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# CANADIAN MUSIC TRADES JOURNAL

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OFFICE OF PUBLICATION 56-58 AGNES STREET, TORONTO, CANADA

TELEPHONE MAIN 3589

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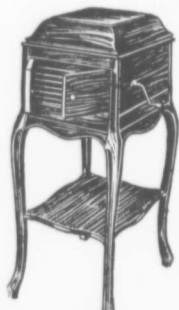


General view of complete development as proposed for the Manufacturers' Harbor Terminals at Montreal, details of which are given elsewhere in this issue.

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Monthly, One Dollar per Annum in Canada ; Five Shillings in Great Britain ; Two Dollars in other countries.

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Victor-Victrola X, \$100  
Mahogany or oak



## Victor-Victrola

The entire musical trade owes a debt of gratitude to Victor-Victrola.

This wonderful instrument aroused the public to a greater and more intelligent appreciation of the best in music, and in so doing gave to the music trade in general unprecedented prosperity.

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Never had the dealers such well located, splendidly equipped salesrooms — salesrooms for which "His Master's Voice" dealers in many instances pay annual rentals of thousands of dollars.

Never was an instrument such a complete success as the Victor-Victrola, leading from one success to another still greater, offering better opportunities to dealers right along, and in which even at the present time every dealer can readily participate.



Victor-Victrola XI, \$135  
Mahogany or oak




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Why YOU should have the  
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**THE NEWCOMBE**  
IS ACCORDED A PREMIER PLACE  
IN THE  
**ARISTOCRACY**  
OF MUSICAL INSTRUMENTS

If a man can write a better book  
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or make a better mouse-trap than  
his neighbor . . . . though he builds  
his house in the woods . . . . the  
world will make a beaten path to  
his door.

*Ralph Waldo Emerson*



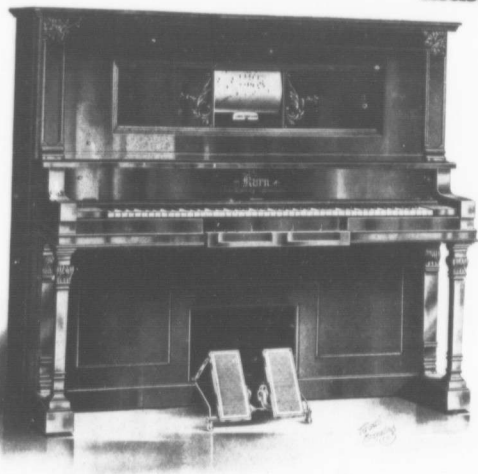
That quotation applies with equal force to the manufacture of a piano with a well-drawn scale and that will stay in tune.

Our claim that the "NEWCOMBE" stays in tune better is based on the application of a scientific principle embodied in the "HOWARD PATENT STRAINING ROD" which is found in no other instrument than the Newcombe.

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THE KARN PLAYER

## THE ACHIEVEMENT OF YEARS

is an expression often used as descriptive of the Karn Piano. Its present state, of being as nearly perfect as any human mechanism can be, was not attained in a few months or even a few years.

Month in and month out, year in and year out, with little improvements here, and new designs there, the **Karn Piano** is acknowledged to have won its way to fame and merited pre-eminence.

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The  
**Karn Player**

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is a valuable acquisition  
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**The Karn-Morris Piano and Organ Co.**  
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Factories:  
Woodstock and Listowel

Head Office:  
Woodstock, Ontario



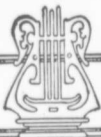
## The Lasting Qualities of the Gourlay Piano

False economy in the selection of a piano invariably leads to constant expense and dissatisfaction, and puts a restriction on the highest musical ambitions.

The Gourlay Piano co-operates. It is not built to sell at a low price, but is constructed throughout with the one idea of pre-eminence. Materially and artistically the Gourlay is the piano for your home.

Because you don't buy many pianos in a life-time it is best to make sure that your piano is going to be economical in up-keep. Not only does the Gourlay Piano stand in tune but as the years pass it will prove but little less valuable materially and musically, and the source of a flood of pleasant memories and recollections.

**Gourlay Winter & Teeming**  
**Toronto** **Canada**



# **A BELL PIANO**

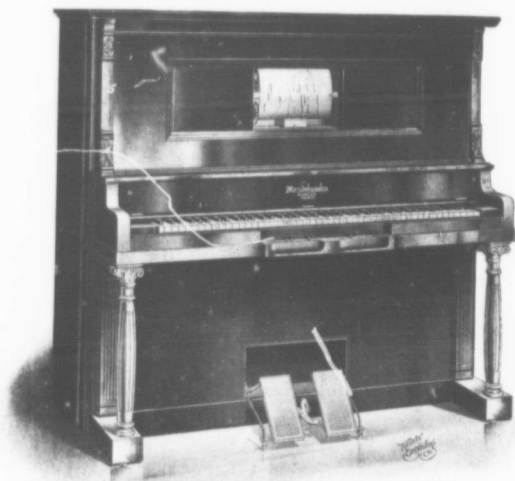
is indispensable to those who desire all that is best in the pianomakers' art.

In mechanical detail it has reached a high plane of perfection; while its Tone is a delight to the musical ear.

The live Dealer finds it to his interest to handle the **BELL** and make it his leader.

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TORONTO, ONT. **GUELPH - ONTARIO** LONDON, ENG.



## MENDELSSOHN PLAYER PIANO

Player mechanism  
thoroughly re-  
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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.

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## Start Your 1913 Buying with an order for WRIGHT PIANOS

**N**O single feature ever made a successful Piano. But a conspicuous superiority in tone, an attractive case, an evidence of extraordinary care and efficiency in construction from material to finish, all incorporated in one piano at the right (Wright) price form a solid foundation for successful merchandising for any Canadian Music Dealer.

That Piano We Offer YOU

AND

It's Name is "WRIGHT"

Wright Piano Co., Ltd.

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# THE SMALLEST FULL SCALE PIANO

Manufactured in  
CANADA



Style "L"

Height 4' 1". Width 5' 1 1/2". Depth 2' 1".

New improved Scale. Full iron Plate. Double veneered in handsome figured Mahogany. Full length swinging Music Desk. Three Pedals, Rolling Fall, continuous hinges throughout. Trichord over-strung Scale. Elastic Repeating continuous Metal Rail and Brass Flange Action. Ivory Keys.  $7\frac{1}{3}$  Octaves. Patent noiseless pedal action.

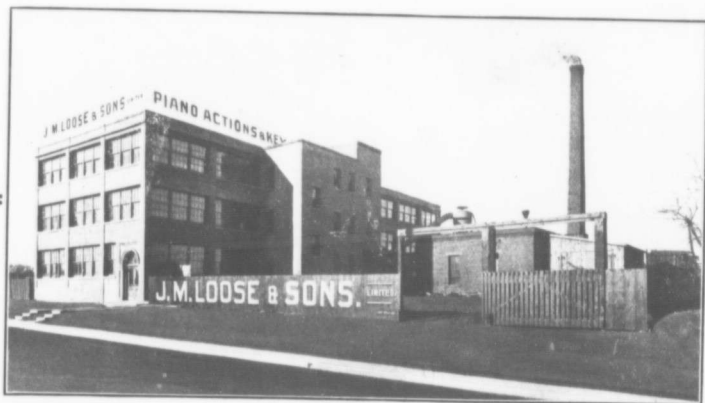
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Ontario

Established  
1862

Established  
1862



## Manufacturing Efficiency

is what makes possible the mechanically and musically correct piano action products by — J. M. Loose & Sons Co., Ltd. The "Loose Action" is a talking point that dealers would do well to bring to the attention of every prospective purchaser.

Critical buyers realize the importance of the action in the piano they buy, and their reason is appealed to when you assure them that the "Loose Action" has won its reputation on quality. Its price is based on the economies of modern scientific manufacture.

## **J. M. Loose & Sons, Limited**

**Oldest Established Piano Supply House in Canada.**

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**Toronto**

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START NOW WITH  
**SHERLOCK-MANNING**  
20th CENTURY  
**PLAYER PIANOS**



**Sherlock-Manning Piano  
and Organ Co.**

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

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

Write us for quotations on Pin Block, Bellows,  
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845-851 West Erie Street  
CHICAGO, - ILLINOIS.

Your Pianos  
need  
them.



Every step  
in their  
manufacture  
supervised.



**BOHNE  
HAMMERS**  
MADE IN CANADA

They cost a  
little more  
but they're  
worth it.



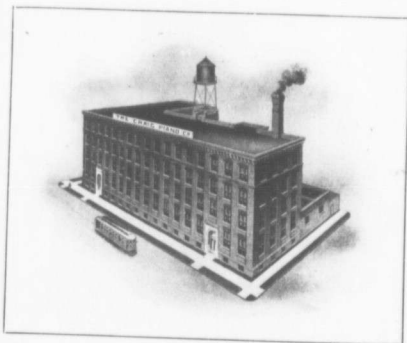
They are  
covered with  
Weickert  
German Felt.



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**W. BOHNE & CO.** 516 Richmond Street W., TORONTO  
134th Street and Brook Ave., NEW YORK

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**T**HE CRAIG PIANO Factory is truly a source of supply for handsome pianos of unusual character—the kind that appeal to people of taste.

Considered artistically and commercially, Craig Pianos are of a high grade, and they enjoy the endorsement of both the trade and the public.

Craig instruments on the floor of your showrooms represent absolute value, dollar for dollar, for their cost.

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ESTABLISHED 1856.

**MONTREAL,  
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A Player Piano of the high grade attained and maintained by the Canadian Piano Manufacturers equipped with the

**AUTO PNEUMATIC ACTION**

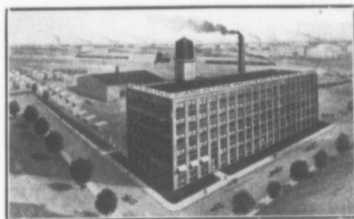
may be described as the embodiment of the height of excellence.

**The Auto Pneumatic Action Co.**

LIMITED

TORONTO : NOBLE ST. : CANADA

Auto-  
Pneumatic  
Player  
Piano  
Actions



Sterling  
Individual  
Brass Flange  
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**Quality  
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Economy**

Therefore Economize by having  
in the Pianos you manufacture  
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**STERLING ACTIONS**

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Men who know a good thing when they see it; who are not afraid to go up against a competitor: and who can land a sale on their account, as well as the ones we send.



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The Organ that Practically Sells Itself

Our Terms are liberal and the Thomas is not only a quick seller but stays sold.

We back our dealers in all our claims, and sell through them only. For proof ask any Thomas Agent, or better, become an Agent.

Send Today for Terms and New Catalogue.

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## STANLEY PLAYER PIANOS For 1913

Get in touch with our pianos, for you will have the best toned pianos in Canada as well as a most profitable line to offer your trade.

THE HUMAN TOUCH attachment is the latest addition to the many desirable features in our players.

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## Evans Bros. New Player Piano

### "CLASSIC"

According to Daniel Webster is a term meaning a work of acknowledged excellence and authority. In that sense the Evans Bros. Louis XV. piano may be aptly designated in every province of Canada as the Classic Piano, and our new player, illustrated above, as the Classic Player.

Mr. Dealer:—Are you not interested in representing a line of Classic Instruments?

The  
**Evans Bros.**  
Piano and Mfg. Co., Limited  
Ingersoll - - - - - Ontario

**Evans  
Bros.  
Style  
Louis  
XV.**



## The Canadian Ornamental and Wood Carving Co., Ltd.

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We make a specialty of machine and hand carvings of all description for Pianos, Furniture, Churches, Houses, etc.

We can save you at least 25 per cent on your present prices.

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A large man actor says: "Our End-rowal C. column 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."

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7 and 9 Adelaide St. E. in Toronto  
Everywhere in Canada

See the  
Adding Typewriter  
Computing  
Typewriter

## THE BRITISH AND COLONIAL PIANO AND MUSIC TRADES JOURNAL

Published on the 7th of the month

Is the leading literary trade journal in Britain, and ought to be of interest to those connected with the Music Trades in Canada.

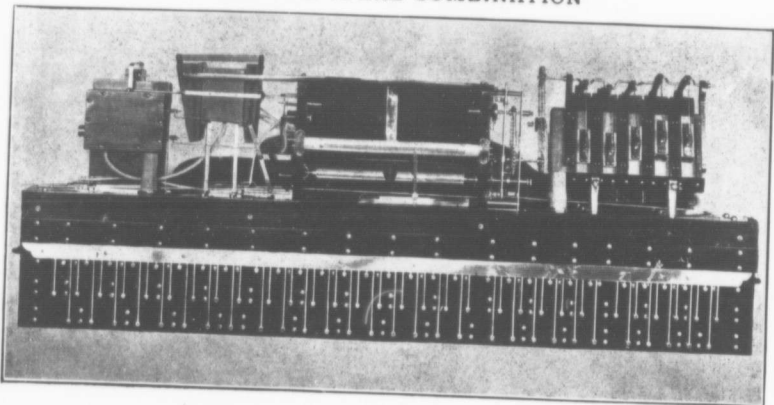
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Annual Subscription, Post Free, 3s.

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HERALD PRESS  
RICHMOND, SURREY, ENGLAND



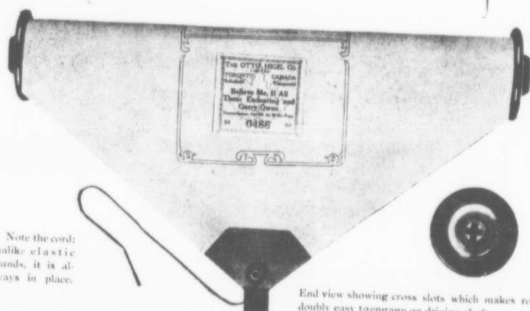
**OTTO HIGEL  
SOLODANT MUSIC ROLLS  
AND  
OTTO HIGEL  
PLAYER PIANO ACTIONS  
ARE THE IDEAL COMBINATION**



**OTTO HIGEL  
PLAYER ACTION**

It is smooth running and easily operated.  
It permits the finest shading and phrasing.  
It has great flexibility and abundance of reserve power.  
All parts are made to an exact standard and are interchangeable.  
Every part is made under our own supervision in our own factory.

**OTTO HIGEL  
PLAYER ACTION**



Note the cord; unlike elastic bands, it is always in place.

The spool ends are made of hard rubber and cannot warp or check.

End view showing cross slots which makes roll doubly easy to engage on driving shaft.

**OTTO HIGEL SOLODANT MUSIC ROLL**

**THE OTTO HIGEL CO., Limited**  
King and Bathurst Streets

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Canada

# Perforated Music Co., Canada

103 Carlaw Avenue

TORONTO

Phone Main 2851

Cable Address "Permusco," Toronto  
Western Union Code used

## FOUR GOLD MEDALS AWARDED

Franco-British Exhibition, 1908

Japan-British Exhibition, 1910

Festival of Empire Exhibition, 1911

Canadian National Exhibition, Toronto, 1912

To the Dealer who wants Novel Music Rolls  
That Sell Themselves!!!

TAKE NOTICE!!!!

### "Imperial Special Rolls"

Up to the time of the introduction of the eighty-eight note Music Roll, the possibilities of the piano were very limited, owing to the fact that there were only ten fingers to operate the large extent of eighty-eight notes of the piano, naturally the full extent of the "Harmonics" would not be brought out. Now, however, thanks to the modern eighty-eight Note Roll, we have the equivalent of eighty-eight fingers, to play eighty-eight Notes, therefore we are taking full advantage of this valuable point, to enable us to produce many pleasing effects, and imitations of various other musical instruments, etc., through the use of these "Harmonics," which up to the present have been utterly impossible.

Therefore an entirely new field for special musical compositions is thus opened up. Under the title of "IMPERIAL SPECIAL ROLLS," various novelties, introducing these unique features, will be produced each month, and will appear in our future monthly Bulletins.

At present we have the following numbers ready and can commend them as being arranged on the foregoing ideas as stated, and are very speedy sellers.

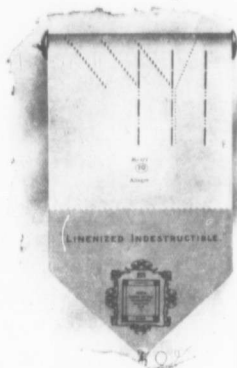
59090 "Poetica" - - F. Moses Tobani 1.20	49101 Sabbath Day Reflections - - - .90
Waltz Op. 400	49103 Niagara Waltz - - Godeska .90
49087 Bonnie Sweet Bessie - - - .90	69109 Thanksgiving Day - - - 1.50
20099 Rosary (The) - - E. Nevin .45	(A Harvest Fantasia)
59098 Druid's Prayer (The) - - Davson 1.20	29110 Cavalleria Rusticana
59100 Chorister's Waltz (The) - Phelps 1.20	Intermezzo - - Mascagni .45
49119 Love's Old Sweet Song - Molloy .90	69115 Magnolia Blossoms - Templeman 1.50
69112 Wedding of the Winds - Hall 1.50	

These rolls are all cut with "Accentist" and pedal perforations, etc., but they can only be had in the 88 Note Compass, except 49103 and 29110, which can be had in 65 Note.

The Sales of

## IMPERIAL "LINENIZED" MUSIC ROLLS

are increasing each week, so why not  
stock them and join in the profit attached.





## Was Your Store System Efficient in Handling The Heavy Holiday Trade?

If it wasn't, now is the time to improve it. You know now where it is weak, where it failed to handle the crowds and give adequate service.

Here is a suggestion.

Take your watch and time individual transactions. Note how long it takes for a cash sale to be completed; how long for a charge sale to be completed. Consider the time your customers waste while waiting for change to come, when anything but an up-to-date system is used.

Remember, also, that while these customers are waiting for their transactions to be completed, they are keeping others from buying.

Consider the loss you sustain because customers in your store aren't waited upon promptly.

Then remember that with National Cash Registers, change is made on the spot, giving maximum protection with the sales slip records and the money.

A National Cash Register tells you

The amount and kind of every sale, and who made it.

That the customer got the right amount of change and that your share of the sale was protected.

That you have a record of every transaction in the store and can get your daily balance quickly and accurately.

That your clerks will be better salesmen, more careful and more accurate, because they get credit for good work and know that the blame for mistakes is fixed beyond dispute.

Naturally as the "National" cuts out so much lost motion, your business is handled more efficiently.

You place yourself under no obligation by writing for free booklet, explaining the use of the National Cash Register in your business.

Write for this booklet NOW to

### The National Cash Register Company

285 Yonge Street Toronto

Canadian Factory

Toronto



The advertisement features a central illustration of a woman in a long, flowing dress standing on a dark rock. She has her arms raised in a gesture of triumph or achievement. The background shows a bright, hazy sky over a body of water. In the upper left corner of the illustration is a circular logo with a lightbulb in the center. The text 'D.M. BEST & CO.' is written in a circle around the lightbulb, with 'TORONTO, CANADA' written below it.

**WE HAVE  
REACHED  
THE SUMMIT  
OF EXCELLENCE**

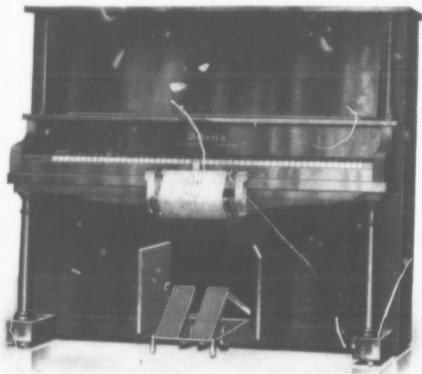
IN THE MANUFACTURE OF  
**PIANO HAMMERS**

**D. M. Best & Co.**

455 KING STREET WEST

TORONTO . . . . . CANADA

## The Doherty Attachable Player Action



### PLAYS THE KEYS The Natural Hand Touch

can be successfully produced only by a Piano Player which operates the keys This is the distinctive characteristic of the

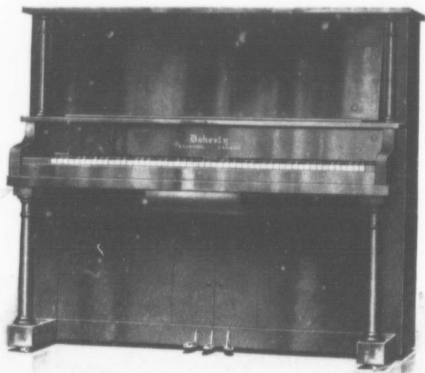
### DOHERTY DETACHABLE PLAYER

The cuts on this page illustrate the Doherty "Metropolitan Design," the smallest Piano made in Canada, fitted complete with a Doherty Player Action—Player open ready for use or closed when not required. Any Doherty design can be supplied with Player Action installed: A Perfect Player Piano.

Dealers,—

We have opened an entirely new field for business. You can now deal with well to do owners of Pianos, transforming their "Silent Pianos," making them "Player Pianos," regardless of size, make, or scale.

Write for details to



**W. DOHERTY PIANO AND ORGAN CO., LIMITED**

FACTORIES AND HEAD OFFICES, CLINTON, ONT., CANADA

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CALGARY, ALTA., Lougheed Bldg.

## Dedicated to the Muses of Music

Established in our new ten-storey building, with a larger and more complete stock; with better facilities for prompt and efficient service, with an increased staff and every possible modern improvement, we hope to make the coming year a memorable one in the Musical Instrument business.

### Will YOU Share in? Our Success for 1913.

Our dealers will share with us in this success, as our protective policy absolutely insures a Dealer getting his share of the business done in his territory.

Our extensive advertising campaign is creating a considerable demand for Williams' instruments, and this added business all goes directly to our Dealers.

If you would like to share in these profits and wish to know more about our plans, Policy and Merchandise, write us to-day asking for our little monthly publication, "The Williams Echo," and particulars about a Dealership in your territory.

### Do this Now

while it is fresh in your mind or you will neglect it.

#### Start the New Year Right

Est. 1849



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

WINNIPEG

CALGARY

MONTREAL

TORONTO

# Canadian Music Trades Journal

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

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.

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Correspondents in

MONTREAL WINNIPEG VANCOUVER  
and Other Centres

VOL. XIII.

TORONTO, JANUARY, 1913.

NO. 8.

## CANADIAN PIANO AND ORGAN MANUFACTURERS' ASSOCIATION

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### The Manufacturers' Association.

THE annual meeting of the Canadian Piano and Organ Manufacturers' Association, a report of which appeared in the December number of the Journal, was another of a series of successful annual meetings. The attendance was creditable and representative; the various subjects debated were handled with an intelligence and zeal inspiring to those present. Worth while ideas were authored, and the absence of restraint bespoke a broadening of the individual, and a healthy respect for the other man's opinions, whether agreeing with them or not. The dinner and social hour preceding the meeting, is an excellent means of generating and fostering good will, and if no other direct advantage were secured to the individual through his membership in the Association, it is still worth something to meet one's competitors fraternally. But there are other important considerations constantly arising, and it is advisable to be prepared to meet a crisis that may arise in the future; such has arisen in the past and was successfully met only because of organization. For this reason a live organization is vital to the best interests of the trade. The Association has been particularly fortunate in its choice of chief executive officers. Capable and conscientious men have occupied the presidency, and their efforts have come to be looked upon with greater respect and receive more encouragement than was formerly the case. Not the least efficient and painstaking of a line of presidents was Mr. H. H. Mason, the immediate past president, and now an honorary president, in every way deserving of the warm tribute extended him by the Association on his retirement. He is followed by Mr. Fred

Bull, whose achievement in his own business guarantees that the chief executive office of the Association will receive the capable attention that is characteristic of his undertakings. Success to the Association.

### Importing Cheap Pianos.

GREAT wisdom will be required on the part of the piano manufacturers of Canada, and the retailers as well, to keep this magnificent industry on a straight course of clear sailing. The pioneers in the trade can appreciate the heritage of the present and rising generation in the immediate prosperity of the country and the golden future. The standard of living, though so much more costly, is more desirable than in the period of the country's development, when musical instruments were unknown in many city homes, and in the majority of country homes. Though many people think they could not exist without music, musical instruments can scarcely be termed necessities, and the great trade of 1912 in the music trades is an undeniable testimony of the prosperity of the people. The thinking men of the trade, however, can see shoals ahead, and not the least important of these is the increased demand for cheap instruments. Whether it is possible or not to produce a piano on this continent that can be wholesaled at less than seventy-five dollars, the fact remains that such articles are being imported in Canada. Refusing to acknowledge them as pianos and branding them as 'chump-boxes' and in other opprobrious terms does not alter the fact that they are coming in to this country and creating a situation that does not work for the best interests of the trade. It has been suggested that there should be a minimum price at which a piano can be imported, and this seems one of the logical results of under invoicing goods, which it is stated, is being done from time to time in the piano trade. The increased demand for cheap instruments does not mean a falling off in the demand for high grade goods. The consumption of these is on the increase, but that class of the public who would formerly do without a piano, from necessity or choice, because of the price, now buys the cheap instrument, and to some the ease and the price are the sole considerations. The manufacturers can credit themselves with much of the demand for imported makes, for while decrying their sale by dealers, they justify bringing them in by blaming the home manufacturer of the less costly or purely commercial makes, of producing too few instruments and charging too high

prices. One of the problems that confronts the piano manufacturers of this country is to keep at home, at least a part of the money, that goes out of the country for 2,000 pianos per year.

#### The Player's Progress.

WITH all the trade's self congratulations on its big business in 1912 and the numbers of player pianos marketed, the fact remains that the available player market has only been scratched on its outermost fringe. The player's present established standard and improved condition, justifies a much larger proportion of the pianos marketed containing the player mechanism. An analysis of the trade shows that it is for the most part confined to cities, and yet the farmer is daily held up as the country's strongest buying power. Retailers in talking of their experiences in selling player pianos, or trying to sell them to Ontario farmers, do not give very graphic accounts of success. "They simply will not pay the price," said one, "and that's all there is to it. It's all very well to generalize on this quality talk, but a farmer has to have a great hunger for a player piano when he will pay double the price for a player that the same piano would cost him without the player, and it's worse than useless to sell a cheap one if you intend to stay where the farmer can get at you."

#### The Player Case.

SOME of the American trade papers are giving prominence to what they appear to consider a new and original idea in connection with the player trade, and that is to make all cases capable of taking a player action, whether the latter is installed at the time of selling or not. This idea has been frequently talked over in Canada, though no manufacturer has adopted it. "Why don't you?" one manufacturer was asked. "Well," he thought, "it would mean additional expense," though agreeing that the faster the player trade grows the greater will be the problem of returned pianos. The time for the adoption of the player case as the standard may not have arrived, but it will be here when the player trade reaches the proportions that it should be now approaching, and still seems a long way off. With every instrument capable of being afterwards equipped with a player the future of the trade would have less terrors of exchanges, and players would be more readily sold. The consumer would not then be confronted with the necessity of parting with a still valuable instrument at less than its actual value. Persons now buying pianos because of the high cost of the player, would readily buy the instrument that could at a later date be fitted with a player mechanism because so designed, and they would hasten their payments in order to make the purchase of the player equipment.

#### Frost on the Window.

FROSTED windows are like advertisements so blotted over that the people cannot read them; in the frosted window the goods cannot be seen. The only time that a frosted window would be good advertising would be when it could not be had—in midsummer. In new stores windows are built to be proof against frosting over, so that this will probably interest only those who have not their windows equipped with a frost device. The cause of the window frosting over is that the

moisture of the inside atmosphere congeals as it comes in contact with the cold surface of the glass. An electric fan so placed as to keep the air circulating over the surface of the glass will prevent it frosting. In many stores the window is not enclosed, and it should be possible to keep the store warm enough to prevent frosting, but a current of air in the closed-in window may be secured by boring holes in the lower sash, and by boring corresponding holes in the upper sash. These may be covered with fine mesh wire or cheesecloth to keep out the dust, or may be plugged up entirely in summer time. There are various plans of preventing the frosting where the window is not ventilated. Rubbing the window over with a rag saturated in alcohol will be found a good preventive, but will require to be repeated several times in very cold weather.

Among the methods suggested by one authority is that known as absorption. This can be done with two inexpensive chemicals:—

Calcium Chloride, 10 lbs. (not Chloride of Lime).

Zinc Chloride, 1 lb.

Place in a granite kettle on a hot stove and stir frequently for about an hour until it begins to stiffen, but is still thin enough to pour. In another room, which must be thoroughly dry, place eight or ten sheet-iron baking pans. Pour the mixture into the pans to a depth of about  $\frac{1}{4}$  inch, and allow to cool. When it has set sufficiently, but not quite hard, loosen the compound with a knife and break it into small pieces, then pass through a coarse sieve, breaking the large pieces with a hammer. Fill 16-ounce tins half full. Place covers on and seal apertures with paraffine wax until needed. When needed remove cover and place can in window. In from twelve to sixty hours, depending on the amount of moisture, etc., the compound will have absorbed all the moisture from the air that it can. Then place the can on a hot stove, and evaporate the water until the compound is completely dry, when it is ready for use again. It can be used over and over again many times. It will require from three to four cans for each good sized window.

#### On Meeting Acceptances.

ONE complaint that manufacturers and wholesalers have been making against retailers in every line of business for years, is indifference to the importance of taking care of acceptances. A Journal representative dropped into a wholesaler's office the other day at just the psychological moment to receive an unsolicited testimony of a certain dealer's dilatoriness in this respect, only in this particular instance the manufacturer did not call it dilatoriness, but some kind of unprintable criminal neglect. "If the blankety blank idiot," said he, "couldn't meet the note, why didn't he write me or wire me, or anything to give me a chance to cover, and not have the blankety bank jumping on me?" The Journal had no answer to the solution, but ventured the opinion that such troubles were not frequent. "Not more often than every day," growled the manufacturer, "but of course," he added, "brightening up, 'we have some mighty fine customers that never let their bills come back, or if they do, they give us plenty of warning, but these other fellows either have no sense of honor, or think we have thousands on tap all the time to carry them over just when they like.'"



### The Player's Capabilities.

A WRITER in the Toronto "Star Weekly" estimates that one-quarter of the pianos sold in Toronto contain player actions. The writer confesses "that until this week he knew practically nothing about the possibilities of the player piano—never before hearing anything played except barrel-organ instruments. Neither had he any idea of the capabilities of these instruments now in use, nor of the merit and variety of the rolls used."

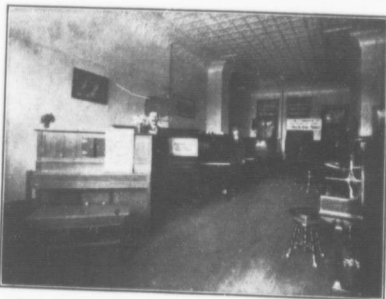
Continuing, he proceeds to enlighten his readers on the player piano's capabilities, and says:—"Most people are aware that a player piano is an instrument which can be played as an ordinary piano, or with the mechanical attachment. But the attachment is but little understood. It is generally supposed that to operate the player, one simply starts the thing going, and stops it when a piece is played, like a music-box. But such is not the case. This week The Star Weekly heard an expert manipulator, who is also a musician of taste, operate a player. First he played a number in a purely mechanical way. Then he played the same piece of music, giving his own interpretation. By using the levers controlling the time and shading, he gave the piece rhythm, expressive phrasing, life, color, everything that makes the difference between the mechanical rendering of certain notes, and the individual interpretation of a piece of music, and, incidentally, one would not want a better illustration of the fact that mere mechanical accuracy on the part of a pianist, or an orchestra, or a voice, in producing notes, has very little to do with making music. As a matter of fact the possibilities of the modern player piano are practically limited only to the musical sense and deftness of touch of the operator. Putting aside, of course, the pianist of rare ability, it may be safely said that a good operator of a player can easily outplay the average pianist. The mechanical note production is exact, and there are wide possibilities in expression. The expert heard by the writer this week, said he could, with a player, accompany any singer, allowing him any liberties with the score, and never be ahead of him."

### The Sale of the Roll.

THE enormous increase in the trade in player pianos during the past two years, and the consequent interest in the perforated roll, draws attention to the lamentably short-sighted policy adopted by the great majority of dealers to what should be a most profitable source of income. Despite the prejudice of many of the old-established houses, the player piano has made a position for itself, and now every showroom must contain one or other of the numerous mechanical players. In many cases the dealer by his enterprise has built up a firm reputation for this class of instrument, but with very few exceptions the proposition of selling rolls has not been deemed worthy of consideration. A friend of the writer's, whose knowledge of players is considerably in advance of that of the average salesman, made a special visit to several of the most important piano showrooms, with a view to finding how the roll business is conducted. In every case the salesman enlarged upon the library system, pointing out the advantages as shown on the prospectus, but only as a last

resource attempting to induce the customer to buy. Several so-called salesmen went so far as to declare that it would be foolish to buy rolls, as one got "so tired" of them in time, whereas by the library system they could be exchanged, etc.

Now, what talking machine dealer, having sold an instrument, would be content to lend records to his customer? He knows that the machine is only part of the deal, and he looks to the orders for records to make up the bulk of his business. What position would the talking machine trade be in to-day if the sale of the record had been handled in a similar fashion to the music rolls? We shall be told that the two businesses cannot be compared—that a customer spending a high sum on a player piano cannot be treated in the same way as a disc machine purchaser. This is only partly true, for it must be remembered that talking machines can be purchased up to £50 and even over, and where these high-priced machines are sold, the order for records is invariably twice the amount of the machine. A dealer



An interior view of R. J. Timmins & Co.'s warerooms at Calgary, Alta.

has been heard to say that, having sold a player piano, he gets his customer away from his premises as quickly as possible. Well and good. But why not follow up the roll business? Not merely by sending an occasional list, but by suggesting those titles which have been proved to be attractive. Another point is the habit of giving away rolls with a player when sold—"to clinch the deal," we are told. Surely an instrument retailed at anything over £70 does not require a few rolls as "make-weight;" and surely the customer who is about to spend that amount of money will not be influenced by the concession. Sell your instruments on their merits, and not because of what is thrown in with them. Here also a further comparison with the talking machine business is against the player salesman, for, with the better-priced talking machines, one box of needles is included, and nothing else.

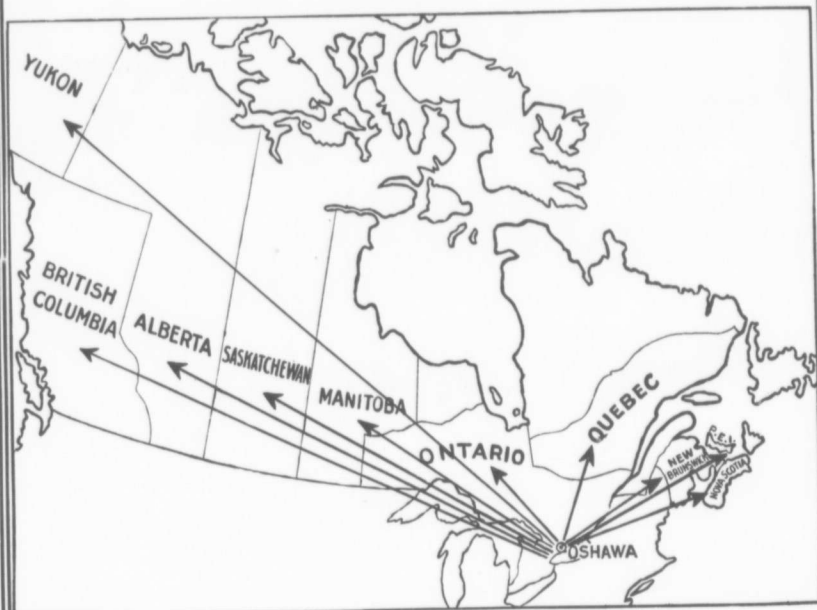
No doubt library terms are and have been much too generous, but salesmen worthy of the name should have no difficulty in disposing of substantial quantities of rolls. In a few enlightened instances dealers have proved this to be the case, with profit to themselves and satisfaction to the customer, but these cases are few and far between. No drastic reforms are necessary, but a policy of sale can be entered upon, and the public can be got into the buying habit if the problem is tackled seriously.

# New Scale Williams

(MADE IN CANADA)

## Pianos and Players

### Everywhere



**The Williams Piano Co.**  
Limited

**Oshawa - - - Ontario**

## Style "B" Louis XV

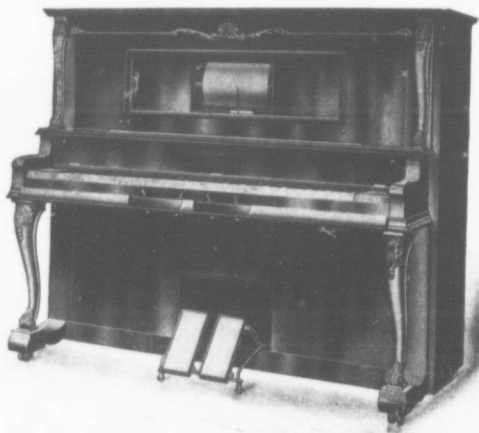
worthy of  
YOUR  
recommendation

DIMENSIONS :—Height 4 ft. 8 in.,  
width 5 ft. 4 $\frac{3}{4}$  in., depth 2 ft. 5 in.

☑ Double Veneered Case in Walnut or Mahogany.

☑ Boston  $\frac{1}{2}$  Fall, Ivory Keys. Patent Repeating Action, 7 $\frac{1}{2}$  octaves.

☑ Player Attachment 88 Notes.



## The Williams Piano Co. Limited

Oshawa - - - Ontario

## Style "D" Louis XV

It Creates the Desire  
for Ownership

Fancy Walnut or Mahogany case, double veneered throughout, full iron frame **"Brass agraffe Harmonic tone-prolonging bridge,"** brass flange, repeating action, trichord and over-strung bass scale. Boston fall and full swing desk, continuous hinges, acoustic rims, nickel-plated tuning pins. Copper wound bass strings. Ivory keys. Beautifully hand carved in keeping with Louis XV period.

Length, 5 feet 3 inches  
Height, 4 feet 7 inches  
Width, 2 feet 3 inches.



**Demonstrate****The PLAYER PIANO****WITH THESE  
UNIVERSAL ROLLS**

The following rolls have been selected by some of the most successful player demonstrators as being ideal in every sense for effective player demonstration. This list is furnished you as an aid to your Player Department.

**REGULAR 88-NOTE**

99765 Blossoms from the South	1 50
80155 Coquette Mazurka	1 00
99575 Grand Canyon of Arizona, Waltzes	1 75
81537 Valse Caprice, Newland	1 00
80645 Moonlight on the Hudson	1 50
91635 Daydreams Waltz	1 25
99165 Trinity Chimes, Decker	1 00
94525 Universal Peace Military March	1 00
80619 Alice Ascher	1 25
80535 Eldorado, Bartlett	1 00
80257 Florence (Vals de Concert)	1 25
80895 Capricieuse Milde	1 25
80049 Badinage, V. H.	1 00
98075 Butterflies by Steinke	75
300085 Hitchy Koo, Introducing Waiting for R. E. Lee	75

**UNI-RECORD**

These rolls are Exact reproductions of pianists' hand-playing. The most inexpert operator can render an artistic performance with Uni-Record rolls.

200493 Count of Luxembourg	2 00
Waltz, For Dancing	
2 80495 Venus Waltz, Oh! Oh! Delphine	1 25
20 9463 Porto Rico, Inter-mezzo	Dabney 1 25
200247 Thais, Meditation	Massenet 1 50
200187 Valse Parisienne	Roberts 1 50
200377 That Mellow Melody	Meyer 1 25
200365 Wedding Glide	1 00
200349 Pas des Amphores	1 00
200169 Badinage	V. H. 1 25
200039 Valse Petite	Putz 75

**NOW**

During the long winter evenings most people spend more time in their homes reading books and enjoying music.

This general habit furnished a world of opportunity to the resourceful dealer who takes advantage of this custom and displays his Music Rolls accordingly.

**Universal  
Themo-Art Music Rolls**

are taking hold well and are going fast. They are produced from the recorded performances of expert pianists, and portray with wonderful fidelity the distinctive characteristics of hand-playing, augmented by side perforations for the purpose of melody note accenting, **Automatic Sustaining Pedal**, and the line of interpretation.

**Themo-Art Rolls** enable the performer on a player piano, equipped with the necessary accessories, to render a composition in a manner closely approximating the most artistic key-board renditions.

**Better Order To-day****The****Universal Music Co.****10<sup>1</sup>/<sub>2</sub> Shuter Street,****Toronto,****- . -****Canada****NEW YORK****CHICAGO****SAN FRANCISCO****Oldest and Largest Manufacturers of Music Rolls in the World.**

A big profit-making line has been hopelessly neglected, and there is just time to put the business on a proper basis, for it must be remembered that commission on a library subscription comes only once a year, but the sale of music rolls can go on all the year round. In any case, it is high time the trade treated the matter seriously, for rolls will be sold, and already in some quarters music roll companies are opening up to supply players and music, thereby increasing competition. The dealer as a rule was more than slow in taking up the gramophone and talking machine business, which resulted in many agents being appointed for the various companies, who were in no way connected with the music trades, and it would be a thousand pities if the same policy was adopted with the trade in perforated music. (Views expressed by "One in the Trade," in London: "Music Trades Review.")

#### Talking Machines in Canada.

THE United States Department of Commerce and Labor is aggressive in efforts to secure information for exporters. A booklet entitled "Foreign Trade in Musical Instruments," gotten out by the department mentioned, contains reports from U. S. Consuls in all countries, relating to the music industries. In these columns have already been published extracts relating to the piano trade. Referring to talking machines this report says:

"Canada furnishes one of the best markets in the world for American talking machines, and is taking a rapidly increasing quantity of them. According to Canadian statistics the imports of phonographs, graphophones, gramophones, and finished parts, including cylinders and records, for the fiscal year 1910, were valued at \$342,278, of which the United States sent \$332,650, and the United Kingdom, \$5,261; in the fiscal year 1911 they were valued at \$485,466, the share of the United States being \$471,419, and of the United Kingdom \$8,474.

#### Ottawa.

(From Consul General John G. Foster).

The market in Ottawa is good for all grades of phonographs, but machines with concealed sounding horns have only recently been introduced, and they are not yet so much in demand as those with the horn exposed. It is expected, however, that they will soon be the more popular. The disk record is also gaining rapidly in popularity, though up to two years ago cylinder records were generally used. Both operatic and popular selections command a large sale in this district.

#### Quebec.

(From Consul Gebhard Willrich).

Operatic and popular phonograph selections seem to have been in about equal favor here, but the demand for the former is growing, and the disk is also preferred to the cylinder record. There is a good market for high-class machines and it is likely to expand, those with concealed sounding horns being preferred. The value of the phonographs imported annually will reach \$30,000, almost all of them coming from the United States, though France also sends a few.

#### Winnipeg.

(From Consul General John E. Jones).

During the past two years the sale of talking machines has increased very greatly here. The preference

is about evenly divided between the cylinder and disk records, with a strong predilection for popular selections in the rural districts, although the cities are using more operatic records than would be expected in a comparatively new country. There is a growing demand for high-grade machines, and the several companies operating in this district are vying with each other in selling them. Some machines sell for as much as \$500. These are built with great care, in beautiful cases, and are sold largely to occupants of apartment houses.

There is a preference for machines with sounding horns concealed, and with devices for increasing and diminishing sound. A new machine has made its appearance recently, with concealed horn, to sell as low as \$15, and it is being generally purchased by the farmers.

Records made of soft material are seriously affected by the frost, but the harder ones escape damage. Disk records with selections on both sides are popular. American-made machines are practically the only ones on the market. Some time ago an effort was made to introduce a German instrument, but it was not well liked.

#### Talking Machine Business.

THE way the general public has swung in line and marched up to the music stores to buy talking machines and records, is a joy to the dealer and to the manufacturer. It is very gratifying to those who have always had faith in the line to see their predictions fulfilled, that the best music houses would feature talking machines, and the best homes would buy them. The attitude of the artists is also in striking contrast to the time when no artist of repute would allow his name to be connected with the talking machine. Now the artists realize that the talking machine can make them, and at the same time the snug royalties have a very pleasing effect, while their stage and concert hall appearances are more largely patronized because of their records. The record buyer goes to concerts, and the concert goer buys records until it is impossible to know which starts the other. The year just entered upon promises to be the best record year in the history of the trade, but it will not be for the dealer, whose idea of a record department is to allow the records to lie around anywhere, piled up indiscriminately, so that he has to go through the entire pile to ascertain whether he has a desired record or not, and which he probably has not. In this age of live selling methods people can get service somewhere, and they are going where they can get it in this line of business as well as in any other. There is an occasional dealer who does not realize that January and February are the record months of the year, thinking that the proper thing to do is to sit back and take a long rest after the "Christmas Rush." In the talking machine business the time to sit back and take it easy, is on Sundays.

#### Keep the Talking Machine Trade.

MUSIC dealers can rest assured that whether or not they are the people to sell talking machines to the public, the public is going to have talking machines and records. While the great majority of music dealers have allowed their early prejudices to be dissolved in the melting influence of the handsome percentage yielded by this line of merchandise, there are still some who cannot overcome their personal objections to the line, consequently someone else is taking advantage of the op-

portunity created by his indifference or want of judgment. It is folly for the music dealer to let the trade get into the hands of hardware dealers and furniture men, though it is to the credit of these latter trades that they recognize a line of merit, a line of profit and prestige. It is somewhat amusing to hear the merchant in a small town object to the line on the ground that his store would lose caste, and that his prestige would be effected if he consented to open a talking machine department. All over this country and the United States, this branch of the music trades is strongly represented in leading music stores, and costly departments have been erected to assist in catering to the best trade of the community. The situation is reversing itself, and the question now is, "will it injure the prestige of the line to let So-and-So handle it?"

#### Get Busy on Your Mailing List.

**I**F there ever was a year more than another when the mailing list should be used for all its worth, it is the twelvemonth on which we have just entered. Any observant business man, who is in a position to judge competently, realizes that there never was a time in this country's history when there was as much available cash that a man selling musical instruments could get at. The dealer who neglects to record the name and address of every person who buys a talking machine from him is neglecting one of his most valuable assets. At this time of year these people want to be told of the new records that might interest them. The manufacturers' advertising gets to them of course, but it is impossible for the manufacturer to know that Mrs. Society Leader on your list, wants only grand opera, or that Henry Smith's children are very fond of the standard old melodies, or that Sam Hill is a cornet fiend and would rather listen to a cornet record than eat, or that Sam's brother leads the local band, and is an enthusiast when band records are playing. The local dealer, in the smaller centre particularly, has all this information at first hand, and when the new records are opened up, he should drop each a personal note telling them of something that will appeal to them. Even in the larger centres, where personal acquaintanceship with the customer is not the rule, the dealer becomes acquainted with the customers' likes from the purchases they make. Whether individual letters, or classified letters or general letters are used, the dealer should use something, and if possible it should differ from what a competitor may be sending out. Whether it is done by letter or by personal communication, people appreciate being told of what would interest them, particularly if there is behind the idea the desire to serve, rather than the desire to get all the money possible out of a customer. A well-to-do business man was heard to remark of a certain store that "everytime he went in he had the feeling that he was being sized up for how much could be got out of him." Naturally that feeling does not engender any desire to go to the store or advise others to do so, but where a man feels that the salesmen are prompted with the desire to give service rather than to unload their merchandise or run up their commissions, he warms up to the store, is a good customer, and a good advertiser for it. To have a good sales report is very commendable, but consideration must be given the cus-

tomers' side of the question, so that the customer will feel free to come in and out, even though he does not always buy.

#### The Violin Bridge in Summer and Winter.

**V**IOLINISTS who live in climates where the winters are cold and the summers warm, such as in our own country, notice that the strings on their violins seem too high above the fingerboard in summer, and too low in winter, explains a connoisseur of the violin. The change comes about so gradually that many fail to notice it, or else ascribe it to other causes than the change in temperature, which is the true one. In summer the top of the violin expands and bulges up slightly, due to the great heat and moisture. This raises the bridge slightly and causes the strings to lie somewhat higher from the fingerboard, so that it is harder to press them down, and the violin consequently plays "harder." In winter the cold causes the top to contract or sink down slightly. The effect is the same as if a lower bridge were used, and brings the strings closer to the fingerboard, so close (if the bridge used is a low one even for the summer), that it is difficult to produce a good, clear tone. Many violin makers, in fitting a bridge in climates where there are great extremes, strike an average between the height required for cold and that for warm weather.

Many violinists who understand this climatic change in the violin, have a bridge for summer and one for winter. In the late fall when they find their strings are getting too close to the fingerboard they change to the winter bridge, and as the summer comes on and the strings are found to be too high above the fingerboard they change back to the summer bridge, which is lower. By the use of the two bridges the strings can be kept at the proper distance above the fingerboard. It takes several weeks of a change in temperature to bring about these changes in the violin, as it is extremely gradual. For this reason two changes of bridges in a year will be found to be ample.

#### The Clarinet.

By Rudolph Toll, of the New England Conservatory of Music.

**A**LTHOUGH the clarinet was invented as early as 1690, and first manufactured between 1690 and 1708, it was not used in orchestral music until nearly a century later, Mozart being the first to introduce the instrument in the orchestra when he substituted the clarinet for the oboe in his E flat Symphony, composed in 1788. The melodious instrument, capable of producing manifold effects and possessing an irresistible charm when well played, soon secured for itself a permanent place in the orchestra.

In the modern orchestra, the A and B flat clarinets are the only ones used, although formerly a C clarinet was employed for certain keys, but is not necessary, as the parts for the extra instrument may be transposed and played on the A and B flat instruments. The E flat clarinet also has been used in orchestral music by Berlioz and ultra modern composers, but, generally speaking, it is a military band instrument.

The bass clarinet, a much larger and deeper toned instrument of solemn and organ-like quality, is rapidly gaining favor in the orchestra. As a matter of fact, the modern composers make so frequent a use of this instru-

ment that now the bass clarinet is to be found in the equipment of every symphony and opera orchestra. The B flat clarinet, however, is the finest of them all, and it may well be called the king of the wood-wind instruments.

The clarinet, with the exception of the "bass" instrument, resembles the hautboy in form, but the human voice in its tonal quality, and has a wider termination and greater compass than the hautboy and that of wind-instruments in general. It is a single reed instrument possessing an almost supernatural effect in its deeper tones. In military bands the clarinets occupy the same relative positions that are held by the violins in the orchestra, and the solo-clarinet becomes the concert-meister of the organization.

#### Condemns Suggestive Popular Songs.

"COMING into town in a smoking car a few nights ago, I listened to a very suggestive song rendered by a crowd of young rowdies. I thought little of the matter at the time, as the song appeared to be their own composition. Yesterday morning I was startled to hear two little girls on their way to school singing the chorus of this song. Inquiry at a cheap music store brought me the information that this composition was one of the latest 'popular' songs. It follows in the wake of objectionable portrayals of marital infidelity, risqué situations, and crude twistings of course phrases.

"It seems remarkable to me that nothing is being done to stamp out the epidemic of these positively dangerous songs, the titles of which are now stock phrases about town, and all too common from the lips of children. There has been much ado about suppressing objectionable literature, cleansing the stage, even subjecting the motion picture playlets to a board of censorship. Yet songs that are clearly immoral are being issued with unabated energy—even sung by little girls on their way to school."

Thus a writer to a leading daily paper criticises a type of popular song known to all sheet music dealers. He also suggests that steps be taken to suppress all such songs.

#### Tips to Salesmen.

WHEN an amateur attempts to instruct a salesman, the latter usually resents the interference, and there are legitimate and natural reasons why salesmen, young or old, cannot produce the best results under the directions of an inexperienced sales-manager, or one who is not himself a successful salesman. No salesman will resent, however, pointers from a man who knows the game from actual experience of years. Such a one, in the person of C. Jellison of Los Angeles, has published and copyrighted an instructive booklet, entitled, "An Old Piano Salesman's Advice to Young Salesmen."

Very appropriate are his remarks on player piano selling, and in this connection he says, among other things:—"In demonstrating the player piano try and ascertain, without asking, if possible, the kind of music your customer enjoys, and if you play the music that appeals directly to him, you will have made a splendid start. The good old songs of long ago will appeal strongly to most people in advanced years, while populars will usually sway or influence the young people.

"Ragtimes" may be all right, but be cautious, do not tear off a few yards of ragtime for the refined lover of good music—use judgment. Study the requirements of your customer—do not under-sell him, neither should you over-sell him.

The reputation of your firm is helping you make the sale. Their moral and financial standing is back of you. Be faithful to your employers. Defend their reputation. Make as few changes as possible. Don't speak disparagingly of a competitor. Don't lose your head, even if your competitor cuts the price.

"If you have the piano before you, it is well to open it up, as most customers like to take a look at the 'inside.' When you bring out a point or claim an advantage, you must prove it. Ordinarily a mere asser-



The new Calgary premises of Mason & Risch, Ltd., referred to in last issue of the Journal. This branch is in charge of Mr. G. D. Venin.

tion is no argument, against demonstratable facts. If traveling in the country, suburban towns, or in remote parts of the city, it is seldom necessary to have the piano with you to secure the order, if you bring out your arguments as convincingly as if it were before you. Try this plan and you will soon see how easy it is to close the sale—but you must know the instrument will bear out your every statement. After the instrument is delivered be sure to make your return call. You can actually make more sales by not having the piano or player piano with you—you lose no time, and you can see more people daily. Time is money, especially if you are a hustler.

"Talk quality—it's better not to mention price or terms until your customer asks for them—keep his mind off of price and terms as long as possible, keep hammering away on quality. If you succeed in interesting him

as to the real value and merit of the instrument, the price will not be an obstacle. Save your strongest argument for your climax, and make it effective. Don't talk too much—the deal is made before you know it."

#### BUYING A PIANO.

No good interest in the music trades is served by magazines and daily papers publishing articles such as "Buying a Piano," which appeared in the Toronto Telegram, as reproduced below. The piano salesman, however, will appreciate the points, that are evidently made by someone experienced in his own line of business, and which unfortunately are not entirely without exaggeration. The article referred to is as follows:—

"My wife and I have been buying a piano," said the man in the smoking car. "If you never went shopping for a piano you'd better get me to tell you how it is done. Anyway, you can't keep me from telling you.

"First, you decide that you might just as well quit hoping ever to have enough money to buy a piano, and then you take the bull by the horns and say: 'Oh, well, we'll go in debt for it. That's the only way some folks will ever have anything, and we happen to be that kind of folks. So here goes. We're sure always to be in debt anyway, and one night as well be hanged for a sheep as a lamb.'

"Then you ask a number of musicians what kind of piano is best. If you asked only one that would be all right. But you ask several of them, and in that way lies madness. Each tells you of one piano that is right; no other one is. Especially the one recommended by the musician you asked yesterday—that one is the last word in superlative worthlessness.

"So after you have asked all the musicians you know, you are where you began, plus a slight buzzing beneath the hatband.

"Then you decide that you'd better pick out a dealer, so you start on the rounds.

"You are received with open arms at each place, and each dealer shows you what is without doubt the best piano made. You believe it yourself, when he says it that way. Besides, he shows you an inferior piano that is just as good as the better one. Get that, carefully! The inferior one is just as good as the other, every bit—made by the same people.

"But you'd be foolish to buy one of the cheaper ones. It is decidedly inferior, though it has the same workmanship and material and guarantee as the other. Don't waste your time trying to understand how this can be, but it must be. They all tell you that. No piano shop is complete without some good pianos and some poorer ones that are equal to the best, only they are not.

"You tell one dealer that you want a player piano. He gets out a selection like 'The Gander's Retreat from the Barnyard,' or 'Moonlight on the Pump,' or a descriptive piece called 'Cats on the Back Fence.' Just some little thing like that. It is in a box, and when it is unrolled you see something that looks like a piece of wrapping paper that had been shot at with a muzzle loading army musket used for buckshot. Yes, and every shot had struck.

"The salesman places this embroidery pattern in

the jigger in front, where the cuckoo doors open, and proceeds to wiggle his feet while he mysteriously manipulates some perfectly simple levers under his hand. Then, with writhings of agony, as if his whole soul were going into his job, he works the thing through. You are thrilled and you firmly believe that is the best piano made.

"The next day, or the same day if you stand the strain, you go to another dealer and he does the same thing. They all tell you the price is \$950. But you are fortified with all sorts of variously authenticated stories of how Smith got \$200 off them from the list price on his piano and Jones had one practically given to him to keep the other dealers from selling him one. In fact, if one believed all that one's friends have said, one would be led to think that a piano costs so little to make that it is cheaper to hire some one to haul them away and burn them than to pay taxes on them in the storeroom.

"One thing you will learn in each place is that the best musician in the city—always a different person, by the way—has just bought a piano of that particular make and recommends it highly to everybody.

"I must not neglect to tell you that the salesman finds, just as you are starting to leave, a piano he had forgotten. Just before he rings the bell to send for the elevator that they use to haul passengers on, he thinks—with a clap of his hand to his forehead—of a piano that has just come in. It has been used for about fifteen minutes somewhere, and for that reason he will knock \$700 off the price. Don't ever start a music store without keeping a piano of that sort in stock. It would be a poor kind of a store.

"These are some of the things you find out when you go shopping for a piano. I do not go into the buying part, for that part is never quite clear to the purchaser. He remembers many things up almost to the moment of purchase, and then he goes into a trance and lets a man sell him almost anything, to get the job off his hands."

#### CANADIAN INSTRUMENTS WANTED.

Canadian manufacturers of pianos and organs are wanted to exhibit at the Music Trade Exhibition in London, in September. In this connection Mr. F. W. Bridges, organizing manager of the Exhibition, which is being arranged by the British manufacturers, in a communication to the Canadian Music Trades Journal said: "At the last meeting of the Committee of the Pianoforte Manufacturers' Association, a very strong wish was expressed that Canadian manufacturers of pianofortes and organs would take a prominent part in this Exhibition, it being the desire of the Committee to show that within the British Dominions, musical instruments of all kinds can be produced quite equal to, if not superior, to any German or other foreign make."

The dates of the Exhibition are Sept. 6 to 20, and it will be held at Olympia, the largest Exhibition Building in London. Further information will be published at a later date, or can be secured from Mr. F. W. Bridges, 124 Holborn, London, E.C., England.

#### WHERE IS THIS MAN?

Wm. McBride, music dealer of Alliston, Ont., would be pleased to know the whereabouts of Jas. Wright, who moved from Creemore, Ont., to Oxbow, Sask., in Oct. 1910, taking with him one Singer sewing machine, style 27-4-5337, No. 600942. Anybody knowing his whereabouts kindly notify.



## SOME THINGS WORTH KNOWING ABOUT THE REED ORGAN.

By Samuel A. Laudell, who champions the cause of the Reed Organ before such an audience as the readers of the Etude.

“LET’S give up the old organ and get a piano.” How many parents have heard this plea. Get a fine piano, as fine as you possibly can—but why give up the organ if it is in good condition? Again, why call it old, when the organ in its small reed organ form is really a far newer instrument than the piano. In fact, it is scarcely as old as our country.

Perhaps it has a “suffocating,” “dead” sort of a sound, while the piano is brilliant. That is largely because you are tired of the organ and, as a matter of fact, one does grow tired of the organ far quicker than of the piano. This is because of a certain monotony caused by the physical means through which the instrument makes its sounds. However, the tone color of a well-made organ is often extremely beautiful and deserves much more attention than is customarily given to it.

Style has routed many a good organ out of the home. I am willing to predict that some day we shall see a return. The reed organ is often the pioneer of musical taste in the home. Sometimes it marches into the sacred parlor when the artistic taste in the home is truly of the frontier order. Prosperity and its accompanying leisure make study and the cultivation of a better sense of artistic judgment possible. The family climbing in the social and cultural scale find themselves in possession of a “box” that belongs to the mid-Victorian period of warty furniture and looks little better than that horribly old “what-not” that was thrown out years ago. Consequently, out goes the organ.

The very same instrument in a case as fine as that of the new piano would be highly cherished. Reed organ makers are now manufacturing cases with little ornament and in exceedingly good taste. A much smaller amount of money required to purchase a good piano will buy an unusually fine reed organ. Nowadays they may be “blown” by small electric motors, and in some homes in districts where power is cheap, the reed organ may become a positive delight.

### How to Pick Out a Good Reed Organ.

Never judge an organ by the number of stops it possesses. In fact, some very commercial manufacturers do not hesitate to insert a separate stop to bring out each octave, using six stops where one would have sufficed. Pull out each stop separately and see that the stop means something, that it has a tone color distinctly its own. If the organ has a great number of stops and fifty per cent. are so much alike that you cannot distinguish any difference at all, it is very likely that you are being imposed upon.

Next look at the bellows. They should be large and made of very substantial materials. If they appear to be put together in a careless manner, or if the materials seem to be cheap or inferior, don’t waste any further time with the instrument. A small bellows means that you will have to work about twice as hard to get the power that you would with a large bellows.

Tone is a matter of personal taste, but you will find

it desirable if you can get an organist to help you pick out one with a good tone. There should be two or more distinct and different tone qualities. Of the durability of the organ you must also be your own judge. Neat, substantial work is good, but if you can have behind it the name of some maker who is known for his meritorious products, you may feel more secure.

### Some Suggestions for Playing.

A great deal of the art of reed organ playing rests in the blowing. The feet should be placed securely upon the blow pedals, and the action should be regular and never spasmodic. In the organs with automatic blowers, the amount of air to be used may be increased as the pedals are operated more rapidly. In others the swell pedal, operated by the knee, is employed. The softest tones are obtained by very gentle blowing. Move the pedals all the way up and down rather than making short, quick strokes.

Legato is more important upon the organ than it is upon the piano. The exchange of one legato note for another is instantaneous, and one note is held over just long enough to melt into the following note.

### Something About the Stops.

The stop known as Melodia draws the upper or treble part of one set of reeds known as eight foot reeds, as they are supposed to correspond with the pipes eight feet long in the pipe organ. The stop Diapason draws the bass of this same set. These form the background of good reed organ playing, and are useful when accompanying mixed or female voices.

Another set of reeds imparting a bright and possibly more distinct quality to the organ are characterized as Flute for the treble and Viola for the bass. This is the same set throughout, but the difference in pitch makes a difference in tone quality quite distinct. In some organs the quality is modified to resemble the particular instruments after which they are named. The combination of the four stops mentioned gives a full effect. Color may be added to the above by the use of the Voix Celeste and the Sub-bass and Octave coupler with the use of more wind gives depth and power.

In using any stop as a solo stop it must naturally stand out distinctly. For instance, a very good flute effect may be secured by drawing the Melodia and Viola. Play the melody on the two highest octaves F to F. This gives a soft accompanying bass and a distinctly different quality in the treble. An exceedingly good imitation of the violin may be secured by drawing the Viola, Flute and Vox Humana. Play the solo with the right hand on the two highest octaves as before. Possibly the best imitation of the human voice may be secured by drawing the Viola, Vox Humana and Flute. Play the melody on the middle keys and employ a chord or arpeggio accompaniment above it sustaining the melody and playing the accompaniment slightly staccato.

The player will easily find other ingenious combinations with other stops and will have no end of amusement in picking them out for himself. In Germany the reed organ, or harmonium, is very popular in the home, and there is a surprisingly large amount of good music published for it. If you are going to get a reed organ, get the best, not a makeshift.

**LONDON PIANO MAN MOVES TO TORONTO.****John A. Croden Now With R. S. Williams & Sons Co.**

An important move in music trade circles is the resignation of Mr. John A. Croden, from the management of Heintzman & Co.'s London branch, to accept the position of assistant general manager of the R. S. Williams & Sons Co., Ltd., with headquarters at Toronto, and where the firm's entire retail business will be under his supervision. Mr. Croden has already entered upon the duties of his new position, and is removing his family from London to Toronto this month.

Mr. Croden, who is well known in piano trade circles in Western Ontario, has been in this line of business for the past thirty-one years, and consequently comes to the R. S. Williams & Sons Co. equipped with an intimate knowledge of the business in its various branches. The R. S. Williams firm will feature pianos more extensively



Mr. John A. Croden.

than heretofore, the new building having been designed to provide for a much larger department than was possible in the old premises, and their new art piano department will receive a great deal of Mr. Croden's personal attention.

Prior to leaving London, Mr. E. S. Crawford, who succeeds Mr. Croden, presented him, on behalf of the staff, with a gold watch, accompanied by the following address:—

"Dear Mr. Croden.—On the eve of your departure for your future home in Toronto, we, the staff of the London branch of the Heintzman Piano Company, take this opportunity of expressing our appreciation of your kindness to us during the 18 years you have been with us. We all feel that your absence will be a distinct loss, not only to the firm, but more especially to ourselves. As a slight token of our esteem and appreciation, we ask you to accept this gold watch, and we hope that as often as you look upon it you will be reminded of the friends you have left in London. We all join in wishing you every success in your new position and hope that, in the

throng of new acquaintances, you will still retain in your memory the staff of the London branch.

"Signed on behalf of the staff, E. S. Crawford, J. A. Sanders, C. E. Purdy."

In addition to New Scale Williams lines, the R. S. Williams & Sons Co. have now the local Chickering, Haines Bros. and Marshall & Wendell agencies. They also do an extensive talking machine trade, being Edison wholesalers, and retailers of His Master's Voice lines. They carry all lines of musical merchandise, and the head of the firm, Mr. R. S. Williams, handles annually, many thousands of dollars worth of old violins, which branch of the business is his own particular hobby.

**BRAMPTON MAKING HEADWAY.****W. K. Elliott and Alderman James Martin Represent Music Trades There.**

The sound of the hammer and saw is not confined to the cities of Canada, nor yet to the Western towns, where so much building is being done. One proof of this is the county town for Peel—Brampton, Ont., known throughout Canada and abroad, too, as the home of the Dale greenhouses. The town is also heard of occasionally in connection with an attempt to secure commutation ticket privileges from the railways, owing to its being only 22 miles from Toronto.

Already the possessor of a shoe factory, a plant for manufacturing business systems, a knitting mill, a brick making industry, several green-houses, the largest of which employs 200 hands, and other businesses of benefit to the place, Brampton is to have another industry through the locating there of the Pease Foundry Co., who are now erecting a plant at an expenditure of \$150,000, in which it is expected 100 men will be employed at the commencement.

Alderman Martin, proprietor of "James Martin's Big Music House," refers to Brampton as "one of the best towns of its size in Western Ontario," which is outting it very modestly. He states that his stock of New Scale Williams, Sherlock-Manning and Stanley pianos and players, as also Edison and Columbia lines and small goods, find favor with the people of that community, as indicated by the pleasing number of sales closed since the Exhibition. Mr. Martin is also satisfied with the manner in which he has been able to keep his instruments taken in exchange cleaned up to date. The business keeps four men on the road permanently.

**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

The Martin store is centrally located on Main St., has attractive show windows, and is large enough to accommodate a representative stock. Brampton can well be proud of her many attractive homes, among which Mr. Martin's residence and grounds may be classed.

It is nearly thirty years since Mr. W. K. Elliott began in the piano business in Brampton, in the same store that he now occupies. From this it will be noted that W. K. is no novice in the business, in fact he gives as one of his chief sources of interest in the Journal, that it keeps him in touch with the boys with whom he has grown up in the trade. When asked as to the trend of sales, Mr. Elliott said:—"I am well pleased with my piano trade this year. The Christmas trade has been extra good, and of course, as you are aware, my sales are to the best people. I do not peddle pianos from house to house, nor beg people to buy, and I find that it is an easy matter to get the best results from the piano business, to use people right, give them value for their money, and invariably carry out any and all promises made to customers." For some ten years back he has featured "The Old Reliable," the Dominion line, of which he speaks in the most complimentary language. Apart from musical instruments, he has a warm place in his heart for automobiles and real estate. He has visited Western Canada, where his land ventures have been very fortunate.

### WOULD MANUFACTURE IN CANADA.

#### Promoter Endeavoring to Establish a Piano Plant.

A British piano manufacturer has received a letter from Colonial Corporations, Ltd., of Halifax, N.S., outlining a proposition to establish a piano plant in Canada, in which he is asked to join. "Music Trade Review" of London, published the letter, and which is below reproduced. Its visionary nature makes comment unnecessary. Whatever other claims can be made for the soundness, or otherwise, of the proposition, the correspondent is at least candid. Canadian Corporations, Ltd., it might be stated, was incorporated under Nova Scotia laws in 1911, with an authorized capital of \$100,000. C. P. McLennan is given as the managing director, and Edward P. Hart as secretary. The Journal has not been able to learn that either of these men are considered financial magnates, or that they have brought to a successful conclusion any undertaking of importance.

The letter, written from St. Paul Bldg., Halifax, is as follows:—

Dear Sirs,—We have intended for some time to take up the formation of a company for the manufacture in Canada of a good grade of pianos for the ever-expanding Canadian market. Our impression has been that it might, perhaps, be advisable to introduce a good German make, as the Germans have certainly a reputation for making good instruments. However, we have decided to try and secure the co-operation of a good English company first, and, failing that, we will try German manufacturers.

Now we do not know, of course, whether you are open to establish a manufacturing branch of your business in Canada or not, but we shall submit our proposition, nevertheless, and you can accept or reject it as you may see fit.

Our intention is to establish a plant that will have a manufacturing capacity of from two or three thousand pianos per annum. That number need not be reached during the first two or three years, but eventually we believe a demand for that

quantity could be created by turning out a good article and energetically pushing it by judicious advertising and an aggressive sales policy. Just where this plant will be situated is not yet determined, but we are now negotiating for a site in one of the best situations in Eastern Canada, where labor is cheaper and more plentiful than in the West, and where the raw material can be assembled to the best advantage.

If you are willing to take charge of a manufacturing branch of your business in Canada, which is now only beginning to grow, and which is destined to become one of the great nations of the world, this opportunity is one that you should, in our judgment, take into your most serious consideration. Assuming, for the moment, that you are favorably impressed with such a proposal, you will no doubt recognize the advantage of your having a large interest in a Canadian branch of your business. Now, in order to make it easy for you to have such an interest, we propose that the Company shall be known as The — Pianoforte Company, Limited, with an authorized capital of \$300,000. As the — piano has, we presume, a good reputation, the goodwill is worth something to a Canadian Company, and we are willing that you shall have as the price of this goodwill an amount of Preferred stock equal to the amount you actually subscribe and pay for. For instance, if you are willing to put \$50,000 into this enterprise you will get another \$50,000 in shares for nothing, or \$100,000 of 7 per cent. Preferred stock, together with a bonus of Common shares equal to 50 per cent. of the Preferred, which would be another \$50,000, or a total share interest of \$150,000. This will give you \$100,000 of 7 per cent. Preferred, with a 50 per cent. bonus of Common stock thrown in, to sell in this country. We will also make an issue of about \$150,000 in 6 per cent. First Mortgage Bonds. This will provide a capital of \$300,000, less the underwriting charges, which shall be enough to float the enterprise and provide a fairly adequate working capital, and if further capital were required for operating purposes the banks would furnish the Company with accommodation from time to time. If, in your judgment, however, this amount of capital would not be sufficient, the amount could be increased.

If the Company's factory is erected in the East, say in Amherst, St. John, or Sydney, agencies could be established in all the principal cities of Canada. Piano sales in Canada should increase every year from now on, owing to the rapid growth of the country, and in our opinion there is not a more promising field the world over for a business of this kind than is to be found in Canada to-day, owing to the rapid growth of the Dominion.

You are not therefore likely to make any mistake by going into this proposition.

If we can make arrangements with you along the above lines, or along other lines which you yourselves may suggest, we shall go forward at once with the development of this project. All the financing we will do over here, with the exception of your own interest in the Company. We shall also do what is possible towards securing substantial concessions from the town or city where the Company's plant is established. The Company will be incorporated under the laws of Canada, and there will be a Board of Directors here.

So far as labor is concerned, the average wage here for cabinet-makers is from 25 to 30 cents per hour. We believe it would be good policy, however, for you to bring out a number of skilled workmen, so that an ample supply of suitable labor would be available.

Kindly advise us as soon as possible, so that we may not make arrangements in the meantime with another Company. In fact, if you are favorably disposed, we would be glad if you would cable us a word or two to that effect, so as to save time.

Yours truly,

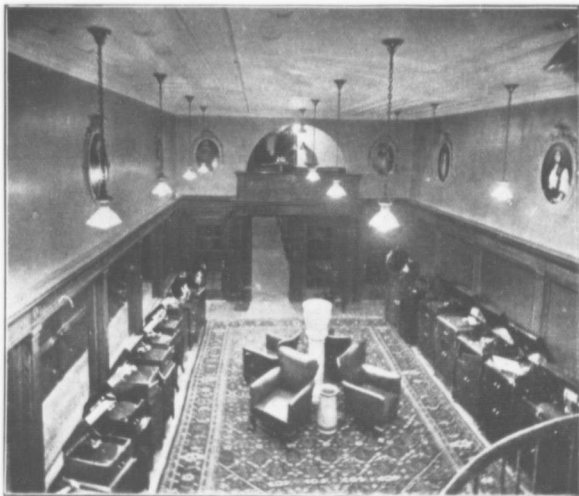
COLONIAL CORPORATIONS, LTD.

Per C. P. McLennan,

Managing Director.

Mr. W. Y. Archibald, formerly of Toronto, is actively engaged in the music trades in the United States, in the capacity of traveller, for a well known Cincinnati house.

View from the rear of the main display room in the Berliner Gramophone Co.'s new retail store in Montreal.



View from the office gallery of the interior of the Berliner Gramophone Co.'s new retail store at Montreal.

**MAGNIFICENT VICTROLA PARLORS.**

The accompanying views of the interior of Berliner Gramophone Co.'s new retail store at 355 St. Catherine St. W., Montreal, gives but an inadequate idea of the artistic beauty and carefully planned lay-out of these premises. In the December issue of the Journal reference was made to the recent completion of this new store, into which the Berliner firm removed in good time to do the greatest Christmas trade in their history.

The management of the firm had for months studied the best stores in all the important centres in Canada and the United States, before finally adopting plans, the result being a retail store devoted to the sale of "His Master's Voice" lines, that is probably without a peer on the continent. While the furnishings and fittings impress one with the fact that no expense was spared to secure the desired result, there is no suggestion of a lavish expenditure of money merely to secure the effect of costliness.

The upper view is taken from the rear of the main display room, and shows street entrances at either side. The winding stairway leads to the offices. This show room, as will be noticed, is appropriately and richly furnished, the large Oriental rug being a feature appreciated by visitors. The walls are finished in oil and decorated with photogravures of prominent artists who make Victor records. These are in frames of ivory and gilt.

The second picture is a view from the office gallery, and shows the entrance leading to the elevators and stairway, and the entrance also to the hall from which the main floor demonstration rooms lead. Through the arch is a view of the mezzanine floor. Along this passageway are doors opening to another series of sound proof rooms.

There are no less than twenty separate and individual playing rooms in this store, each being in a different finish and decoration. There are, for example, rooms in mahogany, Circassian walnut, wicker, golden oak, fumed oak, weathered oak, etc., and on the floor of each is a handsome rug, in keeping with the decorations.

On the top floor of the building is located the recital hall, and to which the private elevator gives convenient and comfortable access. As stated, this hall seats about 300 persons, and daily Victrola recitals are given from two to four o'clock, with evening concerts on Wednesdays and Thursdays.

Besides being artistic in finish and unique in lay-out, these salesrooms are an interesting object lesson on the hold that the sound reproducer has upon the public, and which is in striking contrast to the status—or lack of status—of that instrument, as recently as five years ago. This company's faith, and the faith of other successful and progressive business firms in the future of the talking machine, is forcefully shown in the many beautiful salesrooms, devoted exclusively to this line in Canada, and in the United States.

**FIFTY YEARS IN BUSINESS.**

In the last issue of the Journal, reference was made to the Golden Jubilee of their existence, being celebrated by M. W. Waitt & Co., Ltd., of Vancouver. This firm was established in 1862, at Victoria, the year that place became a city, by the late Mr. M. W. Waitt. In

1886 Mr. Herbert Kent became manager of the music business of the firm, which was at that time in the stationery business in a large way. In 1892 Mr. Waitt died, and upon Mr. Herbert Kent fell the responsibility of the dual business, he also being one of the executors of Mr. Waitt's will. The stationery business was afterwards sold, and the house became devoted exclusively to the music trade. In 1904 the company was incorporated, and in that year a branch was opened in Vancouver, the company having bought out Mr. F. S. Smith, then in business on Granville Street, where the Rogers skyscraper now stands. A year later a larger store was found necessary, and this was secured at the present location, 558 Granville Street. The building is 120 feet deep, with a frontage of 25 feet, three stories and full basement, and also a mezzanine floor. They occupy the entire building. In 1904 Mr. J. W. Bowes, who had already been connected with the Victoria house for a number of years, became manager of the Vancouver house, a position he still occupies, with credit to himself and to his firm. In 1909 Daryl H. Kent, son of the managing director, became connected with the firm, and is now secretary-treasurer. Their agencies include New Scale Williams, Steinway and Nordheimer makes, as well as Edison phonographs and Victor gramophones. Their golden jubilee celebration last month was a distinct success, the public heartily responding to the invitation to visit M. W. Waitt & Co.

**MAKING MUSIC ROLLS.**

The Toronto "Star Weekly" has been disseminating player piano and music roll information. In this connection a visit was made to the plant of Perforated Music Co., Toronto, to see the rolls in process of manufacture. The representative of that publication, who writes under the euphonious cognomen of "Melodia," says:—

"The making of music rolls plays a very important part in the success of the player piano. The writer was shown the operation of manufacture in Toronto this week. When a piece of music is to be made into a roll, it is taken in hand by a competent musician and recorded either exactly or with suitable interpolations. No liberties are as a rule taken with the classics, but of course all sorts of changes are made in other kinds of music when desirable. Formerly rolls were of various kind: to fit various players. Now they are being standardized. The 65 note roll has also been recently followed by the 88 note roll. You have ten fingers for your piano, but these rolls have 88 fingers. They can, if necessary, bring down every note on the piano at one time! Imagine the possibilities for composers!

"Rolls sell up to \$1.75, and there is one great thing about them—they are priced by length only. The greatest piece of music ever written will cost no more than "O, You Beautiful Doll!" or "The Hobble Skirt Walk"—unless it is longer. The makers do not have to pay royalties on any music in Canada or in England.

"In Toronto the bulk of the music used for the player pianos is of the popular kind, but it is thought that before long many rolls of classic music will be used. In addition to purchasing the rolls outright, the library or exchange system is also used here, many rolls being rented by the month, or for longer or shorter periods."

Worth Remembering all 1913

**NORDHEIMER** "Quality Tone" **PIANOS**  
AND  
**NORDHEIMER**

"Human



Touch"

**Player - Pianos**

"Perfect as the hand"

**The NORDHEIMER PIANO & MUSIC Co. Limited**

Head Office, 15 KING ST. E.  
Established 1840

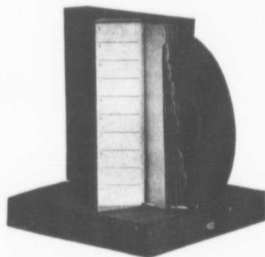
TORONTO  
Branches and agencies throughout the Dominion

**THANK YOU**

For your generous patronage of the past year. If we failed to meet your requirements in any respect, put it down to the unusually large demand during the past three months. We were prepared for large business but find we must carry more

stock, and we are going to do it.

Our aim for 1913. Prompt shipments, improved goods, and new ideas.



WE MAKE ALBUMS

Wishing you the greatest of all years.

Yours sincerely,

**NEWBIGGING CABINET CO.**  
LIMITED

**Hamilton, Ontario**



No. 51 Golden Oak.

No. 52 Mahogany

No. 53 Mission

## SOMETHING NEW IN RECORD CABINETS.

The Goderich Organ Co., Limited, of Goderich, Ont., have secured the Canadian rights in the patents covering the Anglo-American Record Cabinet, and are now supplying the trade. In their advertisement on page 40, two styles of these are illustrated, and other styles will follow. Illustrations and prices will be sent on application, and agents wishing to secure territory should apply early. This is one of the most convenient cabinets on the market. It is for both ten and twelve inch records, and by simply pressing the lever any record comes to the hand and can be replaced with ease. An index accompanies each cabinet, and the record spaces are numbered. The record required is removed by shifting the pointer to the number desired. The convenience of this will appeal to owners of talking machines. The records are also prevented rubbing against each other, and are thus insured against injury. The cabinets are beautifully made, and in keeping with gramophone woodwork. They are in mahogany and oak. The Goderich Organ Co. have one of the finest wood-working plants in Canada, and they report their trade increasing each month. They make the well known Goderich organ, as well as a full line of piano stools, benches and cabinets.

## FAME FOR THE "PLAYER."

A remarkable occurrence is reported from London, where a player piano was used as a soloist at a concert at the Queen's Hall. The instrument played the Grieg concerto, accompanied by the London Philharmonic orchestra, directed by no less a conductor than Arthur Nikisch, whom many claim to be the world's greatest orchestra conductor. The very novelty of the occurrence invested it with great interest, and the trial was voted a success, although many musical people were horrified at such a piece of sacrilege. The ice having been broken in regard to the use of mechanical instruments, in such a spectacular manner, as at this London concert, the turn of the mechanical violin will doubtless come next.

## NEW MUSIC

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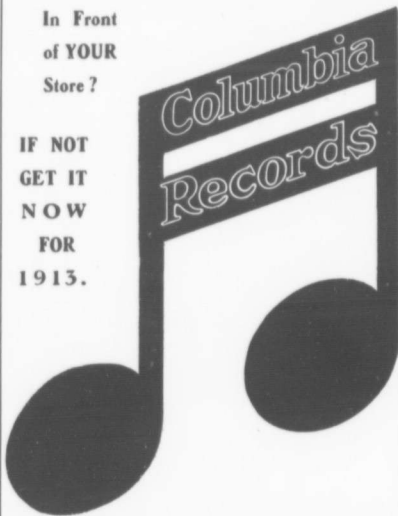
Where the Publisher's name and address are not given in the following list, the information may be obtained by writing Canadian Music Trades Journal, 56-58 Agnes St., Toronto.

26330. "Die Blonde Louise." Text von Adolf Philipp. Musik von Jean Briquet und Adolf Philipp.
26331. "So'n Bischen Tralala." Text von Adolf Philipp. Musik von Jean Briquet und Adolf Philipp.
26332. "Im Weichen Nest." Text von Adolf Philipp. Musik von Jean Briquet und Adolf Philipp.
26333. "Das Zuckersüsse Madel." Text von Adolf Philipp. Musik von Jean Briquet und Adolf Philipp.
26334. "Auction Pineoche Lied." Text von Adolf Philipp. Musik von Jean Briquet und Adolf Philipp.
26335. "Nur'nen ganz Kleinen Mann." Text von Adolf Philipp. Musik von Jean Briquet und Adolf Philipp.
26338. "That Wonderful Tune." Words by Grant Clarke, Music by Jean Schwartz. Jerome & Schwartz Publishing Co., New York, N.Y.
26339. "There's One in a Million like You." Words by Grant Clarke. Music by Jean Havez. Jerome & Schwartz Publishing Co., New York, N.Y.
26340. "I want a Boy to Love Me." Words by Stanley Murphy. Music by Henry I. Marshall.
26341. "My Yiddisher Blonde." Words by Melville Alexander. Music by Anatol Friedland.
26342. "Swamp Angel." Serenade. By Mattie Claire Thompson.
26343. "The Duckstader Rag." By Les. Copeland.
26344. "Kill That Bear." Words by Earle C. Jones. Music by Chas. N. Daniels.
26345. "In That Fairy Land of Dreams." A Ballad. Words and Music by Dr. J. C. Alexander. Arranged by Warner C. Williams. Whaley, Royce & Co., Limited, Toronto.
26346. "Memories of Childhood." Waltz Song. Words and Music by Dr. J. C. Alexander. Arranged by Warner C. Williams. Whaley, Royce & Co., Limited, Toronto.
26428. "Ter Audante Religioso." Four Violon avec Accompagnement de Piano. Par Francois Thome.
26429. "Les Muscadins." Marche Elegante. Par Paul Vaels.
29430. "Angels guard Thee." Berceuse de Jocelyn. With Violin and Violoncello Accom. Written by S. J. Reilly. Composed by Benjamin Godard.
26434. "I Want You Dearie 'Deed I Do." Words by Stanley Murphy. Music by Henry I. Marshall.
26435. "There's No Place Like Home When There's No Place Else to Go." Words by Harry Williams. Music by Nat. D. Ayer.
26436. "Lend Me Your Heart and I'll Lend You Mine." Words by Jack Mahony. Music by Albert Gumble.
26437. "You Got to Stop a Pickin' on My Li'l Pickaniny." Words by Frank L. Staunton. Music by Gus. Edwards.
26438. "I'll Come Back to You, My Honolulu, Lou." Words by Earle C. Jones. Music by Chas. N. Daniels.
26442. "Levee Lou." Words by Edward Madden. Music by Gus. Edwards.
26443. "Echoes of Seville." Marche Espanola. By Noel Moret.
26466. "Caressante." Waltzes. By E. B. Eddy and C. E. Wellinger.
26470. "Men, Be British!" (Duet and Quartette). Words and Music by C. A. Frame.
26471. "Men, Be British." (Solo). Words and Music by C. A. Frame.
26472. "The National League March." By F. O. Guttman.
26473. "At the Devil's Ball." By Irving Berlin.
26482. "Dear Old Heidelberg." Words and Music by E. Ray Goetz and A. Baldwin Sloane.
26483. "Wait until Your Daddy Comes Home." Words and Music by Irving Berlin.
26484. "I'm a Lonesome Romeo." Words and Music by E. Ray Goetz and A. Baldwin Sloane.
26489. "Black Berryin' To-day." Words and Music by Bert. Williams. Arranged by F. N. Darling.
26490. "Borrow from Me." Words by Jean Havez. Music by Bert. Williams.
26491. "You're On the Right Road Sister, but You're Goin' the Wrong Way." Words by Jean Havez. Music by Bert. Williams.
26501. "The Boulevard." March. By Ernest Hussar.
26502. "The Emperor's Own Hussars." From "In the Barracks." Words by Grant Stewart. Music by Robert Hood Bowers.
26503. "Honey, Make That Fellow Play that Cello Again!" Words by Stanley Murphy. Music by Henry I. Marshall.
26504. "Sing with the Angels." Sacred Song. Words and Music by Phyllis Smith. Arranged by Adele Le Maitre, Phyllis Smith, Toronto, Ontario.
26506. "When You Said, 'How Do You Du'." Lyrics and Music by E. Ray Goetz and A. Baldwin Sloane.
26507. "I'll Marry a Sunshine Girl." Lyrics and Music by E. Ray Goetz & A. Baldwin Sloane.

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Will Oakland  
1600 The Lyre-Bird and the Jay  
Agnes Kimball and H. H. McClaskey  
1603 My Little Persian Rose ..... Geo. W. Ballard  
1607 (a) Ahoy My Lads, (b) L'Infanta March (Banjo)  
Fred Van Eys  
1566 Aria from "Eljah" (It is Enough) ..... Frank Croxton  
1605 The Organ Grinder's Lament ..... The Tone Performers  
1598 Uncle Josh's New Year's Pledge ..... Cal Stewart  
1601 The Nightingale (Concertina) ..... I. Piroshnikoff  
1606 Whistling Jim ..... Peerless Quartette  
1569 As We Parted at the Gate ..... Henry Burr, with Chorus  
1574 Serenade (Violin) ..... H. Shtatny  
1615 The Eye Waltzes ..... U. S. Concert Band  
1619 At the Gate of the Palace of Dreams. John Barnes Wells  
1611 Everything's at Home Except Your Wife  
Walter Van Brunt  
1620 The Butterfly (Flute and Clarinet Solos)  
U. S. Peerless Orchestra  
1612 When You're Away ..... Ada Jones and Walter Van Brunt  
1614 Laurentian Echoes ..... U. S. Concert Band

#### TWO MINUTE ENGLISH SELECTIONS.

Canada, 40c.

- 525 One Heart, One Mind (Bells Solo) ..... Albert Benzler  
471 Come Sweet Morning ..... Inez Harbour  
520 A Frangese (March) ..... U. S. Military Band  
501 Idilio (Instrumental) ..... Florentine Quintette  
526 Guard of Honor March ..... U. S. Military Band



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Third List.

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28114 Racconto di Santuzza "Voi lo sapete"—Cavalleria Rusti-  
cana (Mascagni) ..... Maria Labia  
28115 "Di Provenza il mar" (Thy Home in Fair Provence) La  
Traviata (Verdi) ..... Carlo Caldi  
28116 "Cielo e mar" (Heaven and Ocean)—La Gioconda  
(Ponchielli) ..... Carlo Albani  
28117 "Wie nahe mir der Schlummer"—Der Freischutz (von  
Weber) ..... Marie Rappold  
28118 "Alessandria!"—Thais (Massenet) ..... Giovanni Polese  
28119 "O du mein holder Abendstern" (To the Evening Star)  
—Tannhauser (Wagner) ..... Fritz Feinhalts  
28123 Cavatina "Come per me sereno"—La Sonnambula (Bel-  
lini) ..... Maria Galvany  
28124 "Preilied"—Die Meistersinger (Wagner)  
Heinrich Knote  
28125 "Polonaise" (I'm Fair Titania)—Mignon (Thomas)  
Blanche Arral  
28126 "Ah! mon fils!" (Ah! My Son!)—Prophete (Meyerbeer)  
Marie Delna  
28127 "O Paradiso!"—L'Africana (Meyerbeer)

Carlo Albani



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- A1249 A Dream (Bartlett). Craig Campbell, Tenor. Orchestra accompaniment.  
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The Ghost of the Violin (Snyder). Peerless Quartet. Orchestra accompaniment.

- A1255 Lucky Moon (Stevens). Orchestra Bell Solo by Albert Henry. Orchestra accomp.  
Beaumarie (Carnes). Orchestra Bell Solo by Albert Henry. Orchestra accomp.

- A1252 Keep Away from the Fellow Who Owns an Automobile (Berlin). Walter Van Brunt, Tenor. Orchestra accompaniment.  
You're My Baby (Ayer). Ada Jones, Soprano, Walter Van Brunt, Tenor. Orchestra accomp.

- A1251 I'll Be Back in the Sweet Bye and Bye (Spencer). Albert Campbell, First Tenor, Henry Burr, Second Tenor. Orchestra accomp.  
Oh! You Silvery Bells (Rotfard). Peerless Quartet. Orchestra accompaniment.

- A1253 Badinage (Herbert). Prince's Orchestra.  
Intentions (Vorsatz). Prince's Orchestra.

- A1246 When the Midnight Choo Choo Leaves for Alabama (Berlin). Byron G. Harlan, Tenor, and Arthur Collins, Baritone. Orchestra accomp.

- Oh You Little Bear (Heath and Vanderver). Byron G. Harlan, Tenor, and Arthur Collins, Baritone. Orchestra accomp.

- A1247 Till the Sands of the Desert Grow Cold (Ball). Frank Croxton, Bass. Orchestra accomp.  
My Little Persian Rose (Friedland). Peerless Quartet. Orchestra accomp.

- A1245 On Jersey Shore (Pryor). Prince's Band.  
Pride of America (Goldman). Prince's Band.  
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- A1248 Everything's at Home Except Your Wife, from "Oh! Oh! Delphine" (Caryl). Walter Van Brunt, Tenor, and Chorus of Women's Voices. Orchestra accomp.

- The Maxim Girl, from "Oh! Oh! Delphine" (Caryl). Idelle Patterson, Soprano, and Chorus of Male Voices. Orchestra accomp.

- A1254 Oh Mother Dear, Jerusalem (Ward). Henry Burr, Tenor, and Frank Croxton, Bass. Orchestra accomp.  
Forever With the Lord (Woodbury). Columbia Mixed Quartet. Orchestra accomp.

## 12-INCH DOUBLE-DISC RECORDS—\$1.25.

- A5435 Down by the River Side I Stray (Thomas). Henry Burr, Tenor. Orchestra accomp.  
Do They Think of Me at Home? (Graniss). Frank Coombs, Counter-Tenor. Orchestra accomp.

- A5436 Voices of Spring—Waltz (Strauss). Prince's Orchestra.  
Roses From the South (Strauss). Prince's Orchestra.

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

- A5434 Count of Luxembourg (Lehar). Vocal Tans. Columbia Light Opera Company. Orchestra accomp.  
Count of Luxembourg (Lehar). Selections. Prince's orchestra.



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- 17182 A Song of Steel (Neiman-Spross).....Wilfred Glenn 10  
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Shamrock Belles (Mahoney-Wearich) ..... American Quartet 10

- 17237 On the Mississippi (Macdonough-Carroll-Fields) ..... Campbell and Burr 10  
In a Little While (Kingsley-Christie) ..... Campbell and Burr 10

- 17238 First Heart Throbs (Eilenberg) (orchestra bells with 'cello obbligato) ..... William H. Reitz 10  
Good Night Quartet from "Ermine" (Jacobowski) ..... Victor Brass Quartet 10

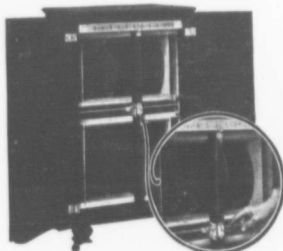
- 17239 Whistling Jim (Esrom-Morse).....Peerless Quartet 10  
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- 17244 Beautiful Doll, Good-Bye (White-Ginsburg)  
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- 17190 The Arrow and the Song (Longfellow-Pisuti)  
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(Open Thy Window) (Act II.) . . . . . Mozart 10
- 87113 Ballo in Maschera (Masked Ball)—Alla vita che  
t'arride (The Life Thou Dost Cherish) (Act I.) . . . . . Verdi  
John McCormack, Tenor—10-inch, \$1.25—In English.

- 64302 At Dawning . . . . . Eberhart-Cadman  
12-inch, \$2.00—In English.
- 74329 Nirvana . . . . . Weatherly-Adams  
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A. Horner 10  
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Oboe and Flute . . . . . Dunet and Barone 10
- 17179 Alsoeelen (All Soul's Day) (Op. 10, No. 8)  
(Richard Strauss) In German  
Reinold Werrenrath 10  
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German . . . . . Reinold Werrenrath 10
- 17185 Romanze (Op. 26, No. 1) (Rubinstein)  
Victor String Quartet 10  
Canzonetta (Hollaender) . . . . . Victor String Quartet 10
- 17186 Mareh Romaine (Gounod) . . . . . Victor Concert Orchestra 10  
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Nat M. Willis 10  
The Three Trees (from "Spring Maid") . . . . . Tom McNaughton 10
- 17223 Frozen Bill (Cake Walk—Two-Step) (Pryor)  
Arthur Pryor's Band 10  
Affi March (Pryor) . . . . . Arthur Pryor's Band 10
- 17224 Alma ("Alma, Where Do You Live") (Hobart-  
Briquet) . . . . . Miss Harbour and Mr. Anthony 10  
Every Little Movement (from "Madame Sherry")  
(Hoschna) . . . . . Miss Harbour and Mr. Werrenrath 10
- 17225 The Birth of Passion (from "Madame Sherry")  
(Hoschna) . . . . . Victor Concert Orchestra 10  
By the Saskatchewan (from "The Pink Lady")  
(McLellan-Caryl)  
Reinold Werrenrath and Haydn Quartet 10
- 17226 Martha—Good Night Quartet (Act II.) (Plotow)  
Lyric Quartet 10  
Madrigal from "The Mikado" (Brightly Dawns our  
Wedding Day) (Gilbert-Sullivan) . . . . . Lyric Quartet 10
- 17227 Glow Worm—Intermezzo (Lincke) (with Vocal  
Chorus and Bell Solo) . . . . . Victor Orchestra 10  
In Lover's Lane (Pryor) . . . . . Arthur Pryor's Band 10
- 17228 Amoureux Waltz (Berger) . . . . . Sousa's Band 10  
Blue Danube Waltz (Johann Strauss)  
Arthur Pryor's Band 10
- 17229 Glory of the Yankee Navy March (Sousa)  
Sousa's Band 10  
Universal Peace March (Lampe)  
Arthur Pryor's Band 10
- 17230 The Girl of My Dreams (Nesbit-Hauerbach-Hoschna)  
Harry Macdonough and Haydn Quartet 10  
For Every Boy Who's Lonely, There's a Girl Who's  
Lonely Too (from "Dr. de Luxe") (Hauerbach-  
Hoschna) . . . . . Harry Macdonough and Lyric Quartet 10
- 17231 Anvil Chorus (from Il Trovatore) (Verdi)  
Victor Orchestra 10  
Forge in the Forest (Michaelis) (descriptive piece  
with anvil effects) . . . . . Arthur Pryor's Band 10

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Alan Turner	40
17235 That Fussy Rag (Smatley)	Peerless Quartet
My Tallahassee Flo (Lowenstein-Kaufman)	
Peerless Quartet	40

## NEWS NOTES.

A Boys' band has been formed in Pembroke, Ont.

A new organ is to be installed in the Cambridge St. Methodist Church, Lindsay.

Belleville, Ont., has a newly formed quartette in connection with the Tabernacle Church.

Mr. R. S. Gourlay has been elected Hon. President of the Louisa St. School Old Boys' Association of Toronto.

A band has been formed in connection with the Calgary Y.M.C.A. Mr. Brown is secretary of the organization.

Notice has been given that the Bank of Edmonton will apply for a charter to transact a general banking business.

William H. Scrutton, of Madoc, Ont., has taken on a line of musical instruments and sheet music, at his premises in the St. Lawrence Hall block.

The first business day of 1913 saw Mr. A. A. Pegg, of the Nordheimer Toronto staff at his desk, after enjoying a brief holiday at St. Catharines.

Mr. Arthur Mandy, of the R. S. Williams & Sons Co. road force, returned to Toronto in time for the holiday festivities, having completed the best calendar year in his experience with the house.

Mr. Geo. E. Dies, of Montreal, vice-president of the Williams Piano Co., Ltd., Oshawa, and general representative of that company in the east, was a recent visitor to the firm's factory, and also spent a day or two in Toronto.

It is reported that Harry Launder will retire from the stage on Christmas day, 1914, after completing a tour of the world, to be commenced in New York on Jan. 1st, 1913. By that time he expects to have \$600,000 accumulated.

Mr. J. T. Sibley, managing director of Perforated Music Co., of London, England, who has been on a visit of some weeks to their branch factory at Toronto, took in a number of American centres during the latter part of December.

The Johnson Piano Co., of Halifax, N.S., whose salesrooms are at 168 Hollis St., were among the liberal users of newspaper space during the holiday shopping season. This firm featured Gerhard Heintzman, Gourlay, Bell and Martin-Orme lines.

Mr. F. C. Pethick, of Bowmanville, is featuring the new Edison Blue Amberol records. Mr. Pethick's enthusiasm over the Edison line may be judged by his reference to that make of phonograph as "the highest standard of a talking machine."

The work of Mr. A. Matthews, of the Matthews Organ Co., Toronto, in the construction of the new \$3,500

pipe organ for St. George's Church, Goderich, is highly spoken of. Half the cost of this organ of 1,450 pipes, was borne by Andrew Carnegie.

The opening of the new pipe organ built by the Karn-Morris Piano and Organ Co., Woodstock, for the Methodist church of Winchester, Ont., is recorded by the local paper, which speaks in the most complimentary terms of the organ's tone and appearance.

When the choice location at the corner of Fort and Douglas Streets, Victoria, B.C., changed hands, Fletcher Bros., the well known British Columbia music firm, became the owners. It is the intention of this house to erect a handsome and commodious building on that site for their own use.

During the latter part of last month, the Halifax branch of N. H. Phinney & Co., Ltd., the manager of which is Mr. James Le Marchant, took occasion to reduce their stock of sheet music, by offering certain pieces at attractive prices. This firm also featured small goods and musical toys for Xmas trade.

There was solemnized at Clinton, Ont., last month, the marriage of Miss Della May Cluff, daughter of Mr. and Mrs. D. S. Cluff, to Dr. C. J. MacBride, of Welland. The ceremony was performed by Rev. Dr. Rutledge, of



Among the new arrivals in Calgary—a shipment of "Willis Instruments."

Wingham. After a dainty wedding luncheon, Dr. and Mrs. MacBride left for a trip to Montreal and New York.

An out-of-town dealer, in a letter to the editor, remarks that his efforts to push strictly high grade instruments, are interrupted only by competition in cheap pianos, "that arises through some city dealers, whose representatives go through the country and sell their goods at prices and terms that would make printer's ink fade."

The Berliner Gramophone Co., Ltd., are directing attention to a class of records that will appeal to a large proportion of the buying public, who want English selections, or something "mainly Scotch." Albert Chevalier's impersonations in his coster songs give one an insight into the humorous side of a class of people who are as interesting as they are unknown by most people.

With the idea of reproducing the musical union of Oxford University, the undergraduates of Toronto University met early in November last, and organized an association. At the initial meeting, President Falcouer and Dr. Abbott, of the faculty, spoke strongly in favor of such a step, and Mr. R. S. Williams, head of R. S. Williams & Sons Co., Ltd., rendered valuable assistance

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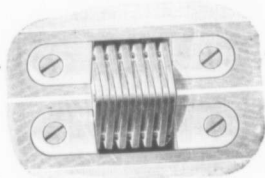
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is just as necessary to the piano as  
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strings reduce the quality of the  
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When you don't see the hinges on a  
player-piano you may know it  
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.

by outlining the musical life of Oxford. The Committee is now at work, and an influential society is predicted.

The calendar issued annually by N. H. Phinney & Co., Ltd., whose head office is at Lawrencetown, N.S., and who have branches in several centres in Nova Scotia, including Halifax, has been received at this office. The size of the calendar proper makes it of real value for home or office use, and the design is appropriate for a firm in the music business, in which line the house of Phinney has been merchandising for over forty years.

Stretching for about 150 miles through the heart of Scotland, and separating the Lowlands from the Highlands, are the Graupian Hills, which formed the basis for Daniel Sherrin's painting, "In the Graupian Hills," so splendidly reproduced on the new calendar issued by the Central Veneer Co., of Huntington, W. Va., manufacturers of soft yellow poplar veneers for cross banding for the piano trade.

Mr. Louis Bloch, of Forhan & Bloch, music dealers

#### POSITION WANTED IN BRITISH COLUMBIA.

Successful young Western music dealer selling out, will be open for position in February. Has had several years' banking experience; is making good in retailing pianos, sheet music, small goods and talking machines. Competent to take charge of department; has good European connection; could handle accounts and collections; experienced choirmaster. Reason for wishing to change is dislike of living in a prairie town. Apply Box 467 Canadian Music Trades Journal, 58 Agnes Street, Toronto.

#### PATENT NOTICE.

Canadian Patent No. 110,488, of Feb. 25th, 1908, for "Lever Cover and Hand Support for Player Pianos," owned by The Cable Co., Chicago, U.S. The manufacture of the invention has been commenced, and is for sale or use, at a reasonable price. John H. Hendry, Hamilton, Canada.

#### OPEN FOR ENGAGEMENT.

Piano man with over twenty years' experience in manufacturing and selling, thoroughly understands player pianos, also tuning and regulating. Have excellent connection in Western Canada, especially Northern Alberta. Can handle men. Best of references as to character and ability. Correspondence treated with confidence. Apply Box 1046 Canadian Music Trades Journal, 56-58 Agnes St., Toronto.

#### POSITION WANTED.

Young man, qualified to manage talking machine department, also familiar with small goods and music business in general, would like to secure position with Canadian house at once. Reply from any part of Canada carefully considered. Can give good references. Box 1047 Canadian Music Trades Journal, 56-58 Agnes St., Toronto.

of Owen Sound, when in Toronto recently, reported trade right up to expectations, with, however, a scarcity of salesmen available. Mr. Bloch commenced business on his own account three years ago, having had only one year's experience prior to that. The Canadian Music Trades Journal, to which he is a valued subscriber, he says, should be read by every dealer, and advertised in by every manufacturer.

The various music houses in Toronto report an excellent pre-Christmas trade. Gourlay, Winter & Leeming, without any special effort in the way of advertising, had a larger trade in instruments bought for actual Christmas gifts, than in any previous year. A pleasing feature of the trade was the number of all-cash sales, and the trade all through was characterized by larger cash payments than last year. A pleasing sale was one of these instruments to a prominent citizen, who purchased three Gourlay pianos as Christmas gifts for three daughters.

"When Venice Ruled the Sea," reproduced from the painting by Thomas Moran, is the subject of a splendid 19 x 27 inch 1913 calendar, gotten out by C. F. Goepel & Co., the New York firm supplying high grade commodities to the piano and player trade. The merit ascribed to this work of Moran's, which is so well reproduced in the calendar, is that it is illustrative of Venice in the days of her glory—when, a little city built on sand dunes, she became the mistress of the seas. All over the known world her merchant ships appeared. Her fleets of fighting galleons swept the Mediterranean and conquered the dreaded Turk. In the holds of her vessels were brought from the East to Europe the rich fabrics and spices of Araby and the Indies. She became the home of all the wealth, pomp and splendor of that splendid era in European civilization—the Renaissance. Messrs. Goepel & Co.'s announcement to the trade appears elsewhere in this issue.

A Toronto bank called up the Journal on the telephone a day or two ago to find out the address of the "Eastern Piano Manufacturers' Advertising Bureau." They had received for collection a sight draft, drawn by a party in Strassburg, Sask., for \$97 on this Association with the weighty name, the addresses of which the collection clerk could not locate. Attached to the draft was a "piano certificate," good when endorsed for \$97 on the purchase of a new piano, and as the bank clerk put it, "You would think it was a stock certificate, payable at par at any branch of the Bank of Montreal." It is needless to say the draft went back to Strassburg unpaid. Such piano certificates, which are known to the trade, were the cause of some plainly-worded, you-can't-mistake-the-meaning comments expressed by the Western trade, especially in Vancouver last September.

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**WEBSTER'S NEW INTERNATIONAL**  
 —THE MERRIAM WEBSTER

Every day in your talk and reading, on the street car, in the office, etc., and school some new question is sure to come up. You seek quick, accurate, encyclopedic, up-to-date information.

This NEW CREATION will answer all your questions with *final* authority. **400,000 Words Defined. 2700 Pages. 6000 Illustrations. Cost \$400,000.** The only dictionary with the new divided page. A "Stroke of Genius."

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Specialists**

Phone Parkdale 2993

**Matthews Organ Co.**

A. Matthews, Proprietor.

**33 Dunn Ave. - - Toronto**

**YOU** can give your store a place of prominence in the minds of all music-loving, record-buying people in your locality by being the first to offer Edison's latest achievement—

# The Blue Amberol Record

**T**HE Blue Amberol is such an obvious improvement over every other kind of phonograph record ever made that it is proving wonderfully popular.

The first difference noticed in the Blue Amberol Record is the superiority of its tone. There is practically no foreign sound at all, and the singer's voice or the music of the instrument is brought out in all its natural beauty and purity.

And the fact that the Blue Amberol is wearproof and practi-

cally unbreakable insures this tonal beauty during a lifetime of playing.

In fact the Blue Amberol Record has made the Edison Phonograph the finest and most profitable instrument of its kind that you can possibly offer, and the time to make the offer is now, while the holiday buying spirit is on.

Write your Edison jobber to-day and order the two lists, 55 each, of Blue Amberol Records that are ready, as well as the Edison Phonographs needed to make your line complete.

**THOMAS A. EDISON, Inc., 103 Lakeside Ave., Orange, N.J.**

The Edison Dictating Machine will add a vast degree of efficiency to the handling of your business correspondence and will split its cost in two. With the Edison Dictating Machine you can clean up a mass of accumulated correspondence and sweep your desk clean at one sitting.



**VANCOUVER HOUSE MOVING INTO NEW STORE.****Fletcher Bros., Ltd., Get Into Thick of Competition.**

Owing to delay in their new building, the Vancouver store of Fletcher Bros. Ltd., will not remove before Feb. 1st, though the management had expected to be located in the new place on January 1st. Their new quarters are at 633 Granville Street, within a block of the C. P. R.'s famous hostelry, the Vancouver Hotel, across the street from the Hudson's Bay Co., and within a stone's throw of Birks' new jewelry store. It is also within a block of Vancouver's highest building, and is in the thick of the competition of a group of piano houses.

Mr. Thos. A. Switzer, managing director, states that in moving they are answering a question long asked by their best customers, as to why they did not move into a district more convenient than their present place at 66 Hastings Street West.

In the new store provision is made for a largely increased piano trade. Opening off a wide corridor are four individual piano rooms, these being appropriately decorated, and altogether the department is one of beauty, as well as convenient in arrangement.

Extensive provision is also made for the talking machine department, this branch being a prominent part of the Fletcher Bros. business, both at Vancouver and at Victoria, they being Columbia jobbers. They have for their graphophone department five parlors, two 25 by 15 feet, and three other larger rooms for the display of Columbia gramophones and the larger sized graphophones. These rooms are sound proof and naturally lighted by means of light wells, which also assure ventilation.

Mr. Switzer is justly proud of his new premises, but more particularly of the business that warrants the move. He has been connected with the house for several years, first on the selling staff in Victoria, later assuming the management of the Vancouver store, of which he has made so great a success, the sales yearly increasing in a pleasing manner and the business handled with the greatest satisfaction to the other members of the firm of Fletcher Bros., Ltd.

The removal sale conducted was a great success, a want of space being the only drawback. The Christmas business also made a new selling record possible for this store, though credit is given the various instruments handled, including Gerhard Heintzman, Morris, Stanley, Wright pianos and players, and Columbia and Edison lines. They also have the Knabe agency.

In his business Mr. Switzer also considers the Canadian Music Trades Journal of valuable assistance.

**THE HOME OF MUSIC.**

The R. S. Williams & Sons Co., Ltd., are now settled in their magnificent new ten story building at 145 Yonge Street, Toronto, where all the departments of this firm's immense business have taken possession of the respective sections allotted them. The management extend to readers of the Canadian Music Trades Journal a cordial invitation to visit them in their new home at any time, and in the new Williams building they will find one of the most luxuriously furnished of the kind to be found

anywhere, and the largest building in Canada devoted exclusively to the wholesale and retail music business.

The stock includes almost every musical instrument imaginable, and everything pertaining to the music business. From the immense stocks carried here the firms long list of customers is supplied, either direct or through the branches at Montreal, Winnipeg and Calgary.

A special room on the ground floor has been constructed for the old violin department, on which Mr. R. S. Williams lavishes so much attention. He has one of the most valuable of the world's collections, containing instruments that are the envy of musicians in the largest centres on this continent and in Europe. Rare specimens are being added as they can be secured. A special fire proof vault adjoins this department, for the safe storage of the costly instruments. The firm's museum includes a collection of antique instruments, many secured at great cost, and only after long and patient research. This department is being constantly visited by the general public, and musicians who appreciate the educative value of such a collection. The music library in connection includes many valuable and rare books.

If the general manager of this firm, Mr. H. G. Stanton is a crank on any one thing, it is "Service," and because of this their business has grown to its present magnificent proportions, requiring a building that is an important milestone in the musical development of this country. The departments and branches are manned by heads and assistants, all having for their motto, service and efficiency.

**PRIMARY CLASSICS.**

A select list of first year compositions by famous composers, being the works used in the principal colleges, conservatories and universities in their primary grade, has been issued by Whaley, Royce & Co., Ltd., of Toronto. This valuable addition to their "Imperial Edition" of fifty cent music books is styled "Primary Classics for the Piano." It is an 80 page book, containing 25 selections, the index showing whether each piece is taken from the syllabus of the Toronto Conservatory, or the University of Toronto, or both. Among the contents are noticed such works as Merkel's "Wanderlied;" Beethoven's "Two Sonatas," No. 1 and No. 2; Duvernoy's "Barearolle;" Tschaiikovsky's "Chanson Triste" (Op. 40, No. 2), and other numbers of merit. A book of this class, retailing at the popular price at which it is put on the market, should enjoy the large sale that has been predicted for this one.

Other music books being featured by Whaley, Royce & Co. are, "First Pieces in Easy Keys," "Youthful Fancies," "In the Springtime," and "The Mammoth Folio of Music."

**A SONG OF LONG AGO.**

Karn-Morris agents will appreciate this year's calendar, issued with the compliments of Karn-Morris Piano & Organ Co., Ltd., the illustration of which is the very appropriate one of "A Song of Long Ago." This is a color reproduction of F. C. Ranson's painting. An attractive feature of this calendar is that the figures are readable without being conspicuously large.



Willis Piano.



Knabe Upright



Knabe Grand



Willis Player



**JANUARY, 1913**—This present month—  
is an opportune time for retailers who  
have not previously dealt in Willis Pianos  
and Players to give serious thought to our  
Dealers' proposition.

It's a Square One.    It's a Profitable One.

It's Worth Knowing  
and  
Accepting.

**DON'T** wait until Spring to  
write about the Willis  
Agency in open territory.

This winter will see  
many Willis Pianos going into  
homes, public buildings and other  
places where music is appre-  
ciated.

The logical way for you to  
secure your share of the business  
is to arrange for representation  
of the Willis line in your  
community.

**AS** sole selling agents in  
Canada for the celebrated  
"Knabe" uprights and  
grands, we have several  
points at which the "Knabe"  
could be secured for a leader  
by the merchant becoming a  
"Willis Dealer."

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**WILLIS & CO., LIMITED**

Factories, St. Therese, P.Q.

Head Offices, 580 St. Catherine Street West  
MONTREAL, P.Q.

## AT MONTREAL.

**Civic Revenue is \$10,300,000 and Property Valuation \$644,000,000.**

MONTREAL'S civic revenue for 1913 will be \$10,300,000, or approximately two and a quarter millions of dollars better than last year, according to figures announced by the city treasurer's and assessor's departments. Revised estimates in the latter department show that on January 1, 1913, Montreal's property valuation represents the staggering sum of \$644,063,319, as against \$601,267,625 for 1912, an increase of \$42,795,694.

Of more than local interest is the announcement of the details of L. G. Read's big project for the Manufacturers' Harbor terminals, which will probably mean the bringing of many foreign manufacturers to Canada in the next few years. Mr. Read has undertaken the development of an industrial terminal to be located on the waterfront of Longue Pointe Ward, in the City of Montreal. The property has an area of about 16 acres, and a frontage on deep water of about 1,250 feet. Five U-shape buildings will be constructed, each containing a total floor area of about 400,000 square feet, 6 storeys in height and absolutely fireproof. These buildings will be equipped with large, high-speed freight elevators, sprinkler and heating system and will be served by every known modern appliance which makes for convenience and despatch. Docks and piers for the accommodation of ocean going vessels, and double track spurs from the Harbor Commissioners' Railway, will run into and for the full length of each building unit. The floor strength of the buildings will be such as to meet the requirements of the manufacturers of the heaviest products, and the appliances for the handling of their products will be so designed as to meet their wants. Through the Harbor Commissioners Railway, every tenant in these premises will enjoy the advantage of being virtually situated on every trunk line railway in the Dominion and on deep water. A motor truck line will be operated between the terminal and certain centrally located points in the City of Montreal, to meet the requirements of less-than-carload local trade. Each tenant will enjoy the further advantage of obtaining the cheapest possible rates (under control of the terminal company) on electric power, electric light, gas, steam, water, telephone, telegraph service, etc. It is well recognized that Montreal is one of the best labor markets in the world, and the eastern sections of the city have particular advantages in this respect. When completely developed, the terminal will represent an expenditure of about \$4,000,000, and the proposition to the manufacturer will be this—for a certain price per square foot to give him whatever space he requires in these completely developed premises, including heating and elevator service, thus obviating the necessity of his finding or expending any capital whatever on account of land, buildings and permanent improvements, and which also means that the risk he assumes in establishing his business in Canada is reduced to the absolute minimum.

W. Clarkson, who has carried on a successful sheet music business for some years, has admitted as a partner, Mr. Cowan, and the firm will henceforth be known as Clarkson & Cowan.

W. P. Willis, of Willis & Co., Ltd., is now associated with the Ottawa branch of this firm.

Gervais & Whiteside have donated a \$400 piano as the capital prize in the Tombola being conducted by the C. P. R. Angus Employees Benefit Society.

A. P. Willis, president of Willis & Co., Ltd., followed his usual rule laid down years ago, and supplied to each and every one of his employees, including the factory, branch office, agents, his own staff, and a few of his friends, with a choice stall fed turkey. Mr. Willis orders a car load of turkeys every year, and this generosity on his part is certainly appreciated by all recipients.

Gervais & Whiteside report an unprecedented amount of business for December, and to date, all of which goes to show that the musical taste for pianos such as Karn and Morris instruments, and the prosperity which permits the indulgence of such taste, are not confined to American pianos.

If there are any "doubting Thomases" about the wonderful success of these pianos, all they have to do is to pay a visit to the Karn-Morris factory, and read the many letters and telegrams where dealers of these pianos actually plead for more.

Mr. G. Y. Chown, of the Wornwith Co., of Kingston, and who has large interests in Montreal, visited this city recently, on his return from the east.

"According to most of the retailers, business in January usually lets up a little, but comparison shows that this year it is holding up in good shape; in fact, business is surprisingly good so far, unless it takes a decided turn for the worse towards the end of the month," said Foisy Freres, "and the number of new converts to Mendelssohn is larger than ever."

Mr. W. F. Wallace, of the Universal Music Co., of New York, and who have a branch in Toronto, was recently renewing trade acquaintances in Montreal.

The members of the firm of the Canadian Graphophone Co. enjoyed their Christmas turkey more than ever this year, as the month of December spelled to them in capital letters "Prosperity," the demand for Columbia talking machines and records being of a greater volume than ever before.

Willis & Co., Ltd., C. W. Lindsay, Ltd., and Layton Bros., had their warehouses and show windows elaborately dressed in holiday attire, and they were much admired by all.

The latest Scotch ballad song, "When I come back to Bonnie Scotland," is being offered for sale for the first time by the author, Wendell E. Wright, of this place. The setting is by M. C. Hanford, and is accompanied by a delightful Scotch "lilt" which is making it very popular in this section. Cowansville, Que., is glad to claim Mr. Wright, and add his name to the list of those who help to make the Eastern townships famous. This is his first published production, but he has written other songs which will shortly be published.

Four new showrooms have been added to accommodate the ever increasing piano and organ business of Layton Bros.

Willis & Co., Ltd., were one of many firms that reaffirmed in crescendo chorus that the month of December was the best in their history, also holiday selling saw numerous orders for high class instruments, with the

# It's Great

the way people are asking for

## Victor Records

**W**HAT ever you do, don't gauge the possibilities of the Gramophone record business by what it was this time last year. The Dealer who has stuck to and pushed Victor Records should be in the swim for the coming months, because of the enormous increase in Record sales.

The business of thousands of Victor dealers is gaining increased headway every day, and great as has been the sale of Victor Records in the past, it does not compare with the new and greater opportunities now presented by recent additions to the list and the selections of merit that will be added regularly each month.

*The catalogue of Victor Records is for  
the convenience of your business.*

**Always use VICTOR RECORDS, VICTOR  
NEEDLES and VICTOR-VICTROLAS  
— the Combination.**

## His Master's Voice Gramophone Co.

Canada's largest exclusive distributors of Victor  
and Berliner lines.

**208 WEST ADELAIDE STREET  
Toronto, Ont.**



usual large percentage of Willis uprights and players. Referring to Willis goods, this firm estimates that good orders are coming in as usual, and they are working well filling them. They are being received from every part of Canada. "Our customers seem well satisfied with the material and workmanship we use in our pianos," said this house, "judging by the repeat orders we are receiving."

Recently at the Grand Opera, a Thomas pedal, 2 manual organ, was heard with fine effect, and was supplied by Layton Bros. This firm have also added 1,500 new rolls (65 and 88 note) to their Roll Library, and have issued a new catalogue.

C. Culross, manager of the player piano department of Layton Bros. is back from a prolonged rest spent in the mountains. Mr. Culross is a "live wire," as is attested by the growing popularity of his department and the immense increase shown this year in volume of sales of the Aeolian product.

J. F. Sherlock, of Sherlock-Manning Co., was in Montreal recently on his way East, to gather the harvest that he sowed for so many years by the sheer personality unequalled. The only excuse Mr. Sherlock modestly offers, somewhat embarrassed, is that "Everybody is doing it," or trying to do it.

Mr. R. S. Dudley will direct and manage the new Columbia grafonola, and Edison disc and cylinder departments of Layton Bros. Mr. Dudley is not only one of the pioneers of the talking machine industry, but he is an authority as regards the tonal qualities of the different instruments. He has done much in the way of educating the public as to the manufacturing of the machines, the making of the records, the scientific reproducing of sound waves, and the possibilities of the instrument as an aid to the teacher, as well as the pupil in the study of music in all its branches, through recitals, lectures and concerts. Layton Bros. will feature weekly talking machine concerts.

J. W. Shaw and Co. report December trade as having been a record one, the demand for Gerhard Heintzman instruments and players being particularly active.

C. W. Lindsay, Ltd., stated that December business had exceeded that of 1912 by a wide margin, and that special favor had been shown player pianos, Nordheimer, Martin-Orme, *et al.*, goods, were largely responsible for the heaviest month's business since the firm's existence.

J. H. Mulhollin was well pleased with the amount of business accumulated during December, and states that prospects for 1913 are better than ever for the disposal of a large number of Evans Bros. instruments.

Geo. E. Dies has sold out his interest in the Hurteau Williams Co., Ltd., to J. A. Hurteau, who will continue the business under the name of the J. A. Hurteau Company, and will still continue to handle the New Seale Williams pianos, with which line he has sustained such an enviable reputation. Mr. Hurteau stated that this make met with a larger share of approval during 1912, than ever before, and that his clientele is growing bigger all the time. It is Mr. Hurteau's intention to confine all his efforts and attention to the East End warehouses, and the West End branch will be closed after May 1st.

The Leach Piano Co., Ltd., are highly elated over the amount of business produced last month, which,

like the majority of the trade, was a "corker." Gourlay and Bell pianos more than held their own, while the Gourlay-Angelus and Leach players were well to the front.

Mr. H. S. Berliner, vice-president of Berliner Gramophone Co., Ltd., Montreal, left on Christmas eve, on a three months' trip, sailing for Europe on Jan. 3.

#### WINNIPEG NOTES.

MR. G. N. Crawford spent a short time in the city on his way East to Galt, where his mother is at present very ill.

Mr. Grant, of Fowner & Grant, paid a flying visit to the city for a couple of days, during which time he transacted considerable business.

J. W. Hinchcliffe, for years located in Ottawa, looking after the interests of the Bell piano, and where he is well known as a violin expert, spent a few days in Winnipeg on his way to Vancouver, where he will represent "The Bell" line. He was much impressed with this city, and during his stay spent considerable time in the warehouse of the R. S. Williams & Sons, in search of old violin wood, etc.

Mr. H. E. Kock, who is on a visit East, spent a short time visiting friends in the trade here.

Mr. Miller, of the Medical Hall, who carry a large stock of musical goods, has found time to take a long vacation, and spent a few days in the city on his way to California.

T. T. Malcolm has had the misfortune to suffer the loss of his entire stock of musical goods by fire. However, new premises are being secured, and it will not be long before he is again ready to do business.

The R. S. Williams & Sons Winnipeg branch had a good December business, particularly in small goods. Their stock is very complete, and it is an easy matter to give the largest orders immediate delivery. The demand for Edison goods has been large, but owing to the difficulty in securing stock from the factory, this line has been somewhat hampered of late. Supplies are now coming along more freely.

Messrs. Fowler & Co., of 290 Edmonton St., report a splendid Christmas trade in Newcombe pianos, Victrolas and records. The Alexandra piano, made by Willis & Co., of Montreal, came in for their share of recognition, a number of sales being made during December. Mr. Wonderlick of this firm, is at present on a vacation at his home in Twin Cities.

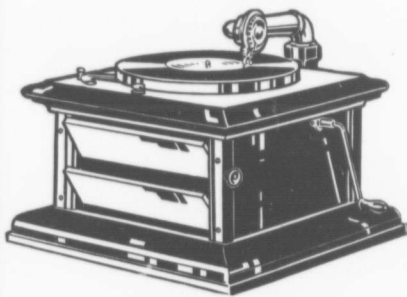
The Lindsay Piano Co. closed up a good year's business, December being especially good. Shortage of stock was the only complaint Mr. Lindsay had to make. Collections with this firm for December were slow, but January is opening up very good, money coming in more freely.

J. J. McLean & Co., Ltd., report the largest Christmas trade in the history of the firm, and collections quite up to the mark.

Mr. E. J. Merrell, manager of the local branch of Karn-Morris Piano & Organ Co., reports a fair month's business, and collections good.

The Doherty Piano Co. have completed their new phonograph warehouses. This department is 19 x 50, and has two sound-proof demonstrating rooms. The walls are oak finish, with white panelling. Brass electric

## THE ECLIPSE



Price : \$26.00 Oak - \$32.50 Mahogany

### THE BIGGEST SELLER

The Greatest Value

The Machine To Build Your Business On.

### IMPORTANT NOTICE TO THE TRADE.

Owing to the enormous interest in our Canadian business it has become imperative that we augment our factory facilities. We are unable to enlarge in our present premises and shall, therefore have to move.

Announcement of our new factory location will be made later.

Owing to the removal, we shall be obliged to discontinue manufacture for two or three weeks.

We, therefore, give you this ample notice so that you can place large enough orders to cover your needs during this period.

INSIST ON  
THIS



TRADEMARK

## Columbia Phonograph Co., Gen'l.

McKinnon Bldg. . . . Toronto, Ont.

fixtures are installed in ceiling and walls, and the furniture is cathedral finish. Palms and flowers, with some choice pictures on the walls, complete the furnishing of this room. The firm intend carrying a full line of Edison disc and cylinder records.

Calgary and Edmonton branches of the Doherty Piano Co. report exceptional business, with a big shortage of stock. Mr. Jost, manager of the Calgary branch, who was confined to his bed owing to a severe cold, is again at business.

Mason & Risch, Ltd., have good reports of their December trade in pianos and players, also in Victor machines and records. Mr. J. G. Whiteacre, Western manager of this firm, and whose headquarters are in Vancouver, is at present in the city. Mr. Whiteacre will superintend the extensive alterations which this firm intend to make in the Y.M.C.A. Building, which will give them the much required additional space.

The Winnipeg Piano Co. report December sales to be 20 per cent. in advance of the same month of 1911, which is an excellent showing. Collections for the year are reported good.

Messrs. Cross, Goulding & Skinner had a record month in player piano sales. Mr. Knaggs, Mr. Grieve and Mr. Clark, also some of the office staff, have been on the sick list, suffering from tonsillitis and la grippe.

Your correspondent entered the office of Mr. E. C. Seythes, of the Williams Piano Co., when he was engaged in looking at the photos of Madame Clara Butt and Mr. Kennerly Rumford, who are to use a New Seale Williams piano on their coming tour. This firm have just received a request to furnish a piano for Madame Sembriech's Vancouver concert.

Cross, Goulding and Skinner's collections showed an improvement during last half of the month. There are still a number of overdue notes among the country customers, who report they cannot pay them till they have sold their grain, which they are not anxious to do at present prices.

Mr. J. R. Tucker, of the Tucker Piano Co., Ltd., paid a recent visit to his firm's branch at Port Arthur. Miss Johnson, who has charge of the company's talking machine department, reports a record month for December in her department.

The following resolution has been passed by the Western Canada Civic and Industrial League, the President and Secretary of which are both Winnipeg men:

"That it is the opinion of this League that the practice of granting money or land bonuses of any nature to, or the guarantee of bonds of, corporations, firms or individuals, in consideration of their establishing and operating factories, businesses or industries in Western Canada is not in the best interests of Western Canada, and should be discontinued; further, that action be taken by this League, and by the various cities composing it, to make representations to the several Western Provincial Governments to the end that uniform legislation be enacted reducing the evil to a minimum; if possible, abolishing it."

In the new council who now have charge of Aurora's (Ont.) municipal matters, appears the name of Mr. T. H. M. Hulse, a representative of the music trades in Aurora.

### DEMONSTRATION ROLLS.

Retailers who handle Universal music rolls, as well as their salesmen, will appreciate the suggestion of the manufacturers of these rolls in preparing a list of titles specially fitted for demonstration purposes. Every player salesman knows, or should know, the necessity of constant practice of a number of selections, so that he can demonstrate effectively and artistically.

In their announcement in this issue the Universal Co. give a list of regular 88 note rolls, and also a list of their Uni-Record rolls, which are exact reproductions of pianists' hand playing. Mr. H. H. Fitch, the Toronto manager of Universal Music Co., had a most pleasing Christmas trade.

### THE EDITOR'S ACKNOWLEDGMENTS.

The editor of Canadian Music Trades Journal has received and takes this means of gratefully acknowledging the season's greetings, extended by means of attractive and artistic Christmas and New Year's cards or calendars from:—

Baxter, Arthur, Nordheimer Piano Co., Toronto.  
 Bohne, W. Co., Toronto.  
 Chappell & Co., Ltd., Toronto.  
 Doherty Piano & Organ Co., Ltd., Clinton.  
 Goderich Organ Co., Ltd., Goderich.  
 Higel, Otto, Mr., Karlsbad, Germany.  
 Karn-Morris Piano & Organ Co., Ltd., Woodstock.  
 Keeley, William J., New York, of Auto Pneumatic Action Co., Ltd., Toronto.  
 Martin-Orme Piano Co., Ltd., Ottawa.  
 Mendelssohn Piano Co., Toronto.  
 Music Supply Co., Toronto.  
 Phinney, N. H. & Co., Lawrencetown, N.S.  
 Saunders, Mr. Alex., Goderich Organ Co., Goderich.  
 Seythes, Mr. E. C., Winnipeg, of Williams Piano Co., Ltd.  
 Sherlock-Manning Piano & Organ Co., London.  
 Thomas Organ Co., Woodstock.  
 Thornton, Mr. E. C., Woodstock, of Karn-Morris Piano and Organ Co., Ltd.  
 Waitt, M. W. & Co., Ltd., Vancouver.  
 Williams Piano Co., Ltd., Oshawa.  
 Willis & Co., Ltd., Montreal.

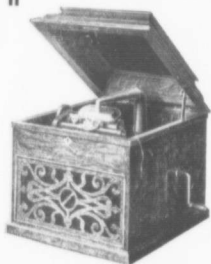
### THE MESSAGE OF THE VIOLETS.

The above is the title of the illustration on an exceedingly dainty calendar received at this office, and the only advertising matter on which is "Compliments of the Goderich Organ Co., Ltd., Goderich, Ontario," these words being embossed in a neat brown letter on a buff ground. The calendar in colors and design, is one that will readily find acceptance wherever sent.

### BOBBIE BURNS AND HIGHLAND MARY.

The calendar sent out last year by W. Doherty Piano & Organ Co., Ltd., of Clinton, could not be improved upon, so, for 1913 the same design, with a different illustration, was used. The illustration is a richly executed reproduction of H. J. Dobson's celebrated picture "Bobbie Burns and Highland Mary." The embossed wording indicating with whose compliments the calendar is sent, scarcely suggests advertising. The calendar is one that any home or office will appreciate.

## Start Now



The U-S "Royal"  
Retail Price, \$60

with a  
stock of  
**U-S**  
Phono-  
graphs  
and  
Records

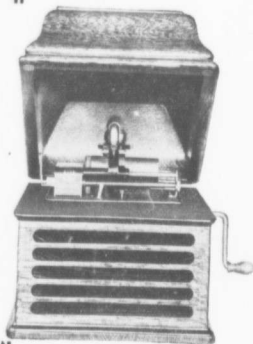
The Quality is right.  
The Price is right.  
Our Service is right.



Fit any Phonograph

A source of continual profit  
to you.

A source of continual plea-  
sure to your customer.



The U-S "Rex"  
Retail Price, \$30

SHEET

# MUSIC BOOK

## Violins, Mandolins, Banjos Guitars, Autoharps

and  
"Imperial" Band Instruments



If YOU have not already  
seriously considered our  
U-S Dealer's proposition

**Don't put it off**  
any longer. Communicate  
with us by next mail.  
You'll be the gainer.

A source of  
continual  
satisfaction to  
dealer  
customer  
and  
everyone  
concerned.

Feature  
"Imperial"  
Strings

They have  
stood the test  
of our 25  
years of  
handling them.

Always order

## "Imperial" Rosin

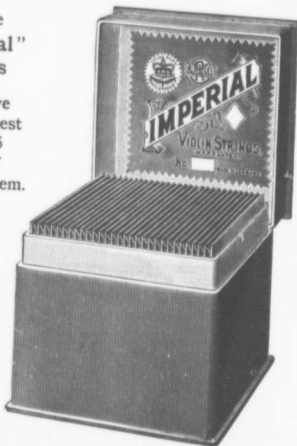
The neatest and best Rosin  
on the market  
to-day.

**Whaley, Royce & Co.**  
Limited

237 Yonge Street  
TORONTO

and

Donald and Princess Sts.  
WINNIPEG





**SPECIAL MUSIC ROLLS.**

Concerning the future line of development in perforated music, Gottfried Galston, the Austrian pianist, is credited with saying:—"The possibilities of the player pianos are not fully realized. When the player is recognized as a new instrument altogether, instead of as a piano, then will it reach its full attainment. At present the player piano simply reproduces what some one has already played on the piano. But I believe that in the future there will be composers—great ones at that—who will write especially for the player piano. Then we shall be given wonderful melodies, compositions that it would be impossible for two or four hands to play, compositions that would have to be played on the piano by twenty hands, if such a thing were physically possible. This will mean the giving of such harmonies as have never been heard. Then will the player piano be the truly marvellous instrument it is destined to become."

Mr. H. B. Bilby, Canadian manager of the Perforated Music Co., states that this same idea prompted their introducing a line of special rolls, as announced on the inside back cover of their last two supplementary lists, which class of music will receive greater attention on their part from now on.

**GREETINGS FROM KARLSBAD.**

Though far from home and at times suffering excruciating pain, from the illness that caused him to go to Karlsbad in search of a cure, Mr. Otto Higel did not forget those in the music trades at the Christmas season. On Christmas morning the editor of this Journal received the following message from Mr. Higel:—

Karlsbad, Dec. 8, 1912.

Wishing you a merry Christmas, and a joyful and prosperous New Year, and with my kindest regards to yourself and all the music trade, I remain,

Sincerely yours,

OTTO HIGEL.

Reports received at the Otto Higel Co.'s offices are to the effect that Mr. Higel is making progress toward the complete recovery that many friends in the trade hope will soon be his.

**NEWS NOTES.**

Mr. D. S. Cluff, general manager of the Doherty Piano & Organ Co., Ltd., Clinton, was elected councillor for that place for 1913.

Mr. J. Leslie Forster, Toronto, who is the inventor of the "Forster Artistouch Expression Control" for player pianos, is in New York City on business.

The "Music Trades Review" of London, England, has made the official organ of the Pianoforte Manufacturers' Association of Great Britain.

Mr. Lunn, manager of the Hamilton branch of Gerhard Heintzman, Ltd., who frequently visits Toronto, reports excellent piano business in his city.

Ysaye, the celebrated Belgian violinist, has contracted to make records for the Columbia Co. As soon as these new records are ready for the American market they will also be on sale in Canada.

Mr. W. F. Wallace, connected with Universal Music Co.'s headquarters at New York, was a visitor to their

branch in Toronto recently, and visited several Canadian centres, including Montreal and Ottawa.

In conversation with a Journal representative, Mr. Carter, of Carter's music store, reported excellent Christmas business, both in pianos and phonographs. The latter department is being enlarged to meet a growing business.

The new Reeve for Markham, Ont., is Mr. R. A. Fleming, piano and organ dealer of that town. Reeve Fleming is a son of the late William Fleming, who for so many years was well known as a musical instrument dealer, and also as an expert checker player.

The activity of "His Master's Voice" dealers in Des Moines, Ia., is an object lesson to dealers elsewhere. In that city no less than sixteen schools are equipped with Victrolas and a list of suitable records. These were selected by the music supervisor of the schools.

The annual convention of the British Music Trades will be held at Buxton, May 22 to 27. As already stated, the British Pianoforte and Musical Exhibition will be opened on Sept. 6, and extend over a fortnight. It will be held at Olympia, the largest Exhibition Hall in London, and will be open to the public.

Two directors of the Wright Piano Co., Ltd., Strathroy, will figure in the public life of the town as a result of the recent municipal elections, Mr. S. M. Smyth being on the Board of Water Commissioners, and Mr. W. P. Dymond on the Collegiate Institute Board. The latter gentleman is vice-president of the Wright Piano Co.

Edison dealers are anxiously anticipating the appearance of the new Edison disc records on the market. Samples of these, with the new Edison disc phonograph, were received by the R. S. Williams & Sons Co., Ltd., some weeks ago, and have been standing up to the test of repeated trials in a manner delightful to the management of that firm, while the clear reproduction is highly satisfactory to them.

Most auspicious was the beginning of the New Year for Mendelssohn Piano Co., Toronto, who opened up the first day's mail with carload orders for Western shipment, which, with other new business and unfilled orders carried over from 1912, starts them off at an unusually brisk pace. Mr. H. Durke, proprietor of this firm, considers the prospects of the brightest for another good year, with increased player demand.

When in Halifax on the last day of 1912, Mr. G. Y. Chown, head of the Wormwith Piano Co., Ltd., of Kingston, received a telegram from his firm telling him that the shipments for the month of December were two hundred and sixty instruments. The same wire informed him that the mail for the same day brought in orders for five carloads. Referring to this satisfactory state of affairs, Mr. Chown laconically observed, "there must be a reason."

"The best single month's business I have ever had," is the way Frank Stanley describes his piano and player trade for December. The bare appearance of his warehouses at 14 Temperance Street, Toronto, fully endorsed this statement, for the day after Christmas saw the store and the factory entirely stripped of stock. Mr. Stanley recently built another story to his warehouse, and purposes making extensive alterations to the interior of the building.

# "Artistouch"

## "Forster Artistouch Expression Control"

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

Most of the high class player  
manufacturers are using the  
Artistouch. Are you getting it  
on your players, Mr. Dealer?

Costs just a trifle more, but can  
be retailed for three times its  
cost easily. Some are getting  
six and seven times the cost  
out of it.

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

Since the appearance of the new Edison Amberol, Mr. Crane, of the Enderby Music Store, has placed eight of them in Enderby homes, says the Press of Enderby, B.C. These are an expensive machine, but the quality of the music produced and the excellent workmanship on the machine, make it a luxury to be desired. It goes to prove that the demand of the public is for something good, not cheap. It is his quick recognition of this fact that has made Mr. Crane so successful in the music business.

In one of the most keenly contested municipal fights ever put up in the town of Bowmanville, Mr. J. B. Mitchell, vice-president of the Dominion Organ & Piano Co., who contested the mayoralty, was defeated by the small majority of eleven. Under Mayor Mitchell many important improvements were secured for Bowmanville, and during his term in office the town experienced the greatest industrial activity in its history. Now that he is definitely out of office, Mr. Mitchell states that he is glad to be relieved of the duties of the office that have grown so heavy.

Though up to the time of going to press Mason & Risch, Ltd., Toronto, had no definite announcement to make concerning an important addition to their factory, it is almost a certainty that before the end of the year their manufacturing capacity will be greatly enlarged. With commendable foresight this firm secured an important land area adjoining their present factories, and which gives them extensive frontage on both King and Adelaide Streets. To Mason & Risch dealers the prospect of being able to secure pianos and players in larger quantities is a welcome one, and their numerous Western branches are hoping for an early decision on the part of the management to proceed with additions to an already large and excellently equipped factory.

Gerhard Heintzman, Ltd., are now figuring on a large addition to their big factory on Sherbourne Street, Toronto. For the last two or three years, and particularly during 1912, they have felt the necessity for more factory space, so that as soon as weather conditions permit building operations, they will have completed their plans, and which, incidentally, will be welcome news to Gerhard Heintzman agents, who during last year were unable to secure all the goods desired. The growth of Western trade is responsible for much of the increase in Gerhard Heintzman business. A couple of years ago the firm purchased a considerable frontage adjoining their present factory site, giving them ample room for expansion.

Though January of a year ago ushered in what proved to be twelve good business months for Auto Pneumatic Action Co., Ltd., of Toronto, this year has started off with even greater promise. Mr. F. T. Quirk, general manager of that firm, foresees quite an important increase in the demand for players, and a stronger desire on the part of the retailers to feature them, as they and their salesmen become more familiar with what can be accomplished on a well made player piano. Mr. Quirk, who is also general manager of Sterling Actions & Keys, Ltd., formerly known as A. A. Barthelmes & Co., Ltd., has expressed his satisfaction in that firm's business in the Sterling Individual Brass Flange Action.

In the manufacture of actions and keys, quality is the one great desideratum of the head of the firm of

J. M. Loose & Sons, Ltd., and quality in every part of the piano he urges, when asked his opinion concerning the life of the business. His advice to retailers would be to handle instruments honestly made, and to sell them, so as to give the buyer an honest deal always. As far as the cheap piano, as it is known in the United States, is concerned, Mr. Loose does not consider that there is room for it in Canada, while on the other hand the history of the trade shows a steady and regular growth in the demand for instruments that are constructed on a quality basis. Mr. Loose expresses himself as well satisfied with the business of his firm for the past year.

Mr. M. W. Glendon, whose place of business is at the corner of Elm and Yonge Streets, reports excellent December business in Kohler & Campbell lines, the

## Empire Music Publishing Co.

449 King Street East

Hamilton - - - Ontario

We solicit the patronage of the trade in placing vocal numbers of considerable merit before the public. These publications are the work of local writers and comprise, among a varied collection, two new fine patriotic songs, "Sons of Empire," in three keys and "Hail Canada!" both of which promise to achieve great popularity. Sacred, secular and humorous numbers, male quartettes and other original settings form a portion of attractive publications. Send for Catalogue.

Empire Music Publishing Co., Hamilton, Ont.

# LOWENDALL'S FAMOUS VIOLINS

PERFECTION OF TONE AND  
WORKMANSHIP

ASK YOUR DEALER

CANADIAN  
REPRESENTATIVES

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

WINNIPEG CALGARY  
MONTREAL TORONTO

wholesale business of which he purposes extending in Canada.

The year just closed was the greatest in the history of His Master's Voice Gramophone Co., of Toronto, who are Ontario distributors of Victor lines, and which would have been even greater, but for the impossibility of securing Victrolas. Record business has continued right into the New Year without interruption, and Mr. W. R. Fosdick, manager of the firm, is figuring on greater Victor record business this year than ever.

During holiday week the Otto Higel Co. closed down their plant long enough to take stock and make any necessary machinery adjustments. They are again running full blast, with the management well pleased with the business outlook for 1913. The new catalogue of their perforated roll department is practically complete, and can be secured by dealers on application. This lists all music up to and including the December supplement. Mr. Ben. S. Stright, of the Otto Higel Co.'s player and player roll department, left Toronto on New Year's night, on an extended tour of the West.

In a British Columbia publication referring to the business of Mr. Wm. Thomson, the well known Vancouver dealer, it is stated that the world's leading piano centre is London, England. Mr. Thomson imports a number of English instruments, in addition to handling Canadian makes. Of the Sherlock-Manning piano, which he has handled since opening up in Vancouver, Mr. Thomson says:—"The Sherlock-Manning is a piano that ranks with pianos of world-wide fame, having that beautiful rich sonorous bass, with an unusual quality in the centre parts, which gives it a rich singing quality, unlike any other pianoforte in Canada."

The Music Supply Co., of Toronto, who are the Ontario jobbers of Columbia lines, were well pleased with their 1912 trade, and have already started out on a still greater year. They report a good demand for Columbia Rena records, manufactured in England, and of which they are sole Ontario distributors. They expect the increased advertising of Columbia lines this year to greatly assist Columbia dealers in their sales.

**L**IVEN up your Sheet and Book Music Department by featuring a representative stock of

## Our Standard Publications

It's a Paying Line

It Brings Customers to Your Store

Prompt Attention to Mail Orders a Specialty

Start NOW With Our Music on Hand

WRITE FOR LISTS

Anglo-Canadian Music Publishers'  
Association

(Ashdown's Music Store)

144 Victoria St.

Toronto

Mr. Wm. Long, who handles Karn-Morris and Evans lines in Toronto, reports 1912 the best year he has ever had, with a scarcity of stock, his only cause for complaint. Mr. Long reports an increase in the proportion of player buyers, which with easier collections he considered an indication of the public's good finances. To regular advertising, with no let up at any time of the year, Mr. Long attributes much of his success in piano retailing.

Mr. S. Herz, of the Nordheimer Piano & Music Co., Ltd., returned to Toronto just before Christmas, after a successful Western trip. As a result of his tour there will be a large increase in the shipments of Nordheimer instruments to the Western Provinces this year.

#### DEAN OF ENGLISH SHEET MUSIC TRADE.

In the death of Mr. Edwin Ashdown, of London, there passed away one of the veterans in the sheet music business in England. The late Mr. Ashdown, who visited Canada on a couple of occasions, established an agency of his business here in the seventies. This was afterwards taken over by the Anglo-Canadian Music Publishers' Association, Ltd., on the formation of that company in Toronto. A son, Mr. Sidney Ashdown who, with Mr. Percy Ashdown of Boston, and several daughters survive, was at one time manager of the Anglo-Canadian Music Publishers' Association, and on his return to England, was succeeded by the present manager, Mr. John Hanna, who was personally acquainted with the late Mr. Ashdown, and always held him in high esteem. Until about a year ago Mr. Ashdown, who was a recognized authority on music copyrights, was chairman of the Anglo-Canadian Music Publishers' Association here. He was in his eighty-sixth year.

#### DEFECTIVE PACKING OF ORGANS.

In a report from Auckland, Mr. W. A. Beddoe, Canadian Trade Commissioner for New Zealand, says: "Your Commissioner regrets having to call attention to this subject. One of the largest New Zealand importers of musical instruments, who for many years has distributed a well known Canadian parlor organ, expressed himself in very forcible terms recently. In fact he went so far as to intimate that if he had another experience, he would withdraw his orders and deal elsewhere. An allusion to insufficient packing is made in Weekly Report No. 377, March 15, 1911.

"During 1911 New Zealand imported 498 organs, of which 232 came from Canada. It would appear to be a trade worth encouraging."

#### TUNER WANTS POSITION.

Situation required with high class firm, by first class piano and organ tuner and repairer, capable of taking charge of that department. Good references. Apply Box 1052 Canadian Music Trades Journal, 56-58 Agnes St., Toronto.

#### SALESMAN WANTS POSITION.

Situation required with high class firm by first class salesman in music store. Pianos, organs and all small goods. Capable and reliable, with good references. Apply Box 1053 Canadian Music Trades Journal, 56-58 Agnes St., Toronto.

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—Bram & Co., of London, Eng.  
Pelissier, Blanchet & Co., of Lyons, France.  
J. W. York & Sons, of Grand Rapids, Mich.

35 St. Lambert Hill - Montreal

#### DECEMBER NEW ISSUES

#### She's Just a 'Home Sweet Home' Girl

By JEROME & SCHWARTZ

Featured by the well-known star, ANDREW MACK, and others

NOTE:

"Whistle It"

BLANCHE RING'S feature song is selling so big that it forces us to push it harder than ever.

Buy Them Now !!!

JEROME & SCHWARTZ PUBLISHING CO.

222 West 46th Street

New York City

TED S. BARRON, Gen'l Mgr.

P.S.—"STRING A RING OF ROSES ROUND YOUR ROSIE," going bigger than ever.

THE LARGEST WHOLESALE MUSIC JOBBER IN THE WORLD

# MUSIC DEALERS

SEND ME YOUR ORDERS FOR ALL POPULAR, CLASSICAL AND STANDARD BOOK AND SHEET MUSIC.

A. H. GOETTING (A. L. E. DAVIES, Canadian Rep.) 114-115 Stair Bldg., Bay St., Toronto

# The Gerhard Heintzman

“The Piano for the Home”

**F** in selecting the appointments of the home there is anything in particular that just adds the finishing touch it is the “Gerhard Heintzman” instrument.

Much has been said by satisfied owners regarding the distinctiveness of the “Gerhard Heintzman” in tone and in design, and after all it is the recommendations from these sources that carry weight, because they are the outcome of the actual experiences with instruments that have stood the test of time.

Built  
by  
a  
Master

Built  
by  
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## The Name a Guarantee.

**P**RUDENT buyers look for the name "Mason & Risch" on an upright, grand, or player piano before they purchase. That name they know represents tone production, originality in design and perfection in detail to such a degree as has won the distinctive reputation of the Mason & Risch instruments. Thus confidence is created in your lines when your leader is known to be the

Mason & Risch.

---

**MASON & RISCH LIMITED**

Head Offices: 230 Yonge Street

TORONTO

CANADA

M&R

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