who gave every possible assistance in a good piece of territory given him. He did well for a time. He was an excellent salesman, but a poor business man, and his payments began to fall behind. An investigation by the manufacturer found that he was doing too much business. He had worked up an excellent connection and a first class reputation. To handle the possible business he had to depend upon sub-agents. His commissions to these and sundry other expenses, ran his selling expenses so high that he began to lose money. A combination of good selling ability and qualities of management is difficult to find. The young man employed in selling pianos possessing these need have no fear of the future. Some of the most successful retailers owe their

start on the road to success to the credit and assistance given by the manufacturer.

Credit to Retailers.

THE other side of the subject touched upon in the preceding paragraph is tersely outlined by one manufacturer, who soundly criticizes the too great willingness to extend credit. "Our anxiety to market our goods leads us to pass the bounds of common sense in giving credits. The consequence is that retailers get to look upon us as their servants and dictate the terms, and we submit. They consider the granting of a concession a license to pull our financial leg for something they have no right to get. Why should I deny myself and family every luxury in order that I may finance certain dealers who are living in splendor, as compared with my condition?" "Do they not pay for the privilege of being financed?" interjected the listener. "No they don't," excitedly jerked out the manufacturer, "nothing more than bank interest. And furthermore why should my customers look upon me as a banker? I have banking troubles of my own. The trouble is we have our dealers spoiled, and when they get into an uncomfortable financial corner they look to us to help them out, instead of borrowing from the bankers in their own towns, where their credit should be good. I have actually loaned money to customers many a time. Can you beat this? Here a customer writes that he cannot meet a note due, and says he is drawing on me for eleven hundred dollars, which he needs to meet an obligation. He thinks I don't know what the obligation is, but I do. It's the difference between the value of his old automobile and a new car he is buying. Is that fair business? We manufacturers are to blame for a lot of our own troubles."

The Grand Piano.

TO the credit of the Canadian public be it said, there is a steadily growing appreciation of the small grand. This appreciation is the natural result of improved taste and advanced aesthetics, as well as the result of the efforts of those manufacturers who have been enterprising enough to cater to the demand for the artistic baby grand. Many householders have reason to regret the small rooms resulting from the high cost of land in large centres, that makes the ownership of a grand impracticable. Considered merely as a piece of furnishing there is no one article that adds so much dignity and refinement to the home as the baby grand, and as to the tonal effect, every musician appreciates the capabilities of this style. It is believed that the player piano has given the demand for the grand a temporary check, but the arrival of the player grand opened up still another avenue for the aggressive retailer who will interest himself in the development of the player grand, which will make it possible in hundreds of homes where a decade ago a grand would not even be considered. The grace and beauty of design and tone of the grand has so much to commend it that manufacturers who are endeavoring to build up a demand for it deserve great credit.

Player Owners Need Attention.

LEFT to himself the average purchaser of a player piano makes such a fool of the instrument that any condemnation of his friends is justified—but it hurts

player business. Piano men are seldom criticised for lack of perception, except by each other. They can see better than any outsider can tell them that other sales are the logical result of satisfied customers, yet in their anxiety to get after other "prospects" they are on occasions neglectful of the new customer. Probably the majority of player purchasers are men who want the instrument so that they need not be dependent upon some other person to satisfy their craving for music. These are the men that need and want instruction. One of this class made the observation in the writer's hearing that though he has owned his player for two years, he has not had a demonstration, not a single lesson on playing it. The salesmanager was very profuse in assurances of his ability and willingness to show the new owner to play as well as he could himself. He agreed to call at the customer's home on appointment, but three or four attempts found him engaged for the evening, and finally he invited the customer to the warehouse. The customer called a couple of times and telephoned several times, but was unable to find the salesmanager with enough spare time to give him the long-promised lesson; nor had he anyone on his staff that he would recommend. The player owner gave up in disgust, and believing himself incompetent to play his instrument, seldom opens it. He is no "booster" for the player, though he fairly enough makes no adverse criticism of it. He would have been a regular purchaser of rolls which he could afford, and an influence among his friends that would help the player business.

Depreciation in Rental Rolls.

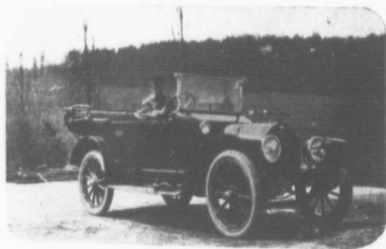
WITH money worth seven per cent, it would be interesting to see how some dealers figure to make themselves believe that their music roll rental libraries are paying a profit. "I charge the department six per cent, on money invested," said one retailer, "a proportion of rent, help and other fixed charges, and this branch nets me a neat little profit, besides the advertising value in bringing people to the store." Asked what percentage he charged off for depreciation in stock, he replied that the depreciation charges were included in the total amount charged off at the end of each business year. He had never considered that the depreciation in his library was many times greater than in his piano stock. His own admission was that he had not for years lost money through sacrificing a piano on player because being shop-worn, but for safety's sake he wrote off ten per cent, for depreciation of stock. His player roll stock had grown rapidly, and though the depreciation was very great, yet he wrote off only ten per cent., and joked himself into believing that the department made a direct profit.

Only in the larger centres can rental libraries be made to pay, and many dealers do not believe they can be made to pay anywhere. The future of the perforated roll business is on sales and not rentals, and it is noticed that as the player owner develops a taste for the better music, he becomes a buyer rather than a renter. As with books, people want to own the titles that are worth while. However, opinions may differ as to the merits of the rental library, there can be no difference that a good substantial sum must be written for stock depreciation.

Five Years' Roll Purchases Not All.

EIGHT dollars a month spent by the owner of a player piano for perforated rolls amounts to \$480 in five years, which amount is considerably more than half the price of the average player. This monthly quotation is chosen at random, merely to urge the importance of the player owner to the piano merchant. When a player is sold, if the owner is not supplied with suitable music and kept supplied with new selections from time to time, indefinitely, that sale will retard business rather than have a stimulating effect.

The various roll manufacturers are issuing new numbers constantly, and yet the information that these excellent additions to the player music catalogues are available for every player owner so frequently never get beyond the waste paper basket of an otherwise progressive piano dealer. Stocking perforated rolls should be profitable, the same as talking machine records. But to keep your community posted to date, and give the service you should give, prices must be maintained. It must never be lost sight of that the player industry is at stake, as its success is linked to the giving of the player roll its proper place.



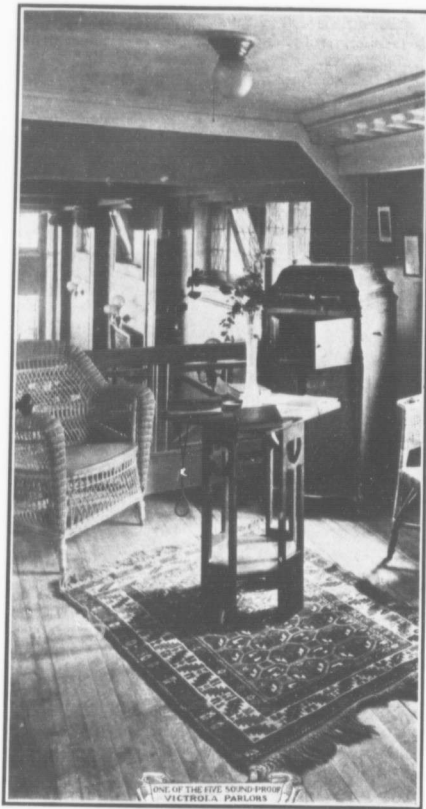
Mr. Geo. H. Fletcher, the bustling dealer of Nanaimo, B.C., who was in the midst of stirring scenes in the recent strike in the district worked by him.

Consumer Imports Infringing Music.

COMPLAINTS are being made by sheet music retailers throughout Canada that certain music publishers in the United States are regularly supplying private persons, music teachers and others with copyright reprints that they will not send to the retailers. The retailers at first felt very much elated on learning from the American companies that they had put into effect lists of reprints not to be shipped to Canada. The dealers thought this was valuable co-operation until they learned that these goods "Not to be shipped to Canada," were being supplied private customers. One dealer complains of a customer who gave him the opportunity to supply the infringing reprint, and on explaining the impossibility of doing so the customer ridiculed his excuse and proceeded to tell him how quickly he could get what he wanted direct. He got what he wanted direct, not only one copy, but six copies. The Secretary of the Canadian Music Dealers' Association, which is the sheet music men's organization, is communicating with the customs officials at Ottawa in this connection, and sheet music retailers should supply particulars of specific cases, so that the importation of infringing reprints by the consumer may be checked.

Attends to International Copyrights.

AT a banquet of the Boston Music Publishers' Association, Mr. E. S. Cragin said that, "In the year 1854 there was established an organization known as the Board of Music Trade of the United States. The board had for its object the welfare and protection of the trade, and to secure to teachers, as well as dealers, a fair discount. Twenty-five of the principal music publishers of the United States signed the articles of the association, and Oliver Ditson became its first president.



A partial view of one of the five Victrola Parlors of the J. J. H. McLean Co. Ltd., Winnipeg.

"The Board of Music Trades continued in existence until 1894, exercising a healthful influence on the music business throughout the country, when it was dissolved and the Music Publishers' Association took its place. The new association devotes its attention to matters of international copyright and other important subjects, and has achieved a distinct success in checking the importation of reprints of American copyrights over the

border from Canada, and under the able leadership of two presidents, J. F. Bowers, Chicago, and J. L. Tinsdale, the association has helped secure the present copyright bills."

After Washington Music Publishers.

MEMBERS of the Canadian trade who have had business dealings with United States music publishers will be interested in the subjoined intimation, of which there is here given the New York Music Trade Review's version of the case:—

"Legitimate music publishers, those who have their money invested in the business and take a pride in it, should, as a body, be strongly in favor of the recent action of the Post Office authorities in the descending upon two publishing houses in Washington and arresting the officers, upon the charge of using the mails to defraud. The head of one company has already been indicted and the authorities claim that they seized enough evidence at the offices of the other one to insure a like result. Concerns that do business in a way that leaves them open to raids by Post Office people certainly act against the best interests of all members of the trade."

"The house in question, for instance, made a specialty of soliciting 'song poems' from amateurs, charging a certain fee for having music written to the poem and publishing the same, and then offering to pay royalties on sales. In its advertisements and circulars the amateur was led to believe that the publication of one song would put him on Easy street, and that to publish two would mean that in a short time his bankroll would look like the surplus of a national bank.

"The officers of both concerns loudly declare their innocence of any wrong-doing, and are making strenuous efforts to have the embargo placed on their mail by the Post Office Department raised. The fact remains, however, that the business methods were all of a character to arouse the suspicion of post office inspectors, and caused clients to make direct complaints to the authorities charging fraud. Whether the publishing houses in question are guilty of questionable business methods or not they nevertheless serve to impress the disinterested observer with the fact that they are at least mighty careless and make little attempt to impress upon the trade and public the legitimacy of their enterprise. Meanwhile it is rumored in official circles that action against certain classes of music publishers will not be confined to Washington concerns, but that the heavy grip of the Federal Government will soon be felt by concerns in other cities."

Tendency in Mahogany.

FROM Veneers the Journal learns that conditions in the mahogany trade are a little bit peculiar and are suggestive of higher prices later on. Leading importers of mahogany logs say that the Liverpool market is strong, and for some little time now prices have been higher over there than they are here, so that they can come nearer making money by shipping their logs over there than by buying logs in Liverpool and shipping them here. Meantime the demand for mahogany here has been a little bit slow from first hands. Moreover, some of the veneer manufacturers have been paying fancy

prices for finely figured logs in Liverpool, and they will naturally have to get high prices for the veneer to make a profit out of the transaction.

Combined Player and Talking Machine.

IN the October 18 issue of Scientific American, there is described a combined player piano and talking machine. The writer on this subject says that "The deficiencies of the phonograph in the reproduction of piano music are only too well known. In most of the vocal productions, the accompaniment, if played on the piano is often so weak and banjo like that the piece would not suffer much if it were entirely omitted. To overcome this defect, attempts have been made to supply a real accompaniment by using an automatic piano player with the phonograph. But the difficulties of synchronizing the two instruments have hitherto been deemed almost insuperable.

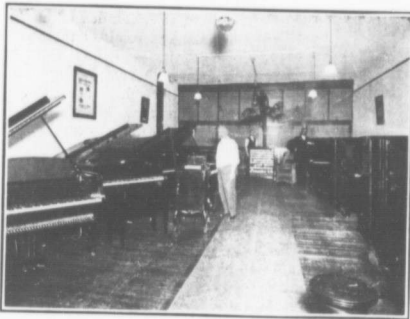
"Recently, however, an inventor has succeeded in combining the two instruments, so that they are perfectly timed. This he accomplishes by pneumatic means controlled by a series of perforations in the music roll. On an 88-note player, the duct for the highest note, which is seldom used in the score, is utilized to control the pneumatic coupling. The exact method the inventor is not ready to disclose at the present time, as his patents are still pending, but apparently the music roll is brought into synchronism with the phonograph record at each turn of the latter. It is the phonograph that controls the tempo of the player piano. The operator of the player piano does not touch the tempo controlling lever, but he may operate the expression lever, or control the volume of sound by pumping harder or oftener as the case may be. Any standard player piano may be used to which a small attachment is applied, but the talking machine requires special apparatus for the control of its motor mechanism. Otherwise the talking machine is also of standard make and standard records may be employed.

"The instrumental record is made by an expert, who plays an accompaniment on a piano electrically connected with a recording mechanism, while the vocal selection is being produced by the phonograph. The music roll is then cut in accordance with the record, and reproduced in the usual way. The arrangement is such that the player piano may play a prelude of any desired length, after which the phonograph will start up automatically. As the singer retards or accelerates, the player piano will correspondingly vary its tempo. At the end of the vocal selection, both instruments will stop, playing, or if desired, the player piano may play a postlude. The inventor of this combined mechanism is Mr. Charles F. Stoddard, who has done much toward the development of automatic piano players.

New Language-Teaching Talking Machine.

FROM the same authority quoted in the preceding paragraph this information is given out: The talking machine may be considered, in principle at least, to be an ideal language teacher, but as a matter of fact its use has been very limited for this purpose up to the present time. The reason why its advantages have not been widely made use of, lies in the fact that the spoken words as recorded upon the disks cannot be used alone

for learning languages, at least by the general public, for we must not only hear the words, but have the same words in print so that they are visible to the eye, and at the same time have the translation into the learner's tongue. Inventors do not appear to have been able to combine a suitable device for carrying this out, and it remained for a well known talking machine and moving picture firm of Paris to solve the problem. Although very simple in its idea, the apparatus was by no means an easy one to realize in practice, for what was required was to have a paper strip with the printed words and their translation pass along in front of the learner so that he can see them at the same time he is listening to the same words given out by the talking machine. Then after a little experimental work, a suitable mechanism was devised for carrying this out. The paper band unrolls continuously while the disk revolves, and the right word always falls under the metal pointer placed at the center position. Should the device prove to be all that is claimed for it, it will make a decided step in advance in the matter of learning languages, for the price is within the reach of all, and it will now be possible to



The late-4 interior view of the show rooms of Kent Piano Co. Ltd., Vancouver.

learn any language without the aid of a professor such as was heretofore indispensable in order to have a correct pronunciation. The effectiveness of the "automatic professor" lies in the parallel action of spoken and printed word, both eye and ear receiving the impression at the same time, so that the memory retains the form of the printed word accompanied by its sound. In principle there is no limit to the number of languages to be learned by this method.

At the start the constructors have brought out disks and rolls for English, German and Spanish, but when the device comes into extensive use these will be followed by others. We need not dwell upon the advantages which the talking machine method has over the usual language professor. Besides being polyglot, it saves much time and is ready to be used on any occasion, without any of the usual drawbacks. The simplest form of the device consists of the talking machine and paper roll mounted upon a flat base for placing on a table. However it is most convenient to have a suitable place for keeping the numerous disks and corresponding rolls, which can be done in the more elaborate apparatus. The outfit for the German language, for French learners,

comprises two specially-prepared language books, twenty-six talking machine disks with records upon both faces, and fifty-two printed bands, each corresponding to one face of a disk. It is interesting to note that the first elements of music can be learned in the same way, and a set of disks and other material is already issued for this purpose.

The Shilling Record in England. Cut Prices Agitating Dealers and Effecting Trade.

THE evils of price cutting in the talking machine trade are being strikingly exemplified in England, where records at one shilling one penny each have been put on the market. Any Canadian dealer who has ever had the temerity to regret the fixed prices policy of the talking machine trade here should glance at English conditions, and then move a vote of thanks for the domestic condition. At a recent meeting of the British Gramophone and Phonograph Dealers' Protection Association, the cut price record was the problem agitating the members. As the chairman said, they were face to face with a two-fold enemy, one the "cutter," the other the "cheap" record. He advocated that dealers refuse to play over the cheap records for customers, as it entailed too much time and work for the returns. The result of the meeting was the adoption of a resolution—

"That the record manufacturers be approached with the view of inducing them to adopt means whereby dealers would be able to guarantee to purchasers that records were in the same condition as when leaving the factories."

It was suggested that by sealing the envelopes containing the records or by affixing a label over the hole in the centre of the record, the public could be supplied with records not depreciated in value by being played over for demonstration, and the dealer would be saved time.

One speaker said that "nobody except the lowest grade of buyer wanted shilling records, and the pandering to that class would have the effect of seriously injuring the better class of trade."

Concerning the cheap record trade the London "Music Trades Review" for October, has the following editorial observation:—

"Present indications would seem to lead to the belief that the battle of prices in the record world is likely to prove of extended duration. With the season but in its infancy, all is in favor of the various combatants. Talking machine trade generally is, in bulk, remarkably good, and, industrial conditions considered, is likely so to remain as far as one can foresee. Yet this price-reduction campaign, although only a few weeks old, seems productive of more business than profits, for we are assured by a number of dealers and factors that the financial side is anything but pleasing. The man-in-the-street is just a little suspicious of these cheap records; he is not out to purchase anything because it is cheap, and though predisposed to get for one shilling what used to cost— and does now in many instances—half-a-crown, he insists upon hearing the record first. From a salesman's viewpoint there is no great difference in the time and trouble expended. To sell one or two records often means playing through half a dozen, irrespective of

price, which is not very profitable in relation to shilling record sales.

"It demonstrates but one phase of this economically unsound campaign, which is spreading its tentacles in all directions and crushing legitimate trading profit.

"Our prediction as to its effect upon the sale of half-crown records is in some quarters unfortunately justified by results. Trade has appreciably declined—we hope but temporarily—in the better-class discs, yet the fact remains that it will be difficult of recovery. We believe, however, that, in part, the policy of exclusive artistes and titles, if consistently maintained, will eventually regain for the half-crown records some measure of their supremacy in the selling field. Time will tell."

Talking Machines in Schools.

GRADUATES of the "little red school" in Canada realize that the pupils of the present day have many advantages over the pupils of a generation ago in the same edifices. The artistic, as well as the materialistic, is given attention, with the country trustees or town school boards no longer protesting. On the contrary, pictures on the wall, curtains on the windows and flowers in the playground are encouraged. It is only natural then, that music should find its place, and where pianos are yet considered too much of a luxury, there is a splendid field for talking machines. Through the efforts of the Bell Music & Piano Co.'s Victrola department, two Toronto schools have recently purchased outfits. These were not purchased by the school board, but with friends gathered together by the teachers and their pupils themselves, through concerts, etc.

Of the school proposition the October number of "His Master's Voice," the house organ of Berliner Gramophone Co., says:—

"Making a success of the school proposition depends primarily on the dealer's ability to demonstrate its definite educational value. So far as the general public is concerned, it is merely a question of appealing to an almost universal, though somewhat indefinite, appreciation of music. School boards, however, are trustees of public funds placed in their hands for a certain specific purpose, and that is to promote knowledge to the utmost extent that the funds will permit. It is scarcely enough to ask them to put Victors in the schools because the children will enjoy them. Children enjoy ice cream, but it will never find its way into the curriculum on that account. The dealer who can show just what the Victor can do along the lines of actual education will have the pleasure of filling school orders. It is a thing which cannot be bluffed through. The subject and its requirements must be definitely understood before the usefulness of the Victor can be established. The moral of all this is to get a line on the proposition before making any attempt to secure orders. To run a bluff and be caught at it is to queer the game for keeps."

Study the Needle.

SO humble a proposition is the needle that many talking machine salesmen ignore it altogether. "A quarter's worth of needles, please," sounds so trivial beside an order for five dollars worth of records, or a hundred dollar machine, that the importance of the needle is too often lost sight of. The apathy of the

dealer or his assistants regarding the needle is contagious, and is one of the reasons some talking machine owners so readily delude themselves into thinking that without injury to the record, they can use a needle over and over again, until it is accidentally lost, or some same person removes it. "People's own common sense should tell them not to use the needle more than once," said one dealer, who sells needles only when they are asked for. "You must assume that people have no common sense," was the confidential assurance of another dealer, who considers the needle as important as the record. "for," said he, "if the needle is not used properly, then the results are not satisfactory, and we make 'knockers' out of our customers instead of 'boosters.'"

In this connection the following from the "Columbia Record," by H. L. Wilson, assistant general manager of the Columbia Graphophone Co., is a pertinent emphasis of an important feature of the talking machine business:—

"There are many conditions which enter into the selection of needles conducive to the best reproducing result. First of all, perhaps, is the character of the record to be reproduced. The heavy tones produced by

less, because of failure to use the needle meeting the record's individual requirements.

"In the home it is necessary to a great extent to use the same reproducer for all classes of music, and it is because of this necessity that provision has been made, in the different styles of needles, to offset the inflexibility of the reproducer.

"Our best salesmen, on the receipt of sample records, will play each record carefully with the different style needles, and determine from this demonstration and their previous experience what needle should be used. This is noted and the information used in subsequent demonstrations to customers.

The Music Trades in 1851.

THERE recently came into the possession of one of the Journal's editors a copy of the Canada Directory, published by Robert W. S. Mackay in Montreal, in the year 1851. From this are taken the following references to the personnel of the music trades in those early days.

Montreal was credited with a population of something over 50,000, making it the largest city in British America. The usual steamboat fare to Toronto was \$10 to \$11, and to Quebec from \$2.50 to \$3. A rate to the



View of Gramofone Exhibit by John R. Orr at Collingwood Fall Fair.

a brass band, or the full, low notes of a baritone or bass when reproduced with a short pointed or 'loud tone' needle are decidedly less pleasing than when a longer pointed 'soft tone' or 'fiber' needle is used.

"Another element to be taken into consideration is the distance the music is intended to reach—in other words, the size of the room. For example, when loud tone needles are used in a small room with a low ceiling the volume is often too great to be pleasing, whereas the same record played with the same needle in a large room or in the open air would be entirely satisfactory.

"The manner in which a room is furnished plays no small part in the choice of needles. A room with thick rugs and heavy hanging tapestries which absorb the sound, may require full volume, when the same room sparsely furnished and with few rugs, if any, will need perhaps only half the volume.

"The intelligent handling of these niceties in the demonstration of records, and the education of customers in the correct use of needles, will, in the opinion of the writer, play a big part in the increase of record sales in your store.

"Many a record has been condemned as below standard, many a reproducer has been discarded as worth-

latter by stage was also quoted of \$10 to \$12.50. These were the music houses of that time in Montreal: J. W. Herbert & Co., 113 Notre Dame St., who claimed to carry the most extensive stock of musical instruments and music in Canada; Samuel R. Warren, corner of St. Henry and St. Joseph Sts., manufacturer of church and parlor organs, it being said of him that his 29 years' training and experienced workmen, enabled him to compete with European firms; H. Owen, whose Boston pianoforte warehouse was on Great St. James St.; Abner Brown, 31 Notre Dame St.; William Dennis, 75 St. Lawrence St.; Joseph Jackotel, 130 St. Lawrence St.; John McPherson & Son, 54½ Craig St.; Mead Bros. & Co., 106 Notre Dame St.

At this time Quebec was the second city in British North America, and the seat of government for United Canada. Its population was about 40,000. The following men were in the list of musical instrument manufacturers and music sellers: Richard Owen, Antoine Dessane, P. O. Lionais, Joseph Lionais, George Milligan, J. M. Pfeiffer and Frederick Wyse.

With a population of 40,000, Toronto had two pianoforte and melodeon manufacturers: Reynolds & Duffett, 106 King St., and Thomas & Son, 140 King St. West.

Without a Single Exception

every world-famed musical artist who has appeared in Canada this year has selected for both concert and private use

New Scale Williams Piano

No piano in any other country has ever received so unanimous an endorsement as that which these artists have given this great Canadian instrument.

Just check over this list and then realize how perfect a piano must be to meet the varied demands of such artists as:

ARTHUR FRIEDHEIM SCHARWENKA YSAYE LANKOW CARRENO

POLLOK CLARA BUTT SLEZAK SEMBRICH McCORMACK

EVA MYLOTTE EMMA TRENTINI (who will be back in Grand Opera next year.)

ALICE NIELSEN and many less well-known artists.

And now—

MELBA and KUBELIK

whose appearance with Edmund Burke, Gabriel Lapiere and Marcel Moyes in Toronto in an all-star concert can rightly be said to mark the most interesting recent development in the musical world.

And these are only a few who have appeared in Canada during the last year. With this prestige Williams dealers find it easy to sell our instruments at full prices with a minimum of effort.

The Williams Piano Company Limited
Oshawa Ontario Canada.

Dealers in open territory write for interesting data and proposition.

The firm of A. & S. Nordheimer, which is now the Nordheimer Piano & Music Co., Ltd., were listed as publishers and importers of musical instruments and music, at 14 King St. East.

Hamilton had then a population of 10,312. It cost \$2 and \$3 respectively, to get to Toronto by boat and stage. The city had a firm of organ builders in the person of Hagar & Vogt, who were located on Cannon St.

Helping Entertain Farmers.

A NUMBER of cases are on record where in some communities the local retailers are displaying real enterprise in combating the large mail order houses, providing entertainment, rest rooms, and kindred attractions for the farmers and their families who come in to shop. Whenever such is the case, is there not an excellent opportunity for the introduction of player piano and talking machine rentals? If such an opening is lacking, could the dealer even in the small town not make a similar opportunity?

Freshening Through Re-arrangement.

AMONG the editorial suggestions in the October issue of this Journal was the question of having a definite day each week to change the window display. In another column of the same issue the opinion of the manager of a Hamilton store was cited, advising the frequent re-arrangement of pianos and players in the showroom. It would seem that the latter is in its place as important as the former. Would not this same principle apply in each department of the music store. This would mean re-arranging the stock of pianos, organs, talking machines, sheet music, small instruments and supplies throughout the store, as well as in the window, and not only to resolve to do it, but have some definite day, at definite intervals, for that particular work.

Method of Analyzing Salesman's Work.

ADDRESSING the Detroit Music Trades Association, Mr. A. A. Grinnell outlined a new system adopted by Grinnell Bros., of analyzing the work done by each member of their sales force. This is operative in Canada at the retail branches the firm has in Western Ontario, and is thus explained:—"We adopted last Fall a system of records of the sales made by every member of our sales force, the object being to further a policy looking to a better quality of business, as well as better work and greater efficiency on the part of our salesmen. Through it we have been enabled in the last year to know at a moment's notice exactly what every salesman had accomplished up to that day; what his business had cost us, as well as how much business he had done; what percentage of profit his business had made for the company, and wherein the salesman's methods were strong and wherein they were weak. In knowing these things we could correct his faults and make a better salesman out of him.

"The record of the salesmen's work are kept on large ruled sheets. The columns show the gross price of the instruments sold, the allowance made for an old piano or organ, if any; what that traded-in instrument was actually worth to sell again, the amount of cash paid down on every sale he made, the amount of the monthly

payments, the percentage of the total price paid down, the percentage of his salary to the amount of business done in a certain length of time, and a good many other items.

"With these available at a glance, we know whether a salesman is inclined to make too large allowances for old instruments. A salesman cannot be judged in this matter on a single sale. There may be some particular and very good reason for a large allowance in one case which would not pertain in another instance. But if a list of sales for a year, for six months, or for even a less time, show the same general tendency, we know that that salesman requires cautioning in the matter.

"We are able also to know whether he is inclined to let the matter of the amount of cash to be paid affect his sales; whether he is putting up a good argument to his prospects in favor of substantial first payments. We know whether he uses good judgment in the class of pianos he sells—that is, whether the piano sold to a certain party is suited to the financial circumstances of that party. We know whether the cost of business the way he does it is too large a percentage of the business he does. We can tell to a dollar whether a salesman is profitable or not. There is no guesswork about it.

"The system tells us absolutely how each salesman compares with the others. It also shows something of the work of the canvassers—whether or not the prospects they turn in are good ones. In estimating the cost of a sale we, of course, must take into consideration the work of the canvasser. If very few of a canvasser's prospects develop into sales we know there is something wrong with his methods.

"All of this assists, of course, in reducing the cost of doing business by eliminating waste. Though practically only just being perfected, it has worked out in a wonderfully satisfactory manner."

Never Neglect Fire Insurance.

PROTECTION against loss by fire should never be neglected by any musical instrument dealer. Certainly it costs money to take out a fire insurance policy, but that expense must be charged against the cost of doing business, the same as rent, salaries, heat, light and all other legitimate outlays. Apart from the fact that in justice to himself the dealer should attend to this matter, it is due the manufacturers and wholesalers who have shipped him goods on credit.

NOTICE

This Company controls Canadian Patents Nos. 103,332 and 55-078 covering fundamental features of disc talking machines and disc sound records, and will institute proceedings against all parties making or selling without license, machines or records covered by these patents.

This Company has registered the word "Gramophone" as a trade mark, as applied to the sale of sound reproducing machines, their parts, and accessories.

BERLINER GRAMOPHONE CO., Limited
MONTREAL

NORDHEIMER

"Quality-Tone"

PIANOS

THE Nordheimer Grand possesses in a larger degree that rich, full resonant tone which has won for the Nordheimer the distinction of being known as the "Quality-Tone" piano of Canada.

THE wonderful resourcefulness of this instrument appeals specially to the exacting musician, and its size and chaste design harmonize with the most artistic drawing room.

Let us discuss our dealer's proposition with you. . . .

THE
NORDHEIMER PIANO & MUSIC CO. LIMITED

15 King St. East

Toronto

Branches and Agencies throughout the Dominion.



DRAWING ROOM GRAND



Exhibit at the Fredericton, N.B., exhibition of Mr. E. O. McDonald, who has the Sherlock-Manning representation for Fredericton and adjoining territory.

HAMMER CAPPING—A VANISHING ART.

By "Aren Jeye."

A METHOD of treating the hammer with a covering of buckskin, was once the common practice brought into vogue with the introduction of the square piano. With the disappearance of this style of piano, and the great improvement in the methods of making hammers, the necessity of work of this kind becomes less—almost a lost art.

It frequently happens that it is necessary to cap the hammers on old pianos, to try and bring back the tone that is desired, particularly on square pianos.

The hammer makers do not now make a hammer suitable for this style of piano, unless at great expense, and the repairer is forced to resort to the old method of capping to get the desired effect.

The following method, if followed, even by one who never before has done work of this kind, will be found to produce results which will be well worth the time and trouble taken:

The hammers must first be prepared for capping, by filing with sandpaper, in order that the ridges that are grooved into the hammers by their contact with the strings, will be removed, and the top surface made smooth.

It is absolutely necessary that the hammer be filed so that the top surface is not flattened, but the whole hammer be as near pear shaped as possible. This means that the point of contact with the strings will be as little as possible.

The glue used should be fairly thick and hot. Glue that is thin will be absorbed by the felt and will not hold the leather as well as if it were thicker.

The capping skin can be obtained from any of the supply houses, already cut in long strips for capping. One only has to cut off enough small strips corresponding to the number of hammers to be capped.

Take the hammer to be covered and spread enough glue on either side, leaving the crown or top untouched.

Then place the small piece of leather carefully over the hammer, so that its middle point is on the crown of the hammer. Then stretch the strip on both sides of the hammer, smoothing and pressing with the fingers, until the glue has firmly gripped the leather and fits firmly on the hammer felt.

If the leather is not stretched tightly over the hammer surface, the tone produced will be flabby, the effect anything but satisfactory.

With some repairers the custom is to cap the hammers alternately. The reason being that when the last hammer has been capped the glue will be sufficiently set, to enable the worker to handle the first hammer without danger of disturbing the leather. Other repairers take hammer after hammer until the work is done.

As to the best method to adopt, this seems to be largely a matter of opinion. After the leathers are glued on, the edges are trimmed with a sharp knife and the ends bevelled down. This work should be done as neatly as possible. If the capping has been well done the repairer will be astonished with the result of his labor, and will find, after a few trials, he has become proficient in one of the most interesting phases of the art of tone regulating.

CANADIAN CHAMBER OF COMMERCE ENDEAVORING TO INTEREST BRITISH PIANO MAKERS IN THIS MARKET.

Though probably realizing that British pianos, as at present constructed, are an impossibility in Canada, there is a gradually developing interest in this country on the part of the English piano manufacturer. He is courting propositions whereby he could produce an instrument that would be saleable here, and the tariff preference looks favorable to him. It would appear also that other influences are encouraging British manufacturers to take an interest in Canada. According to the London "Music Trades Review," the Canadian Chamber of Commerce is among these influences. That publication says:—

"Several members of the trade in this country have received a letter from the Canadian Chamber of Commerce, drawing attention to the excellent market that exists in Canada for British musical instruments.

"The primary object of the Canadian Chamber of Commerce, it is stated, is to stimulate Anglo-Canadian commerce by inducing British manufacturers to take a greater interest in the important trade of the Dominion. It seems certain that, owing to the growing prosperity of the Dominion, there must be an ever-increasing demand for high grade musical instruments such as are produced by British manufacturers.

"I may remind you," says the writer, "that there is a considerable preference in favor of the British article. The Canadian import duty on brass band instruments and bagpipes, and parts of pianos and organs is—British 15%, and Foreign 25%, while on all other kinds of musical instruments the duty is—British 20%, and Foreign 30%." To illustrate that the freight, both sea and rail, does not swallow up this preference, I may say that the through rate on pianos from New York to Edmonton, Alberta, is 347 cents per 100 lbs., while the rate from London to Edmonton is only 2 cents more, 349 cents per 100 lbs.; the above are car-load rates, but the figures are equally striking for small consignments.

"He goes on to say that as the British musical instrument manufacturer has such a big advantage in duty, and is not handicapped by freight, he should be able to secure a large proportion of Canada's imports of musical instruments. It is in order to assist in this direction that the Chamber recommends that British makers should take the earliest steps possible to place their products before the people of Canada by securing space in the British Manufacturers' Exhibition Train now being organized by the Canadian Chamber through the Chambers of Commerce of the United Kingdom."

AT THE FASHION SHOW.

The only exclusive piano and player exhibit at the Fashion Show held in the arena in Toronto, was that of Nordheimer Piano & Music Co., who showed a number of Nordheimer and Steinway designs.

The R. S. Williams & Sons Co., Ltd., had a display of pianos, players and talking machines, showing a number of types of the Victrola and, of course, featuring the new Edison disc.

An exhibit of Columbia Grafonolas included one of the grands, and many persons stopped and had special selections played.

The Sales-Making Strength of the Willis



Style "K"



Style "J" Louis XV. Willis Player

The Crest of
Quality

BEHIND WILLIS pianos and players stand public and artistic approval. The WILLIS occupies a unique position among the great pianos of the world, and it is everywhere held in the highest esteem by artists and musical leaders.

One of the reasons why the WILLIS is steadfastly maintaining its position of eminence is due to the fact that certain high ideals were incorporated in the first WILLIS piano, and these have been undeviatingly adhered to during all the intervening time, and betterments accomplished wherever possible.

The WILLIS contains all the eminent qualities of true piano leadership, and with the WILLIS the dealer has an instrument with which he can supply the demands of his most critical clientele.

How much easier it is to sell a piano possessed of such a reputation as the WILLIS than one of lesser renown.

The name is a tower of strength, for multitudes of people musically cultured know that the WILLIS piano represents piano eminence.

That one fact is firmly established in the minds of the musical public, and it is only necessary for a salesman to use wisdom and judgment in driving certain arguments in connection therewith home in order to close sales in a satisfactory manner.

The "KNABE MIGNONETTE GRAND" has come in for well-merited praise. Communicate with the Head Office of WILLIS & CO. regarding KNABE representation.

WILLIS & CO. LIMITED

Head Offices—580 St. Catherine St. West,
Montreal, Que.

Factories—St. Therese, Que.

MONTREAL LETTER.

BUSINESS in local music trade circles is showing up well. Earlier in the season it was feared there would be something of a slump as compared with last season. This has not materialized. On the contrary, sales and collections have been surprisingly good—better than in centres west of here—according to reports.

It may be that selling organizations have worked harder to prevent a falling off in sales. Certainly they have not let up, on the supposition that trade would be less anyway, and they are duly rewarding themselves. The piano factories located in Quebec Province are busy, and last year's record is being well maintained.

Counts Credit Stock Unsold.

Your correspondent was recently talking to a Western piano merchant in a small three-elevator town about credits. He said he gave a limited amount of credit, but that he counted his credit account as stock unsold, just as though it were still on his floors or on his shelves.

"I do not give credit where a man has not paid for his farm, nor do I give credit to a man who is keeping himself poor buying more farms than the one he works. I have neither goods or capital to loan on real estate."

Exposition for Montreal.

The feasibility of holding a universal exposition in Montreal in 1917 was discussed at a recent mass meeting. The meeting was convened in the Council Chamber at the City Hall, but owing to the large number that had to remain in the corridors it was decided to adjourn to the Bonsecours market. A resolution was unanimously adopted calling upon the Mayor, the Board of Commissioners, and the City Council to appoint a special committee to inquire into ways and means and report.

Representatives from the federal, provincial and civic administrations, the Board of Trade, Chambre de Commerce, Montreal Business Men's League, and various other bodies will be invited to sit on the committee.

New School for Blind.

A recent issue of the Montreal Daily Herald devoted considerable space to the formal opening of the new school for the English speaking blind, and the following references were made to Mr. P. E. Layton, and his connection with the school:

"The story of its birth is quite romantic. P. E. Layton, the blind member of the piano firm of Layton Bros., of this city, is its father, for he is responsible perhaps more than anybody else for its existence. Mr. Layton was made blind when he was a boy about fourteen years. He fell on a piece of wood, which went into his left eye, and it affected the right eye to such an extent that he became totally blind. His parents placed him in a school for the blind in England, where he was trained to be an organist. He came to Canada in 1887, and he tried to get an appointment as organist at some church. He failed. Canadians at that time did not think it possible that a blind man could play the organ and train a choir.

"Mr. Layton then went into the piano business on his own account, and to-day his firm does as big a business as many another firm in Canada.

"He knows perhaps more than any man, the need of a school for the blind. There has been a school for the French-speaking blind of Montreal for 50 years, and it

seemed strange to Mr. Layton that there should be no school in this city for the English-speaking blind. He mentioned the matter to other friends, financial backing was obtained from a few generous men who are always ready to further causes of this nature, and after a successful tag day, a fund of \$103,000 was created.

"A site was purchased on Sherbrooke street west in Notre Dame de Grace ward, half a mile in extent. It proved a valuable investment, because owing to the activity of real estate in that neighborhood, this particular site is worth three times to-day the price it was purchased for. A fine, roomy building, built just for blind people, has been erected on this site, and in architectural beauty it is a credit both to the board of managers and the builders."

A piano and an auto truck fell into an excavation opposite 606 St. Elizabeth street, between the hours of 8 and 9 p.m., on May 3rd last, claims Baillargeon, Express Limited, who have entered action through their attorney, N. A. Nillette, for \$120,850 damages against the City of Montreal. The plaintiffs allege in support of their claim for damages that the defendants had taken no precautions to warn passers-by of this pitfall, no beacon lights being shown or outlook posted.

The perfections of the modern new Edison disc phonograph were effectively interpreted to the public recently when they were given the opportunity of hearing the speech made by Premier Borden at Quebec, in the course of the previous evening.

A large number attended the recital given by Messrs. Layton Bros. in their music hall on St. Catherine Street. The selections chosen for the programme, which evinced careful study of the public taste, met with the warmest approval, and everyone who attended the musicale went away satisfied.

No change is reported in the very satisfactory conditions which have prevailed at the warehouses of Willis & Co., Ltd., for several months past. Business is listed as steady with every line in requisition. Seventy-five are working on "high gear" to complete the addition to their factory at St. Therese. President A. P. Willis is very optimistic as regards the Willis factory, inasmuch as the factory output is increasing so rapidly, which naturally creates optimism. Mr. Willis states it is not the intention of the house to market quantity, but rather to concentrate their efforts "on quality," every instrument before leaving the factory being subject to a rigid inspection. Speaking about collections, this firm referred to them as rather poor.

An evening with the world's greatest musicians recently took place in Stanley Hall, whereby many operatic and popular selections were rendered on the Auxetophone, with illustrations on the stereopticon, all of which was under the auspices of the Berliner Gram-o-phone Company, Ltd., and which was listened to by a large and appreciative audience. Following the programme the chairs were removed and dance records played for an hour, much to the enjoyment of large numbers who had never danced to Victrola music before. This recital was the first of a series arranged by the Berliner Gramophone Co., Ltd.

Mr. Whiteside, of the firm of Gervais & Whiteside, in an interview with the Journal, expressed his conviction that much of the tight money and slow trade conditions



Doherty "Superior" Organ

Style 50 Mahogany

Four Sets of Reeds.		Thirteen Stops.	
BASS		TREBLE	
Diapason.....	8 ft.	Diapason.....	8 ft.
Dulciana (soft).....	8 ft.	Dulciana (soft).....	8 ft.
Principal.....	4 ft.	Vox Celeste.....	8 ft.
Cornet (soft).....	4 ft.	Vox Angelica (soft).....	8 ft.
Principal Forte.....	4 ft.	Diapason Forte.....	8 ft.
Bass Coupler.....		Treble Coupler.....	
Vox Humana.....		Grand Organ.....	
		Knee Swell.....	

To meet the constant demand we are preparing for the Fall trade, a supply of these beautiful

Piano Case Organs

in Mahogany finish.

They will be ready for shipment November 1st.

Send Your Orders Now

Doherty "Huron" Organ

Style 40 Mahogany

Four Sets of Reeds.		Thirteen Stops.	
BASS		TREBLE	
Diapason.....	8 ft.	Diapason.....	8 ft.
Dulciana (soft).....	8 ft.	Dulciana (soft).....	8 ft.
Principal.....	4 ft.	Vox Celeste.....	8 ft.
Cornet (soft).....	4 ft.	Vox Angelica (soft).....	8 ft.
Principal Forte.....	4 ft.	Diapason Forte.....	8 ft.
Bass Coupler.....		Treble Coupler.....	
Vox Humana.....		Grand Organ.....	
		Knee Swell.....	

Buy and Sell the
Doherty.

The High Grade
Pianos

Player Pianos

Player Attachments

Parlor Organs

Piano Benches, Chairs
and Stools.

Doherty Piano Co.

Clinton,

LIMITED



Ontario



talked of do not exist. He thought that if people would cease crying "wolf" business would be materially benefited. He stated that business with his own firm is showing up well, with good prospects for the balance of the year for Karn and Morris lines. Collections they report a little slow, and player sales only fair.

Among members of the supply trade who recently visited this city were noticed Mr. W. Bohne, Toronto; Mr. F. T. Quirk, Mr. C. Rehder, Bowmanville; Mr. O. Houghton, New York, and Mr. A. L. Ebbels, New York.

Mr. Edgar M. Berliner, secretary-treasurer of Berliner Gramophone Co., Ltd., is holidaying in Europe. Mr. Berliner expects to be absent about three months.

The new Grand Theatre equipment includes a Sherlock-Manning piano, purchased from the local representatives, Layton Bros.

A Bell organ, supplied by the Leach Piano Company, Ltd., was used in conjunction with the production of Joseph and His Brethren, being played this week in His Majesty's Theatre.

C. Robitaille, the Quebec representative of the Knabe and Willis lines, supplied an instrument of the former make to Miss Clotilde Conlonie, who won a European scholarship and has distinguished herself as a pianist in France.

Weekly Victrola and player piano recitals are a feature of the C. W. Lindsay firm's campaign for fall and winter business. The firm have splendid facilities for these public entertainments which are being well attended.

Baudet & Gagnon are registered as doing business in the sale of pianos, etc.

"The success of Gourlay, Gourlay-Angelus and Bell lines may be attributed to many reasons, chief among them being that they are classed as 'Quality Creators,'" said the Leach Piano Company, Limited. "This firm has worked up a good demand for these goods. The theory is that high quality not alone brings trade, but ties it to your store."

Considerable inquiries are prevalent for New Scale Williams product, and with the mixed weather conditions of late, it naturally produces mixed conditions, although good days were interspersed with the bad ones, and the variation added a little spice and zest to trading. Advance holiday business is reported to be very good, and current retail sales are up to a fair average for this season of the year, is the report advanced by the Hurteau-Williams & Company, Limited.

Jan Kubelik, the well known artist who recently appeared in Montreal in connection with the Melba-Burke recital, ordered a Willis piano for his room at the Ritz-Carlton during his stay here.

"We do not appear to have been hit by the so called tightness of money, or neither have we noticed any slackness of business in our piano or talking machine departments," said Foisy Freres. "Orders for Mendelssohn product are coming with the same regularity as heretofore, while our Columbia talking machine business shows gains every day."

"With the holiday season in view, together with the long winter evenings ahead, our business is already showing signs of briskness which we are in readiness to meet, having prepared ourselves for the rush on Co-

lumbia talking machines and records," said the Canadian Graphophone Company.

The German Lutheran Church, corner of Manee and Prince Arthur Streets, have just placed an order for a new Karn-Warren, two-manual pipe organ, containing tubular pneumatic action, and all that is latest in action and tone-producing devices. This order was placed through Messrs. Gervais & Whiteside, the local agents.

J. A. Hurteau, of the firm of J. A. Hurteau & Co., Ltd., is at present travelling on the continent.

Manager Coleman, of the R. S. Williams & Sons Co., Ltd., reports the developments of new business in the demand for the new Edison products, while the same applies to the various lines of brass and wind instruments handled by them.

"The past month has been the biggest in our history as regards the sale of players. Mason & Risch goods figured prominently, whilst the Aeolian line likewise came in for a goodly recognition," said Layton Bros.

"We anticipate lively selling before another month sets in," is the opinion vouchsafed by J. H. Mulhollin, the Evans Bros. representative. "Present conditions are not too bad, and we consider that we are being accorded our full share."

The business being turned into J. W. Shaw & Company is of a good class, with heavy initial payments, and in a great many instances cash sales have predominated, Gerhard Heintzman and Shaw pianos enjoying the call.

Mr. Geo. A. Delisle has opened up a music store at Joliette, Que. A Victrola department is one of the features of his store.

AN ABSOLUTE DENIAL.

When shown the following rumor, which appeared in the Presto of Chicago, Mr. Addison A. Pegg, of Nordheimer's, laughingly gave the Journal an emphatic denial of any connection with the episode, but admitted spending his vacation at Lake Seugog. Had his name been connected with a fishing narrative, instead of an automobile one, there are many of his friends in the trade who would be less inclined to accept his denial:

Highland Scotchmen settled much of the country north of Toronto, Canada. Even to-day you will find many of the old settlers who speak the Gaelic in preference to English, in which they are slow in conversation.

One day during his holidays at Lake Seugog last August, Addison A. Pegg, of Nordheimer's, Toronto, had an automobile breakdown. He went to the nearest village blacksmith shop as the most likely place to get the damage repaired, and found several of these old pioneer Highlanders standing about.

"Are you a mechanic?" he asked one of them.

"Na, na," was the reply, "I'm a McCuig."

"Maybe you're a mechanic?" he hazarded, turning to another.

"Na, I'm a McCammon."

"But what is your occupation?" persisted Mr. Pegg.

"Scotch," said the veteran, proudly.

Said a reader to this Journal, "Unquestionably the bargain era is passing. I believe that it is not necessary to keep up the yelping howl of bargains, day after day, as some merchants do."

"Their success due to real merit."

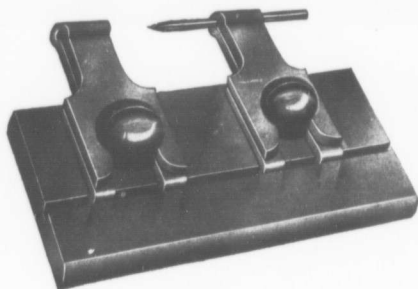
MADE
IN
CANADA.

OTTO HIGEL PIANO ACTION FLANGES

IMPROVED
AND
PATENTED



First in quality, and
in keeping with the
high standard by
which Canadian
pianos are judged.



OUR new patented **Adjustable Continuous Metal Flange** has many advantages over the old style continuous flange. On the old style, the tongues are integral with the bar and therefore no lateral or side adjustment is possible. These tongues frequently break at the groove or screwhole, and this necessitates the removal of the entire bar which is an expensive and troublesome operation.

The new Flange entirely overcomes this as the tongues are composed of separate parts, and are adjustable laterally. This is of great importance as it permits of accurate spacing. These tongues or Flanges are very strong and will not break, but if they should become damaged by accident they can be easily replaced without taking bar from the Action.

Another great advantage is that a Butt can be removed from the action without having to take the same out of the piano. The screw does not require to be removed (only loosened enough to allow the bent part of the flange to pass the groove).

On the old style flanges, when a Butt has to be taken out the Action has to be removed from the piano, as the screws which clamp the plate on the centre pin enter from the rear of the Action. In most Actions the Damper Levers interfere with getting the screwdriver to the screws, in which case the Damper Lever has also to be taken off.

The
Otto Higel Co., Ltd.
Toronto - - - Canada
KING & BATHURST STS.

By far the most trouble with the old style of Flange is caused by the breaking of the plates and screws, which clamp the centre pins. This is entirely eliminated in our New Patented Flange. A large screw is employed which is capable of withstanding a far greater strain than is ever put on it.

The value of this improvement cannot be over-estimated as it means the saving of a large expense bill to the Dealer and Consumer.

We have especially equipped our factory for the production of this new Flange in large quantities.

TRADE NEWS FROM THE CAPITAL.

CONDITIONS in Ottawa's music trade circles are exceptionally good, from reports of the different dealers given to the Journal representative. Money is fairly easy, and collections good. Extensive improvements can be noted in the interior arrangements of several of the stores—all made to render more comfortable the visit of the prospective patrons.

Player pianos are in greater demand than ever, with pianos active.

The C. W. Lindsay Co. have moved their musical goods department to the front of the store, and are giving a nice exhibit of hand instruments, violins, etc. The player roll department has just concluded a sale to clear out all the 65-note music—over 3,000 rolls being disposed of. Players and pianos, together with Victor Victrolas, have been very brisk and collections good.

After only two months of retailing the Martin-Orme Piano Co., Ltd., realized that they were not sufficiently optimistic when leasing their salesroom premises. They have just recently acquired another flat, and are installing a passenger elevator and an additional stairway. The upper floor, divided into individual rooms, will be used for piano and player retailing. The management is very much gratified with the manner in which Martin-Orme instruments are taking with the Ottawa people. Among recent sales to prominent local citizens, was one to Dr. J. L. Chabot, M.P. In addition to their own make, the Martin-Orme firm are featuring the Mason & Hamlin line, the local agency of which they recently took on. A Victrola department is another feature of the new retail branch. This is located in the basement, where sound proof rooms are being built. For these a special ventilating system is being installed, and a modern system of lighting will be employed. This department is in charge of Mr. Harry Bronson, while the piano end of the business is in charge of Mr. Frank Orme and Mr. G. A. Ball. Mr. J. W. Bangs, a well known local piano man, is also with this house. The manufacturing end will continue under the supervision of Mr. Martin Orme, president of the company.

The McKechnie Music Co., who recently joined forces with the Martin-Orme Co., are very well pleased with their move, and are busy with the fall rush. Mr. McKechnie has added a musical goods department to his regular sheet music business, and the instruments shown are in big demand.

Mr. Matthew Welster, with the Gourlay, Bechstein grand, McMillan and Angelus player, is now occupying handsome new premises at 202 Gloucester street, corner Bank. Mr. Welster anticipates a substantial increase in business in his new quarters.

The Willis Piano Co. have just installed three Knabes at Rideau Hall, for the use of the Duchess, Princess, and Lady-in-Waiting, and report business splendid, with collections greater than last year.

Mr. Engel has been placed in charge of the player and phonograph departments of the Hurteau-Williams Piano Co. This department has recently been completely renovated, and presents a most inviting appearance. Mr. Bull, the manager, reports the sale of a New Seale Williams to Dr. Sanders, of the Dominion Methodist Church, who has written an enthusiastic letter of ap-

preciation of this instrument. Business all round is very gratifying and collections good.

The John Raper Piano Co. report business exceptionally good, particularly with the Mason & Risch pianos and Victor Victrolas. The Mason & Risch is a very popular wedding gift, Mr. Raper having made several sales recently of pianos for this purpose. This gentleman also reports money as fairly easy. So pleasing have results been since adding Victrolas, that this department is being remodelled to take care of larger business.

PROMOTED TO MANAGEMENT.

Following the resignation of Mr. Horace B. Billy, who has been the Canadian manager of the Perforated Music Co., since that firm opened their Toronto factory, in July, 1911, Mr. William Hartmann has been appointed to fill the position. Mr. Hartmann has been with this same firm for fifteen years, more recently as composer and factory superintendent at Toronto. He



Mr. William Hartmann

is a German by birth, was a resident of England for eleven years, where he studied under Dr. Robinson in the London Guildhall School of Music, and has had over twenty years' experience.

Among the compositions of which Mr. Hartmann is the author, is "Prince of Asturias" march, dedicated to the first son of the King of Spain. A music roll of this number in a silver box, was presented to the King of Spain, a grateful acknowledgement of which was promptly received. Three of the others were "Festival of the Empire," dedicated to the Earl of Plymouth, "Valse Impossible," and "Valse Caprice."

Mr. Hartmann takes up the reins of management enthusiastically. He is a firm believer in the importance of the player roll industry and the dependence upon it of the future of the player piano. The Montreal branch, under Mr. Ramsplenger, and the retail store in Toronto in charge of Miss Handman, are both reported as making good headway. Mr. John A. Fisher, a man of long experience in players and player music, will relieve the newly-appointed manager of many of the details in the supervision of the factory, to permit the latter getting into as close touch as possible with the dealers.



Victor-Berliner Western Factory Service



Means to the Western Trade all that promptness in deliveries implies. We are here to save you delays in deliveries and dollars in business. Get your orders to us by mail, telephone or telegraph. They will have attention the same day as received.

The Complete Victrola Family.

Every Type of Berliner Gramophone.

Every Victor Record in the Catalogue.

And a Complete Stock of Accessories

Always Here Subject to Your Orders.

Carry the stock and give the customers the goods, not excuses or promises—the increased profit and good will, will be yours, not your competitor's. There is going to be a great Christmas trade in Victrolas this year. Are you ready?

Western Gram - o - phone Company

Exclusive distributors in the West
for His Master's Voice Products.

171 James Street

WINNIPEG

WINNIPEG LETTER.

UP to the beginning of the present month business has averaged up only fair, with some improvement now reported. Money seems to be coming in more freely from the country, though it is slower in Saskatchewan, owing to the late threshing. In Manitoba Province, collections, on the whole, are better.

There is a rumor afloat of an amalgamation of a number of local concerns. This is as yet indefinite, however, so that publication of particulars is deferred until a future issue.

The Winnipeg Piano Company report slight improvement in collections and sales, especially in grand pianos, of which they have recently sold four. They report Columbia graphophones moving well so far, though there is a shortage of stock to fill orders. The visit of Miss Alice Nielsen, a Columbia artist, created quite a demand for records of her own make, as well as of other Columbia artists.

Mr. J. R. Tucker, of the Tucker Piano & Music Co., Ltd., visited Toronto and other Ontario centres.

The Doherty Piano Co. have recently opened a branch store at Regina, and announce the special sale they have been holding, as being a great success.

The Doherty Piano Co. have discontinued their music roll library, but intend to give a discount of 33.1-3% on all music rolls sold in the future. Mr. Standwood reports business as being good, but with a scarcity of stock, both in pianos and phonographs. They are putting on a co-operative phonograph sale this month.

The Fowler Piano Co. report business as improving, but collections far from satisfactory. This firm state that they are more than pleased with the way the Winnipeg people are taking hold of the Willis pianos.

Mr. J. H. Hansplant, well known to the local trade, has joined the staff of the Fowler Piano Co.

The Tucker Piano & Music Co., Ltd., report the sale of nine Nordheimer and Evans Bros. pianos to the Ernest Nixon Kitchen Pianoforte School, which was opened Nov. 1st, at 353 Broadway.

Mason & Risch, Ltd., report business as being up to their expectations, but collections rather slow. Mr. Biggs, the Western manager, who has recently returned from a visit to the East, has been on a visit to the company's branches at Saskatoon and Regina.

Mr. Norman Lindsay, of the Lindsay Piano Co., states they find business a little quiet just now, but are looking forward to a good Christmas trade.

The Western Gramophone Co., Western distributors of Victor-Berliner lines, keep very busy, and report prospects to be good for a big winter trade.

Mr. E. J. Merrell, Western manager of the Karn-Morris Piano Co., reports business as keeping up to the average, and collections to be coming in more freely.

The Winnipeg Piano Co. recently received a visit from the general manager, Mr. Lyle, of New York, and the Canadian manager, Mr. A. G. Farquharson, of the Columbia Graphophone Co., on their way West.

Messrs. Cross, Goulding & Skinner report piano business satisfactory, there being a decided improvement in outside collections in Manitoba, no doubt aided by the selling of the crop.

Mr. E. C. Scythes, Western manager of the Wil-

liams Piano Co., speaking of Western conditions, said people were buying less freely, but those who were, made good cash payments, and looked ahead before they bought. Dealers, he opined, are working harder for the business they are getting, as money is tight, and not much prospect of it getting any looser for some time.

NEW MUSIC

Copyrights entered at Ottawa

27748. "Greater Victoria." Descriptive March. By Rity Gandy.
 27773. "Ever since You Told Me That You Loved Me." Words by Grant Clarke and Edgar Leslie. Music by Jean Schwartz.
 27774. "Somewhere, Sometime With You." Words by Florence M. Cameron. Music by Alma M. Sanders.
 27775. "Flowers Bring Memories of You." By Pearl A. Ohlson & Kelly Mohan.
 27776. "I Wonder Why." Waltz Song. Words and Music by Anita Owen.
 27777. "Twenty Second Regiment March." By Lawrence Mansfield.
 27774. "Only a Broken Toy." Words by Will D. Cobb. Music by Gus Edwards.
 27779. "The Buzz Saw and the Bee." Words by Al Trahern. Music by J. B. Mullen. Whaley, Royce & Company, Limited, Toronto, Ont.
 27780. "The Cutest Girl in Town." Words by Al Trahern. Music by Louis Fred Smith. Whaley, Royce & Company, Limited, Toronto, Ont.
 27781. "My Old Rag Doll." Words and Music by N. S. Carter. Whaley, Royce & Company, Limited, Toronto, Ont.
 27782. "My Seaside Girl." By Al Trahern. (Words and Music).
 27783. "I Wish I'd Been Born a Boy." Words and Music by Al Trahern. Whaley, Royce & Company, Limited, Toronto, Ont.
 27794. "Our Country and Our King." Words by Frederick James Gibson. Music by Lucien G. Chaffin.
 27798. "I Haven't Seen That Little Fellow Since." Words by Vincent Bryan. Music by Byrd Doughtery.
 27799. "Dimah." Words by Stanley Murphy. Music by Henry I. Marshall.
 27800. "Roll Those Eyes." (Words and Music). By Henry I. Marshall.
 27801. "When It's Buzz Buzz Buzzin' Time in Bee Bee Bee Town." Words by Stanley Murphy. Music by Henry I. Marshall.
 27802. "I Wonder Why It's Always You." Lyrics by Powell I. Ford. Music by J. Caldwell Atchison.
 27803. "The Honolulu Hula Bula Boe." Words by Edward Madden. Music by Gus Edwards.
 27808. "When I Hear You Sing." Words by Lewis B. Wilson. Music by Irma Taylor Wilson.
 27832. "Have you forgot?" Words and music by Anita Owen.
 27833. "Alhambra March." By George H. Wilder.
 27834. "The Incandescent Rag." By Geo. Botsford.
 27835. "Since My Margarette Became a Da-Suffragette." Lyric by Will D. Cobb. Music by Gus Edwards.
 27836. "I'm Looking for One Honey." Lyric by Edward Madden. Music by Gus Edwards.
 27857. "If There's a Lady in the Moon." By Pearl A. Ohlson and Kelly Mohan.
 27858. "The Big Red Motor and the Little Blue Limousine." Words by Earle C. James. Music by Richard A. Whiting.
 27844. "Butterfly." Words by Harold Atteridge. Music by Jean Schwartz.
 27845. "Old Home Week in Alabama." Words by Wm. Jerome. Music by Jean Schwartz.
 27858. "On the Lonely Lagoon." Lyric by Edward Madden. Music by Gus Edwards.
 27859. "If I Came Back to You and said 'I'm Sorry.'" Lyric by Will D. Cobb. Music by Gus Edwards.
 27860. "Snapping Turtle." By Chas. L. Cook.
 27861. "Somebody Loves You." Words and Music by A. Seymour Brown.
 27854. "My Little Love Star." Lyric by Edgar Allen Woolf. Music by Anatol Friedland.
 27866. "Bald Eagle of the U.S.A." Words and Music by Herbert Kendry. Herbert Kendry, Peterborough, Ont.
 27867. "Kiss Me, I've Never Been Kissed Before." Words by Bert Kelmor. Music by Harry Funk.
 27873. "I've Got a Little Chalet in the Valley." Words by E. R. Goetz. Music by Bert Grant and E. R. Goetz.
 27874. "Get This." By Walter Blais, sr. F. Henri Kieckmann.
 27877. "Love Me to a Viennese Melody." Words and music by E. Ray Goetz.
 27878. "My Avenue Rose." Melody by E. Ray Goetz. Music by Bert Grant.
 27879. "In the Shadow of the Lemon Tree." Words and music by E. Ray Goetz.
 27886. "Checkers." (Rag). By Harry J. Lincoln.
 27887. "The Puritan." March. Two-Step. By Carl Loveland.
 27888. "Queen of Love." Waltzes. By F. H. Loney.
 27889. "Story of the Violets." Three-Step. By F. H. Loney.
 27890. "Novita's Dance." Turkey Trot, One-Step, Castle Walk. By E. M. Fay.
 27897. "She's the Girl." Words by A. Seymour Brown. Music by Bert Grant.
 27898. "Daisies Will Tell You So." Waltz Song. Words and Music by Anita Owen.
 27899. "When Love Comes Knocking at Your Heart." Words by A. Seymour Brown. Music by Bert Grant.
 27900. "Jamaica Trop." (Never Too Much.) One Step or Trot. By Otto Frey. (Music)
 27901. "Flow Along River Tennessee." (To the Home of the Girl I Love.) Words by Alfred Bryan. Music by Albert Gumble and Jack Wells.
 27902. "The Paradise of Love." Ballad. Words by Frank Ross. Music by Robert R. Winter.



Mr. EDISON announces the new Diamond DISC Phonograph.

THAT part of your trade that has learned to look with favor upon the disc type of phonograph can now have such an instrument made by Mr. Edison.

The Edison Disc, however, has not been perfected simply to meet a disc demand. With Mr. Edison it was not a question of disc or cylinder but a question of carrying sound-reproduction further than it had ever been carried before.

The new Edison Disc Phonograph is not a talking machine but a wonderful musical instrument.

It represents thirty-five years of experiment and investigation in musical acoustics and sound-reproduction. It embodies not only new reproducing methods but also new recording methods.



Mr. EDISON'S greatest achievement in Sound Reproduction.

is a phonograph with a new voice—a voice of liquid and mellow tone, wide range and incomparable sweetness.

In the new reproducer Mr. Edison has found the secret of true tone reproduction. The reproducing point is a diamond that never wears, never varies and never needs changing.

The records are of a new material—a chemical compound of great density and hardness, yet of such peculiar qualities that the most minute sound waves can be engraved upon it and no amount of wear will efface or distort them.

For the Edison Disc Phono-

graph a new motor has been perfected, a motor of great power and accuracy, built to last a lifetime and accurately adjusted.

There are ten models now ready, ranging in price from \$78 to \$575. All are of the cabinet type in beautiful and artistic designs worked out in rare woods. Write to your Edison jobber. One of them is near you and will be glad to take care of you as far as the present manufacturing output will permit.

Thomas A Edison
INCORPORATED

103 Lakeside Ave. ORANGE, N.J.



A piano merchant's prosperity depends on his ability to offer to the public:

Product that they want, at

Prices that they will pay,

Provided that those prices yield to himself a sufficient margin of profit;

Provided that the quality of the product will satisfy the customer.

The Columbia Graphophone Company presents a line of product that meets each detail of these specifications.

More on this subject in "Music Money," a book "full of meat" for every piano merchant interested in quick and frequent turnover of capital.

COLUMBIA

GRAPHOPHONE COMPANY

365 and 367 Sorauren Ave. . . . Toronto, Ont.

Creators of the talking machine industry. Pioneers and leaders in the talking machine art. Owners of the fundamental patents. Largest manufacturers of talking machines in the world.

AT THE FREDERICTON, N.B., EXHIBITION.

The illustration on page 36 is from a photograph of Mr. E. O. McDonald's exhibit at the Fredericton, N.B., Fall Fair. Mr. McDonald is a comparatively new retailer, having commenced on his own account in the early part of the present year. He opened up with Sherlock-Manning lines, and has had splendid success with both pianos and players of that make. At the exhibition referred to above, Mr. McDonald had the capable assistance of Mr. Tanney, of the Sherlock-Manning firm, who attended a number of Fairs in the Eastern Provinces. They report an excellent exhibition business, and Mr. McDonald secured a number of valuable "prospects." Mr. Tanney also assisted Miller Bros., at the Charlottetown, P. E. I., Exhibition. A view of this firm's exhibition display is shown on another page. Sherlock-Manning lines were featured, as well as those of the Karn-Morris Piano & Organ Co., Ltd., and Heintzman & Co.

SMALL PIANOS PREFERRED IN INDIA.

A trade report states that American pianos find an unfavorable market in India, because they are built too large and high to make them popular with local customers, who belong chiefly to European migratory classes, says the Hardwood Record. The main requisite for pianos in India is easy portability. Most of the purchasers are officials connected with the Indian military and civil service and members of the foreign mercantile community, very few of whom have intentions of permanently residing in the country. Such persons are frequently obliged to shift their residence in accordance with instructions they may receive almost any time. Naturally, therefore, they prefer pianos which can be moved about without undue expense or damage, and which could also meet with a ready sale in case of leaving the country altogether. Such persons consider pianos not as investments, as they often do in other countries, but only as temporary means of amusement. The pianos desired are the cheapest makes possible consistent with good tone, and no pianos are wanted which are more than four feet high.

HUNTING.

Mr. W. H. Bowles, the Georgetown, Ont., dealer, who handles the Wright line, spent an enjoyable two weeks hunting in the Huntsville district.

For the last week he was joined by Mr. E. J. Wright, of the Wright Piano Co., Ltd., Strathroy. When seen by the Journal in Toronto, on his way through to Huntsville, Mr. Wright pointed out that while there was a decided falling off in orders from Western points, business with Eastern dealers was good, and in Ontario itself their fall trade to date was greatly in advance of last year for a corresponding length of time.

TO UNIVERSALIZE DISC TALKING MACHINES.

Attachments are now being offered the Canadian trade for the purpose of universalizing disc machines. These attachments or "unions" were put on the market following the introduction of the Edison disc phonograph. The idea is to provide owners of Edison disc instruments with a means whereby they can play Victor

or Columbia records. Provision is also made to equip Columbia and Victor instruments with attachments to play the new Edison disc records.

As will be noticed from the Union Specialty & Plating Co.'s announcement on another page, there are three "Unions," one for each of the instruments named. Number one is designed to play lateral groove records, and numbers two and three to play "up and down" groove records, such as the Edison. Other "Union" specialties are sound modifiers and a sound-box for any make of disc machine.

"KING GEORGE" AND OTHER NUMBERS.

"King George" is the title of a song sung by C. Hayden Coffin, in the military musical sketch, "Nobby V. C.," dedicated to Field-Marshal Earl Roberts. The words and music are by Daisy McGeoch, and it is suitable for a baritone voice. This is published by Chappell & Co., Ltd., and has just been received by the firm's Toronto branch. Mr. William J. Roberts, of that firm, is also enthusiastic over "Just Because It's You," words by C. M. S. McLellan, and music by Ivan Caryll, from Klaw & Erlanger's production of "The Little Café."

At the first Chappell Ballad Concert at Queen's Hall, London, Eng., these novelties were introduced: "I Heard a Sweet Song" and "Dearest, I Bring You Daffodils," by Dorothy Forster, "Elaine," by Herbert Bath, and "Dew-drops," by Leopold Ashton. Two numbers from Hermann Lohr's new cycle "Songs of the Southern Seas," namely: "I Dream of a Garden of Sunshine" and "When Spring Comes to the Islands." A new arrangement of Edward German's "Love is Meant to Make us Glad" as a quartet, was also heard.

THOMAS ORGANS AT OLYMPIA.

In its account of the recent British Music Trades Exposition, held at Olympia, London, "Musical Opinion" of that city has the following reference to the products of the Thomas Organ Co., Woodstock, Ont.:

"At this exhibition is shown five Thomas organs, for which Mr. Chas. E. Cartman, of Southport, is the sole agent for Great Britain. The Corona Models, style 428, and the Agate Model, and Chancel Model, in single manual, the Students' Practice and the Orchestral organs in two-manual with pedals, the latter having 19 stops, 11 sets of reeds. This organ, containing 584 separate reeds, has resonating tubes, with radiating and concave pedals, to R. C. O. scale."

Other exhibitions at which Thomas organs were successfully displayed were the Glasgow International Exhibition, Birmingham Trades Exhibition and Franco-British Exhibition.

NEW SCALE GRAND FOR HAMBURG RECITAL.

The Williams Piano Co., Oshawa, supplied a concert grand piano for the Hamburg Recital, at Oshawa, on Oct. 23rd. The tone of this instrument was much admired, and both Boris and Jan Hamburg were enthusiastic in its praises. These artists, while in Oshawa, visited the extensive factory of the Williams Piano Co., and spent some time in following the construction of the piano through its different departments.

Boris Hamburg was especially interested in the

New Scale Williams player piano, and was greatly impressed with the results obtained through the special attachment, the Meister-Touch, an exclusive feature on the New Scale Williams player piano.

When shown the artistic rendering of the music through the aid of the Meister-Touch, the smoothness of the pumping, and the perfect ease with which the accent is obtained, Boris exclaimed, "It is wonderful, I never heard such results before on the player piano." This player is now being distributed to New Scale Williams dealers throughout Canada.

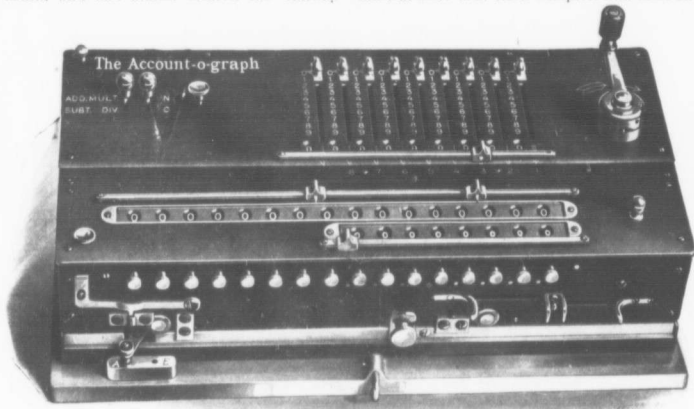
PIANO MAN INJURED IN AUTO ACCIDENT.

Mr. W. J. Kilgour, of C. W. Kelly's music store staff at Guelph, and one of the most successful piano salesmen in the territory covered by him, is slowly recovering from serious injuries received when a C.P.R. engine struck the delivery auto in which he was riding. Mr. Kilgour and the chauffeur were returning to Guelph from the south, and had almost cleared the railway

desk or table. Any business man or office assistant of ordinary intelligence can learn to operate the Account-o-graph in half an hour.

The Account-o-graph is a time saver and assures correctness for invoice extensions, figuring interest and foreign exchange, and for calculating pay rolls. A guarantee goes with it. Booklet with price and full particulars will be mailed on request to the Account-o-graph Co., 357 St. Catherine St. West, Montreal.

"Living each day of my business life in the realm of music," says H. C. Brown, advertising manager of the Victor Talking Machine Co., "I feel I am in a unique position to draw a simile between the art of a great master of music and advertising. The foundation of every great opera is the musical score or orchestration; it is the background on which the artist on the stage couples the picture, and presents the poetic thoughts of the composer to the enthusiastic audiences. This musical score is of itself complete and most effective, but



The Account-o-graph. Multiplies, divides, subtracts and adds.

crossing when an engine, which they were unable to see or hear, struck the rear wheel. The shock threw Mr. Kilgour from the car, causing serious injuries to his head. The driver, though bruised, was not thrown from the car.

THE ACCOUNT-O GRAPH.

A new office appliance in Canada has been put on the market by The Account-o-graph Co., of Montreal, a firm organized and headed by Mr. H. S. Berliner, vice-president and general manager of Berliner Gramophone Co., Ltd. The Account-o-graph, as the appliance is named, multiplies, subtracts and divides accurately and without mental effort on the part of the operator, who simply turns a crank. Though not designed to take the place of an adding machine, the account-o-graph will add with the same readiness that it does other work. As would be judged from the illustration, it is not intricate, cumbersome nor occupying but a corner of a

it is greatly enhanced with the aid of the stage setting and the artists, and so it is I place magazine advertising as the ground-work of the structure of successful advertising, and all other advertising should be tuned in perfect harmony therewith, to emphasize the idea created with the message scattered broadcast by the magazines."

RECOGNIZES OLD FRIENDS.

The Rossini anecdotes are endless. Here is a new one. The composer of "William Tell" was once persuaded to hear some pianoforte pieces written by a young musician. While the novice was playing his music, he noticed that Rossini frequently took off his cap and replaced it. The young man was overcome by the great composer showing such homage to his genius, and kindly suggested that the action was unnecessary. "Not at all," said Rossini. "I always remove my hat when I meet old acquaintances." Rossini was really the prize wit of the profession.

TRADE BRIEFS.

The capital stock of Mason & Risch, Ltd., Toronto, has been increased from \$250,000 to one million dollars.

The Ernest Nixon Kitchen School of Pianoforte Playing has been opened up in Winnipeg by Mr. E. N. Kitchen, pianist, who has been in Winnipeg for the past seven years.

Grimmell Bros., piano manufacturers and retailers of Detroit, who have a factory and retail store at Windsor, Ont., and a store at Chatham, are reported to have purchased the Chase & Baker plant at Holly, Mich.

Mr. J. R. Tucker, of the Tucker Piano & Music Co., was a recent trade visitor to Toronto, where he was a guest at the Prince George. Berlin and Ingersoll were also included in Mr. Tucker's eastern itinerary.

It is stated that for their American tour, Madame

Olympia in London this season, were the series of recitals and concerts given by the various exhibiting firms. The services of prominent vocalists and instrumentalists were secured and concerts of a high order given, in conjunction with the instruments being featured.

David Bispham, who has been referred to as the dean of the English-speaking baritones, attracted large audiences at his recent appearance on the vaudeville stage in Toronto. So popular is he that the records of this Columbia artist are enjoying more than ordinary attention from talking machine owners.

Mr. Frederick Harris, of the Hawkes & Harris Music Co., Toronto, is back at his desk after a three weeks' business trip to London, Eng., and Paris, returning to Canada via S.S. Empress of Britain, on board which were the Duke of Connaught and party.



Exhibit of Miller Bros., Charlottetown, P.E.I., at the Exhibition in that city from Sept. 23 to 26.

Albani and Kubelik are guaranteed five thousand dollars for each concert, or a total of five hundred thousand dollars for the hundred concerts arranged for.

The talking-machine dealers of Detroit have concluded that selling talking machines on time at cash prices is not good business. They have consequently entered into an agreement whereby six per cent. will be charged on contract sales.

A piano merchant states that a number of sales were directly traceable to a freak sign of his located at the junction of a couple of well-travelled country roads. Perched up on the top of four poles was an old square piano, about twenty-five feet from the ground. The wording was easily legible at a distance, and said "— pianos stand the test!"

A feature of the Music Trades Exhibition, held at

The town of Amherst, N.S., is getting busy in the Maritime movement for municipal improvement, and the new Board of Trade officers seem bound to push such matters. Mr. J. A. McDonald, president and general manager of Amherst pianos, Ltd., is the Board of Trade's vice president.

Mr. J. W. Alexander, president Dominion Organ & Piano Co., Ltd., Bowmanville, was unanimously elected to the Board of Governors of the local hospital; at the recent annual meeting of that body. The hospital and grounds was a gift to the town of Bowmanville by Mr. Alexander.

The new steamship "Malloria," built for the Nathan Navigation Co., and commissioned on Nov. 1, has been equipped with a Peerless 88-note automatic piano, "Model Elite," and a library of Peerless music. The

"Elite" Peerless design is illustrated in the trade advertisement of the Peerless Piano Player Co., in this issue.

Mr. J. W. Woodham, general manager of the Foster-Armstrong Co., Ltd., has returned to his headquarters in Toronto from a tour amongst the Haines Bros. dealers in the Maritime Provinces. Mr. Woodham favorably contrasts trade in the east with western conditions, and states that he booked some very pleasing orders for Haines Bros. lines.

Interest in silver fox ranching, Mr. Woodham stated, was very high in Nova Scotia, a number of ranches having sprung up as a result of the phenomenal results of this industry in Prince Edward Island.

The Journal's attention has been called to the fact that the article on page 29 of the last issue, entitled "The Value of Player Piano Recitals and How to Conduct Them," by Mr. Thomas A. Birdsall, of Toronto, was written by him for "The Player Piano Journal," of New York. In using the article this Journal omitted giving credit. Similar credit was overlooked for the article "The Player—a Man's Piano," in the same issue.

Mr. Lutkins, Jr., who represents the house of T. L. Lutkins, manufacturer of leather for pianos and piano player actions, New York, was a recent visitor to Toronto. Orders secured here satisfied him that the Canadian trade has no need to worry. Mr. Lutkins states that the proportion of players in the United States is increasing at an encouraging rate, as is also the case in Canada.

Mr. Tanney of the Sherlock-Manning Piano Company, London, passed through Toronto this week, on his way to Eastern Ontario points. Mr. Tanney just recently returned from six weeks in the Maritime Provinces, and which trip, he stated, was the best he ever had. While in the Eastern Provinces Mr. Tanney assisted Sherlock-Manning dealers at no less than six different Fall Fairs.

Mr. Frank Stanley of Toronto, and a party of friends, spent an enjoyable vacation fishing and hunting in the Quebec forests, north of Montreal. Their thanksgiving dinner in the woods, he states, was such as to spoil one's appreciation for ordinary meals. Business he found in satisfactory shape on his return home, with piano selling not materially effected by tight money.

The visit to Canada of General Bramwell Booth, head of the great Salvation Army, was the occasion of many references to the late general—the founder of that body. There are left a number of inspiring addresses once delivered by the late General, which are reproduced on Columbia records, among which are "Don't Forget" and "Rope Wanted," on one disc, and "Please, Sir, Save me" and "Through Jordan," on another.

The "Canadian Bandsman & Musician" for October and November, is out, and interested persons who have not received the publication should communicate with the R. S. Williams & Sons Co., Ltd., Toronto. The news and views of bands and bandsmen will prove instructive reading. The purpose of the publication is to help develop and foster the growing interest in band organizations in Canada, and to provide musicians with a means of keeping in touch with doings in band circles.

The Columbia Graphophone Co., through their job-

bers, are offering dealers an attractive window lamp for advertising purposes. This has a ten inch globe and a ten foot length of electric wiring, with fitting ready to attach to any electric light socket. The lamp is equipped with automatic flashes to turn the light on and off at short intervals. The Columbia trade mark is, of course prominently displayed on the globe. The price is \$6.50 f.o.b. Toronto.

Mr. Owain Martin, president of the Martin-Orme Piano Co., Ltd., Ottawa, was a recent trade visitor to Toronto and points in Western Ontario. Asked as to trade, he stated that business in the West was quiet, but very satisfactory in Ontario and the Eastern Provinces. Business in Ottawa since opening up their new retail store has been particularly pleasing to them, and has exceeded their expectations to such an extent that they have found it necessary to take a lease of an additional story of the building in which they are located.

Mr. C. B. Clarke, proprietor of the Gerhard Heintzman Piano Parlors at Calgary, recently added a Victrola department. The formal opening of this branch was celebrated with a public recital. Attractive programmes were issued, and the occasion was well advertised to Calgary people. The recital was enjoyed by a large audience, and many compliments were heard concerning the high standard of music and the pleasing reproduction. The programme was entirely of selections on the Victrola, with one player piano solo.

During this season the House of Nordheimer, Toronto, has arranged a series of recitals in the Nordheimer Hall, which will be of great interest to the music-loving public of Toronto, as they will be of the highest artistic standard, and works of the great masters which are not generally known to the public will be performed. These recitals are given free, and the admission is by invitation only. Anyone who is interested in the recitals may enter his name in the list open in Nordheimer's music department. Among the artists who will perform are Miss Laura Newman, Walter Kirschbaum, Vigga Kihl and Paul Wells.

Mr. P. Bone, manager at the Toronto headquarters of Beare & Son, the violin house, has received in the past few weeks substantial shipments of the firm's lines from England, which he was greatly in need of. Mr. Bone is in good spirits regarding business conditions throughout Canada, and states that while orders from the Western Provinces are not as large as formerly, yet the careful buying shows a healthy policy that will soon right trade in the West. Mr. W. H. Henstridge has completed a tour of Quebec, New Brunswick and Nova Scotia for his firm, Beare & Son, the violin house. The results of this business trip are reported pleasing, both in the number of orders received and the confidence expressed by the various dealers in the Beare & Son lines.

The men whom I have seen succeed best in life have always been cheerful and hopeful men, who went about their business with a smile on their faces, and took the changes and chances of life like men, facing rough and smooth alike as it came.—Arthur Fischer.

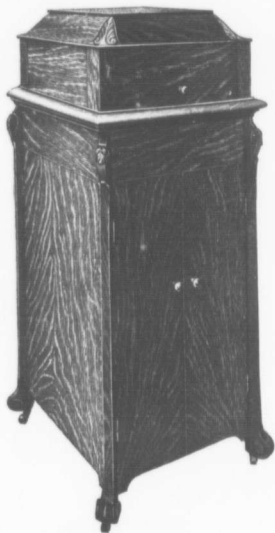
"Do you speak several languages, father?"
"No, my son," replied Mr. Henpeck, gazing sadly at his wife, "but I do know the mother tongue."



Type No. 25 \$25.00 Retail

The cabinet finished in oak, highly polished. Size 13½ inches long, 13 inches wide, and 6 inches high.

Equipped with Vitaphone Solid Wood Horn, 16 inch bell. Plays both needle or sapphire records.



Vitaphone Grand Type No. 225 \$225.00 Retail

Mahogany or quartered oak, choice of golden, early English, weathered, turned, antique gunmetal or Flemish. Interchangeable diaphragm connection; either amplifier or horn may be used. Plays either needle or sapphire records. Extra motor that can be wound while playing. The lower part of the cabinet has a filing capacity for 250 records. Beautifully finished in every respect.

THE NEW TALKING MACHINE PROPOSITION

The Vitaphone Not living and breathing
—but the same.

The Vitaphone means a life-like sound. It faithfully renders the soft vibrations of the violin, the sweet cadence of the 'cello, the full melody of the orchestra and band, and every voice modulation of the great artists. ¶ These results are accomplished with the following exclusive Vitaphone features:

1. **The Wood Arm**—No other material is so resonant as properly treated wood. Like the violin it improves with age.
2. **Stationary Sound Box**—Rigidly fixed to supporting frame, made of few and simple parts, permitting use of tension spring to maintain the necessary pressure to hold the stylus in the groove of the record.
3. **Reproducing Device**—The Vitaphone reproducing device (illustrated on page 4 of this insert), with solid wood vibrating arm, has the indefinable quality of allowing only the musical tones to pass to the diaphragm. The Vitaphone plays every make of disc record, sharp and clear, without surface noise or nasal twang.
4. **Plays all Disc Records**—Neither time, tools, nor ingenuity are required to change from one kind of record to the other—simply alter the position of the diaphragm spring, place the needle or jewel in the needle arm and the operation is complete.

SEND FOR CATALOG

Canadian Vitaphone Co.
W. R. FOSDICK, General Manager Limited
156-160 John St. - Toronto

UNITED STATES
FOREIGN
PATENTS AND
TRADE MARKS

FRANK T. WENTWORTH
PATENT AND TRADE MARK CAUSES
41 PARK ROW, NEW YORK

CABLE ADDRESS:
"FROWNPAT" NEW YORK

TELEPHONE:
4084 CORTLANDT

September 26, 1912.

The Vitaphone Company,
Plainfield, N. J.

Gentlemen:-

In reply to your inquiry of the 23rd inst. as to your legal standing concerning patents, and the advisability of your agreeing to protect the trade in handling the "Vitaphone" machine, I can but repeat the substance of the opinion which I gave you in writing some time ago, that the "Vitaphone" machine differs radically in its fundamental theories from any talking machine which had been patented prior to the invention of your Mr. Repp.

The tensioned diaphragm, the wooden transmitting arm and the manner of mounting same, and the adjustability of the device to both up and down and lateral cut records, are the main features in which the "Vitaphone" differs from earlier machines, and, in my opinion, your product does not infringe any existing patent.

The patent to your Mr. Repp granted under date of September 19, 1911, and the pending applications controlled by you, contain basic claims of such scope as to secure to you a monopoly of your product and place you in a position where you can not only defend against attacks, but against competitive machines operating similarly to the "Vitaphone".

In view of your impregnability, both offensively and defensively, I can see no possible objection to your agreeing to protect the trade in handling "Vitaphone" machines whenever an agreement of this kind is required.

Very truly yours,

FTW EW

FRANK T. WENTWORTH

J. EDWARD MAYBEE

J. F. EDGAR
*Counsel*EXPERTS IN PATENT CAUSES
SPECIAL ATTENTION TO PATENT LITIGATION
REPORTS PREPARED FOR COUNSEL

ESTABLISHED 1893

RIDOUT & MAYBEE

FOREIGN MEMBERS OF THE CHARTERED INSTITUTE OF PATENT AGENTS, ENGLAND

*Solicitors of Home and Foreign Patents*U. S. OFFICE
605 SEVENTH ST.
WASHINGTON, D. C.HEAD OFFICE: 59 YONGE STREET, TORONTO, CAN.
COR. COLBORNE STREETCABLE ADDRESS "RIDBEE" TORONTO
WESTERN UNION CODE
SINGERS, INGENIEURS-CONSEILS*Toronto.* Oct. 28, 1913Canadian Vitaphone Co. Ltd.,
160 John St.,
Toronto, Ont.

Dear Sirs:

In response to your request we have considered very carefully the two points in regard to your "Vitaphone" on which it was advisable for you to have an opinion before marketing your machines in Canada.

The first relates to the scope and validity of your Canadian Patent granted Aug. 29th, 1911, and the second to your position as regards infringement of any prior Canadian patents.

On the first point we would say that the patent appears to be valid in every respect and substantially protects the machine you propose to market.

The leading novel feature of the invention, viz: the use of a vibratory wooden bar, as distinguished from a rocking lever, to convey the sound waves to a stationary sound box in which the diaphragm is tensioned, is thoroughly protected by basic as well as specific claims.

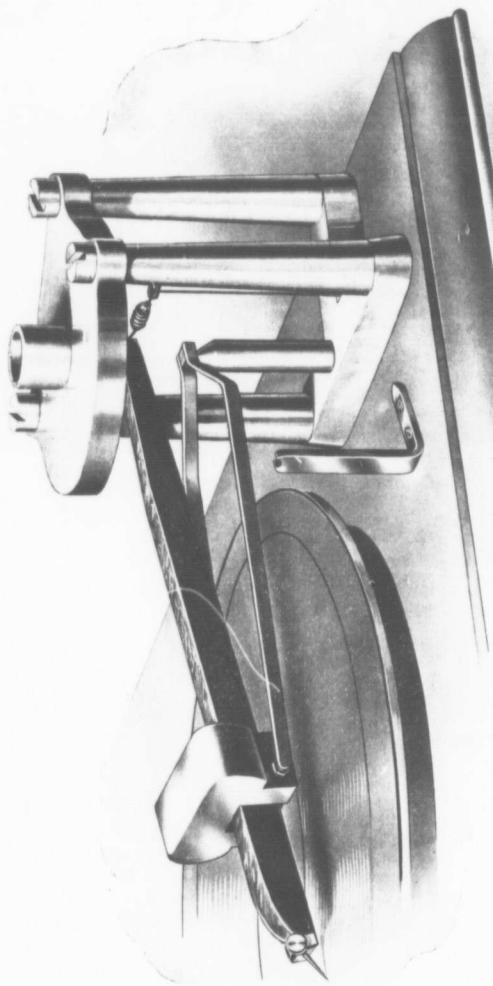
As customers must be assured that your machines are not infringements of any prior Canadian patents, we have carefully considered the prior art, and have assured ourselves that there are no valid and subsisting Canadian Patents infringed by your constructions. You are therefore quite justified in selling your machines in the Canadian market and in guaranteeing to protect customers against infringement suits.

Yours truly,

RIDOUT & MAYBEE,

J.E.M./GPM

Per J.E.M.



The Vitaphone Reproducer

Patented in Canada and other countries

Send for prices and discounts.

Canadian Vitaphone Co., Limited 156-160 JOHN STREET Toronto
W. R. FOSDICK, General Manager

ENGLISH DIRECTOR OF BELL PIANO CO. VISITS HEADQUARTERS AT GUELPH.

An interested visitor to Canada during the month was Mr. Chas. A. R. Hutton, of London, England, a director of the Bell Piano & Organ Co., Ltd., who spent several days in Guelph and Toronto in connection with the above firm. Mr. Hutton, who is financially interested in a number of enterprises, is not actively connected with the music industries, but shows a surprising knowledge of the various branches of the trade, in both England and Canada, including the talking machine branch. Canada's imports of pianos and exports of organs have been particularly noticed by him, but he expressed the opinion that English piano manufacturers could not compete in this market. Australia, he remarked, is an important market for musical instruments of English manufacture, though that country would eventually become a producer in this respect.

Mr. Hutton had not visited Canada since 1866, when he was here in the capacity of a naval officer during the period made famous in history by the failure of the Fenian Raid. Naturally he found present conditions in strong contrast to those existing on the occasion of his former visit. Mr. Hutton has a remarkable familiarity with Canadian history, geography and commerce. He also observed that on the farms in this country there are less numbers of cattle and sheep than would be seen grazing on English pasture lands, and this he took as one of the causes of high prices of meat foods. Incidentally Mr. Hutton is no admirer of Lloyd George's politics, whose policy he considers one that sets the masses against the classes. Mr. Hutton returned to England from Montreal.

In an item announcing Mr. Hutton's visit to Canada, "Musical Opinion" of London, had the following reference to the English branch of the Bell Company:—"We looked in at the Holborn depot of this company recently and were pleased to learn that business in both the company's specialties—London made pianofortes and Canadian reed organs—was never better. It must be cause for congratulation to the Bell Co. that since Mr. Grimsdick, the director who controls the Holborn branch, took charge three years ago the business has steadily increased year by year, and the current twelve months promises to exceed the volume of sales even of last year, which was a record for many years past. Mr. C. H. Gates has been appointed to represent the Bell Co. for a portion of the English ground, in addition to Mr. C. W. Bannister, who is so well known throughout the trade."

SHEET MUSIC MAN RETURNS.

Mr. T. D. Thompson, representing the Canadian headquarters of Chappell & Co., Ltd., has returned from an extended business trip through the Western Provinces to the coast. When seen by the Journal Mr. Thompson said that this was his first trip as far west as British Columbia, and that he was greatly impressed with that country and the splendid future in store for it from a business and musical standpoint. Mr. Thompson reports an exceedingly friendly reception at the various points visited, at which he was given substantial orders for the Chappell publications.

THE VITAPHONE ON THE CANADIAN MARKET.

The incorporation of Canadian Vitaphone Co., Ltd., to establish a new talking machine industry in Canada was announced in the last issue of the Journal. The firm have secured manufacturing premises at 156 to 160 John Street, just south of Queen Street. The building faces the site purchased for the new building of the Methodist Book Room, and the purchase of which aroused such a storm of protest from officials of the Methodist body that operations have been suspended.

The Vitaphone firm announce that they will manufacture in Canada every part of their instruments that it is possible to make here. In the meantime, and until their factory organization is complete, the Vitaphones are being imported from the factory of the parent concern in Plainfield, N.J., for the immediate filling of orders.



Mr. W. R. Fosdick

As already stated in the Journal, the new concern is under the management of Mr. W. R. Fosdick, who is well known to the Canadian trade, and whose talking machine experience dates from the early days of this industry in Canada. He is very sanguine as to the prospects of the Vitaphone, and reports orders already booked in excess of his best hopes.

Mr. Walter Thorpe, president of the Canadian Vitaphone Co., who has spent most of his time in Canada since the charter for his company was issued, expressed himself well pleased with results up to the present.

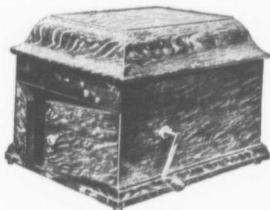
Experts are being brought from the factory at Plainfield, N.J., to take charge of the factory, and Mr. C. E. Fosdick and Mr. M. W. Wickens, recently connected with the trade in Hamilton, are now on the road for the Vitaphone in Ontario. The Vitaphone announcement appears elsewhere in this issue.



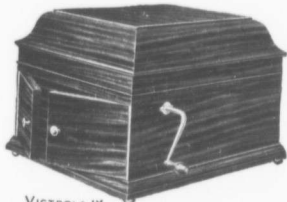
VICTROLA IV
\$20.00



VICTROLA VI
\$32.50



VICTROLA VIII
\$52.00



VICTROLA IX
\$65.00

Victor - Victrolas AND Victor Records

have done more to popularize music and have done it in less time than any other influence. They have created more NEW interest in music than anything else.

The Universal Popularity of "His MASTER'S VOICE" lines is an accurate indication of the musical development and the buying spirit of the people of Canada.

The net result is a gold bond from which "His MASTER'S VOICE" dealers are regularly clipping coupons of satisfaction. "His MASTER'S VOICE" products keep right on bringing greater opportunities to every dealer, accompanied by profit and prestige greater than ever before

Look Your Stock Over

And rush along that order. You need records for the people that will have only Victors. You need Victrolas and you need supplies. We are the largest exclusive "His Master's Voice" distributors in Canada.

HIS MASTER'S VOICE
Gram-o-phone Co.

208 Adelaide St. W.

TORONTO

The Johnson Piano Co., of Hollis St., Halifax, have been selling pianos and organs forty years this month.

Mr. J. E. Cairnes, of the Kern-Morris firm, Woodstock, has been elected one of the out-of-town directors of the Western Ontario Travellers' Association.

D. M. Best & Co., hammer and string manufacturers, Toronto, report business keeping up surprisingly well in view of reports that the piano output this year will be less than for 1912.

Mr. D. S. Cluff, formerly general manager of the Doherty Piano Co., Ltd., of Clinton, is now connected with Willis & Co., Ltd., in the capacity of superintendent of agencies in Ontario and the West.

SHEET AND BOOK MUSIC

is sold in large quantities all over Canada. Dealers who are desirous of getting their full share of that trade would do well to keep a representative stock of our publications. They bring good prices. Our standard works are called for.

We are constantly in receipt of New Songs as sung by the leading English vocalists. Catalogues sent on request and music sent on approval on receipt of satisfactory references.

Anglo-Canadian Music Publishers' Association, Limited

(Ashdown's Music Store)

144 Victoria St.

Toronto

Sole Agents for Edwin Ashdown, Ltd., Enoch & Sons, Elkin & Co., Leonard & Co., and other English houses.

T. L. LUTKINS

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

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

40 SPRUCE STREET
NEW YORK CITY ;

Mr. T. W. Hutcheson, of Swift Current, Sask., is increasing the amount of floor space in his store from 25 x 40 feet, to 25 x 80 feet. This permits the fitting up of a Victrola department, 12 x 16 feet, which Mr. Hutcheson has added.

The editor of a trade paper published in the interest of another industry, says, "if any department of your business is not paying interest on the investment, spruce up the department instead of eliminating it. Others are making money from it." Does that not apply directly to the sheet and book music department?

Grinnell Bros. of Detroit, and who have retail branches at Windsor and Chatham, in Ontario, recently purchased the Holly factory, owned by Chase & Baker Co., of Buffalo. It is located about forty miles from Detroit, and Grinnell Bros. state that they purpose supplying cases for their Windsor factory from this plant.

On another page is shown the Columbia Grafonola exhibit of Mr. John R. Orr, at the Collingwood Fall Fair. As would be judged from Mr. Orr's display at the exhibition, he is an enthusiastic Columbia dealer. The results of his efforts in the territory worked by him show that the modern sound reproducer has a strong hold on the public taste.

Mr. Victor Michaelis has been appointed traveller for His Master's Voice Gramophone Co., to cover Western and Northern Ontario. Mr. Michaelis has had a lengthy experience with this firm at the Toronto headquarters, which enables him to look after the best interests of His Master's Voice dealers.

In order to display their stock of grand pianos and players to better advantage, the Kent Piano Co., Ltd., of Vancouver, have recently enlarged and refitted their main piano showrooms on the second floor of their building. This is illustrated on another page, and Mr. Herbert Kent, managing director of the firm, is seen to the right of the picture at the rear. At the extreme left of the picture will be noticed a Steinway grand, with Telektra player attached. The firm have the local Nordheimer agency, in addition to the Steinway and Brinsmead.

Mr. H. C. Record, manager of the R. S. Williams & Sons Co.'s dictating machine department in Toronto, reports good business in this line, notwithstanding the alleged scarcity of money. Many users of the Edison, he states, have re-ordered after the first outfit has proven its labor, time, and money-saving qualities. Among a list of Toronto users appear the names of such firms as Toronto Type Foundry Co., Western Canada Flour Milling Co., Daily Star, Nelson R. Butcher, Bank of Commerce, Dominion Canners, Ltd., Harris Abattoir Co., Ltd.

The annual meeting of the "All Stars Bowling Club," Toronto, was held on October 22, at the home of Mr. E. Kohler. Mr. R. S. Williams was gain elected to the presidency, which office he has held since the birth of the club. "Bert" Kineaid was elected secretary, and John Findley, treasurer. The Club has arranged to bowl at the College alleys, and from the enthusiasm shown on the opening night, a splendid season's sport is promised. The line-up of the team is as follows:—Dick Williams, Walter Cutler, Bert Trestrail, Bill Fosdick, Jack Findley, Bert Kineaid.

The Permanent Phonograph Disc Needle

With the jewel point—No changing of needles. Makes good phonographs better. The Distributor in your Province will be glad to supply you.

The Music Supply Co.,
88 Wellington St. W., Toronto, Ont.
Distributors for Ontario.

Layton Bros.,
550 St. Catherine St. W., Montreal, Que.,
Distributors for Quebec.

Fletcher Bros., Ltd.,
633 Granville St., Vancouver, B.C.
Distributors for British Columbia.

W. Doherty Piano & Organ Co., Ltd.,
Calgary, Alberta.
Distributors for Alberta.

W. Doherty Piano & Organ Co., Ltd.,
324 Donald Street, Winnipeg, Man.
Distributors for Manitoba and Sask.

Permanent Phonograph Disc Needle Co., Inc.
1128 N. WINCHESTER AVE. CHICAGO, ILL.

FAY'S VELVATONE WOOD NEEDLE

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

Play Ten to Thirty Records and Is Self-Sharpening

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

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

Instructions for Using FAY'S Velvaton Wood Needles

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

50c. Per Package of 100
Regular trade discounts

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

LOWENDALL'S FAMOUS VIOLINS

PERFECTION OF TONE AND
WORKMANSHIP

ASK YOUR DEALER

CANADIAN
REPRESENTATIVES

THE **Williams**
& Sons Co., Limited

WINNIPEG CALGARY
MONTREAL TORONTO

PIANO MATERIALS AND TOOLS

FOR MANUFACTURERS, REPAIRERS, TUNERS AND DEALERS
CORRESPONDENCE INVITED

HAMMACHER, SCHLEMMER & CO.
4th Avenue and 13th Street
NEW YORK, SINCE 1848



THE NEW COLUMBIA JEWEL at \$45

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

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

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

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

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

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

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

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

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

NEW RECORDS Advance lists for December



COLUMBIA RECORDS FOR DECEMBER.

SYMPHONY DOUBLE-DISC RECORDS.

A New Double-Disc by Bonci—\$2.00.

A1418 *Mignon* Lescant (Puccini). "Donna non vidi mai" (See fair a maiden no'er I've seen). In Italian, with orchestra.
Mignon (Thomas). "La tua bell'Alma." In Italian, with orchestra.

Two Arias from Italian Opera by Henri Scott—\$1.50.

A5504 Don Giovanni (Mozart). "Madamina, il catalogo è questo." "Dear lady, this catalog I show you." In Italian, with orchestra.

La Sonnambula (Bellini). "Vi ravviso a l'inghi Ameni" (Oh, lovely scenes, long vanished). In Italian, with orchestra.

David Bispham Makes a Record of "Der Wanderer"—\$1.50.

A5503 *Der Wanderer* (Schubert). David Bispham, Baritone. Orchestra accomp.

Down Among the Dead Men (Old English). David Bispham, Baritone. Orchestra accomp.

10-INCH BLUE LABEL DOUBLE-DISC RECORDS—\$1.00.

Chauncey Olcott Sings the Hits of His Latest Production.

A1410 *Too Ra Loo Ra Loo Ra!* (Shannon). In English, with orchestra.

Dream Girl of Mine (Fresburg). In English, with orchestra.

A1411 *Peggy Darlin'* (Stewart). In English, with orchestra.

A1412 *My Little Dandelion* (Ball). In English, with orchestra.

A1413 *Birthday of a King* (Nedlinger). Andrea Sarto, Baritone, and Columbia Mixed Quartette. Orchestra accomp.

Brightest and Best (Mendelssohn). Columbia Mixed Quartet. Orchestra accomp.

12-INCH BLUE LABEL DOUBLE-DISC RECORDS—\$1.50.

A5506 *The Messiah* (Handel). Solos by Reed Miller. In English, with orchestra.

The Messiah (Handel). Every Valley Shall be Exalted. In English, with orchestra.

A5508 *Rob Roy* (De Koven). Vocal Gems. Columbia Light Opera Company. Orchestra accomp.

Rob Roy (De Koven). Selections. Prince's Orchestra.

A1413 *The Snow-Breasted Pearl* (Robinson). William Thomas, Tenor. Orchestra accomp.

Barney, Take Me Home Again (French and Persley). William Thomas, Tenor. Orchestra accomp.

A1412 *Boy Scout March* (Prince). Prince's Band.

Shoulder Arms March (Pound). Prince's Band.

A1372 *Whistling Lark* (Strauss). Ellery Band, Taddo di Girolamo, Conductor.

Madonnina-Mazurka (Pepe). Ellery Band, Taddo di Girolamo, Conductor.

A1414 *Stand Up, Stand Up for Jesus* (Walt). Trinity Church Chimes.

Great God, What Do I See and Hear! (Luther's Hymn). Trinity Church Chimes.

A1390 *Two Eyes of Gires* (McGeech). John Bardsley, Tenor. Orchestra accomp.

Love Me (Tosti). John Bardsley, Tenor. Orchestra accomp.

A1410 *Around the Christmas Tree* (Prince). Prince's Orchestra. Descriptive record, with Mixed Quartet.

Christmas Joy (E. D. Wagner). Violin, Flute and Harp Trio.

George Stahl, Marshall Lufsky and Charles Schuetz.

12-INCH DOUBLE-DISC RECORDS—\$1.25.

A5507 *Reminiscences of Wagner* (Arranged by A. W. Ketyelberg). "Cello Solo by Jean Schwilber.

Reminiscences of Italian Opera (Arranged by A. W. Ketyelberg). "Cello Solo by Jean Schwilber.

A5505 *The Old Man and Jim* (James Whitcomb Riley). Recitation by Harry E. Humphrey.

Back Fashaw's Funeral (Mark Twain). Recitation by Harry E. Humphrey.

DOUBLE-DISC RECORDS.

Dance Hits—\$1.25.

A5502 *Mammy Jimmy's Jubilee Medley* (Gilbert and Muir). Prince's Orchestra.

Trail of the Lonesome Pine Medley (Carroll). Prince's Orchestra.

A1417 *Morse Medley* (Morse). Fred Van Eps. Banjo Solo. Orchestra accomp.

The Junk Man Rag (Roberts). Fred Van Eps. Banjo Solo. Orchestra accomp.

Popular Song Hits of the Season.

A1423 *Adele* (Phillip). Agnes Kimball, Soprano. Orchestra accomp.

If We Were on Our Honey-moon (Keen). Edna Brown, Soprano, and James F. Harrison, Baritone. Orchestra accomp.

10-INCH BLUE LABEL DOUBLE-DISC.

A1419 *What Do You Mean, You Lost Your Dog?* (Daly). Ed. Morton, Baritone. Orchestra accomp.

On the Old Fall River Land (H. Von Tilzer). Arthur Collins, Baritone, and Byron G. Harlan, Tenor. Orchestra accomp.

A1425 *He Wants Someone to Call Him Papa* (Muir). Ada Jones, Soprano, and Walter Van Brunt, Tenor. Orchestra accomp.

Ragging the Nursery Rhymes (Brown). Albert Campbell, First Tenor, and Henry Burg, Second Tenor. Orchestra accomp.

A1420 *On the Honey-moon Express* (Kendis and Stillwell). Arthur Collins, Baritone, and Byron G. Harlan, Tenor. Orchestra accomp.

Kiss Me Good Night (Goodwin and Brown). Ada Jones, Soprano, and Irving Gillette, Tenor. Orchestra accomp.

A1421 *Underneath the Tango Moon* (Carroll). Arthur Collins, Baritone, and Byron G. Harlan, Tenor. Orchestra accomp.

Somebody Loves You (Brown). Ada Jones, Soprano. Orchestra accomp.

14124 Nook's Ark (Haver), Arthur Collins, Baritone, Orchestra accomp.
Two Jolly Sailors (Israel and Porter), Byron G. Harlan and Steve Porter, Orchestra accomp.



NEW EDISON RECORDS.
FOR DECEMBER.

TEN SPECIAL HITS FROM BROADWAY SUCCESS.

- 2066 Come on Over Here—The Toll Girl, Soprano and tenor. Price 65 cents each in Canada.
2068 When Dreams Come True—New Musical Comedy, Baritone, Thomas Chalmers
2070 Adele, from the Comic Opera Adele, Soprano, Elizabeth Spencer
2074 Ragtime in the Air—America (New York Hippodrome) Murray and Chorus
2076 The Horse Trot, for dancing—National Promenade Band
2077 If We Were on Our Honeymoon—The Toll Girl, Contralto and tenor—The Baker and Icey Fish
2084 Aisha (Austrian Intermzzo)—Weber & Fields "All Aboard"
2085 Lieber Augustin—from the Comic Opera Miss Caprice, Soprano, Elizabeth Spencer
2086 Look in Her Eyes—Miss Caprice, Baritone, Vernon Archibald
2088 The Girl in the Gingham Gown—America (N. Y. Hippodrome) Tenor Harvey Hindemeyer and Chorus

EDIE AMBEROL REGULAR.

- 2064 Hail! Hail! Day of Days—Christmas Number, Sacred Edison Mixed Quartet
2065 The Sentiment An I. Hasson, Baritone, T. Foster Whyte
2067 That Tokyo Tokio Medley—Turkey Trot for dancer and tenor, National Promenade Band
2069 I Wish That You Belonged to Me, Conversational duet Jones and Murray
2072 Lichodali, Violoncello, Baritone, Hans Kronold
2073 In the Shadow of the Pines, Baritone, Vernon Archibald and Royal Fish
2074 The Hotel Porter and the Travelling Salesman, Vaudeville sketch Golden and Hughes
2075 Dear Old Girl, Counter-tenor, Will Oakland
2076 The International Rag, Comic, Billy Murray
2078 These Ragtime Melodies, Violoncello, Will Oakland
2080 Maria Padilla, Flute and clarinet, Spindler and Giannantonio
2081 We Have Much to be Thankful For, Tenor, Manuel Romain
2082 Cross the Mason Dixon Line, Promenade Quartet
2084 Farewell Marguerite, Tenor, Charles W. Harrison
2087 Eyes Since You Told Me That You Loved Me, Comic, Billy Murray
2088 Hungarian Rag, Violoncello, Military Band
2090 Bells of Christmas, Edison Concert Band and Chorus
2091 Ring Out the Bells for Christmas, Christmas song Edison Concert Band and Edison Mixed Quartet
2092 Old Jim's Christmas Hymn, Descriptive song, Young and Wheeler
2093 Musical Wizard and the Bell Boy, Musical Act, Len Spencer and Albert H. Campbell
2094 Song Bird—Intermezzo, Bells, Charles Daub
2095 Elizabeth Ann, Tenors, Glenora de Cincross and Paulo Grupp
2096 Value Boston, for dancing, National Promenade Band
2097 Cradle Song, Contralto, Elsie Baker
2098 Every Little Movement—Madame Sherry, Soprano and tenor, Marie Varelle, Frederic H. Patten and Chorus
2109 Burlesque Opera, Comic selection, Nat M. Willis
2100 Selections from Rigoletto, New York Military Band
2102 Romance from L'Etair, Violin, flute and harp, Venetian Trio
2103 I'll Take You Home Again, Kathleen, Counter-tenor, Venetian Instrumental Trio
2104 Stars and Stripes Forever March, Will Oakland and Chorus
2105 The Bird on Nellie's Hat, Comic song, Sousa's Band
2106 The Lost Chord, Tenor, Hood Miller
2107 Anonymous Waltz, Antonia, Mrs. Jones
2108 Uncle Josh in a Photograph Gallery, Talking, Ed Stewart
2109 The Broken Melody, American Standard Orchestra
2110 Gypsy Love Song—The Fortune Teller, Baritone, Golden and Hughes
2111 Premier Polka, Cornet, accompanied by United States Marine Band
2112 String of Laughs, Vaudeville specialty, Arthur Whitehead
2113 Oeuf in the Old Oak Tree, Female voices, That Girl Quartet
2114 Southern Dream Patrol, New York Military Band

EDISON BLUE AMBEROL CONCERT

- 21810 O, Wert Thou in the Cauld Blast, Contralto, violoncello obligato.
21811 Coppelia—Entr'acte and Waltz, Glenora de Cincross and Paulo Grupp
21812 Angel of Light—Spirito Glorioso—La Favorita, Tenor
21813 Cavalleria Rusticana—Mother, You Know the (V. Val. in sapesito), Soprano, Marguerite Sylvia

VICTOR RECORDS FOR DECEMBER.

Manufactured by
BERLINER GRAMOPHONE CO., LTD., MONTREAL.

10-INCH DOUBLE SIDE—00c.

- 17398 Ship of My Dreams (Lamb Solman), Hayden Quartet
17429 Snow Deer (Indian Song) (Hahony-Wearick), Campbell Burt
17434 A Trip to Syria (Alex. Maloff) (Original Syrian Dance) (Piano Solo), Alex. Maloff
Al-Ja-Za-Yer (Alex. Maloff) (Original Syrian Dance) (Piano Solo), Alex. Maloff

- 17444 A Coming Thru' the Eye—Humoresque (Hollstedt), Conway's Band
The Tourin of the Green—Humoresque, Paraphrase and Variation on the Wairin' of the Green (Douglas), Conway's Band
17445 He Wants Someone to Call Him (Fugate), Walter J. Van Brunst
Call for Me! (Gilbert Mui), Alice Jones-Billy Murray
17451 Iseh Ka Hibble (I Should Worry) (Lewis Meyer), Walter J. Van Brunst
Curl Hair (Lewis Meyer), Walter J. Van Brunst
Noodle Soup Rag (Morton), Eddie Morton
17453 The Pullman Porters Parade (Almond Ackley), Homer Rhoades
My Lovin' Melody Man (Ward Cunningham-Edgson), Wm. J. Hallay
17454 Humoresque (Dvorak, Op. 101, No. 7) (Violin, Cello and Harp), Peerless Quartet
Cello and Harp
Venetian Trio
Berouze Jocelyn (Standard) (Violin, Cello, Harp), Venetian Trio
17455 De Brewer's Big House (Taylor Herbert)
Homer Rhoades, with Male Chorus
The Old Fashioned Faith (McAuley) (Ackley) (Organ Acc. by Mr. Ackley), Homer Rhoades
17456 The Unlucky Day (Alwood), Homer Rhoades
If Your Heart Keeps Right (Armond Ackley), Homer Rhoades
17457 Blood Lilies (Japanese Two-Step) (Fryer), Homer Rhoades
The Lamb's Gambol (Danse Eccestrange (Boudis), Fred Van Eps
17458 Come Into Me (Cannon), Helen Clark
My God and Father While I Stray (Marston), Helen Clark
17459 Adele (from "Adele") (Herve Brupet Phillip), Olive Kline
17460 How Long Have You Been Married (Brown Cornack), Billy Murray
Kiss Me Good-night (Out the Window You Must Go) (Goodwin), Billy Murray
17461 If a Table of Her's Could (From "Follies of 1911") (Cobb-Hubbell), Nat. M. Willis
N. Y. What's the Matter with You? (Good Bye My Tat), Nat. M. Willis
Follies of 1911 (Hollstedt), Nat. M. Willis
17465 P. V. My Heart—One-Step or Turkey Trot (Fischer), Victor Band
Pullman Porters on Parade—Turkey Trot on One-Step or Turkey Trot (Fischer), Victor Band
Man Porters' Rally Wooly Wild West Show" ("Million Dollar Doll"), Pullman Porters on Parade" (Abrahams), Victor Band
17466 Stanley Tang (From When Dreams Come True) (Hein), Victor Band
Dreams of Childhood (Waltz Recitation), Victor Band
17467 Sing Me The Rosary, Victor Band
Dear Rose Marie (Hazy Harrow), Ophens Quartet
17468 There is Nothing Dear I Wouldn't Do For You (From New York), Victor Band
I'll Be Back! I'll Be Back! (From New York), Victor Band
The Girl in the Gingham Gown—Promenade, preceded at the N. C. Hippodrome (Klein), Ophens Quartet
17446 The Evening Star (In English) (Wagner), Ophens Quartet
Tannhauser—The Evening Star (In English) (Wagner), Ophens Quartet
17447 Hello Central, Give Me Heaven (Child Ballad), Alan Turner
Can't You Take it Back and Change it for a Boy? (Boy), Byron G. Harlan

12-INCH DOUBLE-SIDE—\$1.50.

- 35314 Miss Caprice (Lieber Augustine Waltz, Boston)—Do You Love Me Best?—If You Were My Girl, Victor Band
Market Place Boston—On Melodines from the Musical Play (Jacobi), Victor Band
35320 Hymn to Apollo (Composed in Year 278 B.C.), Victor Band
Summer is A-Coming In (Round) (Composed 441 B.C.), Victor Band
35326 The Great Judgment Morning (Playlet), Victor Band
Mother's Prayers Have Followed Me (De Armond-Ackley), Homer Rhoades
35330 Luke (Bret Harte) Recitation (Amund-Ackley), Homer Rhoades
The Old Man and Jim (James Whitcomb Riley), Harry E. Humphrey
35331 Madam Butterfly Selection No. 2 (Puccini), Harry E. Humphrey
Tannhauser Selection, No. 1 (Wagner), Pryor's Band
35322 Gems from "The Doll Girl"—Chorus, "Come Over Here's Duet," "When Three is Company"; Chorus, "That's Love with a Capital L" Duet, "If We Were on Our Honeymoon"; Solo, "Will it All End in Smoke"; Chorus, "Come Over Here"; (Smith Kern); Victor Light Opera Co.
Gems from "Miss Castlet"—The Wedding Bell, Solo; "Take Your Time" Duet, "If My Wife Were," Victor Light Opera Co.
Augustine, Chorus; "Look in Her Eyes"
35333 When It's Apple Blossom Time in Normandy, Victor Light Opera Co.
Two-Step or Turkey Trot—When It's Blossom Time, "Think I Tang You," "How Long Have You Been Married"—"When It's Buzz, Buzz, Buzzin' Time," "Apple Blossom Time" (Gifford, Frevor, Gumble), Victor Military Band
The New York Hippodrome—Medley Two-Step (Light Opera Co.)—"The Girl in the Gingham Gown"—Ragtime in the Air—"Dark Eyes an' Now a Shinin' for You," "The Girl in the Gingham Gown," Victor Military Band
35335 Ring Out Wild Bells (Penney-Gonard), Perry Hennis
Christmas Light, Behold (Von Der Mehden), Peerless Quartet
35324 Hunt in the Black Forest (Von Der Mehden), Peerless Quartet
In a Clock Store—Descriptive Fantasia (Orth), Victor Orchestra
35327 Gems from Three Times (Hoselung), "What'll I Tell You," Solo and Chorus; "Yama Yama Man," Solo and Chorus; "Cuddle Up a Little Closer," Chorus; "Little Miss Up-to-Date," Duet; "Good Night, Sweetheart," Chorus; "The Girl I Left Behind," Gems from Golden Girl (Howard)—"The Girl I Left Behind," "The Land of Usd To Be," "O' Father! Light Like Me," "Everybody Wonders Why They Married," Golden Girl Chorus, Act I.—"Think I Hear a Woodpecker"
35329 Gems from The Red Mill (Herbert)—"Enough of Work, I'm Beams Shining" (When Your Pretty and the World is Fair," "Good-bye John," "The Streets of New York," Victor Light Opera Co.
Gems from "A Price of Pilsen" (Luders)—"Welcome," "Stein Song," "Heidelberg," "The Message of the World," "The Pretty City Widow," "Sweetheart I'll Love You Ever"
10-INCH BLUE LABEL—80c
45054 Canzone Amorsosa (Venetian Love Song) (Kshelhot Nevin), Herbert's Orchestra
Menuet (Padereewski Op. 1, Arr. (Brinkman), Herbert's Orchestra



- 10-INCH RED SEAL—\$1.25.**
 64340 I Hear a Thrush at Eve—Soprano (Eberhard-Gudman) (Prev. only selected for Oct. but withdrawn. No stock or labels on hand. Per notice No. 872) J. McCormack
 64375 "I'll Sing the Songs of Araby (Wills-Clay) J. McCormack
 64373 Salut d'Amour (L'Amour, Op. 25, No. 3) Maud Powell
- 12-INCH RED SEAL—\$2.00.**
 74218 Etude in E Minor Vladimir De Fuchmann
 74350 The Last Chord (Proctor-Sullivan) Emilio De Gogorza
 74364 This Valse D'une La Terrible Cité (That Awful City I Rebuild) (In French) (Massenet) Clarence Wirtzschell
 74365 Romance E flat (Rubinstein, Arr. Witteling) (Violin, Piano arr. by Gen. Falkenstein) J. Kubelik
 74366 Spanish Dance (VIII, Op. 26 (Sarastri) (Violin, Piano arr. by Gen. Falkenstein) J. Kubelik
- 12-INCH VICTROLA—\$3.50.**
 88418 My Heart Ever Faithful (Bach) Ernestine Schumann-Heink
 88449 Cuman' Thru' the Eye (Buros, Arr. Gould) (In English) (Arr. by Bernard Lappiere) Mme. N. Melba
- 12-INCH VICTROLA—\$5.00.**
 89075 Ave Maria (Bach-Tomassi) (In Latin) Nellie Melba and Jan Kubelik, Obligato

SHEET MUSIC COMPLAINTS.

A Winnipeg dealer has registered with the Journal the following complaint: "Lately we have been receiving notifications from _____, of _____, stating that so-and-so was copyrighted and could not be sold in Canada. We thought this was very good of them, until the other day when we ordered _____ and got the usual reply, that it was copyrighted. We wrote our customer to this effect, but was surprised to get a line from her, stating that she had since received six copies of this number from that very same concern. This is only one instance of how we are going to get the worst of this copyright deal."

An officer of the Canadian Music Dealers' Association volunteers the explanation that this perhaps happened through the dealer's orders being handled by the wholesale department of the U. S. house in question, and the mail orders going through the retail department. Any explanation, however, does not right the wrong

claimed by the dealers throughout the Dominion in such instances.

Another music house doing business in Saskatchewan writes: "We also have our teachers getting music from different houses at the same discount given us. This is particularly applicable to the American houses. Possibly we are a little at fault here, as we do not carry stock only for our immediate needs, but if this practice was stopped it would be an incentive to carry a more complete line. There is also the matter of customs. Choirs purchasing music not used in the regular church services, but for entertainment, are charged no duty. If we buy the same goods we are charged duty."

Such circumstances show that a wide range of opportunities are open for the energies of the Canadian Music Dealers' Association.

Established 1852 Call Telephone M. 55

Musician's Demands

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

CHAS. LAVALLEE

Agent for—Benson & Co., of London, Eng.
 Pelissier Blanchot & Co., of Lyons, France.
 J. W. York & Son, of Grand Rapids, Mich.

35 St. Lambert Hill - Montreal

We are the Publishers of the Most Popular Valses of the Day

"A Little Love, A Little Kiss" Valse Lao Silesu
 ("Un peu d'Amour")

"Old Cremorne" Valse Gordon Davson
 "Naiad" Valse Pedro De Zulueta
 "L'Amour Defendu" Valse Henri J. Van Praag
 "Madeleine" Valse Reginald Benyon
 "Springtide" Valse Frank Lambert
 "Passion Flower" Valse Pedro De Zulueta
 "The Dancing Mistress" Valse Lionel Monckton
 "The Pink Lady" Valse Ivan Caryll
 "The Quaker Girl" Valse Lionel Monckton
 "The Marriage Market" Valse Victor Jacobi

"Little Grey Home in the West" Valse

Hermann Lohr
 Reginald Benyon
 Montague Ring
 Pedro De Zulueta
 Pedro De Zulueta
 Octave Cremieux
 Franz Lehar
 Franz Lehar
 Richard Strauss
 Ivan Caryll
 Albert Sirmay

The above are also published for Orchestra, etc.

CHAPPELL & CO., Limited

347 Yonge Street

TORONTO

NEWCOMBE COMPANY HOLD ANNUAL MEETING.

At the annual meeting of shareholders of the Newcombe Piano Co., Ltd., held at that company's head offices in Toronto, the entire board of directors was re-elected. At a subsequent meeting of the directors the following officers were elected for the ensuing year: President, H. Horseman, Toronto; Vice-president, G. H. Parkes, Toronto; Secretary-treasurer, C. D. Scott, Mr. T. J. Howard was unanimously re-elected to the general managership, and a resolution of thanks was passed for his zeal and success in looking after the shareholders' interests. His annual report showing the company's condition and business handled, was received with satisfaction by the directors. The removal of their retail branch to Yonge Street was commended, and the directors expressed satisfaction with the business being done.

Mr. John Bingham, until recently representing this firm in Revelstoke, B.C., is being transferred to the company's selling staff at headquarters in Toronto. He will be their wholesale representative in Western Ontario. Mr. Bingham is well known to many of the trade, and is a practical piano man.

HAMILTON PERSONALS.

The marriage is announced of Mr. Louis Elliott Eager, manager of the Nordheimer branch in Hamilton, Ont., to Miss Milla L. Beck, daughter of Mr. Charles Beck, of Penetanguishene. The Journal joins in extending every good wish to Mr. and Mrs. Eager.

Mr. J. Faskin McDonald, the James St. piano dealer, was a recent trade visitor to Toronto.

Mr. A. L. Garthwaite has been spending an enjoyable time hunting.

Mr. William Hartmann, the new manager of the Perforated Music Co., Toronto, was in the city calling on the various members of the trade.

Mr. Harry Duke, proprietor of the Mendelssohn Piano Co., Toronto, was in town on business.

Mr. R. P. Newbigging, head of the Newbigging Cabinet Co., Ltd., was in Toronto recently, in the interests of his firm. Mr. Newbigging was not anticipating a more than ordinary activity in cabinets this fall, but states that if the record-cabinet orders are a thermometer by which the talking machine trade may be judged, the indications are eminently pleasing.

NOTICE

The product of this Company is controlled and licensed under Canadian Patent No. 135295 and other patents issued and pending which fully covers and protects the basic Vitaphone principle of sound recording and reproducing; also the registered trade mark "Vitaphone," and we will institute legal proceedings against any person or persons infringing by making, selling or offering for sale without license, the product covered by these patents.

THE
CANADIAN VITAPHONE CO.
LIMITED

WANTED—POSITION.

A wholesale traveller with experience in musical goods would like to make a change for a good line of talking machines for the road, and would like to communicate with a good house for a line of this kind. Have a wide connection, good habits and can furnish excellent references. Apply Box 1555 Canadian Music Trades Journal, 56-58 Agnes St., Toronto.

WANTED.

By thoroughly experienced and energetic young man, position as manager of piano department, or branch. Apply Box 509 Canadian Music Trades Journal, 56-58 Agnes St., Toronto.

WANTED.

Retail piano salesman, possessing willingness to work, and who is a high grade, experienced hustler for floor selling and small amount of morning outside calls. State age, experience and salary wanted in application. Position means assistant to the manager. Apply Box "Hustler, Montreal," The Canadian Music Trades Journal, 56-58 Agnes St., Toronto, Ont.

POSITION WANTED.

Energetic piano salesman, with best of experience in wholesale and retail work, would like to hear from some good up-to-date piano house. Total abstainer, and can furnish A1 references. Apply Box 303 Canadian Music Trades Journal, 56-58 Agnes St., Toronto.

ORGAN AGENCY.

A South African firm of commission agents will take up agency for Canadian organs. Apply Box 1590 Canadian Music Trades Journal, 56-58 Agnes St., Toronto.

A FIRST CLASS RETAIL OPPORTUNITY.

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

EXPERIENCED MANAGER

will be open for engagement in Canadian music trade, about the beginning of the year. Expert inclosing sales, arranging player and Victrola recitals, advertising, and methods that bring results. Qualified to meet all classes of people. Location no object. To arrange personal interview, or confidential exchange of letters, write Box 1774, Canadian Music Trades Journal, 56-58 Agnes St., Toronto.

LOST PIANO.

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

OPEN TO BUY ORGANS.

A Bloemfontein musical firm will purchase a good plain cabinet organ, from \$45 to \$60 f.o.b. Canadian ports. Catalogues and prices requested at once. Apply Box 1314 Canadian Music Trades Journal, 56-58 Agnes St., Toronto.

ORGANS WANTED.

A Transvaal firm of importers request correspondence, catalogues and prices on organs—best value possible, about \$45 to \$50. Apply Box 1477 Canadian Music Trades Journal, 56-58 Agnes St., Toronto.

PATENT NOTICE.

Canadian Patent No. 120,721, Dated Sept. 21st, 1909, Musical Instrument Cases, owned by The Cable Company of Chicago, U.S.

The above invention is for sale or use at a reasonable cost. John H. Hendry, Hamilton, Canada.

PATENT NOTICE.

Canadian Patent No. 121,463, Dated Oct. 26th, 1909, Tracker Devices for Sheet Controlled Instruments, owned by The Cable Company of Chicago, U.S.

The above invention is for sale or use at a reasonable cost. John H. Hendry, Hamilton, Canada.

EDISON DISC PHONOGRAPH OFFICIALLY ON THE MARKET.

The Edison disc phonograph is now formally introduced in the Canadian market. Although the new Edison disc instrument, with a limited number of records, has been in the hands of dealers for some time, its official debut has only taken place.

For some years Mr. Thos. A. Edison has been working on a disc phonograph, and never at any time would he consent to a hasty introduction, though Edison dealers have been clamoring for a disc machine.

The Edison management now consider that not only are their products up to the Edison standard, but that they are in a position to fill orders for records and phonographs. As is well known to the trade the new Edison disc records differ from other disc records in that the reproducing point moves up and down. The point is a diamond, and consequently does not require changing. In connection with the records the Edison Co. are particularly emphasizing the length of time they will play and the great number of times the record may be used before it deteriorates. That the record may be dropped on a hardwood floor without breaking is another Edison feature emphasized.

Edison jobbers and retailers in Canada are preparing for a big trade in Edison disc lines, although the cylinder types are still being strongly featured.

In a statement by Mr. Frank K. Dolbeer, sales-manager of Thos. A. Edison Inc., published in the "Talking Machine World," that gentleman said:—"The disc record situation is receiving our careful attention, and our recent list of 295 selections which we just issued is but the first step in our presentation of a regular production of new disc records on a selling plan similar to the one upon which the Blue Amberol record is now marketed. Working on these lines, we expect to make monthly additions to our lists of disc records which will contain just the right type of selections to meet with a ready sale. A glance at our list of 295 selections, all of which we expect to be in a position to ship by the end of the month, will satisfy the jobber and dealer that we intend to place in their hands the very highest type of selections to assure them of satisfied patronage. A feature of this list is the fact that we have placed opposite each selection the name of the recording artist wherever it was possible. This will be continued with all our monthly lists of new disc records.

"I may state here that our two lines of disc and hornless cylinder machines are complete as they now stand. There are not apt to be changes in these lines for the next twelve months, and the trade can order either the disc or cylinder machines with full assurance that there will be no changes during the next year. We feel that the interests of the trade are better maintained when certain standard lines are adhered to, rather than the making of changes during a busy season that disturb trade generally. With the strengthening of our hornless cylinder machines by the addition of several very popular types and the rounding out of our disc line, we are planning to make earnest efforts to secure representation in cities and towns where we are not represented, and jobbers and dealers can feel assured of our ability to take care of their demands at all times.

"In connection with the expansion of both our disc

and cylinder record production, it may interest the trade to learn that for the past year and a half we have had one of our musical experts travelling all over Europe, visiting every musical center of any importance. During this long period of search for musical talent, this representative has secured samples of approximately 2,300 voices, all of which have been submitted to Mr. Edison for his approval. As soon as Mr. Edison has passed on the merits of these sample voices, we plan to establish a recording plant at Milan, Italy, where all those voices that have passed the test will be recorded for either disc or cylinder reproduction.

"We fully realize the tremendous importance of the careful selection of recording talent, and I feel safe in stating that we will have as much, if not more, musical talent of artistic prominence recording for our company than has been secured by anybody in this country. This can assure the trade that we are going to give them just what they want all the time in the way of records."

UNITED STATES DUTY REMOVED FROM PIANO CASES. CASE PLANT LIKELY FOR CANADA.

An official of a case plant in Rochester is credited with a statement that may or may not be designed to prejudice buyers in the States against case importations that are possible from Canada now that that duty is removed. Whether it is or not, Canadian dealers, many of whom have made comparisons, will not agree with the following statement concerning piano cases by the manufacturer referred to, and which appeared in a recent issue of "Music Trades" of New York:—

"The Canadians are good at designs, but their workmanship is inferior and does not come up to the high standard of American manufacture. I have noticed this particularly at the Dominion Exhibition at Toronto."

In an interview the case manufacturer above quoted opined that the removal of the U. S. duty on piano cases entering from Canada would have little bearing on the industry, for "although the Canadians have been accorded every advantage, the exportation of cases from this country into the Dominion will be little or not at all affected."

"It is true that a 30 per cent. duty remains in effect on the Canadian frontier against the American product, while the duty on Canadian cases has been removed, so that manufacturers on the other side of the border can ship their cases in free. But the American article is of such superiority that it will survive this apparent disadvantage."

It may also be merely a coincidence that the above interview appears almost simultaneous with a proposition to establish a case plant in Canada. Mr. M. S. Phelps of Rochester, who is a Canadian by birth, has been looking over the field with a view to operating a plant for the manufacture of high grade piano cases, such as the Canadian trade uses. When seen by Canadian Music Trades Journal Mr. Phelps' plans had not been matured, and no definite statement could be made. His interviews with members of the trade, he stated were satisfactory, and that if he located it would be to manufacture for this market a superior article, and not the cheap product that had proved so harmful in the United States trade.

SUDDEN DEMISE OF ESTEEMED RETAILER. E. J. Wilson of Hamilton Succumbs to Pneumonia.

Just as the last form of the Journal goes to press we learn of the startlingly sudden cutting off by death in the prime of life, of Mr. E. J. Wilson, the well known music dealer of Hamilton. Mr. Wilson, who within a week of his death was a visitor at the Mason & Risch headquarters in Toronto, was stricken down with pneumonia, and so serious was the attack that he survived only by a few days.

About an hour before news of his death reached Toronto by telephone, a message was received stating that he was very low, though the nearness of the end was apparently not realized. Mr. Wilson's passing away is heard with deep-felt regret not only by personal



The Late E. J. Wilson

friends, but by a wide circle of friends in the trade, for he was greatly esteemed by those with whom he came in contact.

The late Mr. Wilson opened up in Hamilton on his account in 1909, having resigned the management of the Hamilton branch of the Nordheimer Piano & Music Co., to take the Mason & Risch agency. His venture was a success from the commencement. He had a large personal connection, and readily won the confidence of his customers. In business he was broad minded and readily contributed the benefit of his experience to any who consulted him, and he was always interested in the welfare of the music industry in Canada. Deceased is survived by a widow and two children, a son and a daughter.

Still another alleged musician complained that the 'cello sent him was in low pitch, and he wanted one in high pitch.

BOSWORTH CATALOGUE.

Musgrave Bros. & Davies, Toronto, are now prepared to supply the trade with Bosworth publications. Having secured the sole Canadian agency of this most important catalogue, and being desirous that the trade should profit by the exceptional facilities that it affords, especially in teaching material, not forgetting the "Edition Bosworth," the famous "Photo Series of Classics," "Seveik," "Berringer" and many other important works. Musgrave Bros. & Davies will offer such terms that the trade will find it advantageous to carry a representative line of the Bosworth Catalogue.

The Salesman's Keys.

UP and down street, standing at country crossroads and dotting your whole territory, are doors which will open to you if you are equipped with the proper keys. Behind these doors are buyers, who lock themselves behind apparent indifference, lack of interest, incredulity and doubt.

It is but natural that these doors should stand between the salesman and his prospect, else the latter would not be a good buyer and much of his time would be taken up with weaklings, triflers and wishers, who have no real message for him. In his wisdom, the buyer has not bolted the doors of indifference from the inside. Locks have been left on the outside which can be turned by the real salesman who carries keys of enthusiasm, health, industry, ability and knowledge. It is not to keep you, who have these keys, out, that the doors of indifference are hung and the locks are set—and more than the lock on your door at home is there to keep you, yourself, from entering. The buyer is ready to welcome the serious and earnest man who comes to him with enthusiasm, ability, health, industry and knowledge.

Do not think that you can go out with a single key and unlock every door. One of the greatest causes of failure on the part of salesmen is that they believe ability is the key to every situation. Industry will unlock even more doors than ability, but the man who depends on these two keys alone, is still an intruder in many places, without enthusiasm. Knowledge is a key which will let you into most difficult places. This is the key that must be kept ever bright and shining if you would prove your proposition to high-grade buyers.

Health is the master key upon the ring of salesmanship. Health is the key which unlocks the storm doors and permits you to use your knowledge, industry, enthusiasm and ability to their best advantage. Let there not be missing one single key on your ring of salesmanship. This pert advice was given out for the benefit of the salesmen of the National Cash Register Company, and the above analysis of the subject is presented with alterations made to suit the case of the salesmen connected with the music industries of Canada.

Be unafraid to work. Be unafraid of perspiration; for it is the lubricant of labor. Be unafraid of early morning air; be unafraid of failure. Get the love of winning in your system. Be glad that you have your own opportunity to promote yourself in the ranks of the music industries.

Canadian Piano and Organ Manufacturers' Association Annual Convention

Meeting Well Attended—Exhibition Souvenirs and Other Important Matters Discussed. H. Durke, Toronto, President-elect.

THE annual convention of the Canadian Piano & Organ Manufacturers' Association was held at the National Club, Toronto, on Friday evening, November 14. The business of the meeting was presided by a dinner, served in the usual exclusive style of the National Club chef. As will be noticed from the list of those present, the attendance was a representative one, though some of the members usually in attendance and taking an active part in the organization, were unable to be present.

One of the members remarked the fact that those around the board were young men, and that only a few of the houses were represented by men of the same name as the founders of the houses represented by them.

The proceedings of the meeting were carried through

benefited by their policy of refraining from distributing advertising matter in the nature of souvenirs. The money thus saved, in itself important, was not as great a desideratum as making it possible for prospective cus-



Mr. David Allan, 1st Vice-President

tomers to approach the stands readily and not through the almost impassable crowds that in former years were attracted by the novelties given out. It was also considered that the dignity of the industry demanded the same practice.

New Exhibition Agreement.

The exhibition committee was empowered to draft a new agreement to be entered into with the Canadian National Exhibition Association. This is to be submitted to the executive committee of the Piano and Organ Manufacturers' Association.

In connection with the exhibition the lack of ventilation in the rooms occupied by the piano and organ



Mr. Harry Durke, the new President

with dispatch and with that harmony that characterizes piano and organ manufacturers' association meetings. It is true that a ripple of excitement was caused when the matter of souvenir distributing at the Canadian National Exhibition came up for discussion, but this was adjusted to the satisfaction of everyone present.

Souvenir Distribution at Exhibition.

Two or three complaints were made that during the Exhibition in Toronto souvenirs were being distributed, contrary to an agreement entered into some years ago by the exhibiting piano and organ manufacturers. The apparent transgressions were satisfactorily explained. The fact that the subject came up suggested to one of the members that it would be well to reaffirm the agreement referred to, and this was done by the carrying of a motion to that effect unanimously.

The sense of the meeting was that the exhibitors had



Mr. Fred Bull, Hon. President

men was again complained of. This was also referred to the exhibition committee, to the end that in the new agreement with the exhibition authorities, the piano and organ exhibitors will be guaranteed adequate ventilation.

Workmen's Compensation.

A particularly important subject arose out of a discussion of the Workmen's Compensation Act, in Ontario. It was thought that piano workers should be separately classed and not grouped with other woodworkers, where the risks are infinitely greater. This is another problem that the executive committee was asked to deal with.

Perforated Roll Discounts.

To the executive committee was also referred the question of the prices at which perforated rolls for player pianos are being retailed. The attention of the meeting was drawn to the fact that the public can buy these rolls at various discounts ranging from ten to forty per cent. A discussion of this topic from different viewpoints resulted in the executive committee being shouldered with the responsibility of it.

Election of Officers.

The slate presented by the nominating committee was carried without a dissenting voice, and the following are the officers of the association for the ensuing year:—

Hon. Pres., F. Bull; President, Harry Durke; 1st Vice-Pres., David Allan; 2nd Vice-Pres., G. Y. Chown; Treasurer, Fred Killer; Secretary, James G. Merriek, 4 Queen Street East, Toronto; Executive Committee, R. S. Gourlay, H. H. Mason, W. N. Manning, Albert Nordheimer, Geo. Heintzman; Exhibition Committee, H. H. Mason, J. E. Hoare, T. J. Howard; Nomination Committee, Fred Killer, C. H. Bender, Harry Sykes.

The retiring president's address was given extemporaneously. Mr. Bull reviewed conditions of the past year and emphasized the standing of the piano and organ manufacturing industries in Canada, and the importance of these industries in the country's progress. He also paid a tribute to the high ideals of those engaged in the music trade of this country, which he considered of the most creditable.

In retiring from the chair after the election of officers Mr. Bull introduced the new president. He congratulated Mr. Durke on his unanimous election to the presidency and bespoke for him the hearty support of the association.

In a few well chosen words Mr. Durke acknowledged his election. He expressed his very high appreciation of the honor of being elected to the presidency of the association. He promised to do his best to fulfil the duties of the office, which he trusted would be to the entire satisfaction of the members, and he expressed the hope that he would meet their confidence, support and good will for the coming year.

The association is singularly fortunate in having a membership that includes so many men with qualifications for the various offices. The presidency has invariably been held by capable men, of good judgment, and enjoying the confidence of the members. The retiring president, Mr. F. Bull, who as president of the Williams Piano Co., Ltd., has heavy demands upon his time, turns the affairs of the association over to his successor in the same excellent condition that he received them a year ago.

The New President.

The election to the presidency of Mr. Durke, who accepted the nomination only after repeated solicitation, is

a popular one. In addition to being a staunch supporter of the association, and an active member, having served on various committees, Mr. Durke has made a success of his own business, The Mendelssohn Piano Co., which he built up with a capital of grit and skill. The integrity of the products of his factory are as readily acknowledged as that of their producer, the honesty of both being unquestioned.

Mr. Durke became the sole proprietor of The Mendelssohn Piano Co. some sixteen or seventeen years ago, and by his intimate knowledge of piano construction, the cost of manufacture and his close and careful attention to business, has reached an enviable position of financial independence,—and he is still a young man.

The new president has lived in Toronto since the age of five years, having been brought from England by his parents at that age. His first work in piano manufacture was in the sounding board department of the factory then conducted by the late R. S. Williams on Hayter Street, Toronto.

In building up his business Mr. Durke's practical experience has been his most valuable asset, as he is competent to handle any and every department from the buying of materials to the final tone regulating.

The Firms Represented.

Those present and the firm they represented were:—
F. Bull, Williams Piano Co., Oshawa; Henry H. Mason, Mason & Risch, Toronto; W. N. Manning, Sherbock-Manning Piano Co., London; D. Allan, Bell Piano & Organ Co., Guelph; P. S. Conolly, Karn-Morris Piano & Organ Co., Woodstock; James Dunlop, Thomas Organ Co., Woodstock; Harry Sykes, Thomas Organ Co., Woodstock; Harry Durke, proprietor Mendelssohn Piano Co., Toronto; C. Ruse, Gerhard Heintzman, Ltd., Toronto; S. F. Bauleh, Gerhard Heintzman, Ltd., Toronto; Frank Stanley, Toronto; L. Gassard, Nordheimer Piano Co., Toronto; V. Nordheimer, Nordheimer Piano Co., Toronto; A. A. Beemer, Mason & Risch, Toronto; C. W. Scott, Newcombe Piano Co., Toronto; T. J. Howard, Newcombe Piano Co., Toronto; John E. Hoare, Gourlay, Winter & Leeming, Toronto; J. G. Merriek, Secretary.

The usual vote of thanks was tendered the various officers, special reference being made to the retiring president and to the work of the secretary, Mr. James G. Merriek, who enjoys the respect and confidence of the members to the fullest measure.

Mr. Fred Killer, of Gerhard Heintzman, Ltd., who for a year past has been a sufferer from sciatica, is again confined to his home from the effects of this malady in its most painful form. Mr. Killer has many friends in the trade who sincerely regret Mr. Killer's illness.

Mr. Wm. Dunlop, of the Thomas Organ Co., just recently returned to Woodstock from a trade visit to the Maritime Provinces. Mr. Dunlop had an excellent trip and gives good reports of conditions in Eastern Canada.

Manufacturers! Dealers! Tuners!

Yellow Ivory Keys Made White as Snow

"Caplan's Patent Ivory Polish" will do it. Samples 50 cts. and \$1 (dollar size will whiten four sets of piano keys). For further particulars write to

HENRY CAPLAN, 49 Sherman Ave., Jersey City, N.J., U.S.A.

THE ATTITUDE OF OUR BANKS.

From the Presidential Address of Mr. R. S. Gourlay, at the Annual Meeting of the Canadian Manufacturers' Association.

Particularly reasonable is this portion of the presidential address delivered by Mr. R. S. Gourlay at the annual convention of the Canadian Manufacturers' Association, in Halifax. The address, which has been issued in booklet form by the Association, and was reproduced in full by a number of leading dailies, reproduced in part by others, and favorably commented upon from coast to coast, can be read with interest by every Canadian citizen. In addition to the section below reproduced, other subjects that received well studied attention were "The Tariff," "The Underwood Tariff," "The Labor Situation," "Imperial Defence," and "Ship-building."

"Since the commencement of this stringency a good deal of criticism has been levelled against our banks for their alleged failure to provide the funds necessary for the business of the country. From a wide acquaintance of men engaged in commercial pursuits and in large industrial undertakings I am convinced that not only are these criticisms in the main unavailing, but that on the contrary our banks are deserving of much credit for the successful manner in which they have handled a difficult situation. To say that they have refused to provide money for speculative ventures, or for the financing of new enterprises, is to acknowledge that they have chosen rather to reserve their resources so as to be the better able to take care of legitimate business. And this I believe they have done, and done well, for with one or two exceptions, where special considerations may have necessitated a curtailment of credit, I have yet to hear of a good business, manufacturing or otherwise, that has not been provided with what money it actually needed. All of us are perhaps more or less prone to depend upon the banks for money that should go into our business as paid-up capital, and those who may have felt disposed to complain because of their inability to increase their line of credit should remember that the alternative course is often the more logical one.

"The money that is loaned by our banks on call outside of Canada is another favorite ground of attack by people who speak with a very imperfect knowledge of the situation. The claim is made that this money, received from Canadian depositors, is being diverted to New York for speculative purposes when the business interests of the country require it to be employed at home. Yet these same critics would probably be the first to find fault were the banks to reduce their reserves beyond what would appear to be the limit of safety. A bank must always hold itself in readiness to meet an emergency should it arise. Loans made on ordinary commercial and industrial business may be as safe as Gibraltar, but they will not stop a run nor move a wheat crop. A bank's call loans are as much a part of its reserve as the gold that lies idle in its vaults, in addition to which they afford an easy means of liquidating, temporarily at least, a substantial portion of our foreign trade indebtedness. In this connection it is worthy of note that the amount of money loaned by our banks on

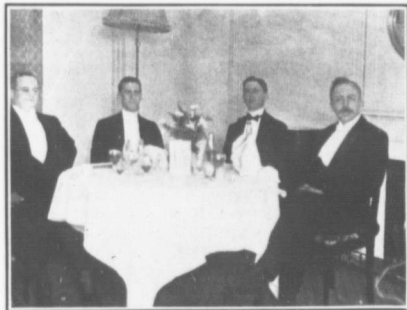
call outside of Canada was \$28,000,000 less in July of this year than in the corresponding month a year ago.

"From now till the first of January our banks will require to provide in the aggregate a sum sufficient to purchase a grain crop in the West valued at \$200,000,000. For the general welfare of the country it is imperative that the farmers be paid in cash in order that liabilities may be liquidated as between them and the retailers, the retailers and the jobbers, the jobbers and the manufacturers. In my humble opinion it speaks volumes for the banking system of Canada that so large a sum will be provided for so useful, so necessary a purpose, with so little disruption to other business.

"Far from criticising our banks, I feel that our attitude should rather be to accord them a larger measure of financial support than we have been accustomed to give them in the past. The return on bank stocks at present quotations does not mark them out as quite as attractive when compared with other channels of investment; nor have they grown in popular favor since the shareholders in certain institutions, now defunct, were called upon under the double liability clause of the Bank Act. Yet in a growing country like Canada banks as well as factories need more capital, and I am hopeful that the new Act, with its wise provision for an independent audit, will have the effect of inspiring fresh confidence in our banks, and so pave the way for their expansion and continued prosperity."

PAYING A WAGER.

Outside of business hours the quartette shown in the accompanying photograph are hot baseball fans. Their enthusiasm cost one of them a dinner for four at



Mr. Chivers Sales-Manager Mr. H. S. Berliner Vice-President Mr. Landermann Accountant Mr. White Asst. Sales-Manager
Berliner Gramo-phone Co. Ltd.

the Ritz-Carlton. The participants in the wager were Mr. H. S. Berliner and Mr. Landermann. In an argument some months ago as to the merits of the Washington team in the American League, the latter gentleman thought so highly of his favorite players as to wager that they would finish near the top of the list. Mr. Berliner, with a less optimistic opinion of the representatives of his native city, agreed to dine the four if they finished among the first three. An enjoyable evening was consequently spent at his expense, at the Ritz-Carlton, on November first.

LETTERS TO THE EDITOR.

358 Granville St., Vancouver, B.C.

November 8th, 1913.

The Canadian Music Trades Journal, Toronto, Ont.

Gentlemen,—In your last issue we noticed the considerable space given in your interesting number to the subject of a court order, recently secured by a certain talking machine company in Canada, against two parties in this city, one having been a dealer in their goods, restraining them "from selling or disposing of at reduced prices, any disc talking machine, or talking machine records, covered by their patents."

After citing a few facts regarding the above, your paper then goes on to state that the said talking machine company have at all times emphasized the fact of their being ready to uphold the provisions of their dealer's contract, and protect their patent rights, and it is quite a common thing to constantly see eulogistic references to this same company, in yours and other trade papers, for their philanthropy and benevolence in looking after those who are, (as we term it) unfortunate enough to be dealers in their goods.

Now, in order that we may show the members of the music trades in Canada the other side of this same firm's nature, we would ask you to give publicity to the following facts: For the past five years we have been handling the goods of this company, giving them honest and fair representation, and we can point with satisfaction to our yearly sales, which can, of course, be borne out by the jobber from whom we purchased in this city. Our stock, in order to give our customers the right service, has always been kept complete and up-to-date, and at the present time we estimate the value of our stock, taking the list prices as set by the company as their retail values, at between \$8,000 and \$9,000, with the odds in favor of the latter amount. It is therefore easy for any one interested to figure out what this stock is worth at dealer's cost prices.

Some few months ago this talking machine company, having head offices in one of our largest Canadian cities, sent out a revised contract for our company to sign. There was one clause only in this contract which differed from the contract we were at that time signed up under, and this clause reads as follows: "The dealer further agrees to handle exclusively, as far as concerns disc talking machines and disc records, the products of for a period of five years from the date of this contract." We took objection to this clause, for reasons which can be furnished to any one interested, and as we refused to sign it, this company advised us that it was necessary "to remove your name from the list of dealers."

This has been done, and since that time the company

have refused to take any of the stock off our hands, or permit us to make any retail disposition of it, except at their established prices. The consequence is we have nearly \$6,000.00 worth, at cost prices, of these goods on hand, which by the action of the company are practically unsaleable, as any one in the trade will realize. If this is not an unjust interference with legitimate trade, we do not know what is.

We are drawing this to the attention of your readers—the music trade throughout Canada—for the purpose of simply warning them in regard to an action, which may at any time be dealt out to them by this same company, and if what we have said, or from any further information we are prepared to give any one interested, any dealer in the goods referred to, or any prospective dealer, derives a benefit, then we have not written in vain.

Yours truly,

KENT PIANO CO., LTD.,

H. KENT, *Managing Director.*

957 Granville St., Vancouver, B.C.

November 8, 1913.

The Fullerton Publishing Co., Toronto.

Gentlemen,—We wish to bring before the trade through the Music Trades Journal, a grievance arising out of the conditions exacted by a talking machine firm doing business in Canada.

This said firm insists on a signed contract whereby no selling agent can sell records or machines at other than a price fixed by them.

This arrangement is quite in order until a dealer decides to discontinue the agency; then the firm in question absolutely decline to allow the agent to make any reduction in prices, nor will they take back the stock at a discount; moreover, they threaten legal proceedings should any reduction be made.

We are anxious to warn those who contemplate taking such an agency, and full particulars will be given to anyone interested in the talking machine trade on application to us.

THE AJELLO PIANO CO.

POSITION WANTED.

Manager sheet music and small goods department desires change. Fifteen years' experience; highest credentials; thorough knowledge catalogues, American, English and Foreign; keen buyer; age 30. Apply Box No. 872, Canadian Music Trades Journal, 56-58 Agnes St., Toronto.

POSITION WANTED.

By thoroughly experienced piano player demonstrator and salesman. Accustomed to giving recitals and following up prospects. Keen business organizer. Lately with largest house of its kind in Great Britain. Apply Box No. 1466, Canadian Music Trades Journal, 56-58 Agnes St., Toronto.

We beg to announce that we have secured the Sole Canadian Agency for the famous Catalogue

BOSWORTH & CO.

London, Leipzig, Vienna, Zurich and Paris.

and are prepared to offer exceptional terms to the Trade.

Musgrave Bros. & Davies, 114-115 Stair Bldg., Bay St., Toronto.

Gerhard Heintzman Pianos

Pianos of Prestige

CANADA'S
PREMIER
PIANO

EVERY Artistic Home should contain a Gerhard Heintzman piano because this instrument presents the most up-to-date features and improvements, making it the ideal piano for the home. ¶ This reputation has been gained entirely through merit during the past half-century of honest endeavor. A demonstration at your salesrooms should convince your most exacting customer.

Gerhard Heintzman

LIMITED

Toronto

Canada

Factory,
75 Sherbourne St.

Head Offices and Salesrooms,
41 43 Queen St. West.



Right intent, integrity of purpose, high manufacturing ideals—these things have helped to put the Mason & Risch Pianos far to the fore—old fashioned virtues all, for which the world has not yet found a substitute—nor never will.

Strict adherence to these ideals has inspired us from the very first, with the inevitable result that the Mason & Risch Piano has been an instrument of reputation for over forty years, and is an instrument of reputation To-Day.

This reputation has become wider every year—but it's the same reputation.

MASON & RISCH Limited
TORONTO