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Music Trades
Journal

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NOVEMBER

**NINETEEN
SEVENTEEN**

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66-68 West Dundas St., - Toronto, Canada



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Every ounce of energy, brain, and skill of the entire Columbia organization is working night and day for just one thing.

To bring music-hungry men and women into your store.

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Factory and Headquarters:

Toronto

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Piano

“The Piano Beautiful”

MARTIN-ORME instruments are built under the expert guidance of a recognized Genius in the theory and practice of acoustics and tone.

They are the resulting combination of careful workmanship and fine materials—when in the guiding hands of a Master Craftsman.

The entire Martin-Orme Plant and Organization is concentrated on the production of one quality of instrument—and we have the necessary experience to achieve the highest attainable result.

Dealers find—despite heavy costs of grade A1 labor and materials—that the qualities of Martin-Orme pianos steadily advance.

They are built to be your leader.

The Martin-Orme Piano Co. Limited

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Makers of pianos and player pianos—of the highest grade only.

To Satisfy rather than Adjust

complaints later on has been the Karn-Morris settled policy for over 50 years. The subject of Complete Satisfaction Right From The Start vs. Come-Backs is not open to debate by either the dealer or the consumer. You know the theory of "quality first" is sound. You know it is sound in practical merchandising. Carry it out by selling Karn and Morris pianos and player pianos.

The KARN-MORRIS Piano & Organ Co., Limited



Head Office—WOODSTOCK, ONTARIO
Factories—WOODSTOCK and LISTOWEL



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"Tell Me"

said the bank manager to a merchant asking for a line of credit, "What firms you buy your goods from. That is an indication of your business character."

In business circles to-day it usually happens that the leading manufacturers and the leading retailers get together.

Gourlay Pianos have been sought by substantial merchants as their foundation for building a business on goods of irreproachable character, and on a sound selling policy. What more need be said? That is indisputable commendation of Gourlay Tone, Gourlay Designs, Gourlay Reputation and Gourlay Policy, all in one sweep.



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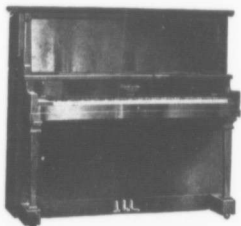
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the **Gourlay-Angelus Player**

Mendelssohn Pianos and Players



Style Louis XIV.



New Style "E"

The most desirable feature in a piano agency for you is to have a line that excels in those points by which the public judges.

One of the secrets of Mendelssohn success for years is that every attention has been given to producing pianos of that stamp. When you succeed in getting a prospect into your store you not only **show** him, but with the

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Cottage Style

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STYLE E

NEW DESIGN



The beautiful lines of the Style E render it adaptable to any surroundings. It is made in either Mahogany, Walnut, or Oak casework, and has been specially modelled to meet the demand for an instrument of moderate size, but possessing a tone of volume and purity which it was formerly only possible to obtain in a piano of larger dimensions. It is a piano for connoisseurs. All the unique features of Bell Pianos are included.

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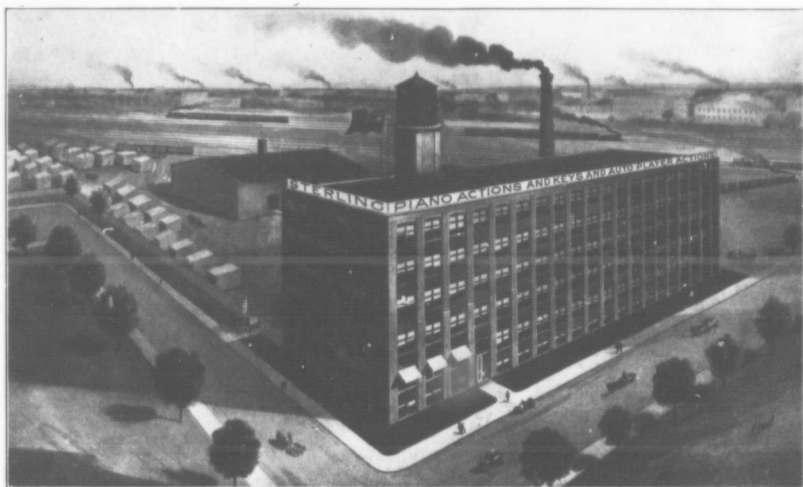
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Stays in tune longer. The secret is in the "Howard Patent Straining Rods," which strengthens the piano by relieving the great strain on the strings. This feature is not obtainable in any other make than the Newcombe.

The original Newcombe tone, with this device for preserving the tone, has made it a "leader" with dealers all over Canada.

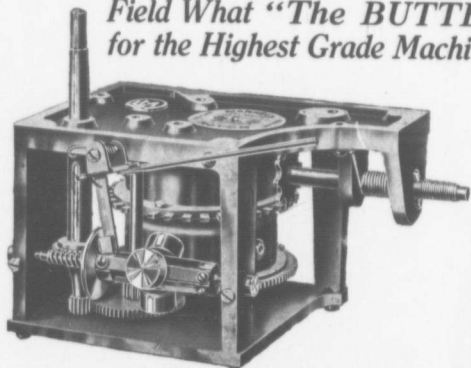


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"Never Suffers by Comparison"

The Newcombe Piano Co., Limited
Toronto - Head Office, 359 Yonge Street - Canada
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Accomplishing for the Moderate-Priced Motor Field What "The BUTTERFLY" Has Done for the Highest Grade Machines.



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SPECIFICATIONS

Double spring, cast-iron frame, brass bearings, smooth winding and quiet running, playing three 10-inch records without rewinding. Furnished complete with 12-inch turntable, special broad-flanged hub, fibre-back escutcheon, one-piece tapering crank, speed tabulator and all accessories. The speed tabulator has a pilot screw attachment which fits into slotted arm on regulator bar, and prevents arm from jumping off regulator in shipping (patent applied for).

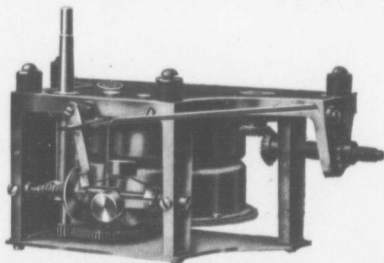
The Highest-Quality Motor on the Market Today at a Moderate Price

Priced low enough to use on \$50 machines
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The spirit of craftsmanship which makes every Markels Motor a supremely dependable piece of machinery is carried through to the minutest detail of the manufacture and assemblage of the component parts.

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The new Jewel-Bearing BUTTERFLY MOTOR—on the market now but a few months—has easily established its leadership as the only Silent Motor in existence. Your competitors are testing and using The BUTTERFLY with epoch-making results on their highest-grade machines. If you have not yet tried it, wire your order to-day for a sample "BUTTERFLY."



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Send for "The BUTTERFLY Bulletin," which gives full description, large photographic cuts, etc.

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This is the height of the most attractive piano, and the most genuine value offered piano dealers to-day.

Finished in beautifully figured Oak, Mahogany or American Black Walnut—its appearance makes selling easy.

The construction embodies all the correct principles of piano building elaborated in the most modern manner, with that attention to detail that makes the finished product a delight.

Dealers who have a demand for small pianos for apartment homes will find this entirely fitting to this requirement.

National Piano Company, Limited

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—the rich, yellow cream rises to the top of the bottle, so does the choicest trade become attracted to the music store featuring the WRIGHT PIANO AS ITS LEADER.

The number of dealers who are concentrating on the sale of Wrights is growing every week. As merchants make a careful inventory of their stock the slow-moving goods are weeded out and replaced by Wright Pianos.



STYLE 65

Wright dealers know and rely upon our determination to conduct our business so that the Wright Piano will continue to be a recognized leader in all competition.

If you haven't joined the Wright circle of dealers you can do yourself a good turn by joining.

Wright Piano Co.
Limited
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The LESAGE Player
(Equipped with metal action when desired)

A. LESAGE

MANUFACTURER OF PIANOS
AND PLAYER PIANOS OF
THE VERY FINEST GRADE

ST. THERESE, - P.Q.

REAL HOME ENJOYMENT

of all that is the latest and best in music, and a stylish piece of furniture, is what you offer when you handle LESAGE Player Pianos.

Your prospective buyer knows he must have an instrument that will give excellent service, because with a player, every member of his family is going to use it and use it constantly.

That commodity called service, as sold in LESAGE Player Pianos, is good measure. It is brimfull and overflowing.

Order some LESAGE PLAYERS now and start specializing on them. It will pay you well.

In the Piano Alphabet



by the generally accepted rule, the name "Evans Bros." comes near the top—among the E's. By the rule of Quality, it is kept at the top of the list of big values. A dollar cannot buy more piano value in any other make than in the **Evans Bros.** From the standpoint of investment, sales and profit, the **Evans Bros.** line is a "top-notch." Secure further particulars.

**Evans Bros. Piano and
M'f'g. Co., Limited**

Ingersoll - - Ontario

Say to Your "Prospects"

"Here is the way to give your home the abundance of good cheer it needs—get a **LONSDALE PLAYER.**"

We do not ask you to read a lengthy description of the

Lonsdale Player

—just test it for yourself. If we cannot show you superior value, we've nothing more to say. But the experience of other dealers with the **Lonsdale Player** convinces us that we can convince YOU.



STYLE K

LONSDALE PIANO COMPANY

TORONTO

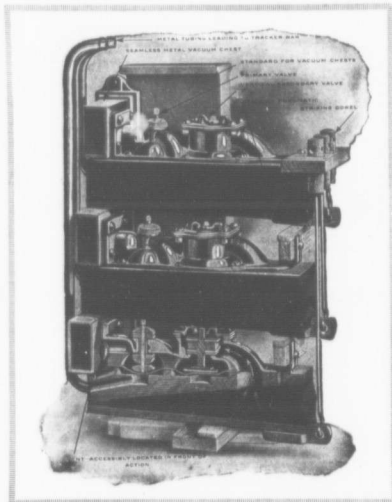
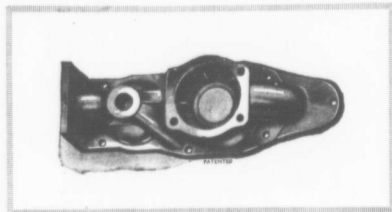
Office and Factory: Brooklyn Ave. and Queen St.

CANADA

Little or Nothing For The Upkeep

is the reputation of the OTTO HIGEL METAL PLAYER ACTION

In the Higel Metal Player Action the science and experience back of the quality of the raw materials and the skill of assembling make the finished action capable of standing more hard usage than it is ever likely to receive. The upkeep is never out of our minds.



The Otto Higel Metal Player Action

- is positively air-tight under all climatic conditions.
- has each part easily accessible.
- with every part interchangeable.
- so simple in its construction that it has received the unreserved endorsement of the world's best experts in the theory and construction of players.
- renders such extraordinary service, and so meets the strictest requirements of high-class players that it is the choice of manufacturers in not only Canada, but in the United States, in Australia, and in Europe—and this in the competition of the world's markets, because it is accurate, efficient and always dependable.

The Otto Higel Co., Limited

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Toronto, Canada

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516 Richmond St. W.

Established
1891

NEW YORK
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Manufacturers of

Pianoforte Hammers and Covered Bass Strings

For the better grade manufacturer

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BOTH IN APPEARANCE AND ENDURANCE WILL
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SATISFIED CUSTOMERS.

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It gives you a sweet-toned, well-built, attractively finished piano, at a cost price fair to you; that brings a selling price fair to your customer; and with a margin fair to your business.

PUSH THE DOHERTY and you will find the proof in your annual financial statement.

Doherty Pianos Ltd.

Established 1875

CLINTON, - ONT.



A Popular Line to the
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**EASY SALES AND
SATISFIED CUSTOMERS**

The THOMAS

is the popular line in the
Music trade to-day. The
Organs with the Reputation,
the Quality and the Guar-
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**The Thomas Organ
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NEW YORK, since 1848
4th AVENUE and 13th STREET

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ORDERS have exceeded our expectations.

We are running overtime in our organ department and away behind with orders.

Dealers keep alive, handle the winner.

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Prices on stools are withdrawn. Quotations given on application.

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CLEVELAND, OHIO, U.S.A.

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Player Accessories.

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The Craig Piano—Established 1856

Gentlemen Who Sell Pianos



are prone to believe that silver tongued oratory is a prime requisite of salesmanship. Yet the most successful salesmen stake their selling ability on a piano of known quality. In the Craig pianos and players there is employed nothing but first-class value in actions, keys, hammers, strings, cases and all other parts used.

The Sweet, Mellow Tone

of the Craig Piano is the result of exercising such great care in the selection of reliable materials, and of the experienced workmanship in combining them together into the finished instrument.

Craig Pianos and Players are produced in an up-to-date factory, which is laid out and equipped to obtain the finest quality of workmanship.

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with Craig Pianos?

The Craig Piano Company - Montreal, P. Q.

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

You can talk superiority of tone and tone control as far as you like when you are selling a Columbia Grafonola—and never be afraid of over-statement.

Columbia Graphophone Company
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Toronto - - - Canada



BAGSHAW STEEL NEEDLES

embody needle perfection. The entire history of the talking machine industry stands pertinent witness to this fact.

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LOWELL MASS.

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

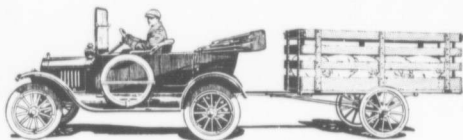
Every kind of RUBBER TUBING is represented in our line, including extra large sizes covered with HEAVY FRICTIONED TWILL, which is designed particularly to prevent splitting over connections.

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DELIVERY of Musical Instruments simplified

AND

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FOX TRAILERS



Capacity 1,800 lbs.



Fox Trailers are being used successfully in many different lines of business. If you have a car, one of our trailers will make you a rapid, efficient delivery outfit. The cost is small. We make five models with rack and box bodies.

Prices \$95 and \$105 F.O.B. Windsor, Ont. Write for booklets.



Fox Brothers & Company, Limited
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Gerhard Heintzman Phonographs

Six Models—\$80, \$138, \$180, \$225, \$300, \$400

They possess a tone that can no more be described than you can tell in words the beauty of an Egyptian sunset. To hear a Gerhard Heintzman is to want one. The Gerhard Heintzman plays any disc record.

It has a quiet, smooth running motor—Acoustically correct tone chamber of genuine piano sounding board spruce—Reproducer of the most modern type—Perfect Nuancer—Automatic stop—Automatic lid support—Self operating electric light for record chamber.

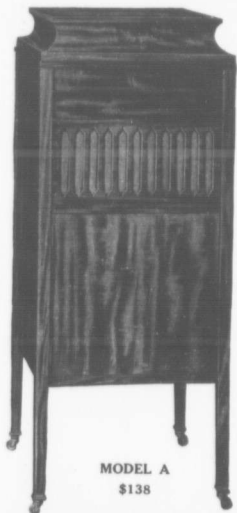
Cabinets are double veneer on three-quarter inch solid core, built by piano case craftsmen—All cabinets on casters—Made in mahogany, walnut, circassian, fumed and mission oak.

Behind each model is a half century of building musical instruments of the highest grade.

Special designs to order.

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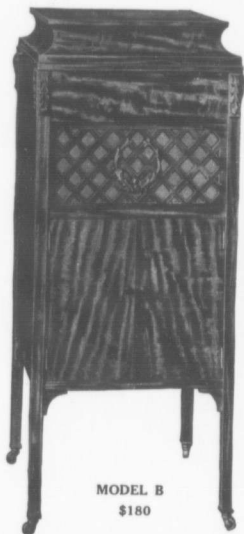
75 Sherbourne Street, Toronto



MODEL A
\$138



MODEL K, \$80
Complete with Record Cabinet,
\$110



MODEL B
\$180



MODEL D
\$300



MODEL E
\$400



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

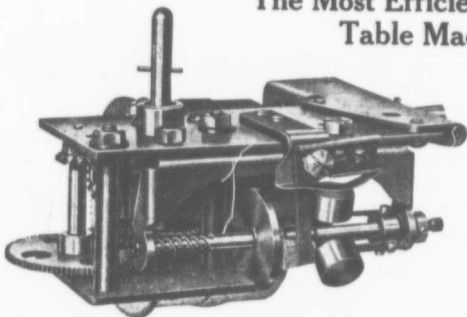
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CHICAGO ATLANTA SEATTLE CINCINNATI TORONTO
Lumsden Building



Meisselbach Motor No. 10

The Most Efficient Motor for
Table Machines



Meisselbach Motor No. 10

SPECIFICATIONS

Capacity—Plays any two 12-inch or three of the average 10-inch lateral cut records entirely through with unvarying regularity of speed.

Frame Construction—Extra heavy gauge, high quality flat steel. General contour of frame and disposition of parts such as to facilitate installation in any type of phonograph cabinet.

Springs—Two carefully tempered springs; completely enclosed and operating in lubricant; interconnected by our patented coupling.

The entire spring box shaft is readily detachable by the removal of one screw, without disturbing the adjustment of any other part of the motor.

Transmission—Silent gears of special form cut by the hobbing method.

Speed Governor Drive—Worm gear of most approved construction with highly finished alloy steel worm.

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Speed Regulator—Knurled finger knob adjustment with plain or graduated dial on motor-board of cabinet. Most convenient and accurate.

Net Weight (motor as illustrated) 4 lbs.

Canadian Branch:
Lumsden Building
Toronto

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President



MEISSELBACH



TONE ARMS

MOTORS

SOUND BOXES



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES: ELYRIA, OHIO—NEWARK, N.J.—PUTNAM, CONN.

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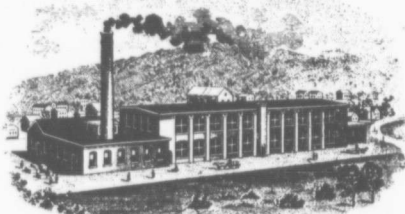
We announce the Amalgamation of the

Otto Heineman Phonograph Supply Co., Inc.

of New York

AND

John M. Dean, Inc.
Putnam, Conn.



Plant of John M. Dean Division, Putnam, Conn.

The World-Famous
DEAN NEEDLES

will continue to be manufactured under the present efficient management of Messrs. Charles E. Dean and John M. Dean, Jr., and this plant will be known as the

John M. Dean Division

of the

Otto Heineman Phonograph Supply Co., Inc.

Canadian Branch:
Lumsden Building
Toronto

Otto Heineman
President



MEISSELBACH



TONE ARMS

MOTORS

SOUND BOXES

It's a case of "Stock up at Once"—

If you intend to do a gratifying instrument business the coming Christmas Season

Musical instrument retailers might as well face the inevitable now as later. Stocks of every description are becoming increasingly difficult to obtain. The amount and nature of new supplies are uncertain. We quote below a few of our regular lines most appropriate for Christmas selling, stocks of which are still normal. We urge you to check them over at once and send in your order by return mail, as stocks of these lines are bound to diminish rapidly, and waiting for new supplies may not offer you the best advantage in developing Christmas sales. Check them over now and order at once.



Violins

- No. 256—French make, brown varnish, slightly shaded, bright finish, spruce top, maple back and sides, imitation ebony trimmings. Retail price, \$9.00.
- No. 150—French make, reddish brown varnish, slightly shaded, highly polished, spruce top, maple back and sides, imitation ebony trimmings. Retail price, \$15.00.
- No. 9—Klotz Model, good imitation, ebony fittings, well made, nicely finished, selected flamed maple back, in two pieces, stamped "Klotz." Retail price, \$12.00.

Violin Cases

- No. 252—Canvas, leather bound, opens at end with buckle and strap, the best, neatest and most durable canvas case made. Retail price, \$2.50.
- No. 51—The New Model, leather board, shape of violin, plain black shellac finish, fleece flannel lined, nickel trimmings. Retail price, \$6.50.
- No. 53—The New Century, leather board, black, shape of the violin, with nickel plated spring catches and lock, leather handle, fleece lined. Retail price, \$7.00.

Music Cases

- No. 701—Heavy leather, imitation seal grain, highly finished, leather handle with strap and nickel plated buckle, in black only. Retail price, \$1.00.
- No. 725—Heavy leather, imitation seal grain, heavy leather round handle, satreen lined, nickel plated spring clasps. Supplied in black only. Retail price, \$3.75.
- No. 731—Fine grained leather, flat leather handle, open ends, satreen lined, two leather straps, leather covered buckles, nicely finished in dark green only. Retail price, \$3.25.
- No. 735½—Heavy leather, seal grain, heavy leather handle, riveted from the interior of the case, fancy nickel plated spring lock clasp, nicely lined with satin throughout, a most desirable combination case, as it can be used for stiff covered books or will fold up for music, in black leather only. Retail price, \$4.50.



Metronomes

- No. 12B—Mahogany case, without bell, fixed key, superior quality, Muelzel system. Retail price, \$3.75.
- No. 13B—Mahogany case, with bell, fixed key, superior quality, Muelzel system. Retail price, \$4.75.

Ukuleles

- No. 13—Birch Mahogany, well made, dull finish, mahogany pegs. Retail price, \$7.00.
- No. 16—Genuine Mahogany, well made, oil finish, mahogany pegs. Retail price, \$9.50.
- No. 110—Genuine Koa Wood, nicely made, dull finish, three rings of inlay around sound hole, white celluloid pegs. Retail price, \$11.50.

Ukulele Cases

- No. 10—Ukulele Canvas Cases, canton flannel lined, leather bound, leather handle. Retail price, \$2.00.



Mandolins

- No. 1—Nine ribs, maple and birch, red stripes between ribs, maple caps and sides, inlay around sound hole, black fingerboard, with position dots, guard plate inlaid with butterfly, nickel plated tailpiece, patent machine head. Retail price, \$6.00.
- No. 3—Nine ribs, walnut and maple with red inlay between white top, inlaid position dots, brass patent heads, nickel plated tailpiece. Retail price, \$7.50.
- No. 4—Nine ribs, walnut and maple with red inlay between white edge, white top, inlaid position dots, brass patent heads, nickel plated tailpiece, inlaid around sound hole, celluloid guard plate, celluloid bound top edge, nicely finished. Retail price, \$8.00.
- No. 7—Oak, 11 ribs, with strip between, brass patent heads, patent nickel plated tailpiece, and protector, white colored top with colored wood and celluloid bound edge, mahogany finished neck, ebony fingerboard, position dots, inlaid around sound hole, celluloid guard plate, fine tone and finish. Retail price, \$11.00.



WRITE NEAREST BRANCH

WINNIPEG
CALGARY

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

MONTREAL
TORONTO

Canadian Music Trades Journal

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

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No. 6

English Trade "Carried On" Under Difficulties

THE manner in which the British piano manufacturers and dealers are "carrying on" surrounded, as they are, on all sides by limitations and adverse conditions, is worthy of recognition by the trade in other countries. The Journal has frequently referred to the restrictions that have been placed upon the trade in Britain, and it is now learned that the Ministry of Munitions is restricting the number of pianos manufactured for selling in the home market by deciding that the allocation of permits to purchase covered strings is 25 p.c. of the stated requirements, minus such number of sets as have been in the stock-room at the time of filling in the forms. Additional supplies can be obtained if the manufacturers can prove that they are to be used in instruments ordered for exportation; or for use in regimental canteens, Y.M.C.A. huts, and such places. The aim of the manufacturers to keep up the efficiency of their present staffs is a worthy one, but one that is difficult to reach with the limited output that is possible.

In Manchester one dealer is advertising that all his pianos in stock were on view in his shop window, and that business in these instruments would be done on two days in the week only.

The Trade Suffers From Not Letting the Public Know About the New Player Rolls, Brought Out Each Month

A CAREFUL analysis of the music dealer's selling problems reveals a close relationship between the retailing of player piano rolls and talking machine records. Every month there are various new lists of records issued, and these are announced far and wide throughout the Dominion, so that every man, woman and child has brought to his attention, not only the fact that new records are issued, but the titles, the artists making the records, and other points connected therewith. In the music roll field there is a striking absence of this feature.

Although it is not so generally known there are many good live lists of player rolls making their appearance monthly, and the titles are really quite similar to those reproduced on records. In fact both the manufacturers of rolls and records have the same music to pick from, though the latter have the advantage of a variety of instruments and combinations. The player roll, however, involves great possibilities for its user expressing his own individual ideas in the selections played. It is hard to understand how some men who apparently look forward to a great future for the player piano, who are willing and ready to do anything in their power to give the player a boost forward, and yet absolutely refuse to take any definite interest in, or assume any responsibility for popularizing the player roll. The player is, and will be, as useless without the roll as electric lights are without an electric current.

The talking machine also is useless without records, but the trade has not been slow to see that the record end of the proposition is the heart of the business, and records

are being advertised and popularized accordingly. One member of the trade, when one of his staff pointed out the fact that the daily newspapers in their city carried announcements by the half dozen, calling attention to new records, while months go by without one solitary reference in the advertising of any house to the new player rolls, replied, "That is because there are comparatively few rolls sold, and the price is so low that the margin does not allow anything for advertising."

One might as well say to himself, "Nobody I know ever buys gum, and selling at five cents a package there certainly can be no margin for advertising costs." Yet the fact remains that gum is extensively advertised from one coast to the other, and so it is with many five-cent, ten-cent, twenty-five-cent, and fifty-cent articles.

Be the explanations what they may, it is evident that the music roll is a neglected article as far as general advertising in Canada is concerned, and so long as it remains so just that long will the selling of player pianos be a hard, up-hill job. But once the public is shown all that is really available to their homes through the medium of the player piano, there will spring up an increased interest in, and an increased demand for, the player piano, which is necessary to their enjoyment of that music. Already the most enterprising salesmen are selling the player piano simply on the grounds of its capacity for placing the very finest music at the disposal of every home.

Piano Cases of Red Gum

UP to the present time there has not been much variety in the woods used for piano cases. In fact there could not be. There is, however, a feeling that something may come of the use of red gum. Red gum may not mean any material saving in actual dollars, but it is said the supply is almost unlimited, and that it is not subject to the present delays of ocean transportation.

An American manufacturer has made up a baby grand piano in natural finish red gum which gives a two-tone brown effect. In a letter to the Gum Lumber Manufacturers' Association this manufacturer says: "It might help some puzzled manufacturer who uses quantities of lumber for me to say that I cannot see any possible reason why gum veneers cannot be used as effectively as any other form of veneering provided proper care is taken in the preparation of the wood. That, however, is true of all woods used in any form whatsoever. As for the finish of gum, I am sure that your association, by reason of its extensive research, is in position to recommend proper materials and the application of them to produce durable finish. It is my intention to further experiment with your thicker lumber, and I will be very glad to report the results to you."

It is understood this piano manufacturer is proceeding to put through 100 pianos in the red gum. Another champion of the red gum commenting on its richness of stripes and color tones speaks of its character as "soft and delicate as the sheen of fine satin." He says: "American red

gum is now admitted to be one of the world's finest hardwoods; former objections have been entirely overcome by scientifically improved methods of seasoning. In the natural finish red gum is especially popular because of that subtle, artistic quality which attracts but never tires the eye and lends quality, dignity and grace to its environment. Moreover, red gum 'finished natural' is easily cared for and does not show finger marks, and is rapidly increasing in demand by people of the most discriminating taste and refinement."

Centralized Repair Service

AT various centres the trade has undertaken to co-operate along the lines of rental charges, cartage charges, number of free tunings, and in other directions—as, for example, all the dealers in one place giving their cartage business to one firm that specializes in this work. A good deal has been accomplished in such ways, but apparently it falls to the lot of Kansas City to set the example for centralized piano and talking machine repair work.

In that city a party has undertaken the running of a complete repair shop doing work for all the piano and talking machine stores there. The shop is divided into four departments: the tuning; the case repairing, veneering, and sounding board department, which is equipped with veneer presses, dry kiln, sounding board press, patterns and forms for practically any style or make of piano; the third is the key, action and player repair department, the equipment of which includes an ivory polishing machine, and all that is necessary for laying new keyboards, installing new actions, etc.; the fourth department handles piano finishing.

The Journal is also informed that when a local dealer locates any prospect who has a second-hand piano to trade in, this central repair shop sends a man to estimate the cost of repairing it and putting it in shape, and to value what it would be worth in stock after it had been gone over.

The man who operates this repair shop puts up the argument to the dealers that an average dealer cannot afford to pay several repair men, each a specialist in his own line; and that one man is not generally a good tuner and also good on case work and other adjustments, which are quite different from the work of tuning.

Getting the Customer's Feet on the Player Pedals

"THE one and only certainty about a prospect who comes in to look at a player-piano is that he, or she, wants music but cannot manipulate the key-board. Within this wide fact may be found very many gradations of musical taste, from the crudest jug band reactions to the most refined love for the works of the masters. Some day the salesmen will wake up to the fact that no effort has ever yet been made to corral the really musical non-piano-playing element in this country." These are the statements of an experienced player salesman whose views on selling players are reproduced from the Music Trade Review.

"When a prospect comes in and looks at a player-piano, it is plain that the very first thing to do is to get that prospect seated on the player bench, with his or her feet on the pedals. But before this can be done the salesman must give some preliminary demonstration. Yet right here is one of the most tricky chances of error in all the business. When one is engaged showing a prospect how to insert the roll, etc., two points at once present themselves. What is the title of that roll that you, Sir Salesman, are inserting? Did you pick it out because you like it, or did you ask the prospect what kind of music he or she prefers? If you did the first, then you are not demonstrating to the prospect but to yourself. Yet it is not you who is to buy the instrument!

"If that prospect is consulted about the choice of music and says, 'O! any kind,' or 'I like all sorts,' then the salesman knows that popular music of the 'popularest' sort, as it were, measures the range of appreciation. So it is safe to turn on the very latest. Those who know better will state their wants. Yet even here common sense must rule. An old lady may be shy about indicating tastes, but it is safe she does not care for anything too noisy. One must use discretion.

"Of course, those who know what they want will ask for it. Even then it is well not to be too cocksure. The salesman must not suppose it safe always to put on a good classic merely because it is asked for, for his hearer may know too much, far too much, about it; and the salesman's demonstration may fall down hard. It is a safe rule never to play a long classical piece except it be definitely asked for; and not even then if there is any way of getting out of it gracefully. Hand-played rolls should always be used in demonstrating music on ordinary players, unless the salesman is really expert and the listener capable of appreciating good playing. In the latter case, the straight cut roll is the thing; for it shows the listener what he, or she, may do with that same player-piano.

"When these two points—the choice of the roll and the work at the pedals—have been thought out, we find another of equal interest and importance. The reason for exercising much care in one's work at the pedals is that the prospect will instinctively shy off from anything that looks like work, or knowledge, or study, or even trouble of any kind. It is a strange fact that men who will spend hours of their spare time learning automobile engineering in order that they may do the dirtiest and most disagreeable work around their car, will refuse even to look at a player-piano if they think there is anything to learn in the operation of it.

"Yet there is something to learn about the operation of the player-piano, unless indeed the straight reproducing instrument is being sold. And it is the task of the salesman to manoeuvre things so that the interest of the prospect is aroused over the results he can get, instead of being damped by thoughts of the trouble he must take. The one and only way of assuring this result is to use music which does not require special manipulation of anything save the foot-pedals. Using a hand-played roll means that the tempo lever can be left untouched. Then the use of the automatic sustaining pedal device renders unnecessary yet one more manipulation; and so the hands need have nothing at all to do. Of course, the result is not artistic, but to be artistic is to frighten the vast mass of people right away from the player-piano. They shy off instinctively if they see anything that looks like skill.

"One may not be able to understand why there should be this horror of having to do anything, in regard to the player-piano, while there is just the opposite feeling about the automobile. But facts are stern things.

"Getting the prospect to the player-piano may usually be brought about if the idea that pedaling is a difficult matter can only be taken away from the prospect's mind. To pedal the player with one foot is often a good thing, or to do anything else that will kill the notion of great skill being necessary. On the other hand it is not only permissible but even desirable to show how easily the dynamics of the piece may be controlled by a judicious kick at the right moment. It is only necessary to put on a military march and give a little kick on the pedals at the beginning of each one-two-three-four. The moment the prospect does this for the first time, the sale is half made.

"Get the prospect to the pedals, and do it quick."

Some sales are side-swiped because the Carburetor of Credulity is flooded with too strong a talk mixture at the last moment!

1849

AN INSTRUMENT OF QUALITY

1917



Style Paritan Player

Increase Your Christmas Player Business This Year

THE 68 years' experience behind the Williams' product assures you an instrument which you are proud to represent and place in the best homes.

The exclusive patented Maester-Touch, Floating Rail and Accenting Lever all help to produce delicate tone shadings, which the particular music lover appreciates.

Williams' New Scale, Upright and Grand Pianos, \$450 to \$950.

Williams' Maester-Touch, Upright and Grand Player Pianos, \$850 to \$1,000

Maester-Art Reproducing Uprights and Grands, \$1,200 to \$2,500.

Send for exclusive Sales Plan and Art Catalogue.

Also makers of the Ennis, Everson and Krydner Players

The Williams Piano Co., Limited
Canada's Oldest Piano Makers

Factory—OSHAWA, ONT.

Toronto Office—EXCELSIOR LIFE BUILDING

AGRICULTURE · ART · INDUSTRY

WESTERN FAIR
LONDON CANADA
GOLD MEDAL

AWARDED TO *Sherlock Mearns Piano & Organ Co*
London Canada
Manufacturing Division of *Ward Organ & Co*
September 7th to 15th 1917

PROQUEST

SECRET

"Canada's Tide of Gold—Much Spent in Luxuries"

THE fact that so many men and women active in the business of making or marketing musical instruments are not sold on their own proposition is the chief reason that so many people out of the industry continue to class musical instruments as luxuries.

It is not enough that this industry should be always on the defensive. The products of the music industries and the ultimate purpose of the products—to provide music—should be aggressively championed as something needful, something of individual and national benefit always, in war or peace. No man or woman in the business need apologize for the business. If he stops to think a minute the very nature of his line will give him inspiration.

Recently the Toronto Star in a prominent article on its editorial page undertook to read lessons of thrift to its readers, and included musical instruments among luxuries. A vigorous and lengthy protest was presented by Mr. H. G. Stanton, vice-president and general manager of the R. S. Williams & Sons Co., Ltd. This was published in full.

There is much in Mr. Stanton's letter to the Star that dealers can use in selling their own proposition to themselves, then to their salesmen and women, and then to the public. The letter follows:

Toronto, October the 15th, 1917.

Editor,
Toronto Daily Star,
Toronto.

Dear Sir,—In your issue of October the 10th there appears an editorial, "Canada's Tide of Gold—Much Spent on Luxuries," and in the list of goods imported, in support of your claims, you include musical instruments.

I believe there is an earnest desire on the part of your paper to do what you can to influence public sentiment along lines best adapted for this country to meet the war-time conditions confronting us. In putting musical instruments in the class of luxuries, I think your good intentions are very detrimentally effected, and in all probability from want of knowledge as to the place music fills in Canadian life.

Certain it is, the period we are passing through is one in which the matter of essentials and non-essentials is highly important to all of us. I am of the opinion that the reason for your misconception of the necessity for music, like that of some other writers, is because music has been such a general factor on the continent, especially in our larger centres, that the public have never felt the want of it.

I might quote C. N. Bovee on the subject: "Music is the fourth greatest requirement of the human soul. First, food; second, shelter; third, raiment; fourth, music."

That you may realize that in my claim I am advancing no personal or prejudiced theory, let me also quote the following:

By David Starr Jordan,

President of Leland Stanford Junior University.

All that I might think or feel of the place of music as a means of grace in human society, has been many times put in far better fashion than I could say it. I can only express my faith in music as a primary factor in happiness and therefore in civilization.

By Daniel Frohman
Noted Theatrical Manager

Music is to the mind what exercise is to the body—a tonic. Its appeal to the emotions stimulates the imagination. Every American mother should start her children on their careers in life with an opportunity to learn and understand how this beautiful art may refine and elevate.

By Dr. Harvey W. Wiley
Eminent American Sanitarian

If one looks over the history of mankind, and especially in times of stress and of great crises, and notices the important part that music has played in human evolution and progress, he cannot fail to be convinced of the truth of the opinion that music is not a luxury but a necessity.

Also stop to think for a moment that none of these men are especially interested in music or the music business as such, but are all leaders in certain walks of life. This I think will make it apparent to you that there is much beyond the claims made by those who, for want of a thorough conception of the issue, puts music in the non-essential class.

While quoting, let me give you a few other authorities who quote quite as strongly in favor of music as a necessity:

Ralph Waldo Emerson Hon. Richard P. Hopson
Waldo Pondray Warren H. Addington Bruce
Arthur Brisbane

What authorities have the non-essentialists to offer?

I realize, as applied to these particular times, the recent article by Stephen Leacock might be quoted. He says:

"The farmer who raises food and exchanges it for pianos, pianolas, victrolas, trotting buggies, books, moving pictures, pleasure cars, and so on, is just as much a war-drone as the man who made them."

I hesitate to take issue with one so well meaning and profoundly versed as Prof. Leacock, and still we, as practical men, are obliged to view the question in every phase. Sacrificing for the war and winning the war must be our first consideration, but it seems to me Prof. Leacock goes to an impracticable extreme when he terms the farmer who purchases a musical instrument a parasite, and the man who makes one a war-drone.

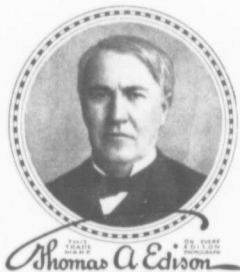
The claim is often made, and from sources that make us recognize it as a fact, that one of the problems of our actual development is to keep the younger generation in fair proportions on the farms. The claim being made that for quite a number of years farmers' sons and daughters have been leaving the land for city life, so that our agricultural development is not in the proportion it should be. Certainly this is not because the country life is all disadvantage, as compared with city life, for, as a matter of fact, we know that in many respects it is much the more agreeable life of the two, so much so that many of our men of wealth go back to the land, and take up farming in a serious way.

In going back to the land in this way, and as a matter of choice rather than necessity, is because of numerous advantages represented in farm life when accompanied by certain comforts that the average farmer does not seem to realize as necessary.

One of these comforts, as a matter of fact, an actual necessity, is music—music in variety and in practically all of its forms.

I have often wondered if those who were interested in farm life development would bring music in the home as a necessity to the farmer, so that every home would be furnished with its phonograph or piano, or in the absence of any tutored development a player piano, so that those farm homes that have for so many years lacked this entertainment would have it and develop it at its best, if a different air would not prevail, and instead of the solemn and sombre atmosphere of night after night after hard day's toil, with such limited mental diversion as cannot help but exist where there is no music, I cannot conceive of such a home not being materially benefited, ties made stronger, and life itself more interesting and entertaining, where properly selected programmes were enjoyed at frequent intervals, and with an occasional get-together of the young men and young women to enjoy the rhythmical entertainment of the

Edison Message No. 9



"The eyes of all the world will be upon you, because you are in some special sense the soldiers of freedom. Let it be your pride, therefore, to show all men everywhere not only what good soldiers you are, but also what good men you are, keeping yourselves fit and straight in everything and pure and clean through and through.

"Let us set for ourselves a standard so high that it will be a glory to live up to it, and then let us live up to it and add a new laurel to the crown of America.

"My affectionate confidence goes with you in every battle and every test. God keep and guide you!"

—President Woodrow Wilson
to the New National Army of the United States.

We commend this message to all those members of the Canadian Edison organization who have done and who will do their very important part in "making the world safe for democracy." And when they return to more peaceful pursuits may they continue to apply the same sentiments daily in their social and business life.

THOMAS A. EDISON, INC.
Orange, N. J.

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at this time applies. But, are we economizing, by dispensing with those things that increase our efficiency, or make us better men and women, and more capable of meeting the trying conditions in front of us at this time, with the optimistic spirit of well balanced minds and visions to succeed, and not only win the war, but to win it in such a way that the aftermath will not be one of serious reaction, but rather a step to our further development.

There are many things in which we can economize that will not reduce our efficiency, and the very first step we might take to good advantage would be in food itself. The waste of food has been an appalling evil in this country, not only in the actual neglect and waste of matter itself, but in over-eating.

Another of our requirements is raiment, but, are we not, as a matter of fact, as a nation, overdressed. Fancy clothes afford no means of increasing efficiency. And so it goes into many lines that Prof. Leacock and your article do not touch upon, but which, to the writer's mind, are much less helpful to us than our music.

Many of the articles your list comprises are such as go out of style and fashion, and represent at best an expenditure that is but temporary. A musical instrument, even though it be an inexpensive phonograph, is a permanent thing. No matter how we endeavor to establish thrift, we cannot deprive either young or old of all their diversion, and expect to maintain the development necessary to maintain while going through our present struggle. What then, at less expense and of more lasting qualities, can be recommended than, let us say, a phonograph.

One does not have to minimize or exaggerate present conditions—they are much too clearly defined, and serious, sad or bad as they are, the average Canadian can, and will, take a sensible, moderate view of things, and take what comfort can be had from his food, his home, his clothes and his music, instead of wearing sack-cloth and hollering calamity.

If there ever was a time when our men of affairs, business organizations and publicity mediums could do great things for their country, this is it, and equally so, errors of judgment will do as much harm. Great leaders and moulders of public opinion are, and will continue to do, all they can to set the nation's mental attitude to undertake and accomplish big things, and in every instance it will be observed that such men are encouraging all to meet the tasks, trials and sorrows the world war brings to us, as optimistically, determinedly and cheerfully as possible. Our many tasks cannot possibly be accomplished under the strain of oppression, depression, gloom or fear, and as nothing will keep from, or relieve, these disturbing forces from a home, a country or a nation, like "Concord of sweet sounds" will, how can music be termed other than an essential?

Let then your editors investigate Canada's need for more music at this time before decrying the need of music, and including it in the non-essential class, but let your investigators be human enough to understand the nation's needs, if you will be constructive, and not the type that Shakespeare refers to, "The man that hath not music within himself and is not moved by concord of sweet sound, is fit for treason, stratagems and spoils; let no man trust him."

Take music from our national institutions, our churches and our homes, Mr. Editor, and Canada will be a sorry place indeed. Investigation, I believe, will prove to you, what our country needs "in this time of great stress and crises," is, more music.

I feel I must apologize for imposing so long a letter upon you, but I do so because of your lengthy editorial, and because I think it a pity that music, such a very necessary thing in the lives of most people, even though some may not realize it, should be termed by any a non-essential. —Yours truly,

H. G. STANTON.

A Clergyman on Music in the Home

DISCUSSING recently the charges of extravagance that have been levelled against soldiers' wives, the Rev. Peter Bryce, a Toronto Methodist clergyman, whose labors have been undertaken in the Earlscourt district, from which hundreds of soldiers have gone overseas, says: "The charges of extravagance may be dismissed by comparing the income and the cost of living. If pianos and musical instruments have gone into a number of homes, I am very glad, as anything that will make the home more attractive is good for the community and the nation. There are women, of course, in all classes of life, who fail in the capable management of a home.

"The ten thousand fatherless homes of Toronto presents a situation unique in the history of any Canadian city. It is a situation that should be considered most carefully and intelligently, by both the church and the municipality. The men are most grateful for anything done to bring happiness to their homes, and they welcome so much every practical effort made to overcome the handicap of the fatherless home."

A Music-in-the-Home Ad.

A RECENT advertisement by the piano department of the John Wanamaker store is of interest to Canadian dealers running advertisements in their local papers on the music-in-the-home idea. It reads:

"The war is clearing the vision of the people.

"Selfishness, thoughtlessness, carelessness, extravagance—we are seeing them for what they really are. And we don't like them. Thoughtfulness, care, thrift, simplicity—we are taking these more into our hearts. And we shall be mightily better for it.

"We are making our houses homes—building up in them a life that is finer and deeper and more permanent than the passing pleasure found in crowds. The thrift that bids us curtail extravagance is turning our minds to a more wholesome, inexpensive way of filling the hours. And music is coming more and more into its own. What a blessing for the children! For the influence of good music on the mind that is growing, in the shaping of habits that are forming, is finer than any other influence in life.

"So it is with a feeling that is not all commercial that we announce"—then follows some references to the specific pianos and players they are featuring.

Good Reasoning

A FURTHER example of advertising pianos as the means of providing home enjoyment and comfort comes from a store in Newark. This house says in the daily press:

WHY SHOULD I BUY A PIANO?
YOU ASK YOURSELF

"I have a car, a good library and a beautiful home—I am happy."

As if there can be real happiness without music anywhere.

Think of the perpetual enjoyment and consequent happiness that a piano brings.

Picture the long winter evenings, crowded, yes, reverberating with melodies. That is happiness.

We can not conjure up true love pictures without music.

Music excites one's heroic imaginative instincts.

Music lulls the tired brain to repose.

Music breathes a spell of peace—eternal restfulness—upon the home blessed by its presence.

At this store we say, "A Piano in Every Home."

We want to put a piano in your home, if you play, if your wife plays, if your children are going to play.

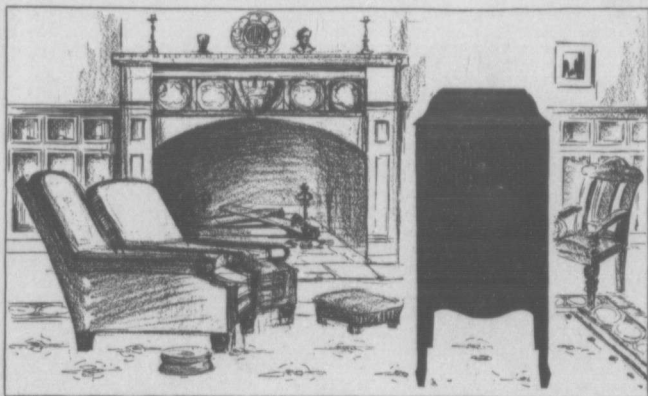
And for those who can not play, we have the player piano—that remarkable instrument that plays with the life-like genius of the artist himself.

Cecilian



Concertphone

"The Choir Invisible"



The "Alexandra"
\$100

Specifications—Double spring motor; Cecilian automatic stopping device; Cecilian tone modifier; Vertical filing system; Finished in mahogany or fumed oak.

THE Cecilian Concertphone is the choice of those who want access to all the music of all makes of records.

These people prefer our BALL-BEARING TONE-ARM, which enables them to play records from the outside in, or from the inside out.

They are influenced in favor of the Cecilian Concertphone on account of its perfect AUTOMATIC STOP, which is positively the finest attachment on the market.

The Concertphone line is Complete. There is the "Apollo" at \$65, The "Alexandra" at \$100, The "Superb" at \$135, The "Royal" at \$200, and the "Empire" at \$250.

—Different designs, different finishes, different sizes, different prices, but one quality and one tone—that the best you can get anywhere for the money.

Musical Instruments Limited

Distributors
for Canada

247 Yonge St.
Toronto

Cecilian

World - Famous

(Established 1883)



You Are Fortified With Distinctive Sales Facts

When you are selling Cecilian Pianos. To begin with THE CECILIAN IS "CONVERTIBLE." Every Cecilian straight piano is constructed in such a way that it may be converted into a player piano at any time the owner desires. This has already proved a big drawing card.

Then there is THE MAPLE INTERLOCKED BACK, which in construction is distinctive from anything on the market.

Also THE GRAND PIANO SEPARATE AGRAFFE SYSTEM is built into every Cecilian upright piano—a feature obtainable only in grand pianos of other makes.

These three striking advantages are all in addition to the symmetry of case design, the care and skill in construction and the fine quality of tone which are self-evident to every person with a reasonably good eye and ear.

Build for to-morrow
on the Cecilian to-day.

The Cecilian Co., Ltd.

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

Factory: 1189 Bathurst Street, - Toronto

Head Office and New Retail Salesrooms:
247 Yonge Street, - Toronto

Talking Machine and Record Section

CANADIAN MUSIC TRADES JOURNAL—NOVEMBER, 1917

Dealer "Called" For Not Taking Stock

AN applicant for exemption before an English tribunal recently claimed to be an established talking machine dealer carrying a stock of about \$3,000 worth of goods. On a previous appearance before the tribunal the clerk had recorded the applicant's statement that his stock amounted to half that sum. When asked for an explanation of the difference the dealer admitted that he "had never found it necessary to take stock," but arrived at the \$3,000 estimate by "a look round and a glance at the stock in his store."

This caused the chairman of the tribunal to say heatedly: "I want you to understand that you are talking to a body of business men, and they do not want to be insulted in such a manner. It is next door to an insult to tell a body of business men that you take stock by just having a glance at it." The case was adjourned to give the applicant time to prepare proper stock sheets and a balance sheet.

A Canadian bank inspector is given as the authority for the statement that from an investigation made among 890 merchants doing business in 140 places in Canada no less than 60 per cent. do not keep a proper set of books, and by a proper set he referred to "a system of book-keeping sufficient to strike a profit and loss statement at the end of the year."

There is no doubt that in this connection conditions are improving. More dealers keep books properly than were used to be. But there should be no exceptions at all. The fact that the time spent on the books looks like non-productive labor is an excuse that will not go. How would a man settle with the insurance adjuster after a fire in his store if he had no records by which he could establish the amount of his stock on hand?

A certain retailer in one year almost doubled his business, but his profits did not increase in the proportion they should have. He had a proper set of books, and with a little investigation he located the solution of the problem. But if he had failed to keep proper records he would have been quitted "at sea." At every turn a merchant is condemned for his failure to keep proper books and to take stock regularly. To do this is his duty, his satisfaction, and his only hope to succeed ultimately.

What Would She Have Done Without a Talking Machine?

THE ladies of R— Reading Club were in session at their October meeting. Before dismissing, the president made the announcement that the November meeting would be held at the home of Mrs. Blank, when papers would be read on the characters of a certain book. Of course no afternoon meeting of this kind would be complete without some music whenever that was possible. As an after-thought the president turned to Mrs. Blank and said, "You can provide some music for the afternoon, can you?"

Now Mrs. Blank could not play, nor did she know anyone whom she would feel free to ask to come and provide music for the gathering. But she and her husband did own a talking machine, and by this time had acquired a fairly good collection of vocal and instrumental records. Mrs. Blank never tires of telling how she would have been stuck, and how she would have been unable to give the ladies as en-

joyable an afternoon as they were accustomed to have at other homes, had it not been for the aid of their talking machine and records. This is an actual incident, and is just passed along for the use of those salesmen who are continually on the look-out for good arguments to use in their work as salesmen.

Disabled Soldiers Making Talking Machines

SOME time ago there was set on foot in England a scheme for the erection of a factory to manufacture musical instruments by employing discharged soldiers and sailors. The Journal learns that the plans for this scheme have been completed, and that building operations are shortly to be commenced. It is understood that an outlay of from \$15,000 to \$25,000 is to be expended, and that in the new factory there is to be employed eventually from 1,000 to 1,500 disabled men in making talking machines. The men are first to be trained in the lighter branches of the work, which can be performed by those who have lost an arm or a leg. During this period of training the men will be paid an allowance under the pensions warrant, and when work at the factory commences reasonable wages will be guaranteed and employment for five years. It is also understood that twenty-five discharged men are already employed in some branches of talking machine work.

An Available Soloist

A PROMINENT organist, in the republic to the south of us, who has done much for musical advancement in his city, recently gave a splendid recital. In the course of the programme he introduced a soloist in the form of a talking machine, using sacred record selections by gifted artists. He skillfully played the accompaniments so as to cover the record accompaniment, but not too heavy for the voice.

The soloist in this form was very well received; indeed, so much interest was stirred up that further similar programmes have been asked for. How about dealers in Canadian towns and cities arranging for some recitals of this kind? It looks like a good suggestion.

Ammunition for Talking Machine Publicity

A DEALER who is giving close attention to his talking machine publicity is running a series of advertisements in this way. One time it is in the form of a story about the wife of a commercial traveller. Her husband is away from home so much, and naturally she gets very lonely at times. Then she hears a relative's talking machine, and it dawns on her what a fine thing it would be for her to have one too, just for company. Then the sales talk follows in a most convincing manner.

On another occasion the story is of the wife of a doctor. Her husband's professional duties almost do away with their having the evenings together. Then comes the message of music via the talking machine. Again it is an elderly couple whose only son at home has gone to the front "somewhere in France." His letters are bright and cheery, but after all at best they only arrive once a week. Again is presented the appeal of the talking machine and records for cheer and comfort.

Material for publicity of this nature is almost unlimited, but it is mighty good ammunition. Do not let the vastness of the field prevent you from commencing to use some of it.

A Suggestion From Denver

QUITE a lengthy article has appeared in a Denver newspaper outlining the important part played by the talking machine in connection with the city's summer playgrounds work. At every one of the Denver parks a talking machine was used during the past summer, and the playground director gave the instrument much praise for its contribution to the success of his work of taking care of the children who made use of the playgrounds during the vacation months.

The growth of the playground movement in Canada, where many school yards are open for the use of those children who cannot leave the city for summer holidays, makes the Denver example worth noting.

Color Needed in the Talking Machine Window

THE problem of dressing a talking machine window is one of toning up rather than toning down," pointed out a salesman to the Journal man, who just dropped in as the former was in the act of changing the main show window. "You see," he continued, "a display of bare records represents an unattractive heap of black. The machines make a beautiful appearance, but they are too much one shade of color. Even a piano offers no relief in that respect. So I always have some rather showy colors on any display cards used. Bright velvets are suitable for drapings over the machines. Of course you can overdo striking colors, but the greater danger is a dead window from the absence of colored relief."

Entire Rental of Store Paid from Interest Collected on Instalments

SPeAKING before the Buffalo Talking Machine Dealers' Association, W. H. Daniels, of that city, made these pertinent remarks on the charging of interest on instalment sales:

"The charging of interest on instalment sales is a sound business proposition. It is equally fair to all. It is fair to the cash purchaser. It is fair to the instalment purchaser, and it is fair to the dealer.

"The dealer who sells goods on instalments, without charging interest, at the same price that he does for cash, does a great injustice to the cash buyer—his best customer.

"I believe the man who invented interest was one of the greatest inventors the world has ever known. Large sums of money are continually being made through interest. Banks and trust companies make all their profits through interest. Insurance companies make large sums through interest. Many people do not work at all, but get their living from interest on their money.

"Why should not talking machine dealers participate in interest profits?

"An interest account is a wonderful account. It works while you sleep.

"It works 365 days in the year. It works 365 nights in the year.

"I cannot understand why some dealers should spend their time selling needles at 10 cents a package and not charge interest on instalment sales.

"Interest is a product of the brain and not manual labor. No man ever became wealthy through manual labor alone. Most of us should use our heads more than we do in business.

"Do not say your business is too small and the interest doesn't amount to anything. Your business will grow if you attend to it properly, and an interest account will help it grow. If you have no use for the money you might give it to your employees by raising their salaries. They will be perfectly willing to take it. Start an interest account a-going and in a short time you will be surprised what it will amount to.

"If you have \$10,000 out on instalment paper at 6 per cent. you will receive \$600 per year, or \$50 per month.

"If you have \$20,000 out on instalment paper you will receive \$1,200 a year, or \$100 per month.

"If you have \$100,000 out you will receive \$6,000 per year, or \$500 a month.

"If you have \$300,000 out you will receive \$18,000 a year, or \$1,500 a month.

"There are many sound reasons why you should charge interest on your instalment sales. If you should die, or wish to retire from business, you will receive more for your assets if your paper draws interest. If you should go to a bank and want a loan, you will find the first question the banker will ask is 'Does your paper draw interest?' If it does, you will get a larger loan on it. There are a great many reasons why your paper should draw interest and there is not one sound reason why it should not.

"My house is a fairly large establishment and the rent account is quite an expense. We pay every cent of rent out of money which we receive on piano and talking machine instalment paper—every cent of it. I do not mean the rent of the talking machine department only, but on our entire establishment.

"If you wish to eliminate your rent account, or reduce it, charge interest on your instalment paper. For many years we have paid spot cash for our goods.

"We have not borrowed a dollar from any bank, or from anyone else to carry on our business. I attribute this financial condition solely to the fact that our accounts draw interest and are, consequently, paid more promptly. There is an incentive for the people to pay promptly.

"During the past fifteen or twenty years our house has bought out no less than eight or ten piano dealers—dealers selling pianos on instalments. The aggregate amount of these assets was over a quarter of a million dollars. We purchased these assets at a discount of anywhere from 17½ per cent. to 35 per cent.

JOHN M. DEAN DIVISION

Otto Heineman Phonograph Supply Co., Inc.

Executive Offices: 25 West 45th Street, New York

Factory: Putnam, Conn.

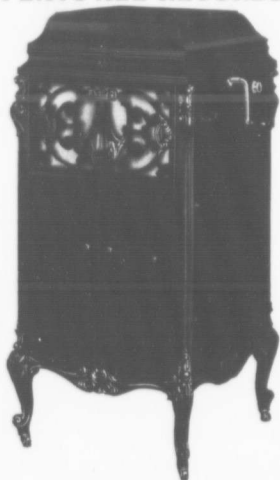
Manufacturers of

Talking Machine
NEEDLES

Dean Service covers every essential need in talking machine needles. Needles furnished in bulk or in special packages. Quality needles only.



PLAYS ALL RECORDS



No Raise in Brunswick Prices

The Best Value
For the Money
in Canada To-day

THE Brunswick Agency offers the best value, best service, and best selling talk on the market to-day, because it is the All-Record Phonograph.

It has warehouses for forwarding shipments in Toronto, Montreal, and Winnipeg.

And Because Brunswick can deliver the goods.

You don't have to worry about getting your stock for Christmas business when you sell

Made
in
Canada

The
Brunswick
ALL PHONOGRAPHS IN ONE

Made
in
Canada

WE GUARANTEE DELIVERY !! Models from \$45 to \$2,500.

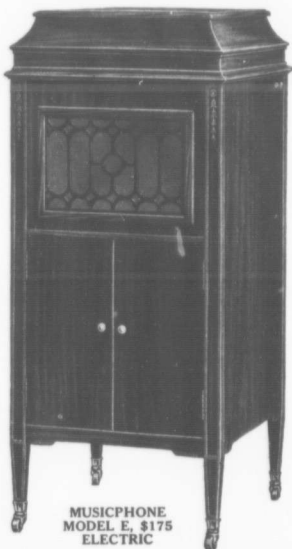
Watch for advertising in Saturday Post, Life, Leslie's, Collier's, and Literary Digest.

Better send TO-NIGHT for selling proposition and territory.

The Musical Merchandise Sales Co.

Rooms 204-205 Excelsior Life Building,

Toronto, Ont.



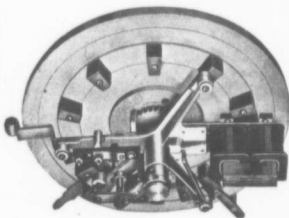
MUSICPHONE
MODEL E. \$175
ELECTRIC

It Is None Too Early

to think about cabinets for December trade. Everything points to large business, and it is hard to sell goods that are not on your floor. The Newbigging Line of Cabinets is the standard by which all others are judged.

Our Electric Musicphones are in a class by themselves, and are money-makers to Dealers, and your competitor has an advantage over you if they are not on your floor.

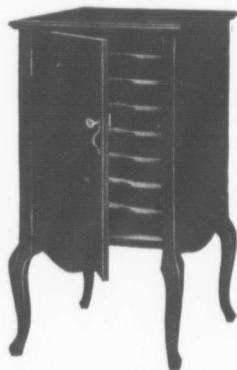
The Motor In the Musicphone



The cut gives a fair idea of the motor we use, looking at the under side of same; note there are no gears. The small toothed wheel in the centre is used only for starting the motor, and there are no belts to break. The motor is also ball bearing and self oiling, always clean and silent.

The governor is electrified in unison with the other parts of the motor, and this, with the heavy turntable, which is the armature of the motor and acts as a fly wheel, gives that perfect steadiness so essential to the true playing of a record.

We are the sole Canadian Agents for this motor.



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

Top 19 ins. wide, 22½ ins. deep.
A new Cabinet, suitable for Columbia or Victors. Fitted with shelves for albums.



NEWBIGGING CABINET CO.

LIMITED

164-168 KING ST. WEST

HAMILTON,

CANADA



"The assets of those dealers whose paper did not draw interest we got at the largest discount. The assets of those dealers whose accounts did not draw interest were in the worst condition. The reason for their being in bad condition was the fact that their paper did not draw interest. There was no incentive for the people to pay promptly.

"I have had a great deal of experience in the instalment business. I have been in it all my life, and I am giving you facts based on experience, not theories. Some men have a theory that they can make just as much money in selling goods on instalment without interest as they can by charging interest. But from my experience I find that is only a theory and not a fact, and when a fact disputes a theory it is time to do away with the theory."

The Barber and His Talking Machine

HE had just bought it. He was so pleased with his purchase that he must talk about it. He is a privileged character with many of his customers, who walk blocks out of their way because they like and respect the man. He is already a good advertiser for the house from which he is buying his records, and this is not the same that sold him the machine. It appears that the dealer who sold him the machine is weak on records. At least that is the barber's appraisal, and he is not at all secretive about it.

Just why he patronized a particular house for records aroused the curiosity of one of the customers. "Why do you go to that firm?" asked this customer. "Because they have such a lot of records to pick from. Up where I got the machine they carry a fair stock, but I suppose they only buy one of a kind, and they are always out of something. Down at Blank's they have a great stock, and there's one girl down there so very willing I am under an obligation to buy from her for a while at least. Now, she advised me not to buy a lot of records at once. Queer, wasn't it? And she seems to know what I want. She's a good help. One day I was in getting a record, and I told her

I had never heard the orchestra bells. 'Oh, haven't you,' she said, and away she went and got the record. I didn't care for the orchestra bells, but there was a nice violin piece that she played. I bought that one. I haven't many records yet, but I'm getting a nice collection, thanks to this girl I'm telling you about. Perhaps you know her. She's a very fair girl, and she's onto her business. She knows the singers and the composers, and all the old standards that are favorites of mine."

Pays to Pay Enough for Machines to Ensure Good Motors

THE dealer who is attracted by the lure of the cheap talking machine is likely to overlook the possibilities of trouble that its sale may create for him. He should be a good judge of construction before he takes on a line whose chief recommendation is low price and the chance to make a fancy profit," comments the Music Trade Indicator. "Some of the cheap machines we have examined have so-called motors in them that will be emitting groans of distress within sixty days if the machines are given anything like the service that most buyers expect to get out of them. A groaning thumping motor will send a buyer hustling to the store where he bought the machine, with a complaint that sets the dealer's nerves on edge if he has ever had any experience in handling them. We have heard of one phonograph dealer in a large city in the central west who quit business solely because his motor care and repair ate up all his profits on the sale of machines. There are several standard machines on the market which give little or no trouble to the dealer. They sell at good prices, because the money is put into their construction and equipment to make them stand up. Many a dealer has gotten by on cheap pianos because the buyers didn't use them except for ornament. But buyers of talking machines expect to use them and do use them, and when anything goes wrong it is quickly detected and quickly becomes a cause of complaint. Play safe on talking machine connections if you want to keep your hair from turning gray."

If I Were a Music Dealer

I WOULD figure up the number of feet in a record and put up a window sign with this inscription:
500 (or whatever the amount is) feet of
catchy dance music for 1/4 cent a foot.

A rough way to figure the number of feet is to count the revolutions or grooves in the record, and multiply this figure by the average circumference of the recorded portion of the disc.—*From System.*

Selling Records With the New Machine

LEAVE your customer to his own devices when he is buying a machine and he will choose certain records that he wants and knows that he wants. But there are other records that he wants and doesn't know that he wants. There is a chance to get additional business, and the time to get additional business is when the getting is good. And, however good the getting may be at any future time, it is never again quite so good as it is when the new owner first comes into possession of his machine.

This is the argument advanced in a recent issue of the "Voice of the Victor," and is the reason the following advice is passed on to salesmen. And it is of just as much interest to salesmen selling other lines of machines and records. The article proceeds:

"A man or a woman buys a Victrola only because he or she enjoys music—and here is the fact that we are driving at: There are anywhere from ten to a hundred musical compositions that are necessities in the musical library. They are necessities in the same sense that salt is a necessity on the dinner table.

"Let your customer pick out all the records he can

NOTICE

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

Berliner Gram-o-phone Company Limited
Columbia Graphophone Company



Nordheimer Designs



Illustrating the "Style 12" Human Touch Player

The all-important consideration in selecting a player-piano is the musical quality of the instrument itself. It is largely because the piano back of the player is of sterling worth, that the Nordheimer Player has been such a pronounced success. In mahogany only. Height, 4 feet 6 inches; depth, 2 feet 6 inches; width, 5 feet 3 inches. Duplex Scale.

DEALERS: For half a century we have been building instruments of such high character as to command for them the praise of the world's artists.

The Nordheimer range of designs and prices forms the ideal line for representation by leading piano merchants.

If the Nordheimer is not at present represented in your territory, we will cheerfully outline our proposition.

NORDHEIMER PIANO & MUSIC CO., LIMITED
TORONTO, CANADA



The Aeolian - Vocalion

A PHONOGRAPH of such impressive capabilities that it virtually creates a musical instrument of a distinctive type.

The distinguishing features of the Aeolian-Vocalion line, which is larger and more complete than that of any other phonograph upon the market, are—the good taste displayed in stock models, and the group of special Art cases which far surpass anything hitherto known in connection with the phonograph.

There are many features in the Aeolian-Vocalion that contribute to its pronounced musical superiority and its extraordinary tone. Some of these, like the marvellous Graduola device for controlling tone, are entirely novel to the phonograph.

The advertising of the Vocalion is wonderfully effective—as well as extensive. Enquiries result from it—in large numbers. These enquiries are turned over to the dealer in whose territory they originate. Thus sales are made without the effort that it costs to push lines of smaller prestige and weaker advertising.

If you are seeking a representation bringing with it unlimited prestige, you will be interested in the "Vocalion." Its "Graduola"—the tone control device—by reason of its remarkable advertising, is familiar to most folks on this continent. It gives the dealer the strongest possible selling argument over other phonographs.

THE NORDHEIMER PIANO & MUSIC CO., LIMITED, TORONTO

Sole Canadian Distributors for Aeolian-Vocalions

think of, but make it your business to see to it that over and above these records of his own selection he gets also this list of necessities.

"What are these 'necessities'?

"Traumerel, Schubert's Serenade, Poet and Peasant Overture, Carry Me Back to Old Virginny, Swanee River, Home To Our Mountains, Miserere from Trovatore, Bach-Gounod Ave Maria, Barcarolle from the Hoffman Tales, and many more of them.

"Do we hear you say 'old stuff'? Old stuff to you, my dear sir, but not to your customer. You may very possibly have sold so many of these records that you think they're old stuff to all the world, and that is exactly where you make your mistake. These are the very things upon which the musical appreciation of every successive generation has been built up. They are things without which no library is complete.

"It is possible that your customer may choose some of the records mentioned above. That does not alter the fact that every Victor dealer can, if he will, sell five or ten such records to every new purchaser of a Victrola.

"Pick out, say, five such records as we have mentioned above and issue instructions to your salespeople that these five records *must* be sold to every new customer who buys a Victrola. Five is about the right number to handle at a time. It is easy enough and *natural enough* that the salesman should be sufficiently enthused over five records to bring his customer up to the point of buying them, but don't ever try it with twenty-five or thirty records at a clip. One good fly catches the trout. If you used your whole bookful the trout would receive your overtures with distrust.

"Don't try to turn the trick with too many records at a time. Try it out with five to begin with—you can easily arrange several more bunches of five but—one of the quickest ways to more business is to give your sales force instructions that some certain records of this type *must* be sold with every Victrola that goes out of your establishment. Your clerks aren't *selling* a customer the records that he himself picks out—they're only filling his order. Records such as we have mentioned can be sold with a minimum effort, but, nevertheless, the effort, however slight, *must* be made if your sales force is to earn its salary."

A Jeweler Writes About Talking Machines and Records

MUSIC dealers naturally contend that the music store is the logical place in which to look for talking machine and record service. Furniture dealers, hardware men, jewelers, druggists and stationers do not agree with him. They believe they can successfully serve the public with this line, and their efforts to do so are a serious feature of the music dealer's competition. The music dealer's weapon of defence against this competition is service, with particular reference to records. The music dealer is a natural record salesman. The furniture dealer is not, nor is the jeweler.

The Trader and Canadian Jeweler reproduces a letter from one of its subscribers, Mr. W. R. Hamilton, of Grand Valley, who says: "We are agents for graphophones and phonographs, which many of this trade are now taking on. While something new to us, there is a big and bright prospect in the future if we can bank on what business of late may mean. In very few cases do we have a cash sale—most always time payments—and it is up to the agent to see that he keeps records of due dates and prevent any past due bills."

Instalment sales will always represent a very large proportion of the talking machine business. This plan offers a fruitful field for profit when properly operated, and a disastrous one if done otherwise. Do not attempt instal-

ment sales unless you are prepared to go at it on about the same basis that a regular instalment house conducts its business. Selling the occasional machine through instalments where you are not prepared to properly finance, check the credits, and follow the collections, frequently results unprofitably, and yet if the merchant is in a position to conduct a real instalment campaign, has an appropriate system to properly check the orders turned in and a rigid plan for collection of accounts so as to insure prompt payments, there is no product that better lends itself to instalment sales. The importance of safe mechanical construction manifests itself prominently where instalment sales are conducted, as your customer will not feel inclined to complete his transaction should continuous repairs prove necessary, and your after expense will materially reduce profits.

While the quantity of talking machines already sold amounts to large figures, there is still ample room for the business to be increased. It is an amusement equally appreciated by the rich as well as the poor, and is within the reach of all. It is the one incomparable musical instrument, inasmuch as its scope includes all musical instruments with the addition of the human voice. Practically everything of musical value can be heard on the talking machine through the many thousands of different records on the market, and it is no imaginary dream to state the time will come when nearly every home in the land will contain a talking machine of some description.

If the established retail jeweler who has never handled talking machines will go after the business in a serious and not haphazard fashion, study his problem with the same energy and attention as he devotes to his regular line of business, there is no reason why the talking machine will not prove an attractive and profitable addition to his line. There are many instances where the addition of the talking machine to an established retail jeweler's line has resulted in its assuming a leading position in his business.

The next important item demanding attention is the amount of stock that should be carried. This should not be so large as to permit product becoming shop worn, at the same time it should be sufficient to accomplish three things: enable you to make a window display, permit you to have a reasonable number of demonstrating machines, and let prompt deliveries be made when sales are completed.

It rarely happens that a satisfactory business can be conducted through samples, and the merchant who is induced to mix a sample machine with a miscellaneous stock on the assurances of the salesman that the merchant can take orders from it and do a nice side line business, usually winds up by removing the sample machine and stop handling.

Of large importance in conducting a talking machine business is an appropriate place to demonstrate. If the merchant is to realize his best possibilities he should handle records as well as machines, as a record business means a continuous source of income from the machines sold, and to sell records a demonstration booth is not only desirable, but an essential addition.

Let the merchant selling other lines of product install his talking machines in a separate department. This need not of necessity be large, but let it be separate from his general stock where the store noises will not interfere with proper demonstration, nor the operation of machines distract his customers' attention from other lines. The more comfortable he can make such surroundings the better the opportunity for purchase. Remember, the man or woman interested in the purchase of a talking machine is seeking amusement, and you are endeavoring to sell largely through entertainment.

To demonstrate a talking machine successfully mainly depends on the operator. A reader of human nature makes

Reg. Ag. Dept. - Copyright



Record Service

Thanks to our long standing rule, which keeps our manufacturing plant five years in advance of our actual needs, our record pressing plant is not only able to promptly take care of the abnormally increased demand for records, but to provide prompt service to the new dealers who are taking on "HIS MASTER'S VOICE" products.

Are you enjoying VICTOR RECORD service?

BERLINER GRAM-O-PHONE COMPANY, Limited

HEAD OFFICE AND FACTORY

MONTREAL

The Famous Victrola

Victor Records



HIS MASTER'S VOICE PRODUCTS

are Wholesaled by the Following Firms

ONTARIO:

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

QUEBEC PROVINCE:

Berliner Gramophone Company,
Limited,
Montreal, Que.

BRITISH COLUMBIA:

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

MANITOBA:

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

ALBERTA:

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

NEW BRUNSWICK:

NOVA SCOTIA:

PRINCE EDWARD ISLAND:

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

BERLINER GRAM-O-PHONE COMPANY, Limited

HEAD OFFICE AND FACTORY
MONTREAL



the best salesman; because you like a particular selection is no reason why the customer will agree with you. The customer who is not educated up to grand opera may come to prefer it in time, but your object in the first place is to make the sale without thought of contributing to his musical education. At the same time it is well to bear in mind that the musician may not be interested in popular pieces of the day, but grand opera or classical music centres his attention immediately. Therefore, a lot depends on the particular selections you employ in demonstrating.

It is not necessary to play many records in selling a talking machine. So frequently a salesman lets his own interest in a particular selection outweigh his interest in making the sale. If you see your customer's interest lagging stop playing the record which has ceased to entertain him. By all means let your machine be fully wound with speed properly adjusted before you start to play a record, as nothing tends to distract attention more unfavorably than altering speed of machine while record is playing.

When you sell a machine be sure your customer fully understands how to operate it; in fact, a call at the customer's home after the machine has been installed to see if everything is working properly frequently side tracks future troubles.

Re-Sharpened Needles Being Sold

SINCE the last issue of the Journal, in which was outlined a scheme for re-sharpening used talking machine needles, the following item has been received from the London Music Trade Review:

The most important and interesting contribution to this subject reaches us from the Johnson Talking Machine Co., Ltd., of Liverpool and Birmingham, who write as follows: "We have been buying a lot of old and worn-out needles for some considerable time from dealers who have bought them from the public, and we have notices in our warehouse asking dealers to bring all the old worn needles they can get and we will pay them 9d. per 1,000 for them. These we have forwarded to a dealer of ours near Liverpool, who re-sharpens them for us at — per 1,000, and these we sell back to the dealers, who, in their turn, resell them to the public. I find that these needles will stand sharpening from twenty to thirty times before they are too short."

Messrs. Johnson also advise us that they are putting on the market an attachment, which can be fitted to any talking machine, for the re-sharpening of needles. The idea is very ingenious, and undoubtedly offers an enormous scope for big trade.

A Link With the Trenches

A CORRESPONDENT to "System" for May sends in a truly brilliant suggestion. His idea is to arrange with one of the soldiers in a military company from the city where a phonograph dealer does business, to ship the soldier a dictating machine. The dealer would also have one in his store. Then he would advertise that relatives, friends and sweethearts could actually talk to the soldiers by calling at the store and having their message recorded on cylinders that would be shipped to the camp. The soldier for whom the message was intended could thus actually hear the sender's voice, and he could answer on a record that would be returned to the phonograph dealer for friends at home to hear. These return records he would either have reproduced at the store or send to the addresses to run on their own machines. This phonograph dealer would also arrange with the soldier to send once or twice a week a bulletin recording matters of interest to the people in his city, and he would invite the public into his store to listen to the records, without charge. The charge for these personal records he would merely make high enough to cover the cost of operation, and would rely on the advertising re-

sults to make the plan profitable. These results would surely come, and many people who had never before been in the store would certainly come in to hear these remarkable records.

Adding "His Master's Voice" Lines

Whaley, Royce & Co., Ltd., Open Up Victrola Parlors

After a careful consideration of the various makes on the market, and several months' investigation, Whaley, Royce & Co., Ltd., Toronto, have decided to take on "His Master's Voice" lines. In conversation with the Journal, Mr. Whaley, president of the firm, expressed the hope that they would be able to open up with the complete list of records and Victrolas by December first.

The new department is being located on the ground floors, and the work of erecting demonstration rooms is already well under way. These are attractively designed, and will be in oak and plate glass with panelled walls. Five rooms are being erected at once, while further additions will be made as required.

The Whaley-Royce store has a frontage of twenty-five feet, and runs back one hundred and twenty-three feet to a lane. At the present time the space is devoted to the retail sheet music department, small goods, and the general offices. The present fixtures are being removed to make way for a new and more modern equipment. The sheet music department will continue to occupy the space along the south wall of the store.

The purpose of the firm is to make an aggressive campaign for Victrola business, and to take full advantage of their extensive local connection.

Heineman Interests Extending to South America

Mr. R. C. Ackerman, an experienced export manager, has connected himself with the Otto Heineman Phonograph Supply Co., Inc., of New York, in the capacity of representative in Latin-America. Mr. Ackerman was formerly associated with the Holophone Works of the General Electric Co. as export manager, and, in the short space of three years, built up a thriving export trade in South and Central America, Mexico, West Indies, and the Far East. Subsequently, he officiated as assistant export manager of the Victor Talking Machine Co. and the Royal Typewriter Co.

Mr. Ackerman has just published catalogues in English, Spanish and Portuguese, showing a new and handsome complete line of seven cabinet talking machines and four horn phonographs, which another company he also represents is getting out exclusively for export; also a brochure in the same languages on "How to Manufacture Phonographs," which latter will be sent to the leading woodworking industries, furniture and piano factories in foreign countries. He has sent out three representatives to Australasia, India, China, Japan and other countries of the Eastern Hemisphere, and he is now away on a selling trip to Cuba, Porto Rico, and the Central American Republics, preliminary to a selling campaign in South America.

A Toast to the Creditor

Here's to the Creditor! Long may he reign;
May his Faith never waver, his Trust never wane;
May the Lord make him gentle, and gracious and gay,
Yet quick to resent the least offer of pay;
May he soften his heart, as he softened, we're told,
To the Israelites' "touch" the Egyptian of old,
That when on his last long account he shall look,
The Angel shall say as he closes his book:
"The Lord gives you Credit, for Credit you gave!"
So here's to the Creditor—long may he waive.

—Olive Herford.

Lyraphone Co. of America

MANUFACTURERS OF

LYRIC RECORDS

Now Delivering in Canada Orders for 10" and
12" Double-faced Records

Standard American Catalogue

also

RECORDS in the following FOREIGN LANGUAGES

NEAPOLITAN—ITALIAN—FRENCH
POLISH—RUSSIAN—RUTHENIAN—LITHUANIAN
GERMAN—HUNGARIAN—SCHWABISH
JEWISH—HEBREW
BOHEMIAN—SLOVAK—CROATIAN
SERVIAN—ROUMANIAN, etc.

Address all communications to

General Offices: 12-14 West 37th Street, New York, N. Y.

Factory: Brooklyn, N. Y.

Canadian Distributors:

The George McLagan Furniture Co., Ltd., Stratford

New Gerhard Heintzman Phonograph Catalogue

In conversation with Mr. Armand Heintzman, at the Gerhard Heintzman factory, the Journal learned that the plant was exceedingly busy on both phonograph and piano orders.

The phonograph department of Gerhard Heintzman, Limited, has issued a very artistic folder illustrating six types of their machines, styles A, B, C, D, E and K, running from \$80 to \$400 in price. On the inside pages there is shown a half-tone illustration of each type set in a wide tinted border facing a similar page giving the corresponding detailed specifications. The cover is attractively gotten up in three colours, making the booklet throughout in keeping with the high standard of product the Gerhard Heintzman factory is noted for.

The smallest machine, Style K, is a table instrument, but the firm provides a record cabinet in mahogany or oak especially adapted to this model at the extra cost of \$30.

Columbia Exchange Proposition on Cut-Out Records

One feature of the retailing of talking machine records that appeals to the dealer is the periodical exchange proposition that is submitted to him with a view to taking off his shelves dead stock and allowing him full cost price therefor. The Columbia Graphophone Co. have notified their dealers of a list of records which have been cut out since the last exchange offer was made them. The dealer's stock of these records may be returned on or before November 26 on condition that new records be ordered to at least double the value of the returned goods. The order for these records may be of any selections covered by the Col-

umbia catalogue, with the exception of the October, November and December lists.

The News in Markels Motors


Mr. D. R. Doctorow, manager of the credit and sales department for Leonard Markels, the New York phonograph motor manufacturer, has been paying his second visit to Canada, and the trade must have been using him well in a business way, because he was due back in New York to record his vote on November 6, but stayed over in Toronto another day or two.

The newest thing in Markels' motor circles is the announcement of their No. M. 3 on the market. This, they say, is accomplishing for the moderate price motor field what their "Butterfly" has done for the higher grade machines. The M. 3 has a number of special features, such as a double spring, cast iron frame, brass bearings, bakelite intermediate gears, and a special improved adjustment on the turntable shaft bearing.

A new model of their motor No. M. 2 is also announced, which is the same motor as the old model, excepting that it is constructed with a stronger frame and other improvements. Mr. Doctorow states that the M. 2 is still their most popular seller, with "The Butterfly" model making headway every month. Mr. Markels has increased his manufacturing facilities to take care of his growing domestic and foreign business.

Advertising is an insurance policy against forgetfulness. It compels people to think of you.

Did you ever notice that you have the least trouble with the men whose accounts are paid most promptly?



Install Motor Satisfaction

Your customer, Mr. Builder, will judge the value of the talking machine you sell him by the performance of the motor.

It's the one moving part—hence the one part that must be perfect. If it satisfies, your machine "goes big." No use risking your business future by using an inferior motor.

Use
a
Dayton

and be certain you have the best. Why? Because it is the practical answer of the best engineering talent to the demand of manufacturers who had to have "something better." Because it is made by the best mechanics in "The City of Precision," where National Cash Registers, Delco Starters, Wright Airplanes, and hundreds of other delicate products have developed wonderfully skilled men. Because it has made good everywhere and is proclaimed by the users as "the best motor in the world."

Let us prove it's the best for you, too—in quality, price and service.

Write to-day for full particulars.

The Thomas Manufacturing Co.

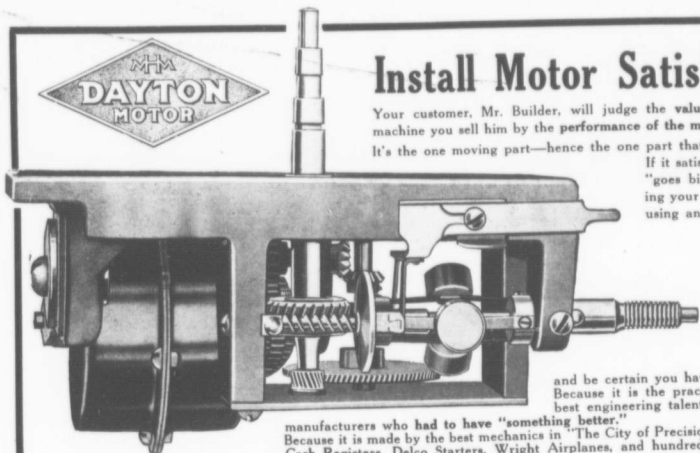
Dayton Motors, Dayton Tone Arms, Dayton Sound Boxes
DAYTON, OHIO

303 Bolt Street Toronto Office: Dominion Bank Bldg.

MOTORS—Three styles and four sizes; more coming.

TONE ARMS—Five styles—all universal.

SOUND BOXES—Two splendid reproducers.



THE PHONOMOTOR

Trade Mark Reg. Pat. Office

The Perfect Electric Motor. Positively Noiseless. Never out of order.

The Motor in your Phonograph, one of its most essential features, must always be right.

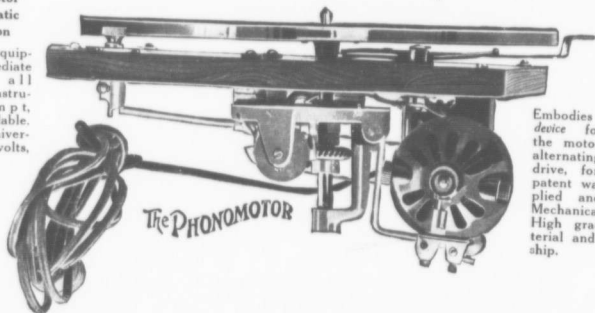
You accomplish this by installing

**An Opportunity
for Dealers**

The Phonomotor Indispensable to
Manufacturers

An Electric Motor
with an Automatic
Stop of Precision

Complete in equip-
ment for immediate
installation in all
makes of instru-
ments. Prompt,
silent, dependable.
Guaranteed. Univer-
sal on 110-120 volts,
A. C. or D. C.



Embodies the *only*
device for silencing
the motor upon an
alternating current
drive, for which a
patent was ever ap-
plied and granted.
Mechanically perfect.
High grade in ma-
terial and workman-
ship.

OTHER electric motors have been sold for talking machines with little knowledge of actual requirements. The PHONOMOTOR is the product of expert research, and by actual test has met every condition satisfactorily. The devices are patented, and the trade mark, coined by the inventor, is registered in Washington.

IMPORTANT TO DEALERS

Investigate this unusually valuable proposition

NO MORE WINDING OR RUNNING DOWN OF MACHINE.

The pleasure of possessing a talking machine is wondrously enhanced by the installation of the PHONOMOTOR.

The opportunity knocks at your door to make a big profit by installing a guaranteed, noiseless electric motor in machines containing spring motors. The change from spring motors to electric motors is easily accomplished without the use of a skilled mechanic. No defacement of the case.

Write for full details

GEORGE CLAY COX c/o J. W. MARTIN & BRO.

73 STATE STREET

ROCHESTER, N. Y.

Columbia Grafonola Prices Advance

In connection with the advance in the prices of Columbia Grafonolas, Mr. James P. Bradt, general manager of the Columbia Co. for Canada, makes the following statement to Columbia dealers:

The burden of a steady increase in costs of materials and labor has become too heavy. We must ask you to cancel all present prices on Grafonolas and substitute the following from and after November 1st, 1917:

No. 21	becomes	No. 24	\$24.00
No. 33-H	"	No. 38-H	38.00
No. 33	"	No. 38	38.00
No. 50 and No. 53	"	No. 58	58.00
No. 65	"	No. 73	73.00
No. 78-H	"	No. 88-H	88.00
No. 102	"	No. 112	112.00
No. 112	"	No. 122	122.00
No. 135	"	No. 145	145.00
No. 145	"	No. 155	155.00
No. 200	"	No. 215	215.00
No. 250	"	No. 270	270.00
No. 165-E	"	No. 175-E	175.00
No. 175-E	"	No. 185-E	185.00
No. 235-E	"	No. 245-E	245.00
No. 285-E	"	No. 300-E	300.00

Inasmuch as you have agreed in your price maintenance contract "to adhere strictly to and to be bound by the official list prices, established by the Columbia Company from time to time," you will be required to sell all Columbia Grafonolas at the new prices beginning on the morning of November 1st, 1917.

If you have a fair stock of Grafonolas, these price increases will add substantially to your assets and profits.

We have known for some time that higher prices had to come, but we have supplied every instrument that could be shipped and will continue to do so to the end of the month.

"The increased prices to be charged by us goes into effect on all orders in hand on November 1st regardless of when the order was placed or the price thereon.

"The revised prices produce but a small return to the manufacturer compared to the increased cost of raw material, labor, etc. Your profit, however, is increased, and we feel sure that we will win renewed enthusiasm from you in the sale of Columbia Grafonolas and Columbia Records.

"We hope to pull through without increasing record prices. There has been a tremendous increase in the price of record materials—shellac going from 14c. per lb. to 70c. per lb. within the past twelve months—but the market is so nervous that we have decided to make no change in our record prices, in the hope that our very large stock of shellac, etc., purchased at much lower than present prices, will carry us along until raw materials can again be purchased at something like normal prices."

Piano Man President

At the annual meeting of the Fort William Retail Merchants' Association, Mr. E. E. Nugent was elected president for the ensuing year. Mr. Nugent is manager of the Fort William branch of Heintzman & Co., Ltd. Ten years ago he went to Fort William from Toronto without previous



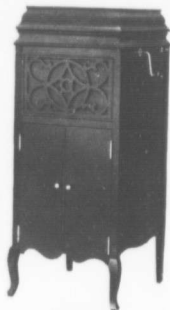
Mr. E. E. Nugent, Fort William.

experience in the piano business to join the selling staff of the branch which he has so efficiently managed for several years. Port Arthur is, of course, part of his territory, and is worked from Fort William. In both places Mr. Nugent is well known and universally respected. He is a consistent booster of Fort William, and has the greatest faith in the future of that city.

Competition in his territory also includes some of the objectionable features that many in the trade are endeavoring to eliminate, and Mr. Nugent's activity in the Retail Merchants' Association, which has now resulted in his being elected to the presidency, was prompted by a desire to improve conditions of doing business.

DEALERS!

Protect Your Trade!



Retail Price
\$90.00

Let us know your holiday requirements

The present outlook shows that the 1917-1918 musical season will be a record-breaking one for Phonograph Dealers.

Complete line of Phonographs, Records, Motors, Tone-Arms, Sound Boxes, Jewel Points, Parts, etc.

Agents wanted.

**The Canadian Phonograph & Sapphire
Disc Co., Limited**

408 Builders Exchange Building,
WINNIPEG MANITOBA

The "Cleartone" Talking Machines Play All Records

Manufactured and Guaranteed by the Lucky 13 Phonograph Company
Largest Discounts in the Trade. 50 p.c. Off Retail Price in the States for Dealers in Canada

No. 37

Made in two sizes.
No. 37—Height 40 inches.
Retail price: States \$37.00
Canada 45.00
No. 50—Height 42 inches.
Retail price: States \$50.00
Canada 60.00



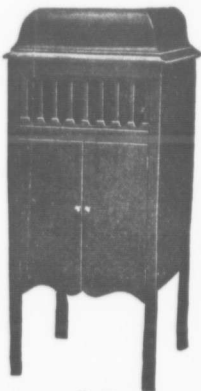
No. 70

Height 46 inches.
Retail price: States \$70.00
Canada 85.00

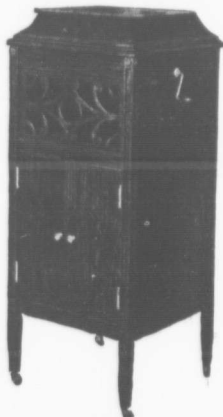


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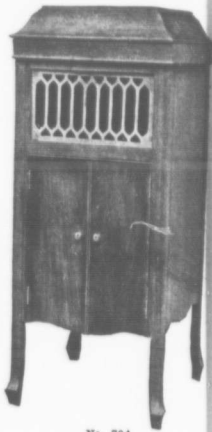
Height 47 inches.
Retail price: States \$75.00
Canada 90.00



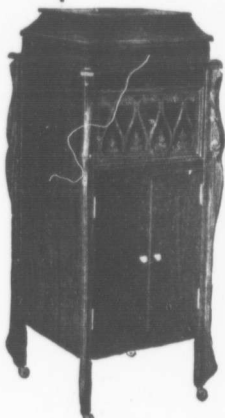
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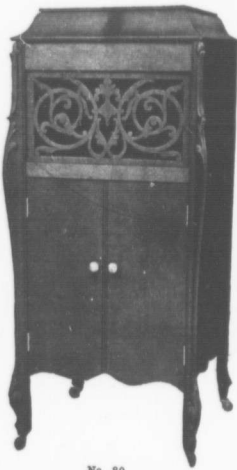
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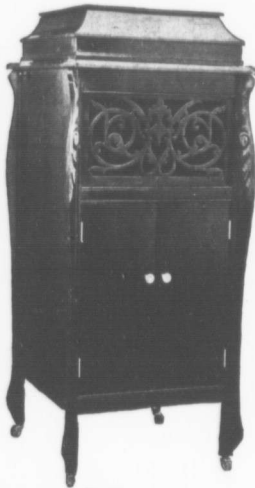
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No. 75



No. 80



No. 85

No. 75
Height 47 inches.
Retail price:
States \$75.00
Canada 90.00



No. 80
Height 48 inches.
Retail price:
States \$80.00
Canada 95.00



No. 85
Height 50 inches.
Retail price:
States \$85.00
Canada 100.00

Prices on Records are F.O.B. Canada, including Customs War Tax and Freight paid by us. Prices on all other parts are net; no discount F.O.B. New York.
Records—British Make Popular, 10-inch Double Disc, Lateral Cut.
Prices F.O.B. Peterborough, Ontario.

35c each in 100 lots, 32c each in 1,000 lots, 30c each in 5,000 lots. Get in touch with us for any part you require in the Talking Machine Industry.

LUCKY 13 PHONOGRAPH CO., No. 3 East 12th St., New York, N.Y.

NEW RECORDS

New Pathe Records

20220 All the World Will Be Jealous of Me (Hall), tenor. Irving Kaufman 10
 A Tea & Kiss. A Smile (Mozart), tenor. Milton Bernard. 30
 20221 From Me to Mandy Lee (Langs), baritone, Justice Lewis. 30
 The Ragtime Volunteers Are Off to War (Hanley), tenor. Leonard Chick 10
 20223 Good-By Broadway, Hello France (Baskette), baritone. Louis Winach 10
 Mother, Dixie and You (Santly), baritone. Louis Winach 10
 20224 Joan of Arc (They Are Calling You) (Wells), baritone. Willie Weston 10
 For the Freedom of the World (Zamenek), baritone. Willie Weston 10
 20225 Never Forget to Write Home (Hanley), tenor. Irving Kaufman 10
 Over There (John), baritone. Willie Weston 10
 20226 Somebody's Gonna Get You (Gilbert-Morgan), baritone. Noble Sissle 10
 Good-night Angelina (Sissle), baritone. Noble Sissle 10
 52023 La Villanelle (Dell'Asqua) in French; soprano, violin, harp and flute accom. Grace Hoffman 12
 Sing, Emile, Slumber (Gounod), in French; soprano, violin, harp and flute accom. Grace Hoffman 12
 59015 The Suppines of Your Smile (Haly), tenor. Paul Althouse. & Savilla Love Song (Gogger), tenor. Paul Althouse 12
 40102 Jesus Saviour, Pilot Me (Gould), organ accom. Stanley Alved Quartette 12
 40103 Gathering Home (Perkins), unaccom. Tempo Male Quartette 12
 Samson (Handel) "Honour and Arms," baritone. Jamieson Dodds 12
 Judas Maccabaeus (Handel) "Arm, Arm ye Brave," baritone. Jamieson Dodds 12
 40105 Comrades in Arms (Adams), piano accom. Premier Male Voice Quartette 12
 Soldiers' Farewell (Kindel), piano accom. Premier Male Voice Quartette 12
 20219 David Copperfield (Dickens) "Wilkins Mirawber elocutionist. Mortimer Kaplan 10
 Oliver Twist (Dickens) "Fagin, elocutionist. Mortimer Kaplan 10
 20227 Breezes of the Night (Lamothé), waltz. American Republic Band 10
 When You've Picked Your Basket of Peaches (Gouet), one or two-step. American Republic Band 10
 20228 It Wasn't My Fault, From "Love o' Mike" (Kern), one or two-step. American Republic Band 10
 How Can Any Girl Be a Good Little Girl (Gentes), fox trot. American Republic Band 10
 20229 That's It (Layton), fox trot. American Republic Band 10
 Leave Land (Cobb), one or two-step. American Republic Band 10
 20230 That's the Kind of a Baby for Me, From "Ziegfeld Follies 1917" (Egan), one or two-step. American Republic Band 10
 Valse Fascination (Grey), waltz. American Republic Band 10
 20216 Hawaiian Hula Medley, Louise and Ferera Hawaiian Orchestra 10
 Hiwani Waltz (Palala), Louise and Ferera Hawaiian Troupe 10
 20217 Mol Kane Waltz (Wolnoki) "Dreaming," with Whistling. Louise and Ferera Hawaiian Orchestra 10
 My Old Kentucky Home (Foster), Louise and Ferera Hawaiian Troupe 10
 20218 Along Thy Way to Waikiki (Whiting), with Whistling. Louise and Ferera Hawaiian Orchestra 10
 Lily of the Valley (Friedland), with Xylophone. Louise and Ferera Hawaiian Troupe 10
 20215 Aloha De (Lillioakalan), "Farewell," Irene Greenes, soprano, accom. Louise and Ferera Hawaiian Orchestra 10
 Us Like Me a Like (Sweet Constancy), Louise and Ferera. Hawaiian Orchestra 10
 27004 The Butterfy (Grieg), Elfin Dance (Grieg), piano solo. Rutholph Gang 10
 27003 Mice in E Major (Liedtke), piano solo. Rutholph Gang 10
 20165 Cavalleria Rusticana (Mascagni) "Intermezzo"; violin solo, piano accom. Jan Rubini 10
 Don Giovanni (Mozart) "Mozart," violin solo, piano accom. Jan Rubini 10

20214 The Wren Polka (Danare), Piccolo Solo. Carl Steiner 10
 Silver Birds (Le Thure), Piccolo Solo. Carl Steiner 10
 63004 Mamma (Masselet) "Ah! Invez-dou-je-ma" (Depart Fair Vision), in French, tenor. Lucien Muratore 12
 Non m'amate più! (Tosti) "You Don't Love Me Any More," in Italian, tenor. Lucien Muratore 12
 63005 Mignon (Thomas) "Elle ne croyait pas" (She Wouldn't Believe Me), in French, tenor. Lucien Muratore 12
 A quel pensavero (Gierge), vocal, waltz, in French, tenor. Lucien Muratore 12
 63013 Le Roi d'Ys (Lolo) "Aubade" (In Vain, Beloved), in French, tenor. Lucien Muratore 12
 L'Enlèvement (Lévaude), Melody, in French, tenor. Lucien Muratore 12
 62303 Carmen (Bizet) "Habenera" (Love Is Like a Wood Bird), in French, soprano. Lina Cavallieri 12
 Herodias (Masselet) "Il est bon. Il est bon" (He Is Kind He Is Good), in French, soprano. Lina Cavallieri 12
 60002 Capelli d'oro (Stornello) (Golden Locks), in Italian, soprano. Rosa Kaka 12
 Andrea Chener (Giordano) "La mamma morta" (Wounded She Fell), in Italian, soprano. Rosa Kaka 12
 60061 Don Giovanni (Mozart) "Serenata" (Serenade) in Italian. Falstaff (Verdi) "Quand ero paggio" (When I Was a Page), in Italian, baritone. Giacomo Rimini 12
 Mia sposa sarà le mia bandiera (Rotoli) (My Bride My Flag Shall Be), in Italian, baritone. Giacomo Rimini 12
 60063 Mère Adieu notre petite table" (Farewell Our Little Table), in French, soprano. Marie Kouznezoff 12
 La Tosca (Puccini) "Vissi d'Arte" (Love and Music), in Italian, soprano. Marie Kouznezoff 12
 59007 Manon (Masselet) "Il Sogno" (The Dream) in Italian, tenor. Tosi Schipa 12
 Ariensca (Cilea) "Lamenti" (Lament) in Italian, tenor. Tosi Schipa 12
 70030 Robert le Diable, "Mayerling" Chorus of the Monks." Premier Operatic Male Quartette 14
 Lohengrin (Wagner) "We Follow Where He Leads." Premier Operatic Male Quartette 14
 20005 Martha (Von Flowen) "Ach so fromm" (Ah so pure), in German, tenor. Peter Muller 10
 Il Trovatore (Verdi) "Drei Auges himmlisch Strahlen" (The Tempest of the Heart), in German, baritone. Nicola Geisse-Winkel 12
 20006 The Barber of Seville (Rossini) "Air de la Calomnie" (Slander's Whisper), in French, basso. M. Belhomme 10
 Le Domino Noir (Auber) "Deu Gratias" (Gracious God) in French, basso. M. Belhomme 10


NEW BAND AND ORCHESTRA RECORDS

70047 Impressions of Italy (Charpentier), Part I, "Serenade," Gard. Republique Band of France 14
 Impressions of Italy (Charpentier), Part II, "At the Fountain," Gard. Republique Band of France 14
 70048 Impressions of Italy (Charpentier), Part III, "On the Mules," Gard. Republique Band of France 14
 Impressions of Italy (Charpentier), Part IV, "On the Mountain Tops," Gard. Republique Band of France 14
 40104 La Brabançonne (Deplace) "Belgian National Hymn," Pathe Military Band 12
 Chant du Belge—Union et Patrie (Moeremans), Pathe Military Band 12

Blue Amberol Records for November

CONCERT
 28273 Fra poco a me ricovero—Lucia di Lammermoor (Donizetti), tenor, orch. acc. Guido Cirollini 10
 28274 Pardonate, et ne sois pas fâché—Le Coeur et le Main (Loceq), soprano and baritone, in French, orch. acc. Odette Le Fontenay and Olype Languevin 10
 REGULAR
 3301 That Creepy, Weepy Feeling—His Little Widows (Schroeder), mixed voices, orch. acc. Gladys Rice, Marion Evelyn Cox, George Wilton Ballard and Harvey Hindemeyer 10
 3302 Felicitas Waltz (Evilto) for Dancng, Jundus' Society Orchestra 10
 3303 Pozzo One-Step (Rose), Frisco Jazz Band 10
 3304 Some Sweet Day, Eye and Bye (Crosby-Donne), Mixed Voices, Irish, acc. Metropolitan Quartette 10
 3305 Do You Sometimes Think of Me? (MacMeekin), contralto and tenor, orch. acc. Marion Evelyn Cox and John Young 10
 3306 As We Part to Get Up in the Mornin' (Lauder), Scotch song, orch. acc. Glen Ellison 10
 3307 Low-Back'd Car (Lover), tenor, orch. acc. Walter Van Brunt 10
 3308 As We Part (Ligier), soprano, orch. acc. Gladys Rice 10
 3309 Aida—Selection No. 1 (Verdi). Creator and His Band 10

Selling a man a Columbia Grafonola is giving him the squarest kind of a square deal. That's why he comes back to you for Columbia Records. Satisfactory merchandise begets more business.



Columbia Graphophone Company
 Factory and Headquarters
 Toronto Canada

3310 Aida—Selection No. 2 (Verdi). Creator and His Band.
 3311 Loch Lamond (Old Scotch Song), contralto, orch. acc. Marie Morray.
 3312 Sing! Sing! Birds on the Wing (Nutting), Boy Soprano, orch. acc. Master Claude Isaacs.
 3313 That Creepy, Wacky Feeling One-Step—His Little Widows (Schroeder), for dancing, Juanda Society Orchestra.
 3314 Drytown Blues—One-Step (Frisco), Xylophone, orch. acc. Lou Chiba Frisco.
 3315 When I Dream of Old Erin (Friedman), Male Voices, orch. acc. Apollo Quartette of Boston.
 3316 From Me to Mandy Lee (Lange), Male Voices, orch. acc. Premier Quartette.
 3317 Bill's Visit to St. Peter, Negro Vaudeville Sketch with Banjo.
 3318 Wonderful Girl, Good-Night! (H. Von Tilzer), soprano and tenor.
 3319 I May Be Gone For a Long, Long Time (A. Von Tilzer), Male Voices, orch. acc. Shannon Quartette.
 3320 Ain't You Coming Back to Dixieland? Fox-trot for dancing, Juanda Society Orchestra.
 3321 Good-bye Broadway, Hello France! (Baskette), baritone, orch. acc. Arthur Fields and Chorus.
 3322 Huckleberry Finn (Hos-Lewis-Young), Male Voices, orch. acc. Premier Quartette.
 3323 Jean of Arc (They Are Calling You), Wells, tenor, orch. acc. Vernon Halhart.
 3324 Send Me Away With a Smile (Wesly-Piantadosi), baritone, Arthur Fields.
 3325 Invincible America March (Losey), New York Military Band.
 3326 Laddie Boy (Edwards), War Ballad, baritone, orch. acc. Lawrence E. Gilbert.
 3327 Oh! Chin Chow—Ziegfeld's Follies of 1917, Contralto, orch. acc. Marion French and Chorus.
 3328 When Johnny Marches Away—Descriptive Patrol, New York Military Band.

Victor Records for December

18386 It's a Long Way to Berlin, But We'll Get There! American Quartette.
 I'd Feel At Home if They'd Let Me Join the Army, Billy Murray.
 18387 The Old Gray Mare, Collins and Harlan.
 If You Saw All That I Saw in Arkansas, Collins and Harlan.
 18391 Come Back Home, Shannon Four.
 The South Will Do Her Part, Geoffrey O'Hara.
 18392 When Shadows Fall, Shannon Four.
 The Secret of Home, Sweet Home, Charles Harrison.
 18393 In San Domingo, Peerless Quartette.
 Some Sunday Mornin', Ada Jones and Billy Murray.
 18398 Lily of the Valley (A "Nut Song"), Collins and Harlan.
 When I Hear That Band Play, Marion Harris.
 18400 Melody Land, Shannon Four.
 Cheer Up, Liza, American Quartette.
 18401 Hello, Aloha, Hello, Shannon Four.
 In the Land of Wedding Bells, Campbell and Burr.
 18402 Sometime You'll Remember, James Reed.
 18403 Old Virginia Days, Fred and J. Harrison.
 18404 Where the Morning Glories Grow, Elizabeth Spencer with Sterling Trio.
 My Sunshine Jane, Sterling Trio.

DANCE RECORDS

18390 Umbrellas to Mend—One-Step, Joseph C. Smith and his Orchestra.
 18394 That's It—Fox-Trot, Joseph C. Smith and his Orchestra.
 Let's Liza Jane—One-Step, Earl Fuller's Famous Jazz Band.
 A Cook Band Contest—Fox-Trot, Earl Fuller's Famous Jazz Band.
 18404 Ching Chong—One-Step, Van Elm Trio.
 Wait Till the Cows Come Home—Fox-Trot, Harold Vee's Orchestra.
 18406 Cheer Up, Liza—Medley Fox-Trot, Victor Military Band.
 Melody Land—Medley One-Step, Victor Military Band.
 35660 Leave It to Jane—Medley Fox-Trot, Joseph C. Smith and his Orchestra.
 Rambler Rose—Medley One-Step, Joseph C. Smith and his Orchestra.

MISCELLANEOUS INSTRUMENTAL RECORDS

18392 Illinois Loyalty March, Victor Military Band.
 18385 Smiles and Chuckles (In One-Step Tempo), Six Brown Brothers.
 Comedy Tom (In One-Step Tempo), Six Brown Brothers.
 18389 Silent Night, Holy Night, Nonapalita Trio.
 Christmas Hymns—Selection, Francis J. Lapino.
 18397 Good-bye Broadway, Hello France—Medley (In One-Step Tempo), Pietro.
 We're Going Over—Medley, Piano Accordion Solo, in One-Step Tempo, Pietro.
 45145 Holy Night (Cantique de Noel), Organ, with Lyric Quartette, Lucy Isabella Marsh.
 Silent Night, Holy Night (with Organ and Chimes), Lyric Quartette.
 45144 Messiah—He Shall Feed His Flock (Handel), Elsie Baker.
 35659 Messiah—Some Duty, Lucy Isabella Marsh.
 35659 In a Bird Store, Golden and Heins.
 35661 Up for Sentences, Golden and Heins.
 35661 Sing, O Heavens, Golden and Heins.
 It Came Upon the Midnight Clear, Victor Mixed Chorus.
 74553 Symphony in F minor, No. 4—Allegro con fuoco (Finale, Part I), Tschikowsky.
 74554 Symphony in F minor, No. 4—Allegro con fuoco (Finale, Part II), Tschikowsky.
 64744 Lehengrins Prelude to Act III, Wagner.
 64716 Sing Me Love's Lullaby, Tullius Morano.
 87266 Andrea Chénier—Come un bel di di maggio (As Some Soft Day in May), Giordano, Enrico Caruso, tenor—in Italian.
 64698 The Garden of Sleep, Clement Scott-Isidore de Lara, Emilio de Figeoras, baritone.

64671 Quartette in E Flat—Allegro (Finale), K. von Dittersdorf.
 74552 La Perle Brisée, La Châmanne Oiseau, Felicien David, Amédita Galli-Curci, soprano—in French (Finale solo, by Cecilia Barone).
 64714 Norwegian Echo Song (Knut Rikyo and A. Bierregaard with Thane, Mabel Garrison, Soprano).
 87278 Oh With You, J. E. Rankin-W. G. Tomer, Alma Glock, soprano—From Zumbaldi, violoncello, tenor, baritone.
 88574 The Messiah—He Was Despaired, Handel, Louise Homer.
 64712 The Crucifix, J. Faure, John McCormack.
 87280 Werther's baritone, Adams-Mason, Ernestine Schumann-Heink, contralto.

NEW VICTOR FRENCH RECORDS

53087 Faust—Moi le Dieu, que peut-il pour moi! (But This God, What Can He Do For Me?), (Duo du 1er Acte, 1ère Partie), tenor and bass duet with orchestra, Gonnou, Messieurs Campagna et Cerdan.
 Faust—A moi les plaisirs (The Pleasures of Youth) (Duo 1er Acte, 2ème Partie), Gonnou, tenor and bass duet with orchestra, Messieurs Campagna et Cerdan.
 69659 Noël (Perdette) (avec cloches), baritone with chorus, orchestra and chimes, M. Weber.
 Noël (Hochschuetter), soprano with chorus and orchestra, Madame Auguez de Montalant et les Chœurs.
 69669 Chanson, Trieste (Jean Labor-Henri Dupire), mezzo-soprano with piano, Eva Gauthier.
 Romance (Claude Debussy), (2) Fantoche (Lucien Fontanelli), mezzo-soprano with piano, Eva Gauthier.
 69695 Stances a Manon (Maurice Strakosky), popular song, soprano with orchestra, Odette Le Fontenay.
 Vous êtes jolie! (Leon Susse-Jul Delmet), popular song, soprano with orchestra, Odette Le Fontenay.

December Bulletin of Brunswick Records

5102 Evening Star—Opera "Tannhauser" (Richard Wagner), Royal Dalmun, baritone solo.
 Mother o' Mine, Kipling, Fred Turs, Royal Dalmun.
 5103 Shenandoah, Halsey K. Mohr.
 Lookout Mountain (Halsey K. Mohr), Burr and Campbell.
 5105 Everybody's Jazzin It (Lew. Hays), Collins and Harlan.
 Lily of the Valley (Wald Gilbert), Collins and Harlan.
 5106 Mammy Blossom's Pousan Party (Fields and Harlan), duet with orchestra, Collins and Harlan.
 5107 For Me and My Gal (Geo. W. Myers), Burr and Campbell.
 Somewhere in Dixie (Harry Von Tilzer), Burr and Campbell; duet.
 5108 The Sunshine of Your Smile (Lillian Ray), Burr and Campbell; duet.
 Stein Song—Royal Dalmun (Hovey Bullard), Burr and Campbell; duet.
 5110 Hilo—Hawaiian March, Duet, Louise and Irene.
 Wailana—Drowsy Waters, Wailana Trio, Louise and Irene.
 5117 Cohen At The Telephone, G. L. Thompson, Cohen Records, Monologues.
 Cohen Calls Up the Gas Company, G. L. Thompson, Cohen Records, Monologues.
 5118 How Birds Make Love, Joe Belmont and Byron Harlan, imitations of birds singing in the woods.
 Beautiful Bird Sing On, Joe Belmont and Byron Harlan, imitations of birds singing in the woods.
 5119 Don't Slam That Door (Harry Von Tilzer), Ada Jones and Mike O'Connell; duet.
 5120 O'Brien Is Looking For You—Mike O'Connell (Hayha, Hershaw and Spieda).
 5121 The Flag That Never Comes Down (Herman Finck), Joseph Phillips, baritone.
 Land of Hope and Glory (Eagar) Joseph Phillips, baritone.
 5122 There's Egypt in Your Dreamy Eyes (Herbert Spencer), Joseph Phillips, baritone.
 On His Majesty's Service (Ivan Trevalsa), Joseph Phillips, baritone.
 5123 Over There (Geo. M. Cohen), Henry Burr, tenor.
 Joan of Arc (Jack Wells), Henry Burr, tenor.
 5124 I Know You (Andrew Sterling), Louis J. Winch and Irene J. Low; duet.
 5125 I See My Wife Away For a Rest—I Needed It (Albert Von Tilzer), Louis J. Winch and Irene J. Low; duet.
 She's Everything a Girl Should Be (Arthur Lange), Louis Winch.
 5126 Laddie in Khaki (Ivor Savello), Joseph Phillips, baritone.
 The Soldiers of the King (Leslie Stuart), Joseph Phillips, baritone.
 5130 Ave Maria—Schubert Wilhelm (Richard Czerwonky), Richard Czerwonky, violin solo.
 5131 O Johnny, Oh Johnny! (Ed. Rose and Abe Olman), Peerless Dance Orchestra.
 5132 Medley Walk, introducing Malry's "Love's Old Sweet Song" (Malry Rogers), Peerless Dance Orchestra.
 Mabelle Charmante—My Lady Fair—Waltz (Chas. J. Rooney), Peerless Dance Orchestra.
 5131 O Johnny, Oh Johnny! (Ed. Rose and Abe Olman), Peerless Dance Orchestra.
 The Missouri Waltz (Fred Knight), Peerless Dance Orchestra.

Did you ever notice that the fellow who wants to stall on his account usually begins by asking for an itemized statement?



More money was spent on **Columbia** advertising than on advertising for *any other* single line of goods—foodstuffs, furniture, etc.—in the Toronto Telegram of Oct. 26, also on Nov. 2, and we will continue to advertise very heavily.

Columbia Grafonolas and Columbia Records

are the most widely advertised and the biggest selling line on the market to-day. That means *something* to every **Columbia** dealer who represents the line properly.

Dealers with whom we are doing this advertising report splendid results. One Toronto firm has been selling over \$2,300 worth of Columbia goods each Saturday recently, and many dealers report they are doing over twice as much business as they did last year.

Some dealers in small towns who used to order only one or two small Grafonolas at a time, are now ordering large models by the half dozen. Although the amount of money spent on the advertising is large, it is very small compared with the sales, in fact, compared with the volume of business it produces, the Columbia advertising that we are getting out for our dealers is extraordinarily profitable—it has "pulling power" that will get stronger and stronger as we go on, for Columbia goods are right—the best value for the money—guaranteed satisfactory.

MUSIC SUPPLY CO.

LARGEST COLUMBIA DISTRIBUTORS IN CANADA

36 Wellington St. E. . . . TORONTO

Lyric Records for Christmas, 1917

Manufactured by the Lyraphone Co. of America, New York.
Canadian Distributors: The George McEgan Furniture Co., Ltd.,
Stratford, Ont.

6125	Berceuse, from "Jocelyn (Godeard), Amy Castles.	1 50
9103	Angel's Serenade (Braga), Amy Castles.	1 50
9103	Freude in der Herz Minor (Rachmaninoff), Lyric Symphony Orchestra.	
	Overture Midsummer Night's Dream. Lyric Symphony Orchestra.	
9104	Liebestraume (Liszt), Lyric Symphony Orchestra.	1 25
	Gems from Paganini (Leoncauallo), Lyric Symphony Orchestra.	
6122	Star Spangled Banner (Key), Graham Marr.	1 25
	La Marseillaise (in English) (de Lisle), Graham Marr.	1 25
6121	Sweet and Low (Barbary), Lyric Male Quartette.	1 00
6129	When You Come Home (Sullivan), James Tree.	1 00
6129	The Long Day Closes (Quivry), Lyric Male Quartette.	1 00
6124	Killarney (Halfe), Mary Cavendish.	1 00
	The Battle Hymn of the Republic (Howe), Burton Thatcher.	1 00
6128	Cantique de Noel (O Holy Night), Henry McClaskey.	1 00
	The Birthday of a King (Neidinger), Burton Thatcher.	1 00
6126	Massa's in the Cold, Cold Ground (Foster), Marion Green with Male Quartette.	1 00
	Brown October Aisle (de Koven), Marion Green with Male Quartette.	1 00
6127	Absent (Metralfe), Henry Williamson.	1 00
	A Dream Villanelle (Chopin), Sigismund Stojowski.	1 00
8119	Grand Waltz in a Flat (Chopin), Sigismund Stojowski.	1 00
8120	Ever of You a Dreaming (Hill), The Taylor Trio.	1 00
	Silver Threads Among the Gold (Danks), The Taylor Trio.	1 00
6123	Medley of Christmas Carols (Traditional), St. Cecilia Quartette.	75
	Hark! the Herald Angels Sing (Mendelssohn), St. Cecilia Quartette.	75
5120	Melody Land (from N. Y. Hippodrome success), Peerless Quartette.	75
	Cheer Up, 'Liza (from N. Y. Hippodrome success), Peerless Quartette.	75
5121	I May Be Gone for a Long, Long Time (Von Diller), Stanley Cochran.	75
	Hall, Hall, the Gangs All Here (Sullivan-Morse), Arthur Fields and Peck's Quartette.	75
5119	Hawaiian Butterfly (Santly), Sterling Trio.	75
	There's Something in the Name of Ireland (Ager), Henry Burr.	75

Columbia Records for December

49020	Vesti La Giubba from Faglicini, Hippolito Lascaro.	\$3 00
49221	Eri Tu Che Macchiavi from Ue Ballo in Maschera, Riccardo Stracciari.	1 00
58246	Stille Nacht, Heilige Nacht, Gerhardt.	1 50
58256	O' Tannenbaum, O' Tannenbaum, Elena Gerhardt and Max Biech.	1 00
58993	I Dream I Dwell in Marble Halls, Lucy Gates.	1 00
58993	The Last Rose of Summer, Lucy Gates.	1 50
42394	Cheer Up 'Liza from the New York Hippodrome Production, "Cheer Up," James F. Harrison and Columbia Quartette.	
	Melody Land from the New York Hippodrome Production, "Cheer Up," Hugh Donovan and Columbia Quartette.	
42398	Will You Remember from "Maytime," James Harrison.	85
42390	There is Something in the Name of Ireland, Hugh Donovan.	85
	The Best Things in Life Are Free, Henry Burr.	85
42384	I Don't Want to Be Loved a Little by a Lot of Little Boys, from "His Little Widow," Anna Wheaton.	85
	I'd Love to be a Monkey in the Zoo, from "Hitchy Koo," Anna Wheaton.	85
42388	At the Yankee Military Ball, Arthur Fields.	85
	If You Saw All That I Saw in Arkansas, Collins and Harlan.	85
42372	The Chorus of the Saxophone, Arthur Collins and Byron G. Harlan.	85
	Rockaway, Irving Kaufman.	85
42371	Bring Me Along, Howard Kopp and Frank Baeta.	85
	You Have a Wonderful Way (Of Doing What You Do), Samuel Ash.	85
42389	Most Wonderful of All, Howard Kopp and Frank Baeta.	85
	Sometime You'll Remember, Reed Miller.	85
42387	Over There—One-step, Introducing (1) "My Boy"; (2) "I Must Be the Rascal"; (3) "The Rascal's Song"; (4) "Waterson Hits—Fox-trot, Introducing (1) "I'm Crazy Over Every Girl in France"; (2) "In San Domingo"; (3) "I Hate to Love You," Prince's Orchestra.	85
42386	Waters of Venice—Waltz, Prince's Orchestra.	85
	Stolen Sweets—Waltz, Prince's Orchestra.	85
42376	One Step More—One-step, Howard Kopp and Frank Baeta.	85
	It Takes a Long, Tall, Brown Skin Gal—One-step, Howard Kopp and Frank Baeta.	85
42375	Come to This World, Introducing "I Never Asked to Come to This World," Prince's Band.	85
45995	Melody Land from the New York Hippodrome Production "Cheer Up"—One-step, Introducing "Beautiful Queen of the Nile," Prince's Band.	
	Cheer Up 'Liza from the New York Hippodrome Production "Cheer Up"—Fox-trot, Introducing "Give Wine a Wonderful Mate You'll Be" and "Won't You Follow Me There," Prince's Band.	
45996	Sally Away on the Henry Clay—One-step, Introducing (1) "Last Night"; (2) "Some Sunday Morning"; (3) "Cherry Blossom," Prince's Band.	1 50
	Hello, Aloha, Hello!—Fox-trot, Introducing (1) "At the Yankee Military Ball"; (2) "China, We Owe a Lot to You," Prince's Band.	1 50
45917	Hello! I've Been Looking for You—One-step, Introducing "My Skating Girl," Prince's Band.	1 50
	Listen to This—One-step, Prince's Band.	1 50
42373	The Star of Bethlehem, Henry Burr.	85
	Nasareth, Andrea Sarto.	85

42391	Oh, Little Town of Bethlehem, Columbia Double Mixed Quartette.	
	While Shepherds Watched, Columbia Double Mixed Quartette.	
42392	Medley of Christmas Carols—Part II, Columbia Quartette.	85
42385	Hark! the Herald Angels Sing, Howard Kopp.	85
	Adams Fiddle, Howard Kopp.	85
42369	Medley of Children's Songs—Part I, Introducing (1) "Johnny Had a Little Dog"; (2) "Three Blind Mice"; (3) "Ira, Ira Black Dog"; (4) "Little Bo-Peep"; (5) "Ding Dong Bell"; (6) "Three Little Kittens"; (7) "London Bridge"; (8) "Here We Go 'Round the Mulberry Bush," Columbia Stellar Quartette.	
	Medley of Children's Songs—Part II, Introducing (1) "Jack and Jill"; (2) "There Was a Crooked Man"; (3) "Ten Little Indians"; (4) "Mary Had a Little Lamb"; (5) "Alphabet Song"; (6) "Polly Put the Kettle On"; (7) "Pop! Goes the Weasel"; (8) "Diddle, Diddle Dumpling," Columbia Stellar Quartette.	
42374	Santa Claus Parade, Christmas Eve—Descriptive, Prince's Band.	85
	Children's Frolic, Christmas Morning—Descriptive, Prince's Band.	85
42377	Johnny's Christmas Dream of Old Mother Goose—Part I, Christmas Story, Adeline Francis.	85
	Johnny's Christmas Dream of Old Mother Goose—Part II, Christmas Story, Adeline Francis.	85
42380	Cinderella, or the Glass Slipper—Part I, Adeline Francis.	85
	Cinderella, or the Glass Slipper—Part II, Adeline Francis.	85
42381	Our Kiddies in Toyland—One-step, Prince's Band.	85
45993	The Kiddies—Fox-trot, Prince's Band.	85
45993	Rocking On a No. 2, Kathleen Farlow.	85
	Garden Fantasy, Kathleen Farlow.	1 50
45994	Madam Butterfly Selections—Part I, Columbia Symphony Orchestra.	1 50
	Madam Butterfly Selections—Part II, Columbia Symphony Orchestra.	1 50
42378	Break O' Prince's Orchestra.	85
	The Robin's Return, Prince's Orchestra.	85
42376	Roll on, Purple Moon, Yodel Song, Matt Keefe.	85
	Sleep, Baby Sleep, Yodel Song, Matt Keefe.	85

New Starr Records

Sole Canadian Distributors: Canadian Phonograph Supply Co.,
261 Dundas Street, London, Canada.

10026	La Marseillaise—Marcia Beale (The National Airs of France and Italy), Starr Military Band.	
	The Star Spangled Banner (Key Smith), baritone with band accompaniment, Royal Dadmun.	1 25
10025	On the Road to Mandalay (Killing-Speaks), baritone with orch. acc., Royal Dadmun.	1 25
	Keep the Home Fires Burning ("Till the Boys Come Home), (Ford-Novello), baritone with orch. accomp., Royal Dadmun.	1 25
10024	Franz Schubert Overture (Von Suppe), Starr Concert Orchestra.	1 25
	Allergo from "Peet and Peasants" (Von Suppe), Starr Concert Orchestra.	1 25
10023	Friend o' Mine (Weatherly-Banderson), baritone with orch. accomp., Albert Wiederhold.	1 25
	Drink to Me Only with Thine Eyes, baritone with orch. acc., Albert Wiederhold.	1 25
7622	Palm Branches (Les Rameaux), (Faure), Baritone, with orch. accomp., Royal Dadmun.	85
	Block of Ages (Hastings), Tenor with organ acc., Harry H. McCaskey.	1 00
7621	The Holy City (Weatherly-Adams), Cornet with band accomp., Chester W. Smith.	85
	Chapel Chimes (Reverie), (Greenwald), Band with chime and bell effects, Starr Band.	1 00
7620	In der Christnacht (Christmas Eve), with violin, organ and chimes, Chester W. Smith.	85
	Christmas Carols: (1) Holy Night; (2) The First Noelle; (3) God Rest Ye Merry Gentlemen; (4) Hark! the Herald Angels Sing; (5) Holy Night, vocal quartette with organ accomp., Croston Mixed Quartette.	1 00
7619	A Coon's Trip to Heaven (Golden), Coon comic selection with traps and banjo, Golden and Heins.	85
	Jimmy Trizer (Golden), Coon comic selection with drums and traps, Golden and Heins.	1 00
7618	Good-bye Broadway, Hello France, Heins and Davis-Kettle), tenor with orch. acc., Roland Ball.	85
	The Bagtime Volunteers Are Off to War (McDonald-Baskey), tenor with orch. acc., Frank Perry.	1 00

SWISS Phonograph Motors

Canadian firms should correspond. Stock on hand. Can be shipped from Bonded Warehouses, avoiding paying U.S. duty.

MERMOD & CO., MFRS.

505 5th Ave. - New York

We also manufacture Diamond and Sapphire needles.

LYRIC PHONOGRAPHS RECORDS

Canada's Greatest Line

Our Phonograph Expert is now visiting all the principal centres, with samples of LYRIC PHONOGRAPHS and RECORDS, assisting our regular salesmen in demonstrating the many exclusive features of our Machines and Records.



L. 19

One of our many choice patterns

We have in stock a very large assortment of LYRIC RECORDS, and can ship orders promptly.

WRITE
FOR
CATALOGUE

LYRIC MACHINES are equipped with all the latest improved devices.
They PLAY ALL RECORDS

WE STAND BEHIND THIS PRODUCTION

The George McLagan Furniture Co., Limited

STRATFORD

Phonograph Division

ONTARIO



*The Willis
Trade-Mark
of Quality*

Continuity of An Ideal

EVER since the first Willis piano made its appearance, the piano trade and the general public have learned to expect, in a Willis instrument, the highest type that this great industry can produce. Nor has the expectation been disappointed.

Always up-to-date with any improvements, yet always maintaining the best of the old traditions, the Willis piano never lags in the race. It was and is the piano on which to build a lifetime's retail business.

Ask us about the KNABE, too. We are sole agents for it in Canada.

Willis & Co., Limited

Montreal

Head Offices:
580 St. Catherine St. W.

Factories:
St. Therese, Que.



THE MONTREAL BUDGET OF TRADE NEWS

“THE man whom the Journal reported last issue as saying that we should get a down payment of twenty per cent. on a piano or player sale and not less than three per cent. for each monthly installment, was hitting the nail squarely on the head,” remarked a Quebec merchant to the Journal. “The one-price system is right in theory, and it will come some day. In the meantime the process of evolution will be along the line of larger down payments and larger monthly installments, which will shorten the time it takes for the buyer to get his piano paid for.”

A local piano salesmanager, who has shown good success, makes it a point to go over each salesman's prospects with the salesman at least once every two weeks. This idea serves two purposes—it gives the salesmanager a check on all prospects listed with the house. It also keeps him informed as to how closely the salesman is following up his work. When a salesman does not know the prospect's initials or his first name correctly, or does not seem to know much about him in general, his habits and interests outside of his business, and facts about his family, it is a pretty good sign that the salesman is not intimately in touch with his work as he should be. The use of this plan has developed intimate relations between this dealer's salesmen and his prospects, and sales have shown a decided increase as a result.

At the annual meeting of the Dominion Board of the Retail Merchants' Association, held in the Windsor Hotel, Montreal, the question of price-cutting was much debated and a resolution was passed recommending that manufacturers producing trade-marked articles the re-sale price of which is determined by them, should incorporate the price as part of their trade-mark and that the executive deal with the matter and, if necessary, have the Trade Mark Act so amended that this will be possible.

Mr. I. Montagnes, of I. Montagnes & Co., Toronto, Canadian distributors of the Sonora, paid a visit to Montreal recently.

Mr. Edwin J. Howes, manager of the National Piano Co., Ltd., Toronto, paid Ottawa a visit, and incidentally called on old friends in Montreal, and exchanged reminiscences. “E. J.” intends writing a history of the piano business in Canada during the last forty, or is it fifty, years? Nobody is better able to do so than he who has taken an active part in shaping it.

The Berliner Gram-O-Phone Co., Limited, informed your correspondent that orders covering their entire line were coming in most freely, that business is better than ever, and they are looking forward to an immense business in both machines and records from now on until after the first of the year.

Mr. J. K. Nicholl, of the Edison Co.'s New York laboratory, was a recent visitor to Montreal.

Mr. Philip E. Layton, of Layton Bros., who was confined to his house through illness for some weeks, has recovered sufficiently to enable him to be at the warerooms for a limited time each day.

Miss Barry, of the sales force of Layton Bros., met with a painful accident in the warerooms recently through falling downstairs.

New piano showrooms have been opened up by Willis & Co., Limited, at 110 and 112 Wellington Street, Sherbrooke, Que. This branch will be managed by Mr. Allan L. Carr, who has had long experience in the services of the firm, with a thorough and comprehensive and intimate knowledge of the lines carried. The warerooms will be equipped in the most up-to-date fashion in anticipation of operating on a big scale, in fact everything and everybody is in complete readiness to begin business, and it will not be long before

the whole place will be humming with activity and energy. With the large clientele this firm already enjoys in the Eastern Townships, business should now necessarily be doubled in Sherbrooke and immediate vicinity. The Knabe, Willis complete line, the Newcombe product, and Dominion pianos and organs, will be extensively featured.

Willis & Co., Limited, are anticipating good Christmas trade, and when queried as to collections they stated that every month of 1917 has shown a gain of several thousand dollars as compared with month by month of last year. “Repossession are not as numerous as in 1916, and we are following up our collections very closely on account of the scarcity of pianos, and we are refusing rentals to new customers, confining ourselves to old friends of the house for the same reason as stated above. One gratifying feature of our business this year is that our Willis player sales are double that of last year, orders being in excess of our shipping facilities. We set out to do this, and have accomplished our aim and object,” said President A. P. Willis. “In tunings we are away behind, and have had to refuse orders, this state of affairs being due to the scarcity of men; the same applies to our repair department. A large number of our men in the factory have been conscripted, but we are meeting the situation cheerfully,” concluded Mr. Willis.

C. W. Lindsay, Limited, has entered a team in the Montreal Commercial Ten Pin Bowling League. The officers of the firm's bowling club and those eligible to play are as follows:

Patron—C. W. Lindsay.

Honorary President—J. A. Hebert.

Honorary Secretary Treasurer—B. A. Edward.

Honorary Vice-President—E. Hamilton.

Active President—L. A. Poulin.

Secretary-Treasurer—W. T. Bacon.

Captain—P. E. Dufresne.

The first game was played October 5th, and others will be played every Friday evening thereafter. League closing season end of March, 1918. Practice night every Monday on Paynes Alley.

NAMES OF THOSE ELIGIBLE TO PLAY

R. Lawlor.	Adrien Hebert.
P. E. Dufresne.	Luke Rielly.
L. A. Poulin.	F. Hale.
J. Henderson.	B. A. Edward.
J. Clish.	H. Goodfellow.
W. T. Bacon.	G. S. Harvey.
H. Gagnon.	S. Law.
L. Jerome.	C. H. Burrows.
J. A. Hebert.	A. Gagnon.

AVERAGE TO DATE OF OCTOBER 29 OF C. W. LINDSAY, LIMITED, BOWLING CLUB.

P. E. Dufresne	9	1282	142	4
A. Gagnon	12	1647	137	3
J. Henderson	12	1606	133	10
R. Lawlor	10	1314	131	4
Ad. Hebert	9	1139	126	5
L. Poulin	5	621	124	1
W. Bacon	3	313	104	1
Totals	60	7922		
Club average			132	2
			Club won, 5; Lost, 7.	

A Montreal company has been incorporated to manufacture and deal in phonographs, etc. Capital \$20,000. The incorporators are: Ricardo Lefebvre, manufacturer; Gustave Dutand, advocate; Amanda Clermont, clerk; J. Emmanuel Gagne, physician, and Orphyre Lefebvre, painter, of Montreal.

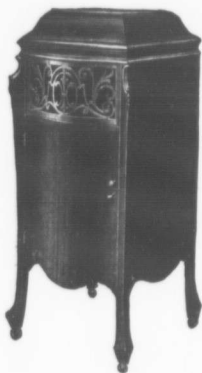
THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL



That the Public Buys

"The Highest Class Talking Machine in the World"

is shown by the tremendous increase in volume of SONORA sales year after year. 1917 is more than 100 times greater than three years ago--and SONORA dealers have grown with us.



Anyone who is contemplating selling phonographs should be sure to hear the Sonora and ask Sonora owners their opinion of this famous phonograph.

It pays to handle the Sonora, because the Sonora practically sells itself--and to the cash buyers.

Sonora Dominion-wide publicity is sending a tide of enquirers to the Sonora stores. Is yours one?

I. Montagnes & Co.

Canadian Distributors of the Sonora Line

New Ryrie Building
 Yonge & Shuter Sts.
 Toronto, Canada

Mr. H. Brown has joined the selling organization of Layton Bros., and will no doubt be heard from ere long in big sales of Mason & Risch and other makes featured by this house.

Wilder's Music Supply Co. have had a good month's business in Starr machines and records; also the Celeste, a machine of their own manufacture.

A reorganization of the sales force of Layton Bros. has resulted in Mr. W. W. O'Hara being made salesmanager. The phonograph department has added two new men in the persons of Mr. F. E. Townsend and Mr. Dupuis.

The business of Wm. Lee, Ltd., has shown such expansion under Mr. Lee's management that it has been found necessary to add two sound-proof phonograph rooms for their Columbia and Edison departments. In Martin-Orme pianos the firm's report was also one of substantial proportions. Concerning Mr. Henry Hamlet's joining the staff of Wm. Lee, Ltd., a local paper said: "In musical and advertising circles in Montreal, Mr. Henry Hamlet is a well-known figure. For several years he was associated with the Nordheimer Piano Co. in Toronto, and later in Montreal. He became advertising and warerooms manager for

various work done by the pupils, the school curriculum, including music, piano tuning, type writing, shorthand, and machine knitting. They were very proud of their knitting machine, on which 5,000 pairs of socks had been made by the girls.

Paula Shay, the noted star in Everywoman, who recently played to capacity audiences at Her Majesty's Theatre, when given her choice of any piano by her manager for her use while in Montreal, chose a Martin-Orme from the warerooms of the local representative, Wm. Lee, Ltd. This firm received the following telegram with reference to the same:

"Burlington, Vt., Oct. 5th, 1917.

"Messrs. Wm. Lee, Limited,

"Montreal.

"Please have a Martin-Orme piano placed in my suite at the Ritz-Carlton Hotel during my stay in Montreal.

"PAULA SHAY."

A young Montreal composer, Miss Edna M. Morrison, is responsible for a new patriotic song, "A Song of the Northland," the words of which are by Samuel M. Baylis.



A view of the phonograph department of Charles Culross, Montreal, showing his display of the Sonora and Aeolian-Vocalion lines.

Layton Bros., remaining with them for nearly eight years. Mr. Hamlet was now withdrawn from the latter firm, and has accepted the important position of general manager with the young and prosperous piano house of William Lee, Limited, St. Catherine Street West. A musician, speaking several languages and having many social and artistic gifts, a bright and successful future is confidently predicted for Mr. Hamlet.

The ninth annual meeting of the Montreal Association for the Blind was held recently. In the course of his remarks, the Chairman, Col. Busted, said: "But for Mr. and Mrs. P. E. Layton the board realized that the work of the Association could not possibly be carried on." Mr. Layton said that their work was going to increase, for many of the soldiers had been blinded in the war, and no institution in the Dominion had such facilities for training the adult blind as theirs. We wished, he continued, to have supplemented the earnings of the men in our workshops, and the board came to the rescue with a grant of \$2,400, the Government grant being only \$1,600.

An interesting report was that of the board of management, which was read by Mrs. Layton. This covered the

Antonio Pratte, Jr., is now in charge of the office and sales departments of Antonio Pratte, Sr., manufacturer of Pratte pianos.

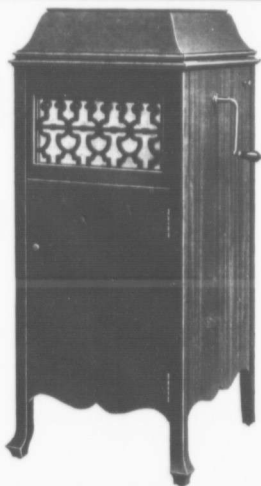
At 714 Mount Royal Avenue has been opened the Mount Royal Exchange for the exchanging of records.

Arthur Blouin, 191 Wellington Street, Sherbrooke, has taken on the Pathe line.

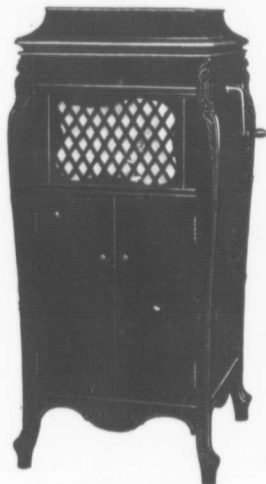
The Cowan Piano & Music Co. have taken on the local representation of the Brunswick phonograph and purpose developing the talking machine end of their business into a life department.

Wm. Lee, Ltd., are now representing the Bell interests in Montreal.

The Montreal Gazette, in reporting the Edison tone test recital recently held in Montreal, said in part: A large and interested audience at the ballroom of the Ritz-Carlton Hotel last evening enjoyed a "Tone Test" recital by Miss Marie Morrissey, the American contralto, and Mr. Philip Scheib, violinist, with the Edison Diamond Disc Phonograph. The recital was of a kind entirely new to Montreal audiences, the artists engaging in solos with the instrument. The whole programme proved a novel entertainment, and



Style "B," \$90

Style "O," Louis XV., \$200
Electric, \$250

As a Dealer you are Vitaly Interested

in a line of phonographs that sell rapidly off your floor and with the "come back" value of satisfied customers.

THE BRANT-OLA IS THE WINNER

It is distinctive and superior in those points on which dealers and salesmen rely to make sales in the thick of competition.

1. There is a vast difference between our cabinets, made in a piano case plant, and those made in all kinds of factories here and there and all over.

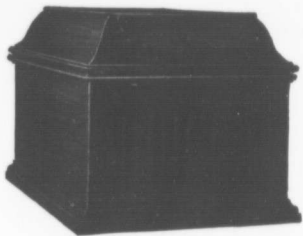
2. There is a difference between the Brant-Ola tone and the tone of a machine hurriedly "assembled."

3. The quality of the silent, even-running motor in the Brant-Ola is apparent to every one who examines it.

4. Point by point, all along the line, the Brant-Ola wins out.

Try the Brant-Ola Yourself

and see the big values for the popular prices: \$65
\$90, \$130, \$150, \$200.



Style "C," \$65

Brantford Piano Case Co., Limited

MANUFACTURERS OF THE BRANT-OLA

Brantford

:

:

Ontario

one well adapted to exhibit the surprising capacities of the machine. At times it was quite impossible to say whether the artist or the machine was playing or singing.

Goodwins Limited, have removed their Edison Department to its new home on the second floor of their building. A representative of Thomas A. Edison has pronounced the new suite of individual concert and show rooms to be the finest on the continent, outside of an establishment for the exclusive sale of phonographs and talking machines.

W. J. Whiteside, the Karn-Morris representative, is as usual a ray of optimism discernible in early November clouds. "I'm not worrying a wee bit," he said genially, "and as far as we are able to see there is no cause for worry. On the contrary, business with us is all that could be expected."

"Business with us," said the Canadian Graphophone Co., "has about assumed normal conditions, with probably a decided improvement over the past month. Coupled with ideal autumn days a continuous influx of population, which has crowded to capacity our hotels and apartment houses, the lovers of good music have kept us busy filling their orders. It looks as though the coming winter would be the best we have known for many years for Columbia Grafonolas and records.

The Leach Piano Co., Limited, are strong in the belief that made-in-Canada pianos are the best obtainable, and in all their advertising make this a strong feature. Goulay and Leach instruments are going strong.

J. H. Mulhollin has of late handled a considerable volume of nice deals in Evans Bros.' product, and is certainly a great booster for this make.

The present volume of sales in Cecilian pianos and Cecilian Concertphones, and the way sales are shaping up for December, are quite satisfactory to Gervais & Hutchins.

J. A. Hurteau & Co., Ltd., report business as coming along nicely in the disposals of Williams' New Scale instruments, and are well satisfied on the whole with the outlook for the future. Business for October in Pathe machines and records surpassed any October in the history of the firm, and it looks like as if November would stretch itself out and make another record too.

As announced in last month's issue of the Journal, W. J. Whiteside always keeps an ear to the ground for the purpose of giving his clientele the best there is in music. He says since he has taken on the representation of His Master's Voice products it has helped him in more ways than one, and he is very much encouraged with the volume of business already transacted and the prospects on hand.

Manager Norman F. Rowell, of the Phonograph Salons, of C. W. Lindsay, Limited, reports that sales for the past month have been excellent, and that the outlook for the coming month's business in Columbia, Pathe and Sonora makes it even better.

Manager A. E. Moreland, of J. W. Shaw & Co., reports business good in all departments. He says there has been a brisk demand lately for the more expensive types of Gerhard Heintzman uprights and players, which is a good omen as to the condition of business generally.

The request made by the soldiers at the Victoria Bridge for records has brought a generous response from the Berliner Gramophone Company, Ltd., which has sent two dozen to The Star to be forwarded to the men. The same company lent the soldiers the gramophone on which the new records will be used. In the past it has given many instruments and records to the various battalions which have been recruited in Montreal and to the different soldiers' clubs.

Almy's Limited, grafonola department (Miss Vezina, manageress) reports Columbia styles 112, 122, 145, and 155 as their best sellers during the past month. Business in October increased threefold over the corresponding month

a year ago. The demand for patriotic airs is greater than the supply, and especially so is the call for this class of records from the soldiers' wives.

The November supplement of Victor Records contained a coloured signature photo of Harry Lauder in characteristic pose. On the reverse side of the card a list of some favorite Lauder records was given. This famous exclusive Victor artist will appear in Montreal the latter part of November.

Mr. S. H. Brown, retail salesmanager of the Berliner Gramophone Co., Ltd., was a recent visitor to his parents in Providence, R.I., where he was called suddenly on account of the illness of his mother.

George M. Reece, late of the Berliner Gramophone Co.'s retail selling staff, is now in khaki at Key West, Fla., and likewise Harold Dewar in Norfolk, Va.

Miss S. Josephson, of the retail sales force of the Berliner Gramophone Co., Ltd., has been granted an extensive leave of absence on account of ill health. Miss Josephson has been in the employ of the company for over five years, and has made herself during that time almost indispensable to her employers.

Attended Old Friend's Funeral

Mr. J. F. Sherlock, of the Sherlock-Manning Piano & Organ Co., London, immediately on receiving the wire announcing the death of his old friend "Jock" Smith, left for Winnipeg to be present at the funeral obsequies. Mr. Smith and Mr. Sherlock were on the road together for many years, and although they represented rival houses were very close friends.

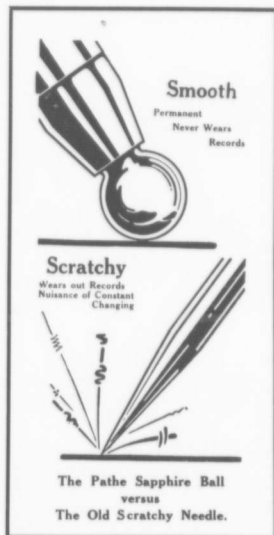
While in the west Mr. Sherlock decided to go as far as Edmonton and Calgary to call on the trade and look over conditions in that part of the country.

Such is Reputation

Smith & Smith, of North Sydney, N.S., are enthusiastic Sherlock-Manning dealers, and they likewise have many well satisfied owners of Sherlock-Manning instruments. One of these in October decided that he wanted a mouth organ, consequently he wrote to Smith & Smith. He asked that it be a single reed, key of "C," the best tone they had, and not more than two dollars. "Please send me a Sherlock-Manning mouth organ" he wrote, having in mind the satisfaction given him by the Sherlock-Manning reed organ purchased by him from Smith & Smith.

New Player Rolls by Otto Higel Company

SOLO ARTIST RECORDS		
503864	Break the News to Mother. Ballad. Harris	70
503884	Dance Ecossaise. Baker	70
503814	I Call For My Sweetheart. Ballad. Monaco	70
503843	Mummy's Gone Away. Ballad. Grey	55
503824	My Skylark Of Love. Ballad. Denni	70
503853	Waltz For The Left Hand. Hagenfritz	55
SOLODANT MUSIC ROLLS		
014343	Admiration. Valse Postique. Colby	55
014345	Alexander's Jass Band. Fox Trot. Donaldson	55
014404	Adra. Waltzes. Mandolin Interpolations. Witmark	70
014423	Boys Be Prepared. (Official Boy Scout Marching Song). Rubens	55
014383	Distant Chimes. Reverie. Meisinger	55
014418	I'm a 12 o'clock Feller in a 9 o'clock Town. Jazz Fox Trot. Von Tilzer	55
014394	Mighty Oregon. March. Friedland	70
014365	A Motor Ride. Descriptive Galop. 1 Early Morning, 2 Arrival of the Motor, 3 The Start, 4 On the Road, 5 A Pack of Hounds, 6 A Collision, 7 Halting for Repairs, 8 Return Home and Finale. Valse. Miles	85
014354	Sweet Forget-Me-Not. Valse. Miles	85
014375	When Knighthood Was in Flower. Waltz. Mandolin Interpolations. Gustin	85
STAR MUSIC ROLLS		
x371	From Here to Shanghai. Fox Trot. Berlin.	
x372	Red Wing. One-step. Mills.	
x373	Falling Waters. Reverie. Traux.	
x374	Somewhere in Ireland. Jazz One-Step. Ball.	
x375	Springtime Fancies. Hesitation Waltz. Hees.	
x376	Pleasures of Home. Waltz song. Mandolin Interpolations. Burtel.	
x377	Almost Home. One-step. Kenning.	
x378	Kentucky Rose. One-step. Brooks.	
x379	The Golden Youth. Hesitation Waltz. Rosay.	
x380	Folk's Populaire. Penn.	



Two of the Biggest Selling Points in the Talking Machine Trade

- 1st A smooth permanent reproducing point, requiring no needle-changing and causing no wear on the records.
- 2nd A complete line of exclusive Period Design Cabinets.

A nation-wide publicity campaign is telling the public about these wonderful Pathé features.

If you want the agency for the talking machine of the future—write now for confidential information for merchants.



Pathé Frères Phonograph Co. of Canada, Ltd.

Factories and Head Office:

4-6-8 Clifford Street, TORONTO, Canada

Western Distributors: R. J. Whitla & Co., Winnipeg, Man.
Maritime Province Distributors: H. L. Hewson & Son, Limited, Amherst, N.S.
C. W. Lindsay, Limited, Montreal.



HEARD AROUND THE WINNIPEG STORES

THE musical season and the long evenings, when people are content to stay at home a good deal for their evening amusements, have set in early, and are being reflected in the sales of music and musical instruments. Everything points to the people spending freely from now until Christmas. More and more it is being realized that the music store is a good place to make selections for Christmas gifts, which should prove a large factor in the season's buying.

The Winnipeg Piano Co. have not yet gotten over the deplorable shock caused by the death of their universally liked Mr. Smith. Another cable from Lieut. Will Smith states definitely he and his sister are returning from England by the first boat, which of course has gone a long way towards easing Mrs. Smith's mind.

A large number of sympathetic messages were received from the Canadian Piano Factories, Canadian Piano Manufacturers' Association, Toronto Retail Dealers, and numerous trade friends, which all go to show the very wide circle of friends "Jock" Smith enjoyed; as the clergyman simply and fittingly said at the burial service, "We shall all be better for having known him." He was indeed a wholesome influence—a positive inspiration. The Winnipeg Piano Co. are able to report satisfactory business and collections in both piano and phonograph departments. They supplied the Steinway grand for the Leginska concert on the 31st, when a tremendous reception was accorded this renowned artist.

Joseph M. Tees, a pioneer of the city and prominent for many years in musical circles, has left Winnipeg to reside in Calgary. Mr. Tees has been appointed manager of the Homestead Art Co.'s grafonola department in Calgary. Good wishes of hosts of Winnipeg friends accompany him. He is a prominent member of the Men's Musical Club, and was given a farewell by that organization on Saturday evening. The gathering was an informal one, but happy speeches were made wishing him every success in his new home. To him was given a very large share of the credit for the establishment of the fine Music and Arts Society, now occupying the former Adanac Club building on Broadway. Mr. Tees has occupied a leading place among the military organizations of the city ever since the '80's.

Mr. Ernie H. Elliott, the Columbia representative travelling the Province of Saskatchewan, and a resident of Regina, is receiving congratulations from his friends on the arrival of a baby boy at his home.

Mr. Marshall Knaggs is now back with the Williams' Piano Co. Mr. Knaggs is wholesale traveller in the West.

Mr. Geo. H. Suckling, well known to the piano trade, was a recent caller on his way west.

Mr. H. Culverwell, representing Chappell & Co., New York, made his usual call on the Winnipeg music dealers on his way west.

Mr. H. L. Conlin, Winnipeg manager for the Western Gram-O-Phone Co., is rejoicing at the addition of a baby girl to the family on October 28th. This now makes a family of one boy and two girls.

Mr. Conlin reports business in "His Master's Voice" lines A1. All the dealers he called on during his recent visit through the West are looking forward to an enormous fall trade. Many orders are being received for the Tungstone Stylus, and record business shows a big increase. Mr. DesBrisay is now visiting dealers on the Prince Albert line with good results, and Mr. Duff is having the same success at Fort William and Port Arthur.

As a result of the recent Edison tone-test recital given by Amy Ellerman, contralto, and Mary Colgan, violinist, in Central Church, the coffers of the Great War Veterans benefited to the extent of \$191.20.

Mr. Robert Shaw, manager of the Western Fancy Goods Co.'s Columbia department, referred to a continued short-

age in needles, but plenty of machines now coming along. "Orders for Columbia goods are still piling in," said he.

With Sophie Tucker's visit to the Orpheum, and Pollyanna's visit to the Walker, a big demand has been created for Victor Jass band records and Pollyanna records.

The Canadian Phonograph and Sapphir Disc Co. are featuring their \$50 machine with good results. The season has opened early with them, and the available business looks very promising indeed.

Messrs. Cross, Goulding & Skinner recently received samples of the Brunswick line of phonographs, with which they are delighted, their customers being very enthusiastic over them, and pronouncing them par excellence.

Mr. Whiteacre, western manager for the Mason & Risch Piano Co., spent a couple of days with the firm's branch here on his way east to Toronto. Mr. Biggs paid a recent visit to the firm's branches at Regina, Moose Jaw, and Saskatchewan, and reports business very good.



Mr. A. E. Grassy, on whose capable shoulders falls the management of the Winnipeg Piano Co. since the death of his partner, Mr. Jock Smith.

Mr. E. A. V. Mitchell, who is in charge of the Doherty Piano Co.'s collection department, is very well satisfied with collections for October.

Mr. H. P. Bull, manager of Cross, Goulding & Skinner, reports business very good, twice as much business being done this October in comparison with 1916. While Messrs. C. H. and H. P. Bull were on their recent duck shooting trip they met with good success.

Babson Bros. report business as quite satisfactory. The wintry season coming in earlier is having its effect, as shown by the increase of sales in phonographs and records.

Knapp Phonograph Booklet

There is just off the press an interesting booklet, issued by the National Table Co., Ltd., of Owen Sound, describing and illustrating the complete line of "Knapp" phonographs, which they are manufacturing. The styles featured are the Queen Anne, Style F, at \$190; William and Mary, Style G, at \$175; Adam, Style E at \$165, Style L \$135, Style N \$100, Style K \$85, Style M \$65, and Style H \$33. The three most expensive types may be had equipped with an electric motor run by dry batteries at a cost of \$30 extra.

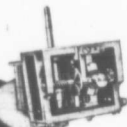
The features of the Knapp to which the makers direct special attention are the Universal tone-arm, a tone modifier, newly constructed horn chamber, highly nickel-plated sound box, and on all cabinet machines a special automatic stop.



I want you to try
one of these
motors—one of
these

Stephenson Precision- made Motors

You will notice that it winds easier than any other motor; you will notice that there is no running noise. I believe that this motor is as quiet as



a motor can be made. It is a motor that helps you to build a better phonograph. It is truly a Precision-made Motor.

I would like to have you try it; I can send you one immediately upon your say-so. Why not write me to-day?

Francis T. Nitz

Vice-President.

STEPHENSON, Inc.

One West Thirty-Fourth Street

NEW YORK

Prominent Piano Merchant Passes Away

Death Summons "Jock" Smith, of Winnipeg

It is an exceedingly mild statement of facts to say that the entire trade feels most keenly the blow that has fallen in the passing of Mr. "Jock" Smith, of the Winnipeg Piano Co., Winnipeg. Just as the final pages of the Journal's last issue were on the press a wire came in announcing the death of Mr. Smith from angina pectoris, enabling a brief statement of the fact to be given to the trade.

Mr. Smith became ill three years ago from the disease which caused his death, but he rallied from it, and was not again troubled until a short time ago. He was 51 years of age. He was an adherent of the Westminster Presbyterian Church, and was also a member of the Clan Stewart Society and of the A.F. and A.M. The interment took place at Elmwood Cemetery, Winnipeg. "A striking thing about the service," said one in attendance, "was the large number of men from the other Winnipeg music houses, who paid their last respects to this prince among men. I think they were all well represented. Two automobile loads of flowers were sent by friends and business acquaintances. One wreath was from the music dealers of the city, and one came from Toronto. Members of Assiniboia Masonic lodge, of which Mr. Smith was a member, attended the services. Among the easterners at the funeral were Mr. J. Frank Sherlock, of the Sherlock-Manning Piano Co., London, who as an old friend of the deceased made a special trip to Winnipeg to attend the funeral, and Mr. Chas. Ruse, of Gerhardt Heintzman, Ltd., who was in the west at the time, and remained over for the funeral. Mr. J. G. Whiteacre, western manager of Mason & Risch, Ltd., was in attendance.

To few men is it given to possess as many warm and intimate friendships as was the case with the late Mr. Smith. His frank manner and his unusually large heart, coupled with that sterling quality of dependability, won him many friends in all parts of Canada, whose relationship brought them closer to him than is usually the case between man and man. It is therefore little wonder that his going leaves a place that it seems impossible to just fill.

In a communication to the Journal, Mr. A. E. Grassy said this feeling tribute to his late partner: "We will indeed miss his genial smile, beautiful personality, kind disposition, and generous heart a thousand different ways. Words fail to convey what one feels under circumstances like this.

"I am afraid that the activity and excitement of his trip east, meeting so many old friends, coupled with the worry over his son's training in the Flying Corps, hastened his end.

"Just as in the east so in the west he is mourned by a remarkably large number of friends, who all knew him to be what he was—the best in the world.

"We have all lost a very dear friend, a king of partners, husbands, fathers and brothers, and as the clergyman simply and fittingly said at the burial service, before a tremendous gathering, we shall all be better for having known him. He was indeed a wholesome influence—a positive inspiration."

The Winnipeg Evening Tribune published this reference to the late Mr. Smith: "John Smith, a pioneer piano merchant, and for several years a business man of Winnipeg, died Sunday at his residence, Suite 5, Pasadena Court. Born in the Isle of Islay, Scotland, Mr. Smith came to Canada 30 years ago. He settled in Guelph, Ontario, where for 20 years he was engaged in the piano business. He came to Winnipeg ten years ago, when he became associated with the Winnipeg Piano Company. He leaves a widow, one son, Lieut. William Smith, with the Royal Naval Air Reserve, and one daughter, also in England.

"Winnipeg has lost a fine citizen," said an old friend

this morning on hearing of the death of Mr. Smith. "He was one of the tens of thousands of Scotsmen who have come to Canada in search of fortune. He had the splendid quality of industry developed to a high degree, and rose step by step until he became one of the leading business men of the west. He was the typical warm-hearted, free-handed Scot, loyal to the heatherland, yet a Canadian through and through, and a liberal giver as well as a deeply interested citizen in all good works. As Canada is the young man's country, with all the strenuousness of youth in its every walk, Mr. Smith, like many others, never knew what it was to spare himself, hence his early demise. A son and daughter, now in the nation's fighting ranks, typify the father's feelings with respect to the war. Always obliging, always thoughtful, the departure of 'Jock' Smith leaves a gap in the social and business life of Winnipeg that will not soon be filled."

"So far as the business is concerned," said Mr. A. E. Grassy, of the Winnipeg Piano Co., to the Journal, "we are fortunate in having a first-class organization, loyal and enthusiastic, which fact will go far to simplify matters and minimize the difficulties of a situation such as this. Financial arrangements will go along as usual in the meantime."

Amongst the Titled

Mr. W. N. Manning, of the Sherlock-Manning Piano and Organ Co., London, recently visited Montreal, Quebec, and Ottawa. In the latter city Mr. Manning represented the London Patriotic Association at the executive meeting of the Dominion organization, which was presided over by the Duke of Devonshire. Of those who attended the meeting referred to, Mr. Manning was one of only three present who were not titled. In attendance at the meeting were Sir Thomas White, the Government Finance Minister; Baron Shaughnessy, of the C.P.R.; Sir Herbert Ames, Sir Wm. Mulock, and various other knights.

Worth Watching

Mr. B. A. Trestrail, who has been manager of the piano department and director of publicity for the R. S. Williams & Sons Co., Toronto, is now devoting his time to the work of general sales promotion in connection with the Company's Toronto headquarters and branches. Upon the occasion of Mr. Trestrail's leaving the piano department, which is now in charge of Mr. J. A. Hassall, the employees took occasion to express their appreciation of, and personal interest in, their late chief by presenting him with an illuminated dial wrist watch. This watch will not only serve to remind Mr. Trestrail of his happy connection with the staff, but will be most useful when he goes on duty in France.

As mentioned in the Journal some little time ago, Mr. Trestrail has connected himself with the Medical Reserve Corps of the United States Army for active service overseas. The Journal understands that his Company will not be required overseas until the first of next year, or perhaps on towards spring. His friends in Canada say that when he gets to the front the fellows who are fortunate enough to be his pals will agree with the statement that Stephen Leacock is a second edition of B.A.T.

Mr. Trestrail has lately spent some time in Hamilton, and while there incidentally disposed of his Overland car.

Tenders Thanks to the Trade

Mr. A. E. Grassy, of the Winnipeg Piano Company, Winnipeg, desires to tender to the trade, through the Journal, his sincere thanks for, and his keen appreciation of, their sympathy and kind wishes on the occasion of the passing of his partner, Mr. "Jock" Smith. At this time the response from the trade has been most widespread and gratifying to Mr. Grassy.



Model "C." Price \$32.50
Golden Oak or Birch Mahogany.



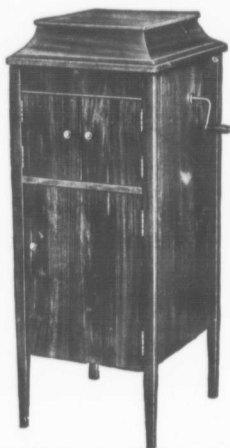
Model "B." Price: Mahogany
\$50, Oak \$45
Mahogany, Golden and Fumed Oak.

These Are Times

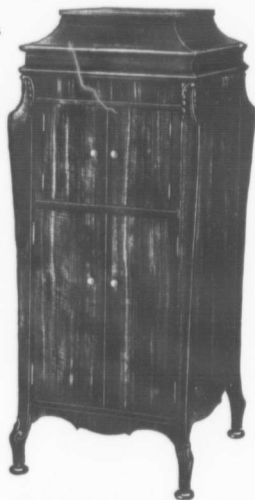
of careful buying. The attitude of the public is thoughtful. They want full value for every dollar expended. **The Phonola** appeals to that thoughtful attitude, because it gives all that is required in a phonograph at a moderate cost. This fact is the reason our two factories are working to full capacity—and at nights.

Other models from \$18 to \$250.

Pollock Manufacturing Co., Ltd.
MAKERS OF THE PHONO LA
Kitchener - - - Canada



Model "Duchess." Price \$75
Mahogany or Fumed Oak.



Model "Prince." Price \$175
Mahogany or Early English,
Golden and Fumed Oak.

Music-in-the-Home in Winnipeg

The Trade, the Press, the Musical Organizations Behind It—At Informal Meeting John A. Fullerton Outlines Work of Music-in-the-Home Propaganda

WHEN Westerners get behind an undertaking they put vim into their movements, and pep. They go into a proposition with a view to the finish of it, not merely the beginning. The members of the music trades in Winnipeg have thrown in their forces with the "Music-in-the-Home" campaign inaugurated in Canada when the Canadian Bureau for the Advancement of Music was organized. Their linking up with the movement means that a tremendous force has been released that augurs well, not only for success in the west, but for telling influence in the east. Winnipeg is setting a splendid example in unanimity and enterprise.

John A. Fullerton, director of the Canadian Bureau for the Advancement of Music, is now in the west touring the leading centres in the interests of music advancement. He will go through to the coast, meetings of dealers having been arranged to give him an opportunity to explain the objects of the Bureau and its accomplishments up to the present time. The western dealers have shown a prompt interest in, and ready sympathy with, the movement, and in response to repeated invitations the trip of Mr. Fullerton is being made on behalf of the Bureau.

At Winnipeg a special meeting of the music dealers' section of the Retail Merchants' Association was held on the evening of Wednesday, November 7, at the Royal Alexandra Hotel, to give Mr. Fullerton an opportunity to present the case of the Bureau. The meeting was preceded by a dinner served in the Royal Alexandra's best style in a private dining-room. Twenty-six plates had been laid, and exactly twenty-six men were present.

Those in attendance at the meeting were:

Winnipeg Piano Co.—Mr. A. E. Grassby; Mr. W. B. Smith, Mr. C. Parsons, Mr. S. Curtis.

Mason & Risch Piano Co.—Mr. F. E. Briggs, Mr. T. R. Bach.

Cross, Goulding & Skinner—Mr. H. P. Bull.

Fowler Piano Co.—Mr. H. F. Fowler.

Karn-Morris Piano Co.—Mr. E. J. Merrell.

Stanwoods—Mr. G. L. Stanwood.

Babson Bros. (Edison)—Mr. Gilman.

J. H. McLean & Co., Ltd.—Mr. J. W. Kelly, Mr. W. S. Hemphill.

Free Press Musical Critic—Mr. J. Rhynd Jameson.

Oratorio Society—Mr. J. J. Moncrieff.

Elgar Society—Mr. E. E. Vinen, conductor.

Farm Journals—Grain Growers Grain Co., Mr. Colquett.

Western Home Monthly—Mr. Hamilton.

Men's Musical Club—Mr. Turner, vice-president; Mr. G. C. Matheson, secretary.

Mayor F. H. Davidson.

Normal School—Dr. W. A. McIntyre.

Manitoba University—Prof. Durkin.

J. H. Curle, Secretary Provincial Board, Retail Merchants.

G. W. Markle, President City Branch.

Mr. J. W. Kelly, President of the Winnipeg section of the Retail Merchants' Association, and past president of the Manitoba section, was in the chair. He introduced Mr. Fullerton as the speaker of the evening, and the guest of the local trade.

Mr. Fullerton acknowledged the magnificent hospitality of his hosts and the warmth of their welcome. These he accepted as a compliment to the trade back of the organization which he represented. He extended greetings of the Canadian Piano and Organ Manufacturers' Association and the Toronto Retail Piano Dealers' Association, and assured

the Winnipeg trade that their confreres in the east were keenly interested in their progress and success.

He made feeling reference to the memory of the late "Jock" Smith, the news of whose untimely demise had been a shock to so many warm personal trade friends in the east. He referred to the sincere tributes that he had heard paid to the splendid worth of one whose passing away is a distinct loss to the trade. He extended the sympathy of the trade in the east to Mr. Smith's family, to his brother, and to his partner, Mr. A. E. Grassby.

The necessity and advantages of music in the life of individuals, communities and nations was emphasized by Mr. Fullerton in his talk. Reference was made to the co-operation of the press and the eagerness with which leading newspaper editors of the country had acquiesced in the suggestion of the trade to give more editorial attention to articles on musical topics designed to interest and instruct the masses.

The responsibility of the trade and of educational institutions, musical academies, and individual teachers in getting music into its proper relation to the lives of the peo-



Mr. J. W. Kelly, President of the Winnipeg section of the Retail Merchants' Association.

ple was pointed out. The organization of the Canadian Bureau for the Advancement of Music, and the causes leading up to its formation, were outlined. These are already familiar to readers of the Journal.

He pointed out that already 24 daily newspapers in different cities were receiving the service of editorial articles supplied gratis by the Bureau, and that when the Bureau's proposition was presented to newspaper men it was always accepted as one beneficial to the papers, the readers and the trade.

In concluding his talk, Mr. Fullerton expressed the hope that what he had said would simply be accepted as introductory to a general discussion, as, while he desired to enlist their interest in the work of the Bureau, he wished also to take back inspiration and information arising out of suggestions that might offer.

Dr. W. A. McIntyre, principal of the Normal School, in a short, well phrased talk expressed his desire to co-oper-

The Instrument of Quality

The Talk of the Trade

— and there is a reason

Three designs of the **KNAPP** Phonograph now being shipped.

HAVE YOU YOUR ORDER IN?

Full list of excellent 10" & 12" records. Highest Standard of Cabinet Work.

Three Leaders

Each one will stand comparison
with other makers.

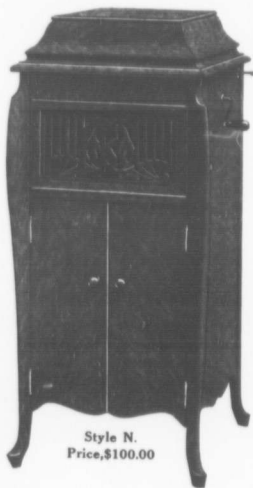


Style K.
Price, \$85.00

The beautiful case and the wonderful tone of the "Knapp" has already created a demand—and dealers are asking for this high grade instrument.



Style F.
Price, \$190.00



Style N.
Price, \$100.00

We want a dealer in each town and city. Do you want to be the dealer? Ask for catalogue and discount to the trade.

The National Table Co. Limited

Owen Sound, Canada

Address all correspondence to the Phonograph Department

ate in a movement to create greater interest in music. He prophesied wonderful results from a well organized, carefully planned movement to get for music its proper share of individual and public recognition.

Prof. Durkin expressed a practical difficulty with which he had met in his musical efforts in the University. In his endeavours to encourage his girl pupils in glee club work he had considerable trouble in getting the right kind of music, and though he visited the various stores had not received advice and suggestions that he thought he might reasonably expect.

Mr. John J. Moncrieff, conductor of the Winnipeg Oratorio Society, and who is editor of the Winnipeg Tribune, suggested in reply to Prof. Durkin's remarks that plans had been promulgated to put a music department in the Public Library. The matter, however, was affected by the war, and in the meantime remains in abeyance. The proposal is that there be a well selected library of choruses, anthems, sketches, etc., which could be looked over by a person requiring music, titles selected, and the purchases made at the stores.

Professor Durkin, of Manitoba University, told of the efforts of a number of men to foster a community spirit in the north end of the city, and how at one of the Saturday night evenings someone put a record of Gounod's Ave Maria on the talking machine, and music was promptly accorded as the means of fostering and cementing the community spirit that was so desirable to cultivate.

Following the adjournment of the meeting a party was formed to attend the recital of Ethel Leginska, pianist, who played a return engagement. Tickets were presented with the compliments of Mrs. A. Parfitt, local manager of the Western Canada Concert Bureau. Madame Leginska's programme follows:

I	
a. Sonata in B Minor	Liszt
b. Polonaise Op. 40, No. 1	Chopin
(By Special Request)	
II	
a. Berceuse Op. 57	Chopin
b. Islamey (Fantasie Orientale)	M. Balakirew
c. Evening Bells	Leopold Godowsky
d. La Campanella	Liszt
(By Special Request)	
III	
a. Rigoletto Paraphrase	Liszt
b. Mazeppa	Liszt
c. Rhapsodie VIII.	Liszt
(By Special Request)	

In Winnipeg "Music-in-the-Home" has been receiving newspaper recognition for some months. One of the best music pages to be found anywhere is that conducted by Mr. Rhynd Jamieson, the very capable music critic of the

"Free Press," whose opinions of the performances of visiting artists are eagerly read, based as they are upon a keen analytical ability, intimate musical knowledge, enthusiasm and honesty. Mr. Jamieson's enthusiasm for musical development for the betterment of mankind is contagious, and no effort is too great in his endeavor to do his bit in this respect.

Arrangements have been made with the management of the Tribune for the inauguration of a department each Saturday, in which will appear articles on musical topics written with an appeal to the masses. The Western Home Monthly has also inaugurated a "Music-in-the-Home" department that the readers of that publication greatly appreciate. The Grain Growers' Guide is also arranging to give music its place among the subjects of vital public interest. The Winnipeg trade has decided upon a generous contribution to the funds of the Bureau.

Intimation of Aeolian-Vocalion Price Advances

The Nordheimer Piano & Music Co., Limited, who are Canadian distributors for the Aeolian-Vocalion, are notifying the public through their daily paper advertisements that the price of the Aeolian-Vocalion will advance by December 1st. In this connection they say: "The increased price became effective in United States on October 29, and proportionate increases in Canada are inevitable.

"Price advances are now generally in effect in high-class phonographs. But before raising prices in Canada we desire to give intending purchasers an opportunity to secure a Vocalion at the same price that has prevailed since the instrument was first introduced. Definite date of the advance is likely to be determined any day, and we cannot guarantee the continuance of this privilege for any stated time, but in any event it cannot be extended beyond December 1st."

More Shipments of Starr Phonographs Arranged for Canada

Mr. W. D. Stevenson, of the Canadian Phonograph Supply Co., London, who are the sole Canadian distributors for Starr phonographs and records, is just back from a visit to the Starr factories at Richmond, Indiana. As a result of his visit Mr. Stevenson is glad to say that his firm are getting all the phonographs necessary for Starr dealers in Canada, although the situation in the United States is exceedingly serious. In addition to the heavy stock carried in London the Canadian Phonograph Supply Co. have three car loads of some 400 phonographs under way for London, the first of which is expected at once, and another car load following every ten days.

Mr. D. S. Cluff, who is on the road for this firm wholesaling the Starr line, is now down in the Maritime Provinces, where he is meeting with good success, his very first call resulting in arrangements for a new Starr agency.

Every man ought to hear every make of talking machine before he decides on the Columbia Grafonola. Encourage the doubtful to make comparisons.

Columbia Graphophone Company
Factory and Headquarters
Toronto Canada



The Seal of Public Approval



Regardless of the veracity of a claim to quality and merit, there is a tendency on the part of the public to accept such with "a grain of salt" unless backed up by proof absolute.

400% Increase in Sales in 30 Days

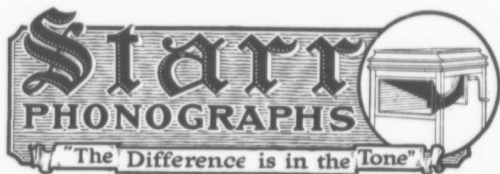
This is the verdict returned by the people of Canada.

There is that something about a Starr that inspires confidence. | There is something that makes a prompt appeal.

*Cases Artistically Designed.
Beautifully Finished by
Piano Finishers*

"The Difference in Tone" Places the Starr Head and Shoulders over Competitors

The wise dealer is now anticipating his needs at the end of the year.



The dealer who defers ordering until actually in need of Christmas stock is sure to be disappointed.

Back of the Starr is the Most Complete Phonograph Organization in America

The resources of The Starr Piano Co., who have been manufacturing musical instruments for 48 years, are such as to inspire confidence in the dealers.

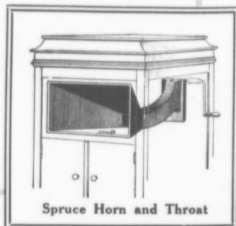
The very prominence of the Dealers in Canada now pushing the Starr Line is convincing evidence of merit

Orders being received by Letter, Telegram and Telephone.

If you wish to join the many Dealers who expect to make money and friends with the Starr line this year, get in touch with us now.

Sole Canadian Distributors

The Canadian Phonograph Supply Co.
LONDON 261 Dundas Street CANADA



Spruce Horn and Throat

Regina Dealers Support Music-in-the-Home

Subscribe to Funds of Bureau

REFERENCE is made on another page to the enterprise of westerners in connection with the music trade of Winnipeg giving active and financial support to the "Music-in-the-Home" propaganda. Regina is nothing behind her larger neighbour.

On his arrival in Regina Mr. John A. Fullerton, secretary of Canadian Bureau for the Advancement of Music, who is touring the west in the interests of that organization, found that a meeting of the dealers there had been arranged at the Assiniboia Club. Through the courtesy of Captain W. A. Child, of Child & Gower Piano Co., the business meeting was preceded by an informal luncheon. Those present were Mr. J. J. Polson, manager, Mason & Risch, Ltd.; Mr. W. G. F. Scythes, president, W. G. F. Scythes & Co., Ltd.; Mr. Roy Hockin, manager, Heintzman & Co.; Captain W. A. Child, Child & Gower Piano Co.; Mr. J. J. Renwick, and Mr. Fullerton.

The causes led up to the formation of the Bureau, its objects, and what has so far been accomplished, were outlined, and in which delineation the Regina dealers took a most keen and sympathetic interest.

In the discussion that followed it was shown that the trade in this city was heartily in sympathy with the "Music-in-the-Home" campaign, and a suggestion of one of the members to give financial as well as moral support was promptly and unanimously endorsed. The dealers have decided to subscribe fifty dollars to the Bureau's funds.

Messrs. Scythes and Polson were appointed a deputation to interview the managements of the two local daily newspapers in company with Mr. Fullerton. The "Post"

promptly acquiesced in the suggestion that it co-operate in the work of spreading the gospel of music by giving some space to a department headed "Music in the Home," using articles that are furnished gratis by the Bureau at Toronto.

The "Regina Leader," which had already been running a "Music-in-the-Home" department, was also seen, and the trade's appreciation of its co-operation expressed. On the other hand the management of the "Leader" expressed appreciation of the matter being supplied.

Change in Edison Prices

Messrs. Thos. A. Edison, Inc., have announced to their dealers that notwithstanding the fact that labour and every material used in the manufacture of Edison phonographs and records have increased enormously, and their margin of profit has gradually grown less, they have held off as long as possible in making any increase in their prices. It has become necessary, however, in the meantime to add to the old retail price of the instruments, excepting in the cases of C-200, B-375, and the period models which remain as before, an amount pro rata with the estimated taxes on phonographs and records, which makes the advance run from \$1.24 to \$6.88, according to the retail price of the various types.

According to the Edison announcement no change is contemplated in the price of the disc records, but there will shortly be announced revised prices for the disc instruments, cylinder instruments and cylinder records, these latter to be effective the 1st of January next.

The Restoring of Valuable Violins

THE repairing and adjusting of valuable old violins may justly be termed one of the fine arts. Good repair men, thoroughly versed in their art, are exceptionally scarce, far scarcer than the public imagine. It is absolutely essential that a first-class repairer must have an intimate knowledge of valuable old violins; this information not one violin maker in a thousand possesses; in fact, very few can even identify, with any degree of certainty, Italian, English, French or German violins. This is owing solely to lack of opportunity of handling constantly good specimens of the various schools, and thus becoming acquainted with their distinctive characteristics. Many fine old masterpieces worth large sums are rendered worthless through ignorant treatment, such as reducing the thickness of the plates (so called regratuation). However, this can be frequently remedied by skilled repairers when there has not been too much wood taken out, but the trouble is there are so few skilled repairers and so many of the other kind. Our repair department is under the direct supervision of Mr. R. S. Williams, the noted violin expert and collector, and is fully equipped with the most modern tools and appliances that experience and money can buy.

In this department only the most skilled workmen are employed, men of international reputation, thus we can assure our clients that work entrusted to us will receive the same careful treatment which we accord to our own valuable instruments.

We will be pleased to furnish estimates free on all instruments sent to us for that purpose, and can assure our patrons that our prices will be found as low as is consistent with the high standard of our work.

VIOLIN DEPARTMENT



Toronto.
R. S. Williams & Sons Co.
Toronto, Canada.

Gentlemen:
I desire to express to you my utmost satisfaction at the splendid and most careful work done in repairing my Stradivari last week. The violin sounds now better than ever, and with the new fingerboard and well adapted bridge, was never in finer playing condition.—I am, yours very truly,
Luigi von Kunits.

CALGARY
WINNIPEG

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

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ASCHERBERG, HOPWOOD & CREW, LIMITED

CERTAINTIES FOR THE TRADE.

SONGS

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

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

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

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

16 MORTIMER STREET, LONDON, W., ENG.

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

Recent Enoch Successes

BUTTERCUPS ARE BLOWING
MOON OF MY HEART Claude B. Yearsley
LITTLE BIT OF A MAN Bothwell Thompson
GOD'S BRIGHT MORNING Jack Thompson
A LITTLE LOVE SERENADE Arthur Meale
A MOTHER'S HEART Landon Ronald
YOU TOOK ME TO YOUR HEART May H. Brahe

ROSES ALL THE WAY May H. Brahe
in keys to suit all voices.
Jack Thompson

A VERY SUCCESSFUL WALTZ
VALSE MYSTERIEUSE, by Henri Godard.

TWO IMPORTANT CYCLES
FOUR SONGS FROM "THE FRINGES OF THE
FLEET," by Rudyard Kipling and Sir Edward
Elgar.

"SONG PICTURES." Five songs by May H.
Brahe, for low, medium and high voices.

Published by
Enoch & Sons, London, England

and
The Anglo-Canadian Music Co.
144 Victoria St., TORONTO

Go "Over the Top" with Whaley, Royce Lines

They get you something worth while—quick turnovers, popular prices, stock the public is asking for—and therefore substantial profits. Anything you want in music, musical instruments, or supplies we have at lowest market prices, or will get for you.



You have to keep ordering
because it keeps selling

Mammoth Folio (Instrumental)
Empire Song Folio
Church and Home (Sacred Solos)
Bellak Method (Piano)
Read's Easy Piano Method
Orpheus Male Quartettes
Jousse Catechism
Elementary Classics
First Pieces in Easy Keys

Melodious Recreations
Primary Classics
Famous Classics
Conservatory Elementary Grade Books
Read's Organ Method
Dictation Books
120 Scotch Songs
Canadian Patriotic Songs
Godfrey's Patriotic Songs
And many others

Piano and Vocal Music of all kinds—Solos and Duets—popular, classical, etc. And all the "hits" when they are "hits."

The WHALEY-ROYCE series of "IMPERIAL" 50 cent music books, the finest collections obtainable anywhere.



Talking Machine Needles

were never so scarce and difficult to buy. How about your stock?

WALL-KANE and MAGNEDO NEEDLES

are a specialty with this house. They retail at 15c. Dealers' price \$5.90 for 60 boxes. They play 10 records.

Whaley, Royce & Co., Limited

311 Fort Street
WINNIPEG

Contractors to the British
and Canadian Governments

237 Yonge Street
TORONTO

Music and Musical Merchandise Section

CANADIAN MUSIC TRADES JOURNAL—NOVEMBER, 1917

Make Every Parcel Leaving Your Store Advertise Your Music

NOT long ago a sheet music man clipped from the Journal a short list of songs which he pasted on a neat card and put it in his front window. A business man was going past, and it happened to be his daughter's birthday. Wanting to take home a birthday present for her, he thought, "What could I get that is more suitable than a parcel of music?" Noticing the card in the window he entered the store and asked the dealer for a copy of each of the songs on the list.

This incident goes to show that anything that makes it easy for the customer to make a selection is good business. A few days ago a member of the Journal staff was in a book store, and he happened to see a number of parcels of books being tied up for shipment. The whole of the staff was at work on this in an endeavor to rush out the parcels. To the casual observer it was noticeable that no one parcelled up any books without first getting a few slips calling attention to certain other specific books to enclose in each parcel that went out.

This observation leads to the remark, though not a new one, one that can stand repetition, that not a sheet of music should leave the store without containing some slip, folder or thematic booklet or something of this nature that has direct advertising value. It is not sufficient for the head of the store to agree that it is good business, but every last man in the department should have instructions to insert some advertising slip in every parcel that he passes over the counter.

After-the-War Editions of the Classics

ALL the German music publishers will find it hard to maintain the bulk of their former huge foreign trade," says a writer in the Birmingham Post, "for it is certain that as soon as the war is over the music publishers of each of the Entente countries will embark upon editions of the classics that will be intended to cut the ground from under the feet of the German editions; a French society, indeed, is already well under way with this business.

"As for English and other composers publishing through German houses, I do not think we are likely to see much of that in the immediate future. Altogether there will be very little but the home market and the Scandinavian countries left for the German publisher; and as his enormous plant has been laid down to supply a world demand, he is tolerably certain to have some serious problems to face. His difficulties, however, will no doubt react on ourselves. It is probable, for instance, that the day of the very cheap edition, even of the classics, is gone for ever: the German publisher only managed to cut prices as he did because he was certain of the whole European and American market."

A Suggestion to British Publishers

COMMENTING on the statements in the foregoing paragraph the London Musical Opinion adds: "The force of public opinion is great, but we doubt whether it would prevent the sale of German editions of the classics in England unless there is something here to take their place. Modern music has inherently certain disadvantages to the smaller societies: but the older classics are well within their powers. And the sale of classical music to the organizations we indicate must always remain greater than the sale of modern music to famous orchestras.

"We have long had the idea, and we have put it before various English music publishers, that a scheme should be brought about by which the departments of classical music which have become 'almost a monopoly' should by mutual arrangement be distributed among our best publishers, each undertaking to produce their section in a manner beyond reproach, and at the same time being assured that no competition would come from rival houses touching the same line. This arrangement should apply to pianoforte and chamber music as well as to orchestra, for unfortunately at the present time we have a plethora of editions of the more popular works and a complete absence of some lesser known works."

Prices of Octavo Music

AT a business session of the Boston Music Publishers' Association the subject of the retail price of octavo music excited keen attention and was debated at length. It was proposed that leading publishers obtain their actual cost of manufacture, add a fair profit and agree upon a schedule. The entire matter was left to individual publishers, but it was the sense of the discussion that advances should be made.

A despatch from Boston containing an account of the proceedings of the meeting says: Reprints of German copyrights featured the evening's debate, and not a few of the leading local publishers spoke their mind upon this important matter. Should such an act be prevalent, particularly during the war, it would prove a sore and sorry reflection upon the probity of the American publisher. The copyright treaty should be lived up to in the law and letter of its purpose, and no unfair advantage should be taken of German publishers who are now helpless. Make the international copyright law something better than "a scrap of paper" was the slogan of the meeting. After an animated discussion the following resolution was passed unanimously: "Resolved, That the Boston Music Publishers' Association sound the keynote for the rest of the country in its disapproval of such an act as the reprinting of German copyrights during the war."

Price Tag on Each Instrument in Small Goods Window

LEADING merchants of Louisville, Ky., for several years have been advocating the principle of plain figure marking on all merchandise for sale at retail. Such price-marking is so that the purchaser may understand that the merchant is playing fair, and the price is not boosted according to the appearance of the customer, many leading houses having plainly marked all pianos on their floors.

"However, plain figure marking is proving more essential in selling small goods, especially the Hawaiian instruments, where a bit of fancy finishing raises the price considerably," says a correspondent there. "Dealers will go to work and put in a large window of such instruments, but not a single price tag, probably only a card, which reads, 'Instruments from \$4 up.' If the price is plainly marked on each instrument they undoubtedly have a bigger drawing valuation when displayed in a window. Many persons will go out of their way to avoid having to go into a store and ask how much an article is worth. Some people can't hardly get out of the store once they get in, and feel cheap when it comes to saying 'too high,' and walking out. If the prices are plainly displayed the prospective customer knows upon entering the store whether or not the instrument is within the reach of the pocketbook."

Are You Ready for Christmas Trade

If not, why not?

Your biggest small goods season is right at your door. From now to December 25, everybody spends freely.

Are you prepared all around for a musical Christmas?

We have an excellent assortment of Violins, Bows, Cases, Strings, and Accessories; Banjos, Guitars, and Mandolins, as well as our special offering of OLD VIOLINS to assist you make this your most successful Christmas Season.

Write for price list



Beare & Son
117 King Street West
Toronto

AND LONDON
ENGLAND

NEW and STANDARD SONGS

IN KEYS TO SUIT ALL VOICES

- GOD SEND YOU BACK TO ME
A. Emmett Adams
- DOWN HERE *May H. Brahe*
- ROSEEN DHU *Hubert Bath*
(Little wild rose of my heart" —very pretty).
- IN GOD'S OWN KEEPING
Henry E. Geehl
- A JAPANESE LOVE SONG
May H. Brahe
- SONNY (Life is a fine thing, Sonny)..... *Arthur Meale*
- LIGHT AFTER DARKNESS
Caleb Simper
- THERE'S A WHISPER IN THE AIR
May H. Brahe
- SING, SING, BIRDS ON THE WING
Godfrey Nutting
- VALE (Farewell) *Kennedy Russell*
(Destined to be world-famed).
- I'LL SING TO YOU *Jack Thompson*
(New song, a fitting successor to "Come, Sing to Me.")
- SOMEWHERE IN FRANCE, *Herbert Ivey*
- ALL IN A LILY WHITE GOWN
Easthope Martin
- SAILORS OF THE KING *Theo. Bonheur*
(The new "Navy" song).

IMPORTANT NEW BOOKS used in the
Toronto Conservatory of Music Local
Centre examinations:

"Intermediate Grade Pieces"
"Intermediate Grade
Technical Work"

The
Anglo-Canadian Music Co.
Limited

144 Victoria Street
TORONTO, - ONT.

Sole Agents for:
Edwin Ashdown, Ltd.; Enoch & Sons;
J. H. Larway; Leonard & Co.,
and other houses.

The Portuguese Are Responsible For the Ukulele, Says Hawaiian Minister

"HAWAII of late has had to stand for a lot of irksome things—the hula-hula dance weird music and musical instruments, the grass grow, and others—but it may be able to shift the crime of the ukulele. Coming now the Rev. John C. Cowan, of Kohala, Hawaii, a suburb of Honolulu, and declares that the Portuguese and not the much-maligned Hawaiians are to blame for the ukulele," says the Kansas City Star.

"Portuguese sailors introduced the ukulele," the minister, who is a Methodist and a responsible party, said recently while attending a conference in Pittsburg. "The islands have twenty-two thousand Portuguese settlers, and they established the ukulele in Hawaii. The natives, who are of a highly musical nature, did not have any such instrument until incoming settlers brought it to them."

Old Violins for Christmas Trade

Messrs. Beare & Son are making a special offering of old violins for the Christmas trade. This house, which has been established over 70 years in London, England, has built up a big connection in the old fiddle market, and they find this branch of their trade at the Canadian branch in Toronto on the increase. This is doubtless due to a growing appreciation of good music and good musical instruments on the part of Canadians generally, and also in substantial measure to the fact that people are less liable to hunt around the pawnshops, to dicker with unknown persons for an old violin, and more liable to buy from a house with a reputation for integrity.

Beare & Son are also showing some attractive offerings in new high grade violins and their regular lines of strings.

House of Chappell

Established 1811

THREE HITS

"Take Me Back to Dear Old Blighty."

"When the Great Red Dawn is Shining."

"God Bring You Safely to Our Arms Again."

Secure your stock order while the introductory rate is in vogue.

CHAPPELL & CO., Limited

347 Yonge St.
Toronto

London New York
Melbourne

Canadian Agency for Newman Publications

The publications of the Newman Publishing Co., Limited, of London, England, are to be represented in Canada by the Anglo-Canadian Music Co. Already there has arrived that outstanding song by Emmett Adams, "God Send You Back to Me," and two other extra good songs, "Violets for Memories," by Cecil Moon; "Canada," by Herbert Ivey.

Chappell Novelties for November

Roses of Picardy. Bb, C & D. Haydn Wood.
In Love. Ab, Bb & C. Hermann Lohr.
A Prayer at Dawn. Bb & C. Arthur Baynon.
Our Little Home. F & G. Eric Coates.
A Bright Good Morning. Eb, F & G. Montague F. Phillips.
Enfant au Front Divin (Little Child from Heaven). F & G. Cath. Van Rennes.
The Night Nursery (From "The Little White House"). D, Eb & F. Claude Arundale.
It's a Mighty Good World After All (*Cheer*). Bb, C & D. (Words by Robert W. Service.) Geoffrey O'Hara.
Over the Top March. Piano Solo. Geoffrey O'Hara.

God Send You Back to Me

The Anglo-Canadian Music Company announce that they have secured the Canadian rights for the enormously successful English song, "God Send You Back to Me," by Emmett Adams, which without previous advertising has found its way already to all parts of Canada, and which bids fair to become one of the leading songs of the season. Dealers will further their own interests by paying special attention to this song, and bringing it to the attention of all their customers. It is published in four keys—C, D flat, E flat, and F.

Edwin Ashdown, Ltd.

A set of charming little pieces are Alec Rowley's "The Goblin Suite," depicting marches and dances of goblins in fairyland, and concluding with a graceful movement entitled "Woodnymphs," a collection of pleasing miniatures that deserve popularity. "The Enchanted Isle," four impressions for piano by Pierre Lescaut—"By the Pools of Silence," "Elfin Glade," "Mystic Night," "Roseate Dawn"—highly imaginative tone-poems that will appeal to cultured pianists, who will readily appreciate their attractive qualities; also of "Elf Dance" (Felix Swinestead), a vivacious piano solo that is extremely pleasing in effect. "Alla Fanfare" (J. A. Meale) is an impulsive movement for organ, well laid out for the manuals, that will be found very effective in exposition. Anglo-Canadian Music Co. are the agents for these publications in Canada.

Enoch & Sons

"Countryman's Chorus," Edward German, a spirited baritone song of "This world of ours with its sun and shower," and "The broad, blue sea for a shield, Sir," and that "Breeds loyal hearts in country parts," is an excellent setting of E. German's, the impetuous melodic attraction of which will undoubtedly gain it a wide circulation. Two new songs by the charming writer, May H. Brahe, appear, "You took me to your heart," and "Good-bye and God be with you," written in her usual chaste and artistic manner, a pleasurable feature of all her essays in song writing, that is gaining them increasing popularity. The following extracts from song cycles, that have received wide public appreciation, now published in folio form, are: "Your eyes the stars," Easthope Martin; "A little love serenade," and "A cradle song," Landon Ronald, and two of the best of

Sir Edward Elgar's from the "Fringes of the Fleet," "The Lowestoft Boat," and "The Sweepers," which have had quite a sensational reception at the staged representation of the fine scena at the Coliseum. "When Elfland bugles blow," by Douglas Grant, a merry song of fairland, with a melodic contour alluring in its lightsome vivacity.

Jack Thompson's latest contributions, a pretty valse song, "Bird of my heart" and "Love's Homage," a tender love song, both well calculated to please the large circle of admirers of his popular songs. "Garden of Happiness," Daniel Wood, and "Home of Mine," Westell Gordon.

J. H. Larway

"Lyrics of London," a new song cycle by Herbert Oliver (a composer whose recent songs have mirrored for us many scenes of the London of bygone days), was sung for the first time at the Palladium by Mr. Sidney Pointer, the haunting old-time atmosphere of the songs appealing at once to the huge audience.

The separate numbers are respectively "The Lights of London," "The Grey Old London River," "Mistress Molly," "The Roses of London," and "The Lord Mayor's Show," the second, third and fifth of these appearing to be the most appreciated.

Herbert Oliver's new humorous duet, "Gog and Magog," was recently sung by Mr. Sidney Pointer and Mr. George Baker at the Mansion House, and the hitherto unappreciated differences in temperament of the fabulous Guildhall giants appeared to afford considerable reflection and merriment to the Lord Mayor and a large gathering of his guests.—*The Pianomaker.*

NEW MUSIC Copyrights entered at Ottawa

- 33455 **Love's Melody.** Song Revere. Words and music by J. R. Shannon.
- 33456 **Love's Melody.** Revere. By J. R. Shannon.
- 33457 **Pajama Girls.** Words by Edward Madden. Music by Frederick V. Howers.
- 33458 **Good-Bye Joe.** Words by Edward Madden. Music by Frederick V. Howers.
- 33459 **Mamma, Mamma, Mamma, I Doubly Do Love You.** Words by James Harris. Music by Jack Wells and Pete Wendling.
- 33460 **I'd Sooner Be In Good With a Bad Little Girl Than In Bad With a Girl That's Good.** Words by Arthur J. Lamb. Music by Frederick V. Howers.
- 33462 **Tickle Toe.** One-step. By Percy S. Nash, Moose Jaw, Sask.
- 33463 **The Prairie Waltz.** By Percy S. Nash, Moose Jaw, Sask.
- 33465 **A Day Without a Care.** Words by Edith S. Butler. Music arranged by Jules Brazil. Edith S. Butler, Fort Dover, Ont.
- 33468 **Paddle Addie.** Fox trot. By Ted Snyder.
- 33470 **At the Cotton Pickers Ball.** Words by Alex. Gerber. Music by Maurice Abrahams.
- 33471 **You Don't Have to Go to Borneo.** (The Girls Are Wild Enough Here.) Words by Alex. Gerber. Music by Harry Jantex.
- 33472 **One Day Nearer to You.** Words and music by Frederick L. Plant. F. W. Oates, Toronto.
- 33473 **Lonesome.** Waltz. By Frederick Plant. F. W. Oates, Toronto.
- 33474 **My Sweetie.** Words and music by Irving Berlin.
- 33476 **Take The Baby.** Song poem. By A. Crimon Stentiford, Winnipeg, Man.

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Agent for—Hesson & Co., of London, Eng.
Péllissin, Guinot & Blanchon of Lyon, France.
J. W. York & Sons, of Grand Rapids, Mich.

35 St. Lawrence Blvd. - Montreal

- 33477 **In the Sweet Bye and Bye.** Words by Arthur J. Lamb. Music by Frederick V. Howers.
- 33479 **Have You Hit the Trail?** Words by Lizzie De Armand. Music by R. D. Ackley. Charles M. Alexander, Birmingham, Eng.
- 33481 **I'll Take You Back to Baby.** Words and music by Irving Berlin.
- 33482 **Poor Little Rich Girl's Dog.** Words and music by Irving Berlin.
- 33485 **The Allied Men.** Words and music by Agnes MacAlister, Edmonton South, Alberta.
- 33486 **Someone I Can't Forget You.** Words by George Springer. Music by George A. Norton, Whaley, Royce & Co., Limited, Toronto.
- 33489 **Slippery Hank.** Characteristic March One-step. By F. H. Losey. Opus No. 269.
- 33507 **It's a Long, Long Way to the U.S.A. and My Own Little Home Sweet Home.** Words and music by Zeph Fitz-Gerald.
- 33508 **Give Me a Little Bit More Than You Gave Kelly.** Words by Alfred Bryan. Music by Pete Wendling and Jack Wells.
- 33513 **Pont-Aven... Tounjour!** Chanson Bretonne. Paroles et Musique d'Albert Larrieu. J. E. Belair, Montreal, Quebec.
- 33515 **Somebody's Going to Get the Bee.** Words by Haven Gillespie. Music by Henry I. Marshall.
- 33516 **Columbi's March.** With Song Chorus. By Seneca G. Lewis.
- 33517 **Come Back, O Wonderful Night of Love.** Words and Music by S. Gregor.
- 33518 **Les Deux Poupées.** (The Two Dolls.) Valse Romance. Words by Marion Gillespie. Music by Leo Edwards.
- 33526 **Miss Frit.** One-step. By A. W. Hughes. S. G. Smith and Frank Eboral, Toronto.
- 33532 **Over the Top.** Words by Alfred Bryan. Music by Pete Wendling and Jack Wells.
- 33533 **Round Her Neck She Wears a Yeller Ribbon.** Words and music by Geo. A. Norton, Whaley, Royce & Company, Limited, Toronto.
- 33537 **Wasn't It Yesterday?** Words and music by Irving Berlin.

Don't run away from the customer who comes back with a "kick." You took his money cheerfully—now look into the trouble with just as big a smile. Don't make him feel as if he had done something wrong when he has cause for complaint. Give him the impression that you are glad he called your attention to the defect; in fact, you consider it a favor that he has come back.

"Play the right sort of music when you are milking her, and a cow will give ten per cent. more milk," says a California dairyman. "I'm going to take the photograph out of my yacht and instal it in the dairy barn. My head masters, graduates of Cornell and Ames colleges, tell me a funeral march makes a cow sad, and bangy; stirring music gets 'em excited so they don't give as much milk. They like something like the Blue Danube."

J. H. LARWAY New Publications

- YOUR ENGLAND AND MINE.....Simpson
COME BACK SOME DAY.....Tate
IRIS.....Davies
THE ROSE ETERNAL.....Derwood
O CANADA, MARCH ON.....Wakefield
IT WILL ALL COME RIGHT IN THE END
Oliver
SOMEWHERE A VOICE IS CALLING.....Tate

PIANO SOLOS

- SLEEP AND THE ROSES.....Tate
SOME DAY YOUR VOICE WILL ANSWER
Virgo
SAN REMO.....Telma
SOUVENIR DE RUSSIE.....Telma

NEW SONG CYCLES

- THREE PERSIAN SONGS.....Herbert Oliver
SONGS OF THE ORIENT.....Herbert Oliver
EIGHT BALLADETTES.....Herbert Oliver

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TORONTO

Sales Talk at Phonograph Recitals

How a Halifax Dealer Conducted a Pathe Recital

It is generally admitted in the talking machine trade that few avenues of business development are equal to the recital for both direct and indirect returns. It is, however, the experience of many dealers and salesmen that they are at a loss just to know how to weave in some telling sales talk during the course of a recital. For this reason the Journal publishes in part the talk given at a recent recital by Mr. E. A. Wilson, vice-president of the Nova Scotia Furnishing Co., Halifax, who are exclusive Pathe dealers there. Though it naturally has a distinctly Pathe flavour, the ideas can be adapted to the requirements of dealers handling other lines.

Ladies and Gentlemen:

It affords me a great deal of pleasure to have the privilege of introducing to you to-night the latest achievement in sound reproducing instruments. Possibly not many of you have ever given a thought as to the wonder and mystery of sound reproduction by a machine such as we have before us to-night.

Sound waves are very similar to water waves. If you throw a stone in the centre of a calm pool of water, waves will immediately start from the splash, and form circles, and if not obstructed will go on smoothly until they reach the shore on all sides, but if a stake or other obstruction should be in the way, these waves are broken, become choppy, and go on in disorder.

It is exactly the same with the talking machine. If you have a machine that reproduces the sound as originally recorded without any interruptions, you get a pleasing effect, but if you hear a grating, or rough uneven tone, that spoils the reproduction.

There is no machine invented yet that will absolutely do away with the surface noise, but Pathe Freres have been struggling over this matter for a number of years, and they have at last got the nearest approach to a natural reproduction that has yet been produced. The instruments we have here are the result of their latest study. The patent rights have been bought by a company of capitalists for Canada. Their factory is in Toronto. The records and machines are all made there, so you have before you to-night the very latest production of a French invention, but made in Canada, by Canadians, for Canadians.

Now, I am not going to take up any more of your time than that in describing the machines, and we will at once start with our programme, containing illustrations of the different instruments, bands and vocal numbers. I will also later on demonstrate how the Pathe records can be played on other machines, and other records on the Pathe. The first number will be a march, played by the Pathe Military Band.

An important feature in connection with the Pathe that I want to call your attention to is the sapphire ball which is used on Pathe records instead of a sharp-pointed needle. (There follows a presentation of the merits of the sapphire ball for the purposes of sound reproduction.) The Pathe record is made on the hill and dale principle, going up and down over the record instead of a side to side movement as the steel needle. Also being round, it fits every part of the groove, thus reproducing every tone recorded, giving every instrument in a large band; and to illustrate this I will play a record that nearly all record makers have featured, and if you have heard it on other machines, note how the Pathe renders it. The 1812 Overture played by the Pathe Military Band.

For some rooms the Pathe machine with the full tone needle which I have been playing will be too heavy, and there are some records that are very much nicer played with the soft needle, anyway, the next demonstration will be on this machine with the Pathe half tone needle; the

record, which is a very soft tone, will be the Rosary, Cor-net Solo, a record that everybody is familiar with, and I would like you to note how natural, soft and restful this record is.

The next number will be one of the latest popular songs, "I May Be Gone for a Long, Long Time," a patriotic song.

The next number is a duet by two of the Pathe grand opera singers, Agnus-Dei. Note the beautiful blending of these two voices.

The next number is one of those popular Hawaiian records, and of course you know this is not a loud record to begin with. This is a very high ceiling here, and it would sound very different in a room. I am going to play a soft record with a soft needle to show the elimination of the scratch and perfect tone quality.

One of the latest machines the Pathe people have put out is an electric machine, that is, it has batteries which are all contained in the machine; you do not have any plug to attach, and you can play it anywhere. The next number will be played on this Louis XVI, one of the latest designs. This will be a patriotic song, "Good-bye Broadway, Hello France."

With none of the Pathe machines do you have to change the needle. With this machine you never have to change the needle nor wind the machine; all you have to do is put the record on and let it go. This number will be a duet from Iolanthe.

Another feature about Pathe machines is the tone modulator. Sometimes you might like to sit down quietly and hear a record, all the beauty of it, with less volume; with this arrangement you can have that just as you wish it. Note the changes as I manipulate the tone control.

Pathe machines will play any other record that is made, and play it perfectly. (Then follows a demonstration of the Pathe playing Victor, Columbia and Edison records.)

I now want to call your attention to perhaps what you have noticed, the resonance that the sound chamber gives. This is all wood—there is no metal parts; any metal about the machine gives it a tinpanny sound; but this is all wood, and you get the depth of tone and brilliancy as well. Some machines give depth of tone but no brilliancy? Brilliancy is an important feature, depth of tone is an important feature to many people also—in this we have both.

The next demonstration is for owners of Victor, Columbia or other machines to show how Pathe records can be played on any one. I am going to play a little waltz to show you how the Pathe will play on either one of the other machines.

The next demonstration is a 'cello solo, "Drink To Me Only With Thine Eyes," with orchestral accompaniment; this will be played with the regular needle.

Another feature I want to call your attention to in Pathe records. When a record starts first, you will sometimes hear a little blurt; the groove is very fine, and in pressing the record sometimes a little grit gets into it. The sapphire needle polishes the groove, and after playing a few times this will wear off.

The next number, which we will play with the soft needle, will give you a demonstration that perhaps will be a little different to any you have heard previously, as most of you know the piano has been one of the most difficult instruments to record with any degree of satisfaction. The tones of the piano are such that you cannot get any great volume anyway. But I have a record here, which is for clarinet and piano, and I want you to notice the effect you get with the piano from the Pathe tone chamber, the resonance, ring and beauty. Of course, if I played it with the loud needle, you get it very much stronger, but I want to play it with the soft needle to get it down as fine as possible, and show you how these records play with very little surface scratch and yet give true quality and tone.

The next will be to demonstrate a tenor voice, a solo that most of you I think are probably familiar with, "Thora," by Jos. Chambers.

This number will be an instrumental record by the Pathe Orchestra, "Home, Sweet Home," as played in all countries. And in closing, I would just like to say that if any of you present this evening would like to visit our talking machine department any day, we will be pleased to play any records you might like to hear. We have a pretty representative stock of all records that are issued. We are always glad to have anyone come in, whether wishing to purchase or just to hear a little good music as played by the Pathephone. Our talking machine department is on the third floor; just walk in and say you want to hear some records. We want to show you what beautiful records and what fine running machines Pathe have. We have a number of catalogues, and if any of you are interested, they will be handed to you as you pass out.

It is our intention to put these recitals on occasionally, possibly when we get new records each month. We will be announcing further recitals along similar lines. We will announce them in the papers, and will be very pleased to have all, or any of you, come in and hear the records.



The Lyric Symphony Orchestra recording Lyric records.

Mr. F. L. Willson, who has been connected with the George McLagan Furniture Co., Ltd., Stratford, for 22 years, and who is now representing their interests in Toronto, Hamilton, Niagara Falls, and St. Catharines, is also looking after the interests of the firm's Lyric phonographs and records in these cities.

Salesmen

We can place live, ambitious salesmen as managers of Pathé departments throughout Canada. Address Sales Dept.

Pathé Frères Phonograph Co. of Canada
Limited

4-6-8 Clifford St. - Toronto

News in the "Lyric" Record Field

In announcing their Lyric records, for which the George McLagan Furniture Co., Ltd., of Stratford, are Canadian distributors, the Lyraphone Co., New York, have chosen as their slogan, "Musical Value." Speaking of their plans for Lyric records, Mr. Quinlan, the managing director, said to the Journal: "Our entrance on the market some months ahead of our original schedule, followed by the flood of business from all over Canada and the United States which greeted our arrival, has made it necessary for us to confine our efforts for the present exclusively to our 10-inch records. In the matter of our 12-inch records, though we have many recorded, we are compelled to ask the trade's indulgence until January, when we will be able to distribute them. In this connection, however, the Lyric 10-inch record plays longer than many 12-inch records.

"We must ask the indulgence of our distributors and dealers for the natural and unavoidable delay in making shipments during the first few months of our factory's activity. In spite of double shifts and unceasing effort we were, literally, swamped. However, conditions are steadily improving, and we can now give assurance that prompt deliveries will be made in all sections of the country.

Referring to the kind of records that suit the public taste, Mr. Quinlan points out: "The old standards are gone—the tone that is tinny, nasal and harsh; the music that is tawdry and trashy—but supposed to meet the popular taste. The public does not want these things, and never did. The public wants good music—high-class music, and it wants to hear tones which are natural and true—not tones which are veiled, disguised, and distorted, by false ideas of phonographic license."

Some examples of Lyric records are: No. 7101—"Siciliano" and "Intermezzo" from "Cavalleria Rusticana" on one side, and on the other, the celebrated tenor Aria from "Martha"; No. 7104, containing the "Rigoletto Quartette" on one side and "O Paradise," the great tenor solo from "Africana," on the other. Instead of beginning with the few disjointed chords immediately before the quartette, the Lyric record begins quite logically with the previous scene, leading naturally in tone and text to the meaning of the quartette. No. 9103, containing on a double disc record the celebrated Prelude in C sharp minor by Rachmaninoff and the Midsummer Night's Dream Overture by Mendelssohn.

TUNER WANTS POSITION

A first-class, all-round Piano Tuner and Repairer, with some years' experience as piano salesman, is open for engagement. Address "Tuner," Box 197, Yarmouth, N.S.

POSITION WANTED

Phonograph and small goods man wishes to connect with some western object as steady position with chances for advancement. Address Box 772, Canadian Music Trades Journal, 66-68 West Dundas Street, Toronto, Ont.

PHONOGRAPH SALESMAN WANTS POSITION

Wanted, by young, married man, position as phonograph salesman in any part of Ontario. Thoroughly conversant with all the lines of phonographs and records. Capable of taking charge of department. Apply Box 5434, Canadian Music Trades Journal, 66-68 West Dundas Street, Toronto.

TUNER AND SALESMAN WANTS POSITION

In a factory or warehouse in Toronto or large city as piano tuner and organ repairer by a man holding a position with one firm for twenty years. Also experienced in selling and collecting. Steady man. Good references. Best reason for changing position. Apply, Box 321 Canadian Music Trades Journal, 66-68 West Dundas Street, Toronto.

OPEN FOR POSITION

A middle aged man, with over 20 years' experience in manufacturing of pianos and player pianos, also wholesaling and retailing same. Canada; only principals dealt with; salary commensurate and expenses. Best of references if required. All correspondence treated confidentially. Apply Box 44, Canadian Music Trades Journal, 66-68 West Dundas Street, Toronto.

New Cecilian Catalogue

One of the newest catalogues out in trade circles is that issued by the Cecilian Company, Ltd., Toronto, describing Cecilian pianos and players. On the front cover is an oval cut-out revealing on the first page a half-tone illustration of the "Modern St. Cecilia," which forms the Company's trade mark. There follows a foreword, then illustrations and detailed descriptions of the Cecilian straight pianos, styles 5, 6, 8 and Louis; also player pianos styles 5 and 6. There are also illustrations showing the Cecilian patent back with sounding board and acoustic rims; the Cecilian Grand Agraffe Section; the continuous iron bead and pressure bar; and another showing the Cecilian all-metal non-corrosive player action.

This catalogue, which embodies twenty-four pages, is neatly gotten up and well illustrated, so that it should prove most helpful to dealers and salesmen in their work of selling the Cecilian line. The credit for the scheme and preparation of this catalogue goes to Mr. A. T. Pike, sales manager of The Cecilian Co.

Visiting the East

Mr. James G. Whiteacre, western manager, Mason & Risch, Ltd., visited his company's headquarters in Toronto early in the month, and also visited New York. Asked by the Journal as to conditions of doing piano business in the west, Mr. Whiteacre stated that they were very satisfactory indeed. The aggregate value of the year's crops was large, and would result in the circulation of large sums of money in the west, and naturally a certain portion would be expended in the purchase of musical instruments.

Happening to be in Winnipeg when "Jock" Smith passed away, Mr. Whiteacre remained over for the funeral. Referring to deceased, Mr. Whiteacre spoke in the highest praise, and expressed the universal regret at the untimely passing away of a man of such high ideals.

Mr. Charles Ruse in the West

Mr. Charles Ruse, manager, Gerhard Heintzman, Ltd., wholesale department, being in the west when the death of "Jock" Smith occurred, remained over in Winnipeg to attend the funeral services. Mr. Ruse was impressed with the manner in which the trade was represented, somebody being present from every house in the city, as well as from a number of other points, so high was the esteem in which Mr. Smith was held.

Concerning trade conditions, Mr. Ruse considered they were never better in the west. Though not the largest, the most valuable crop the west has ever had was safely harvested, and consequently reflected very favorably upon business circles. Mr. Ruse went as far west as Swift Current.

Player Roll Performations

One who has to do directly with the marketing of player piano rolls estimates that out of every ten sold, eight are what is called "popular music," and the other two are classical.

This view is not held by another firm, who claims that their statistics show that classical music is becoming more popular than ragtime. Even those who are reported to be popular air fans are buying more Chopin, Liszt and Rubinstein music rolls than the so-called popular rags.

A third viewpoint on this situation is expressed by "X X X" in The Piano Journal. "X X X" is expressing his opinions on a lot of the music that is being cut, and he refuses to come out in the open and say frankly what he thinks, because like the Kentucky Colonel, he says, "I am

a gentleman and my stenographer is a lady." But he has been looking over a bunch of recent player roll bulletins, which causes him to remark: "Music! Oh, my sacred Aunt; why, the bones of Beethoven would rattle in his grave at the thought of designating as music the miles of junk with which good clean paper is defaced." The balance of his remarks argue for a greater proportion of the better music for the sake of the future of the player piano business.

A Successful Winnipeg Pianist and Demonstrator

One of the talented musicians who has a close connection with, and a direct interest in the piano trade, is Miss Nellie Malcolm, of Winnipeg. Miss Malcolm is a concert accompanist of outstanding ability, having toured the musical centres in Western Canada several times with concert parties when her splendid work was most favorably commented upon.



Miss Nellie Malcolm, Winnipeg.

It is one thing to be a good accompanist and another thing to be successful at demonstrating. This unusual combination Miss Malcolm possesses. She has had an almost unlimited scope for demonstrating work at the exhibitions. Miss Malcolm has made many trips from Winnipeg to Toronto to demonstrate Sherlock-Manning pianos at Toronto Exhibition, in which her brilliant playing, and having the happy knack of making a wise choice in the selections rendered, have met with such marked success that her ability is held in high regard by the Sherlock-Manning Company.

The secret of selling is to cheerfully show a large number of articles, and then begin to eliminate and concentrate.

Every man is proud of what he does well, and no man is proud of that he does not do well.

Here and There and All-Over

Mr. R. S. Gourlay is among the prominent business men of Toronto enlisted in the "Victory Loan Campaign."

Mr. Sam Fox, head of the Sam Fox Publishing Co., Cleveland, was a recent caller on the Toronto sheet music trade.

Mr. Paul J. Stroup, of the Universal Music Co., New York, recently paid a flying visit to the firm's branch in Toronto.

Mr. F. T. Quirk, manager of Sterling Actions & Keys, Ltd., Toronto, is back from a week's trip to New York and other points.

It is reported that the German Government has taken over a large piano plant in Schwerin for use as an aeroplane factory.

Mr. E. L. Cuendet, representing Mermod & Co., the New York motor firm, was among the month's visitors to the trade in Toronto and Montreal.

Mr. Otis C. Dorian, general manager of Pathe Freres Phonograph Company of Canada, Ltd., has returned from a four days' trip to New York City.

A successful salesman says: "Don't fail to go to the last house in the row. That's the house where you will find a prospect which will later result in a sale."

The National Piano Manufacturers' Association now has a general manager. The appointment is announced of George W. Pound, a prominent Buffalo lawyer.

Mr. R. W. Burgess, of the Pathe Co., is now out West in the interest of his firm. He will go right through to the coast, and expects to be away for at least two months.



Mr. E. C. Thornton, general manager, and Mr. A. E. Windsor, factory superintendent, of the Karn-Morris Piano & Organ Co., Ltd., Woodstock, on a visit to Toronto. They do not own all the cars in the background, but they do own the best one in the lot.

Mr. E. W. Schnorr, representing G. Clay Cox, of Rochester, who is introducing the Phonomotor to the Canadian trade, visited Toronto, where he was a guest at the Elliot House.

The store front of the Bowes' Music House, Hastings Street, Vancouver, has recently been undergoing alterations which will give them considerable extra space for window display.

Mr. L. J. Burrows, who has been confined to his home for a few days through illness, is on the job again boosting the Willis line, for which he is wholesale representative in Ontario.

Eugene Ysaye, the Belgian violinist, has appeared in Toronto on his 7th tour. Ysaye was born in Liege. While in Toronto he went up to Exhibition Camp and played for our soldiers.

The Williams Piano Co., Ltd., Oshawa, are now making their Maester-Art reproducing pianos in their grand piano cases, which they claim are the first reproducing grands to be made in Canada.

Mr. H. G. Stanton and Mr. B. A. Trestrail, general manager and sales promotion manager respectively of R. S. Williams & Sons Co., Ltd., Toronto, attended the Edison convention in Detroit.

Such development has taken place in the talking machine department of The T. Eaton Co., Ltd., Toronto, that they have extended their equipment to embrace some sixteen sound-proof rooms.

The T. F. Harrison Company, the large home furnishing house of Kingston, who opened up with Victrolas and Victor records some little time ago, find the department already producing excellent returns.

A bill is due to come before the United States Congress aiming at the establishment of a "National" Conservatory of Music. The President of the United States is designated as the head of a general board of regents.

A new addition to the list of "His Master's Voice" dealers is Mr. T. H. Frost, of 1093 Bathurst Street, Toronto, who is equipping his store with up-to-date sound-proof rooms for the handling of Victrolas and Victor records.

Mr. J. H. Imrie, formerly of the Norris-Patterson Advertising Agency, who has taken over the position of advertising manager with R. S. Williams & Sons Co., Ltd., Toronto, is now settled and right at home in his new work.

Up in Ingersoll there is an air of activity around the Evans Bros. piano plant. "We are very busy," said Mr. M. J. Comiskey, secretary-treasurer of the Evans Bros. firm, "having a substantial quantity of orders booked ahead."

Mr. W. K. Elliott, the well-known Brampton dealer, when in Toronto recently reported good business in his locality, though some farmers held back from closing deals, fearing that their sons would not be exempted from military service.

Edison dealers will be interested in the tour of Yvonne de Treville, soprano of the Paris Opera Co. and Brussels Opera Co., who visits Toronto on November 19; also Simcoe, Chatham, Windsor, St. Mary's, Arthur, Owen Sound, Fort William, Ottawa, Arnprior, and Sarnia.

Mr. N. G. Valiquette, vice-president of the Pathe Co., who was recently stricken with paralysis, is making a gratifying recovery. Mr. Valiquette is now able to walk around his room with very little assistance, and plans shortly to go south to recuperate.

Recent visitors to the Pathe headquarters were Mr. S. A. Binns, director of R. J. Whitla & Co., Pathe jobbers for the West, and Mr. Eugene Julien, of the firm of Eugene Julien & Co., Ltd., of Quebec, who are handling Pathe goods in their many branches.

Mr. W. B. Rollason, the popular music dealer of Welland, was a recent visitor to the Pathe factory, where he was arranging for some substantial shipments of Pathephones and Pathe records. Mr. Rollason has good reports of business conditions in his territory.

Mr. Carl Zeidler, the well known importer of piano supplies, is back from a short holiday in the north. Mr. Zeidler usually slips away for some shooting at this time of year, and the rule is that he "brings home the bacon." This year was no exception to the rule.

Mr. P. S. Connelley, whose recent resignation as secretary-treasurer of the Karn-Morris Piano & Organ Co., Ltd., Woodstock, was reported in the last issue of the Journal, is acting as secretary in connection with the organizing of Oxford County for Canada's "Victory Loan."

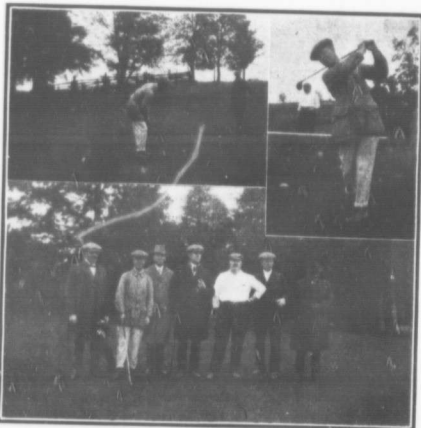
The Music Supply Co., Columbia distributors, are running some strong advertising in conjunction with their dealers. An interesting phase of this subject is brought out by Mr. John A. Sabine, of this firm, who says: "Although the amount of money spent on this advertising is large, it is very small compared with the sales, in fact compared with the volume of business it produces, Columbia advertising is extraordinarily profitable."

A special wire to the Journal announces the arrival of a son and heir to Mr. T. A. Fuss, of R. S. Williams & Sons Co. Toronto staff. The boy weighed fourteen pounds, has doubled his weight in two weeks, looks like his father, and is already booked to enter the music business.

Mr. W. J. Craig, and Mr. Otis C. Dorian, secretary-treasurer and general manager respectively of the Pathe Co. of Canada, spent a few days in New York, where they saw the Pathe popular priced art cases. These will shortly be announced in Canada to retail at around \$350.

Lieut. F. C. Heintzman is in a military hospital in France, suffering from gunshot wounds in the hand and leg. It is understood the injuries are not of a serious nature. Lieut. Heintzman is a son of the late C. T. Heintzman, and a grandson of the late T. A. Heintzman.

Mr. Fred Taylor, who does an extensive "His Master's Voice" business in the eastern part of Toronto, has enlarged his facilities for handling the business in his two stores at 190 Main Street, and at 290 Danforth Avenue, in both of which he handles Victorolas and Victor records.



FRANK W. BULL, OSHAWA, ON THE GOLF COURSE.

In the final round for the R. O. Law Cup. Upper left view: Mr. Bull, playing a stroke. Upper right: Mr. Bull in a characteristic pose making his golf swing. Lower view: Mr. Bull (second from left) with a group of other Oshawa notables on the links. Mr. Bull is President of the Florida Piano Co., Ltd.

Mr. W. R. Williams, who has been doing business in Vancouver for the past two years, has removed from 2331 Granville Street to fresh premises on Robson Street. Before coming to Canada Mr. Williams carried on a piano business for several years in Bangor, County Down, Ireland.

In a letter on conditions in the talking machine trade an English jobber says: "I rejoice when the manufacturer and the retailer are doing well and making a satisfactory margin. The more profitable the trade the more capital and brains will it attract, and that is what we want in this trade to-day."

The Period Styles of the Victrola recently announced by the Victor Talking Machine Co. in the United States embrace forty-six models covering twelve most artistic and popular periods, namely: Gothic, William and Mary, Louis XV, Bombe, Sheraton, Louis XVI, Hepplewhite, Chippendale, Chinese Chippendale, Empire, Queen Anne, Adam and Jacobean.

"His Master's Voice" dealers in various parts are preparing for a rush for Harry Lauder records in view of the fact that this exclusive Victor artist is billed to appear in Toronto, Montreal, Kingston, Hamilton, and other points, where in addition to his regular concerts he is co-operating in patriotic work.

The Literary Digest says: "The value of Germany's annual pre-war export trade in pianos is said to have been over \$12,000,000. Mouth organs and concertinas, save for the troops, are no longer manufactured in Germany." In 1913 they represented a weight of 4,700 tons, exported to all parts of the world."

At the new retail Sonora studios opened by Messrs. I. Montagnes & Co. in the Ryrie Building, Toronto, business is reported to be coming in nicely, with a large percentage of the sales recently closed cash deals. The demand for Sonoras shows a marked call for the "Imperial," "Elite," "Baby Grand," and "Troubadour" types.

A useful selling help in the shape of a coloured booklet is in course of preparation by the Pollock Manufacturing Co., Ltd., Kitchener, makers of the Phonola. To the Journal Mr. A. B. Pollock, head of the company, stated their two factories were running to full capacity, and that it was necessary to resort to night work to keep up with the orders.

A new addition to the retail music stores of Hamilton is that recently opened by Mr. G. M. Jones at 407 Barton Street East. Mr. Jones is featuring Willis and Knabe pianos, Symphonola and Cambridge phonographs, and has introduced a small goods department. The friends of Mr. Jones predict for him a successful handling of his new undertaking.

By the death of Mr. Job Ardern, of Cheshire, England, his large collection of violins of his own manufacture has been placed on the market. The R. S. Williams & Sons Co., Limited, have secured a large proportion of his best productions, which they are now offering to the public. Job Ardern was born 1820 and died 1912. It is understood that the majority of these fiddles have been made upwards of fifty years.

At the factory of W. Bohne & Co., manufacturers of piano hammers and strings, it was learned that the manufacturers have of late been ordering heavily and in such a way as to indicate a seeming fear that there might be a shortage of felt. Mr. Bohne states that they have sufficient felt in stock to last for a considerable time, and though the labour situation is serious there is no cause for uneasiness in this connection.

The Journal is informed that the factory of the Brantford Piano Case Co., Ltd., Brantford, is running to full capacity, and working nights to keep up with their Brant-Ola orders. The Brant-Ola Sales Company in Hamilton report a pleasing list of sales for the last month, with large November and December business shaping up. The Brant-Ola business in the Hamilton district is in charge of Mr. E. Brooks, a new addition to the staff of the Company.

The Home Outfitting Co. of Hamilton, who have been handling Pathophones and Pathe records exclusively in that city for the last year, have been so pleased with the progress made that they have opened a branch store at 77 James Street North, Hamilton, right in the heart of the business section, where Pathe goods will be sold exclusively. In addition, so as to take care of their steadily increasing record trade, they have added three more demonstration booths in their main store on 170-178 King Street East, which gives them six rooms altogether. Having proved to their satisfaction what can be done with the Pathe in Hamilton they have decided to branch out in other cities, and on Saturday, November 3rd, they opened Branch No. 3 in St. Catharines. In this city also they will

handle Pathe goods exclusively. This means that the Home Outfitting Co. are selling Pathephones and Pathe records in three different stores, two of which were opened exclusively for that purpose.

With a view to greater efficiency in the production of their line, Canadian Symphonola Co., Ltd., have placed the superintendency of their factory in the hands of Mr. Charles Harris, formerly superintendent of the Karn factories at Woodstock. Mr. Harris, who was with the Karn Piano and Organ Co., Ltd., and the Karn-Morris Piano and Organ Co., Ltd., for twenty-eight years, now devotes himself to phonograph manufacture with much confidence in the future of this branch of the music industries.

"The dealers here all report good business and bright prospects for the winter season," said Mr. R. P. Newbigging, head of the Newbigging Cabinet Co., Ltd., Hamilton. "Our own shipments for the month of October were the best yet. A traveller remarked to us the other day that there were more phonographs per capita sold in Hamilton than in any other city in Canada, which only goes to prove that there are a live bunch of salesmen in this city, for even talking machines seem to require the help of the other talking machine."

"Things are humming at the factory," said Mr. John E. Hoare, head of the Cecilian Co., Ltd., who mentioned that a pleasing feature of the orders coming in for Cecilian pianos and Concertphones was that they were from all sections of Canada. In the Concertphone line, while all the types are finding a ready market, the "Alexandra," at \$100, and the "Superb," at \$135, are proving the most popular selling models. "We have not raised prices on our phonographs," said Mr. Hoare, "and do not contemplate doing so as long as it can be possibly avoided."

The Victor Talking Machine Co. has just announced the fourth edition of "The Victrola Book of the Opera." Some of the new features of the latest edition include ten new opera stories, making 120 in all, and including several recent productions, such as "Goyescas," "Prince Igor," "Rosenkavalier," "Madeleine," etc. Sixty new illustrations have been added, making a total of over 700. More than 1,200 opera records are described in the volume, which is substantially bound in green cloth with gold lettering. "The Victrola Book of the Opera" has proven most popular for the valuable material it contains of interest to music lovers.

Just as the Journal man dropped into the office of Mr. T. C. Wright, manager of Nordheimer's wholesale Aeolian-Vocalion department, there was delivered a wire from a prominent western dealer to rush one of the new art period styles recently added to the Vocalion line. Some of these period designs are Queen Anne, Gothic, Windsor, Duncan Phyfe, William and Mary, Adam, Jacobean, Chippendale, Hepplewhite, and Louis XIV. Among recently appointed Vocalion dealers are Wm. S. Carr, Niagara Falls; J. H. Sykes, Swift Current; Thos. Linklater, Sudbury; T. H. Black Co., Cobalt; G. T. Carruthers, North Bay; J. M. Roache & Co. Ltd., St. John, N.B.; Day & Strachan, Orillia, and Jas. Pequegnat, Stratford.

Toronto Piano Dealers Endorse "Victory Loan"

At a large and representative meeting of the Toronto Retail Piano Dealers' Association on November 7th, the following resolution was unanimously adopted:

That this meeting is in sympathy with the request of the Finance Minister, and the music trades heartily endorse in every way the flotation and raising of the \$150,000,000 War Loan.

The individual members of the Association are liberally participating in this Victory Loan. Many are giving time to the promotion of the loan, and many are using generous-sized advertising spaces in the daily newspapers to give the loan a boost.

It was agreed that in view of the scarcity of labour the practice of free tunings be discontinued, and that no free tunings be given or promised after November 15th. It was also decided to make the cost from this date for single tunings be \$2.50; three tunings per year for \$6.25; or four tunings per year \$7.50. This to take effect November 15, or where there is an existing contract at the expiration of that contract. The charge for tunings of players and grands to remain at the present figure, although it was found impossible to avoid the increasing of the charges for repairs by 25 p.c.

In view of the shortage of stock it was deemed necessary to make some increase in the scale of rental charges.

Mr. J. A. Hassall Promoted

Following the appointment of Mr. B. A. Trestrail to the work of general sales promotion for the R. S. Williams & Sons Co.'s headquarters and branches, Mr. J. A. Hassall has been promoted to the management of the firm's piano department at the Toronto store. Mr. Hassall joined the staff of the R. S. Williams' house a little over a year and a half ago in the capacity of superintendent of the repair department.



Mr. J. A. Hassall.

In this short time he has won the co-operation and respect of the entire piano staff through his untiring efforts in their behalf. Mr. Hassall has had a wide and varied experience. He is the son of the late Richard Hassall, a well-known piano man. Eighteen years ago he entered the music business with Hobert M. Cable, of Clybourne Avenue, Chicago. Later on he became superintendent of the Palmer piano plant in Uxbridge, and has also had a useful experience in the making and adjusting of piano actions. Mr. Hassall has unbounded faith in the future of the piano business in Canada. He gives it as his firm conviction that customers satisfied by service are the best means of advertising. He is also a strong supporter of the one-price system.

Mr. Russell Teeple, of the phonograph department of the George McLagan Furniture Co., Ltd., Stratford, is now on the road interesting dealers in the Lyric line of phonographs and records. Mr. Teeple is first going through to the eastern coast, and will then start out for Western Canada. The Lyric and Empire phonographs which the McLagan firm are marketing embrace 14 models, running from \$17 to \$250.

THERE are some things you can buy by the maker's name alone, and a good piano is one of them.

Style features vary—yet all pianos look much alike on the outside. Unless you are craftsman enough to judge the merit and structural refinement of a piano, unless your ear is trained to detect the beauties and shades of its tone there is but one safe and sound basis for preference—the **intention, ability and reputation** of the maker.

You can be sure of a good piano only when you know that the maker habitually means to make good pianos, has the factory resources to do it, has earned the reputation of carrying out his intention.

Half a century has gone by since Gerhard Heintzman, single-handed, made his first pianos. He is the oldest of Canada's piano-craftsmen. In making and marketing the first successful upright pianos, he stands out as a pioneer.

To-day his reputation is Dominion-wide. In every community the piano that bears his name is known as Canada's Greatest Piano.

Demand and factory to-day outstrip all the founder's original conceptions.

Yet the unvarying goodness is still built into every Gerhard Heintzman—the intention to build worthily passing from father to son.

No better piano can be made than the Gerhard Heintzman has **always** been. It embodies many exclusive tone-producing and tone-sustaining features. It takes in every new style-idea. It has the merit you look for in a lifetime purchase.

Its price is unusually low for quality so unusually high.

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Careful inspection through every operation of production explains the uniformity of the Mason & Risch quality.

Every detail of construction—every item of material—must measure up to an exact standard.

The distinctive long life, the satisfying reliability of the Mason & Risch never varies.

Figured on durability, quality, and satisfaction, the Mason & Risch piano is the lowest-cost piano offered the purchaser.

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