

Vol. XV.]

TORONTO, NOVEMBER, 1914.

[No. 6.

CANADIAN MUSIC TRADES JOURNAL

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

Published by Fullerton Publishing Co., 56-58 Agnes St., Toronto, Canada

Telephone Main 3589

**Another Exclusive
Another Visible**



**Columbia Feature
" Selling Point "**

The Columbia Individual Record Ejector

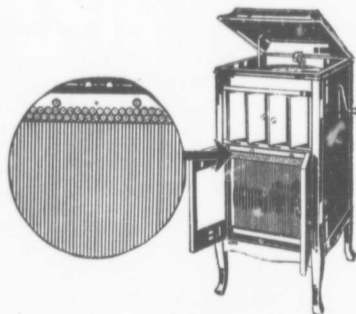
Press the button and out comes the record—that's the way it works!

Each record is accommodated in a separate compartment, edged with plush, which acts as an automatic cleaning device for the record both when it is taken out and when it is put back. This convenient filing of records is in the mind of every prospective owner of a talking machine, nowadays, and this is an innovation which will appeal to everyone who has ever strained finger and thumb trying to get hold of a record in a crowded cabinet.

The first Columbia instruments so equipped are the "Leader" and "Mignonette." The picture shows the neat and attractive appearance of the "Leader" provided with this new device.

The price of the "Leader" so equipped is \$110; the "Mignonette" \$145.

The addition of the Columbia Individual Record Ejector in the "Leader" and the "Mignonette" does not mean that the present styles will be discontinued. On the contrary, judging by the increased call for these two instruments with record racks (the "Leader" at \$100 and the "Mignonette" at \$130) they appear to be just as popular as ever.



The "Leader" with Individual Record Ejector. \$110.

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Pioneers and leaders in the talking machine art.

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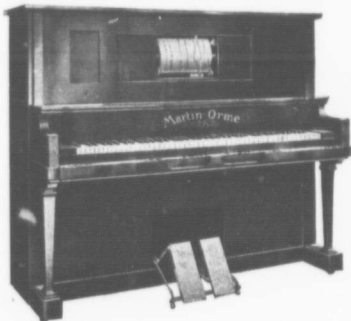
Player-Pianos That Sell

There are many player-pianos on the market that stay "anchored" in the dealers' stores. They are neatly-designed and well-finished, but they haven't the right quality of tone. On the other hand,

Martin-Orme

player-pianos are brisk sellers, because they have the same identical quality of tone that Martin-Orme pianos possess. They have the same "Violiform" construction, the same quality of materials and workmanship. They are, in truth, Martin-Orme pianos, with the addition of a marvellously simple player mechanism which plays with a life-like touch.

Martin-Orme Quality stands for all that a musician can demand in tone—all that an artist can desire in case-beauty—all that an expert can require in material and workmanship—all that a buyer can obtain in value for the money.



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Contain all the latest improvements
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long service.

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ESTABLISHED 1870

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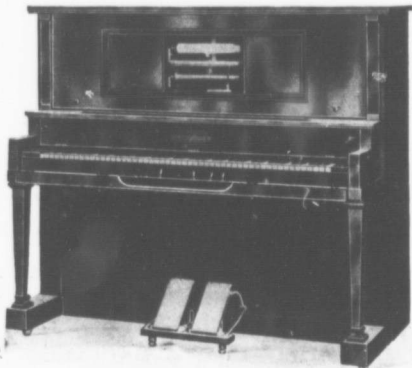
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The makers of Newcombe instruments have anticipated the piano-buying tendencies of the Canadian public.

☞ The pianos and players we offer you are designed to suit the modern home and the modern taste.

In each of our Designs you will see the result of years of study and improvement which stamps the present day Newcombe Instrument.

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¶ The Gourlay is universally endorsed by authoritative musical critics who know a piano. To know a Gourlay is to appreciate the wonderful accuracy of workmanship possible for human skill to produce.

THE degree of perfection to which science has brought the Gourlay Piano the success in producing that ideal tone—places it in the front rank of the world's famous pianos.

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¶ This wonderful tone-control is of prime importance in the purchase of a piano. It is the basis of Gourlay popularity among enthusiastic friends

¶ We invite you to investigate for yourself the wonderful possibilities of the instrument that has established a modern revelation in tonal beauty—the Gourlay.

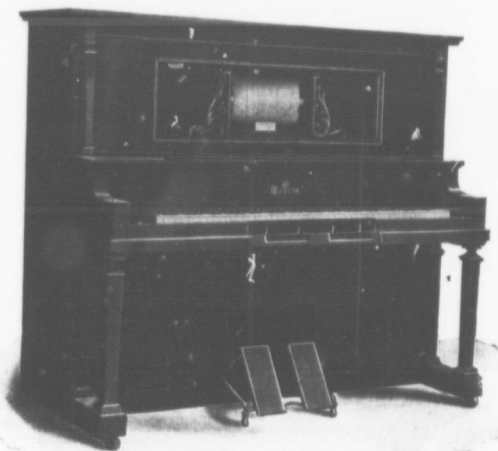
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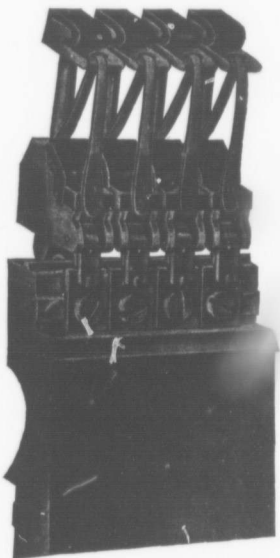
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Player Action Flanges

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"MADE IN CANADA"



THE OTTO HIGEL Improved Piano Action is the most modern on the market. It is a patented Continuous Metal Flange possessing many outstanding advantages.

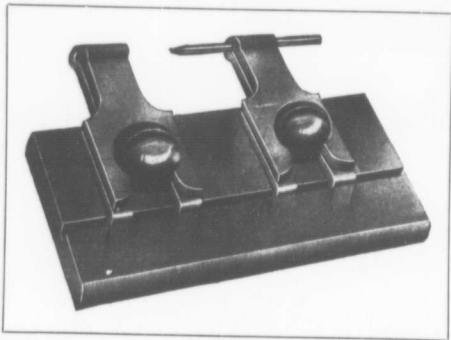
On the old style the tongues are integral with the bar and therefore no lateral or side adjustment is possible. These tongues frequently break off at the groove or screw hole, this necessitates the removal of the entire bar which is an expensive and troublesome operation.

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

Another great advantage is that a Butt can be removed from the action without having to take the same out of the piano. The screw does not require

to be removed—only loosened enough to allow the bent part of the flange to pass the groove.

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



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STANLEY PLAYER PIANOS

were being talked of as a sure, safe, profitable line for the dealer when many of the so-called wise heads of the piano trade pooh-poohed the idea of players ever being really saleable. You can doubtless remember some big men telling you in the early days of players that no really decent grade of piano would ever be made with player actions in them. Were they right and wouldn't a little optimism have helped their too narrow views?

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that players came along just as they did when a large amount of confidence was necessary, but we found the confidence and optimism to go ahead when others hesitated, so

We Now Express the Same Confidence

in Canada's future and are doing BUSINESS AS USUAL only a little more of it for our sales are ahead of last year at this date.

Your correspondence is invited, STANLEY PIANOS are going ahead to bigger and better things and we ask you to share in our prosperity.

Yours respectfully,

FRANK STANLEY

14 Temperance St.

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Style 35

The Guns You Need

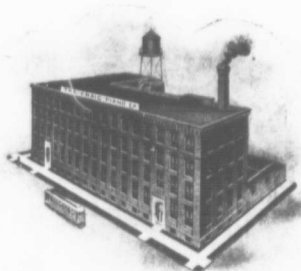
**to besiege the piano
situation are these
Two Wright Designs.**

None better made.
None easier to sell.
None surer to satisfy.
None will yield you
more profit.

Wright Piano Co., Ltd.
STRATHROY - ONTARIO

Style 65





OUR STYLE "A" PLAYER-PIANO IS
A POPULAR INSTRUMENT. TRY IT.

The Craig Piano Co.

MONTREAL, - CANADA

ESTABLISHED 1856

Getting Together

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WHAT the honest dealer cannot forget—and what starts a man's business on the down grade if he does forget—is that when the Piano is sold the transaction is not closed. The buyer rightly expects value for his investment.

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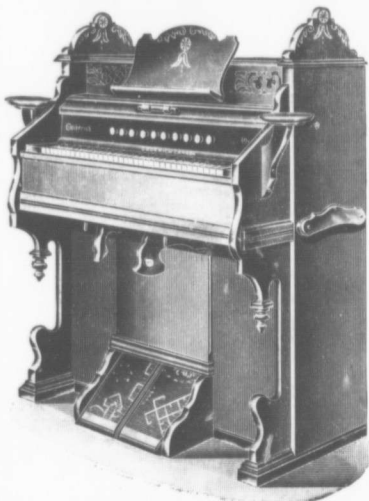
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41764	You Never Can Tell. One Step (For Dancing)	Jerome D. Kern	1.00
41766	You Planted A Rose in the Garden of Love	Ernest R. Ball	1.25

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Accented

42015	It's a Long, Long Way to Tipperary. March Song (Chin-Chin)	Judge & Williams	\$1.00
42017	Girl from Utah. Selection	Kern, Finck & Rubens	2.00
42019	Home, Sweet Home, Op. 17	Henry R. Bishop	1.75
42023	Meadowbrook Fox Trot	A. M. Kraus	1.50
42025	My Croony Melody	Goetz, Goodwin & Berlin	1.50
42027	My Wife Is Dancing Mad. (One Step)	Archie Gottler	1.00
42029	Old Cremorne, Waltz	Gordon Davson	1.50
42033	Since You Gave Those Kisses To Me	J. V. Monaco	1.00
42035	When It's Moonlight on the Alamo	F. Fischer	1.00
42037	When You're A Long, Long Way From Home	Geo. W. Meyer	1.00
42039	When You Wore A Tulip and I Wore A Big Red Rose	P. Wenrich	1.00

Universal

Regular 88 Note

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301315	Alice of Old Vincennes	Keithley & Thompson	1.25
301283	Congo Tongo	Erwin & Kildara	1.25
301299	Down Georgia Way	J. F. Barrie	1.00
301347	Fox Trot Medley	Arranged by H. A. Wade	1.75
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301339	Kakuda. (Chinese One Step)	Felix Arndt	1.25
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301259	When It's Night Time in Burgundy	Bryan & Paley	1.00
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300613	Sonata, Op. 5. F-minor	Johannes Brahms	1.75
301113	Symphony, No. 5, Op. 64	Peter Illich Tchaikowsky	1.00

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1840**"QUALITY-TONE" "HUMAN-TOUCH"**
PIANOS PLAYERSEstablished
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BUILD your business solidly by supplying your patrons with the finest pianos possible to obtain.

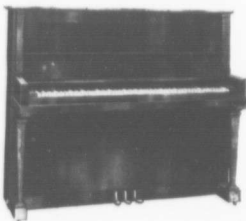
The purchase of a piano is in reality an investment, for which people get in return, pleasure and service, in accordance with the outlay. Then why hesitate at recommending the slight additional cost of a "Nordheimer" when that small difference enables your clientele to secure a piano of such infinite superiority, both in quality and durability?

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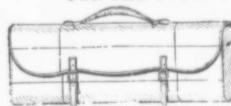
Boys' drums, boys' Bugles, regulation pitch, Kazoos, Flutes, Violin Outfits, including violin, bow, case and rosin complete. Toy Pianos, upright, 13 keys, Grand Pianos, 18 keys, Celestaphones, combination of mando-



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Issued Monthly

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PUBLISHED BY

Fullerton Publishing Co.
56-58 Agnes St. - Toronto, Canada
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John A. Fullerton, - Proprietor
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CANADIAN PIANO AND ORGAN MANUFACTURERS' ASSOCIATION

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VOL. XV.

TORONTO, NOVEMBER, 1914.

No. 6

About Business.

MUSIC trade dealers and manufacturers who are doing less than one hundred per cent. of normal business have not legitimate reason to be depressed. The strain may be heavy, but the jobs of adversity are necessary for the development of solid and substantial business. Now is the real test of confidence, enterprise and resourcefulness. Confidence is the most needed asset to-day. In every crisis of whatever kind, there are outstanding individuals who have the courage to go ahead. These are constructive geniuses as compared with the persons who run for cover every time a cloud appears.

During the past few weeks business has shown an improvement. Piano retailers and manufacturers here and there are sending in more favorable reports. Business in all lines has moved towards betterment. In agricultural regions it is picking up. Grain shipments in the West are heavy and prices good and, even if the consumer is almost penurious in his buying, his growing savings bank account is a healthy sign.

About Export Trade.

CANADIAN piano manufacturers who desire to participate in the foreign business formerly controlled by Germany and now lost to that country, will require to do more than merely write letters or sit in their offices wishing for the business. If export trade is their hav-

ing it is worth going after, and unless the requirements of the English, Australian, African or South American markets are personally investigated, attempts to do foreign business will surely result in disappointment and failure.

There could be no more opportune time for the Canadian manufacturer to interview the British importer as far as sentiment is concerned, though present buying in Britain does not warrant anyone going from Canada with the expectation of landing large orders. Neither will orders be booked on sentiment alone. Price is the greatest obstacle that the Canadian manufacturer sees. He entertains a firmly rooted conviction that he cannot compete. But does he know for a certainty that he cannot? The cost of investigating say the English market, would not be a serious problem for any one firm, and would be a mere trifle if undertaken by the Canadian Piano and Organ Manufacturers' Association.

Germany's Music Trade Exports.

OF Germany's total music trade exports for the year 1912, valued at \$21,487,000 Great Britain and her colonies took \$9,326,500 worth, or over 44 per cent. of the whole. Of this amount exports to Canada reached the very substantial amount of \$1,969,500. The accompanying figures are from a table showing the details by countries and classifications of Germany's vast foreign business in the music trades. The collapse of Ger-

Table showing German Exports in Musical Instrument Trade to a few of the leading countries.

CLASSIFICATION	Great Britain	Canada	Australia	New Zealand	Argentina	Brazil	Chili	U.S.A.
	1912	1913	1912	1912	1912	1913	1912	1913
Photographs	\$ 502,750	\$25,000	\$51,750	\$750	\$130,000	\$98,250	\$12,750	\$14,000
Organs, pipe and other	14,750	15,500	750	4,000	2,500	7,750
Harmoniums and organ (harmonium) reeds, and parts	7,500	1,750	2,250	250	7,000	10,750	4,750
Pianos of all kinds and parts	2,583,000	1,055,500	1,850,500	202,500	683,000	397,750	205,500	19,250
Piano mechanism and keyboards	471,750	2,250	58,000	500	750	750	750	7,250
String instruments, violins and parts	81,750	432,000	25,750	1,000	8,750	9,250	3,000	43,750
"Cellos and bass, and parts	8,000	36,750	750	750	1,500	1,750	500	2,250
Zithers and parts	13,250	750	3,750	250	500	1,000
Guitars, harps, mandolins, etc., and parts	4,250	2,750	2,250	3,750	4,500	2,250	2,750
Wind instruments of wood, flageoles and flutes, etc.	5,750	41,250	3,000	1,250	1,500	5,250	750	1,500
Trumpets and other blow-horn instruments	12,250	23,250	1,250	1,500	7,500	1,750	1,000
Musical boxes, mechanical phonolas and records for mechanical players	50,750	19,750	31,750	30,250	13,250	10,250
Aristons, hand organs, orchestrions, etc.	9,000	116,500	3,500	9,500	500	7,500	250
Mouth harmonicas	164,750	567,750	46,000	6,000	38,750	34,000	13,250	60,250
Draw harmonicas, accordions, etc., and parts	116,750	300,250	48,750	11,750	105,000	146,000	16,250	42,500
Drums and symbols of all kinds	6,000	3,500	1,000	250	1,250	3,250	750	500
Strings of all kinds	91,250	275,000	8,250	6,750	48,500	34,750	11,000	30,500
Totals	\$4,143,500	\$1,969,500	\$2,148,250	\$287,000	\$1,084,500	\$771,000	\$358,750	\$223,750

many's export business has caused activity in England and the United States, but has created scarcely more than passive interest in Canada.

If the figures quoted in a previous issue of the Journal, and credited to the Secretary of the Piano Manufacturers' Association, that Germany shipped 40,000 pianos to Great Britain alone, are correct, the average price of the instruments is very low indeed. The accompanying table shows Great Britain's imports of "pianos of all kinds and parts" to be \$2,583,000. If this amount represented pianos only the average value per instrument would be only \$64.57. The quantity, 40,000, however, was quoted as "approximate," so that it is impossible from the available figures to arrive at an average value with any degree of accuracy, but the impression in Canada that Germany's exportations of pianos are largely of "cheap" makes, is probably correct.

Canadian Organs and Pianos for South Africa.

WRITING from Cape Town, Mr. W. J. Egan, Canadian trade commissioner for South Africa, gives this information: The total imports of musical instruments last year amounted to \$895,000, and Germany's share totalled about \$620,000. Under regular trading conditions, many inquiries were made for Canadian organs, with present conditions, therefore an effort should be made by Canadians to secure a larger share of this trade.

There are a good number of higher-priced instruments sold here, and a large trade is done in organs which retail from \$75 to \$150. The bulk of trade, however, is done in organs retailing from \$40 to \$65. In this class, a showy instrument, with as large a number of stops as possible is required. A list of South African firms making inquiry during the past year may be secured from the Department of Trade and Commerce, Ottawa. Immediate communication is suggested, enclosing catalogues with illustrations and full information as to C.O.B. prices Montreal or St. John, N.B., with particulars as to size and weight of case. Pianos such as Germany makes for export have a big sale in South Africa.

Country of Origin.	Total Imports.	
	1913.	1912.
	Value.	Value.
	£	£
Musical instruments—		
Austria-Hungary	511	872
Germany	124,709	122,469

Notes on Export Trade.

MR. W. A. Beddoe, Canadian trade commissioner at Auckland, New Zealand, furnishes this list of firms importing musical instruments into New Zealand:

Auckland.—A. E. Eady & Co., F. Moore & Co., English & Foreign Piano Co., British & Continental Piano Co., London & Berlin Piano Co., No Deposit Piano Co., L. R. Eady & Son, National Piano Company.

Wellington.—Dresden Piano Company, Wellington Piano Co., F. J. Pinny.

Christchurch.—A. M. Chivers & Co., Kilner & Thompson; Sargood, Son & Ewen; Webley, Sons & Giffon.

Dunedin.—Chas. Begg & Company; P. Hayman & Company.

Preserving Manufacturing Standards.

DIRECTING some remarks to piano manufacturers in Britain a contributor to Musical Opinion concludes with these statements: For their own peace of mind manufacturers are too prone to accept orders entailing variations from their standard models. The manager of one branch is quite convinced that heavier hammers will make the case just perfect, while the gentleman in authority at another branch is pleased with everything else but the trusses. The principal of their firm listens, doesn't much care himself, but passes along the respective directions with the order. Then the trouble begins with the maker, who deprecates that he did not know the wishes of his clients earlier. The greater part of these variations are absolute fads which strengthen on the part of the maker would reduce to their proper proportion.

Manufacturers know out of sheer experience that the one thing needful is standardization, and yet they allow themselves to be buffeted about by mere whims and caprices. They could run their factories with much less friction and with more profit if they showed less pliability in these matters. Of course, we should have the usual silly talk about trade going abroad because our makers will not listen to suggestions for the improvement of their instruments; but any office boy who writes dictatorial letters or articles in "business" magazines can do yards on such subjects and nobody is a penny the worse. The fact of the matter is that variations in construction and case-work are practically impossible to secure in pianos ordered from abroad, and neither are they allowed in the better class factories at home; and consequently the maker who is weak enough to derange his work to fall in with the wishes of those who are only happy when tinkering with good standard models has often himself alone to blame for his troubles.

The Time to Advertise "Made in Canada" Pianos and Players.

THE dearth of piano and player advertising in the daily and weekly newspapers and magazines shows that the music industries of this country are not living up to the confidence that individual concerns profess to hold as to the future. That the buying public is in the grip of an epidemic of economy is a strong reason why consumer advertising should be carried on instead of being dropped. This economical streak that has hit so many is merely piling up a great savings bank reserve that will in the future be expended on luxuries and necessities.

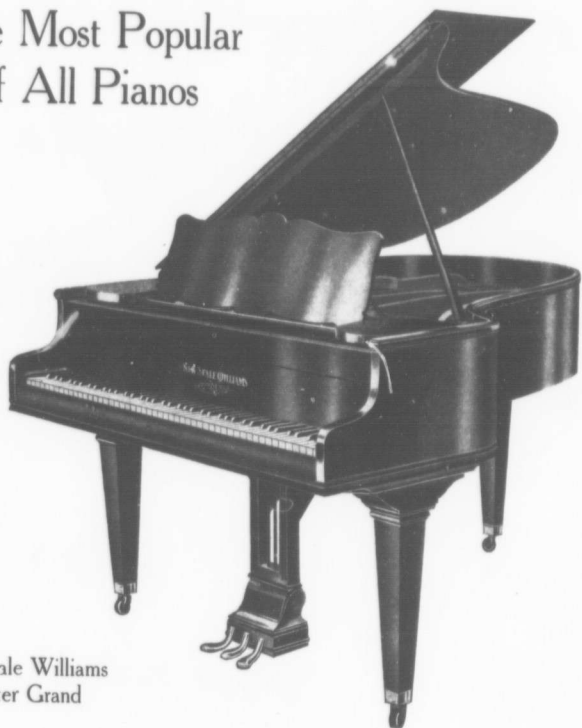
The purpose of advertising is not always to bring orders by return mail, or even inquiries. That is the very least duty of advertising. Advertising is to educate, to develop good-will, to make known trade names and brands, in short to create a franchise.

This is the logical time to hammer into the public reasons why they should have Canadian-made pianos and players. They should be shown in plain, frank and open talks that their money invested in the domestic product gives greater value and greater satisfaction than a foreign made article.

The burden of educating the public, too heavy for one concern probably, could be financed from a fund contributed to by all the manufacturers, without being burdensome to anyone. This is another of the numerous topics well worthy of the serious deliberations of the Canadian Piano and Organ Manufacturers' Association.

The New Scale Williams

The Most Popular
of All Pianos



New Scale Williams
Quarter Grand

40,000 Pianos and Player Pianos Sold and
in Use Throughout the Dominion.

The Williams Piano Co., Limited

Manufacturers, Oshawa



New Scale Williams

Style Louis 15, Player with the famous Meister-touch Action

The present day shows a marked development in the exquisite tone and artistic appearance of the **New Scale Williams Pianos**, and their popularity is evidenced by the numerous homes in which they are being placed. Let the prevailing patriotic sentiment manifest itself by **Patronizing Home Industries**. See that your customers place New Scale Williams Instruments in their homes.

Write for a copy of our New Art Catalogue.

The Williams Piano Co., Limited

Manufacturers, Oshawa

Piano Selling a Great Business.

PIANO selling is a great, grand and glorious game. Compare it with some other lines of merchandising to realize wherein are the advantages surrounding the piano and player salesman. These are not merely the Journal's sounds-easy-on-paper ideas. They are the sentiments of a dealer who is out working.

Said he, "You must go after piano business always, in good times and bad. Piano business does not come of its own free will like clothing, shoe, jewelry or furniture trade. Retailers in these lines can only worry when business is poor. They may do a little advertising or perhaps some price reducing, but nothing gets business like the good man-to-man arguments of piano selling."

"Piano business is a sort of class business always. We go only after people who can afford pianos. These may be fewer in number now than at some times, and it may take more persuasion, more diplomacy and better salesmanship to get them to buy, but on the other hand the competition is less keen because so many of us are so sound asleep to our possibilities. I know right now where my best prospects are, and that is where I am working. When I was young in the business I thought it about the hardest, least enjoyable kind of a life possible. I have entirely revised my ideas, and I now think that piano selling is a delight to the man who knows and has courage.

Piano Industry in Belgium.

ACCORDING to the latest United States government special reports of foreign trade in musical instruments, says the Presto, Belgium has twenty-three piano factories. There are seventeen in the Brussels district, which comprises the provinces of Brabant, Hainault and Namur; two in the Liège district, and five in that of Ghent. The total output of the Brussels establishments is 1,800 to 2,000 instruments per year, the largest and most important being the Gunther factory, which makes some 500 pianos annually.

In Belgium about 6,000 pianos are sold annually, of which 1,500 have come from Germany, 500 from France, and 100 each from England and the United States. The retail prices range from £38 to £110. The Bluthner, Bechstein and Steinway have been the leading pianos in this trade. However, most pianos sold in Belgium are low priced, the piano dealers usually receiving 35 to 50 per cent. profit. Tourists are familiar with the especially beautiful buildings in the capital. Brussels is noted for some of the most artistic specimens of architecture in all Europe. What the pianos from that city are like we have little knowledge of, and they have had little or no trade outside the kingdom itself.

Avoid the Lame Ducks.

IF the trade of this year has emphasized one lesson more than another, it is the folly of loading pianos and players onto irresponsible householders. So keenly forced is the piano trade that many instruments are placed where it is a positive hardship for the household to meet the small monthly payments, and where sale was made only because the householder has been too weak to resist the superior will power of the salesman.

A scrutiny of the repossessions will show to the retailer which of his men have been doing the best work. He will now see which is the man that cannot get his mind above the five or six dollar a month customer. For

it is a fact that more than one twenty dollar a month prospect has been reduced to a ten dollar a month customer because the salesman could not think in the larger figures.

There are enough legitimate purchasers, who can meet their obligations, to make unnecessary a campaign for lame duck sales. It is hard for the man who specializes on dollar-a-week business to think large cash deposits and large monthly or quarterly payments. The longer deferred the payments are the greater is the proportion of repossessions, and any retailer will admit the unprofitableness of repossessions.

Scrutinize the Customer.

IT is not merely the retailer's privilege when selling an instrument, to satisfy himself that his customer will be able to meet the payments he is obligating himself to, it is his duty. It is part of the qualities of salesmanship to scrutinize the customer's paying ability. Pianos are too costly and the cost of selling them is too great to have them get into the hands of people who not only abuse and cause damage to the article, but are hopelessly incompetent to make regular payments.

The stress of competition or the greed for volume of sales has forced pianos into homes that have no appreciation of the responsibility thrust upon them. It is as important to assure oneself that the instrument will be paid for as it is to convince the customer that he needs it.

Men experienced in instalment sales realize that credit is sometimes withheld from deserving people, while on the other hand it has been granted to men not entitled to any such consideration.

"Show me the wife," said one manager in discussing this phase of the business, "and I will tell you whether the man is a safe risk." A neatly attired woman, sufficiently alert to understand ordinary business conversation, and who does not care to have her husband buy more than he can pay, is of course indicative of a safe instalment. On the other hand no judicious salesman would feel safe in entrusting a valuable piano on time, to the home where the wife indicates by dress and manner that she is more interested in complexion lotions, matinees and the attentions of others.

This is Sane Advice.

FROM the editorial columns of a contemporary the following is reproduced as sane reasoning with an application to the music trade: "The newspapers bristle with advice to business men to 'sit tight' during the war scare. More practical advice would be: 'Work; collect; pay.' Fear is the brake upon the wheels of industry. The way to overcome fear and keep the wheels turning is to get out and hustle for business, collect the money that is due you and pay what you owe. Curtailing fixed expenses may be advisable in some cases, but it should not be carried too far. Don't yelp before you are hit. Don't discharge salesmen who have been earning their keep merely because you fear there won't be many buyers this fall. Send them out to find buyers; give them to understand that a crisis exists and they must redouble their efforts to make sales and get cash. When your competitor sees that you are getting extraordinarily busy he will stop moping over the outlines and begin to look out. Being busy makes business. The influence will spread. Pay your bills. Don't hoard money that ought to go to your creditors. Keep it moving."

PIANO TUNING, AN OCCUPATION FOR THE BLIND, AND HOW TO MAKE IT ONE OF THE MOST SUCCESSFUL.

A paper read before the International Conference for the Blind, held recently in London, England.

By Philip E. Layton, Montreal.

(Continued from October issue).

This brings me to a point of the absolute necessity of the institution training its pupils to travel alone. They ought to be encouraged and instructed to walk on the streets by themselves. This is as necessary as any part of their education. It is extremely wrong to keep young men and women shut up in a school from one year's end to another, depriving them of their freedom, and of the opportunity of mixing with people with whom they will have to get their living in after years.

I attribute a good deal of my success to the fact that I have always been able to travel alone, but, of course, I much prefer to have a companion. Whenever I have had a difficulty when alone, I have always met with a friend ready to lend a helping hand. I have travelled on several occasions unaccompanied from Montreal to London without any trouble. All that is necessary is attention to a few simple rules.

To work up a successful tuning connection it is absolutely essential to get about and be known, and it is impossible always to have a guide. A tuner probably cannot employ his boy after six o'clock, therefore he will often have to go out of an evening by himself.

When he cannot afford permanently to keep a boy, he will have to use a little boy or girl after school hours to help him with his interviewing and other work; and, again, if he has a piano to tune, he will have to get the child to take him to the house before going to school in the morning, and he must find his way home by himself the best way he can, which will not be a very difficult task if he uses his brains. He will have to learn the art of using other people's eyes.

I remember reading a paper given at the Manchester Conference on the Blind, 1908, in which the writer deplored the hardship of the poor blind in being jostled on the streets in Paris. It is a thousand times greater hardship to be jostled out of your boarding-house because you cannot pay your bill.

When tuning he must not leave without seeing the lady of the house and playing a tune on the piano. In this way he will often pick up a good prospect for another tuning or the sale of an instrument.

The tuner should always try to get his customers interested in him. Cards should be left with a request that they be given to friends.

I once went to tune a piano, an annual, when I found the house had been sublet to a Dr. and Mrs. Howard, the latter being a daughter of Sir Donald A. Smith, Montreal's leading citizen, who afterwards became Lord Strathcona.

I followed my usual custom, rang the bell and asked to see Mrs. Howard. I told her I was anxious to know whether the pitch suited her—it was international.

At her request I played the piano, and then told her I had come to Canada and was working up a business in Montreal.

I showed her my diploma and the bag of tools pre-

pared to me as a tuning prize by Her Royal Highness the Princess Royal of England. I found Mrs. Howard very kind and sympathetic, and I said it would help me very much if I could get Sir Donald Smith's pianos to tune. She promised to speak to her father about me. To my great joy, two days after I got a telephone message to go and tune Sir Donald's pianos. One was a 1,000 guineas Art Steinway Grand, and the other a square piano standing in the art gallery. After this I had the privilege of having Sir Donald A. Smith's name on my card. Later, he purchased a seventy-five guinea piano from me for the Royal Victoria College.

Through his connection I had the honor of selling an Angelus piano player to the Governor-General of Canada, Earl Minto, and in 1911, he, Lord Strathcona, gave me \$10,000 to complete the \$100,000 fund to erect a school in Montreal for the English-speaking blind.

I could give many other illustrations of the advantage of getting well acquainted with your customer, but the above will suffice.

If a young man can sing a little, it always helps him to become popular. It does not necessarily follow that he shall be an artistic singer or possess an angelic voice; Chevalier has not got this, but he can please the people.

A topical or humorous song is always welcome. Being able to sing and play helped me very much at the start. It gets one known, and that is what is wanted.

A silver plate bearing his name and profession should be on the tuner's bag. This is the best possible advertisement he can have. The bag should always be placed in that position in which the plate is showing.

It would help a tuner very much if he had a good public send-off. This should be done by the institution where he received his education. A concert could be given by a few pupils, and the principal or his representative could make a speech emphasizing the superiority of blind piano tuners and asking the public to patronize Mr. ——. Two or three prominent people of the locality should be asked to come on the platform and say a few words, but the great strength of the tuner's success will be in personal interviewing, coupled with first-class work.

Every name or prospect must be followed up with a call.

A thousand circulars should be printed in letter form. These should be sent off in fifties, each being followed up by a personal call.

Thus, the tuner calls at No. 1, Hanover Street, and asks to see the lady of the house. The servant will probably want to know his business. His reply will be that he called in reference to a letter. The lady then comes to meet him and asks to what letter he refers. After he has explained, she probably will say that they have a regular tuner, but he must then be equal to the occasion, and tell her of the people he tunes for, the diploma he holds, etc. He asks to be allowed to try her piano over. It always interests him to see different instruments. If this request is granted he has scored a great point. One can talk far better when seated at a piano. If the instrument is not well in tune, he should point this out quietly to the lady and tell her how glad he would be to show her what an improvement could be made in her piano. She may tell him she will talk it over with her husband, or write him.

He then calls at No. 2. The lady herself answers

the door. She has no piano. He asks whether she will not be getting one. She may tell him she intends doing so next Christmas.

He will then mention Stokes and Sons, whose representative he is, and speak about their beautiful pianos. This interview may mean five guineas in his pocket. He takes this name and address to Stokes and Sons, from whom he has previously obtained an agreement in writing in which they agree to give him 10 per cent. commission on all sales, where he has previously handed in the name and address of the customer, or personally taken the prospect into the warehouses.

When he has got through the first fifty circulars, then another batch must be sent off, and so on until the thousand have been disposed of.

He must call back again when he finds that the people are out. Evenings are always the best time for an interview when trying to sell a piano. The husband is then at home. The tuner must speak out and not be afraid. He is doing his duty in trying to earn his living—he will gain confidence in himself as he proceeds. It will be up-hill work at first, but after a few months he will then begin to reap the harvest of his labors.

When making a number of interviews he must not trust to his memory, but must take short notes and revise these when he gets home.

When making calls it is most profitable to know the name. This can generally be ascertained from the previous house. Of course, in good-sized towns and cities, one can always look up a directory.

He must not talk on the door-step, but endeavor to get inside the house.

The local musicians must be called upon. It is advisable to offer to tune their pianos free of charge, just to let them see his work. The name, and addresses of their pupils should be asked for; two or three local testimonials will be most valuable on his circular.

On account of musicians' influence a good reduction in charges to them should always be made. This procedure is also applicable to ministers, who should become the tuner's best friends. If he has the honor of tuning for the clergyman, this will help him greatly with the congregation.

If a young man's home is in a village, it is advisable that he makes his start in a neighboring town and work for a radius of fifteen or twenty miles around.

If a tuner has a knowledge of the staff notation and can play the piano a little, this will be of the utmost value, as he can give lessons in music.

When I came to Montreal I got into a home, where I taught two boys the piano as part payment for board and lodging. One of them is now my sales manager. But the tuner should give up teaching as soon as possible, for he will quickly find out that tuning and selling pianos is far more profitable than teaching.

As he gets on his feet, he can buy up a second-hand piano, and after he has had it repaired can sell same at a good profit. He should advertise it in the local paper. He will often find that when people come to look at the second-hand piano they will purchase in preference the new instrument in the room.

Every tuner should carry a pocket diary. This is indispensable. It is a strong reminder of work that has

to be done. The diary should be transferred every night, and unfinished work written in for another convenient date. These diaries can be bought at any stationer's for a shilling. A boy or some friend in the house can make the entries. A Braille diary might be arranged.

(To be continued).

Views in the Showrooms of the Kent Piano Co., Ltd., Vancouver, B.C.



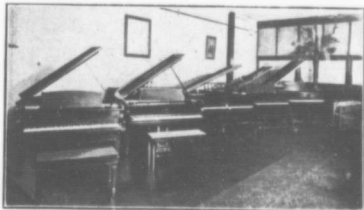
Player piano room—second floor.



Special art case phonograph room.



Main piano wareroom—ground floor.



Special grand parlor—second floor.



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THERE IS NO LET-UP IN WILLIS PROGRESSIVENESS
Of that our co-operation with Willis Dealers is one evidence—our advanced manufacturing methods, is another—and the production of the new Willis Style "A" piano, is another.



Shrewd buyers who have been thinking for some time of getting a piano realize that now is a good time to get a deal through. You can sell the best value going at a rock bottom price, and still have a good substantial margin, by handling

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Our Dealer proposition
Furnished on Request.

NEW STYLE "A"

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Factories: ST. THERESE, P.Q.

Head Offices:

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Montreal, Que.



MONTREAL LETTER.

THE business depression reported from many cities has somewhat affected Montreal, but it is notable that conditions here are less involved and sentiment less pessimistic than seems to be the case elsewhere. The past month has shown signs of revival in business, with more than usual real estate transactions and building permits. The piano and music trades naturally feel the effect of these general conditions, and in tune with the more hopeful outlook a slight acceleration is reported. Trade is not up to the scratch for the season, however. A most interesting development in this connection is that the fall trade in talking machines and records has opened strong.

The lines against indiscriminate credit are drawing a little tighter all the time, and it would appear that some of the local dealers are determined to run fewer risks than formerly, and have made some reforms in the matter of credits with customers who have been negligent in the past, and with others who contemplated being negligent in the future.

The death occurred on Sunday, October 25, at the residence of his son-in-law, of Mr. George John Brown, after a long illness. Mr. Brown was born in Montreal sixty-five years ago, son of the late Abner Brown, piano maker, and learned the piano business with his father. For a number of years he was superintendent of the Evans Brothers piano factory at Ingersoll, Ont. For the last twenty years he had been superintendent of Layton Brothers of Montreal, pianos and organs. He is survived by one son, Mr. Arthur Brown, and two daughters, Mrs. R. I. Dutton, and Miss Brown, all of Montreal. Mr. Brown was a popular factor in the trade, and his death is mourned by his many loyal friends.

W. D. Willis, of the Ottawa branch of Willis & Co., Ltd., spent a few days in Montreal recently.

C. W. Lindsay recently visited Kingston and Quebec in connection with the opening of new branch warehouses in these cities.

J. W. Shaw & Co., state that they find it harder at present writing to get the same amount of business as previous to the war, but with salesmanager A. E. Moreland at the helm there is an atmosphere of gradual prosperity and increasing business which is unmistakable in the volume of sales for Gerhard Heintzman and Shaw pianos. The graphophone department, featuring Columbia and Pathe lines, is proving a winning venture from the commencement.

The following tribute to the Mason & Risch piano, recently received by the John Raper Piano Company of Ottawa, from Ernest R. Ball, writing from the Dominion Theatre, is self explanatory: "I had the great pleasure this afternoon of playing on the beautiful Mason & Risch piano, which at my request you placed at my and Miss Maude Lambert's disposal during our engagement here. In the course of our travels we use many makes of pianos, but always prefer Mason & Risch first and last. Its tone qualities are a revelation, and for accompanying and solo work has no superior. Please accept both Miss Lambert's and my thanks for your courtesy."

J. H. Mulhollin cites Evans Bros. goods as the "Movies of the Trade," and states that these instruments have pleased a discriminating public for many years. Trade is reported here as pursuing the even tenor of its way.

The Canadian Graphophone Co. state that the call,

both wholesale and retail, for Columbia machines and records for present demand, gives a most encouraging evidence of improvement in the general tone of business.

There are no important happenings to the credit of Gervais & Whiteside this month, but trade is considered as picking up. There is a small gain over last month, and this house considers the outlook promising for the future and immediate sale of Karn-Morris instruments.

"Well, another month of the great struggle has gone down in history, and we of the piano business are still very much 'all here.' No failures, no perceptible falling off in trade. Fact is, we are approaching our best time of the year with stout-hearted confidence. Most dealers have to their entire satisfaction exploded the theory that business has got to get worse before it gets better. Absolutely nothing has developed to indicate that such must be the case. The piano business, with the approach of the winter and holiday seasons, will show a steady gain, as usual, in spite of what effect present conditions might have on other lines," said Layton Bros. "Our Mason & Risch trade is living up to its usual standard of excellence, and is making new friends almost daily."

A gentleman in a hearty voice addressed J. A. Hurteau & Co., Ltd., and asked them how business was. Mr. Hurteau in as hearty a voice replied that it was good, with no complaint to make whatsoever, and every man in the warehouses looked up in utter astonishment and amazement showing full well in the expression of their faces that the expression, "business is good" had the same effect on them as though word came from Kitchener that the war was over. "Handle a fine like the New Scale Williams and you can talk like this," concluded Mr. Hurteau.

The sheet music department of J. W. Shaw & Co., shows activity after the siege of summer dullness. This firm recently put on sale a number of old style perforated roll records at a reduced price, and which was extensively patronized.

The trade status of Hurteau, Williams & Co., Ltd., is quite fair, and the number of New Scale Williams pianos being sold, though perhaps not as large as in ordinary times, in the aggregate they indicate a normal and healthy volume of business.

The Montreal High School has purchased a Columbian Grafonola for educational purposes, from Layton Brothers.

The Leach Piano Co., Ltd., give a cheery trade report. Mr. W. H. Leach, president of the company, sees an improvement in the demand for Goumray and Bell lines. A Leach piano was donated by him to the Last Post Fund, in aid of the Patriotic Fund. A Leach piano is also the capital prize at a Tombola held by the Westmount Council of the Royal Arcanum, in aid of their relief fund.

Reference is made elsewhere in this issue to the return of Mr. A. P. Willis from an extended tour of the West, which portion of Canada, he considers, will revive from the depression of war more quickly than the east. He estimates that farmers in the west crop districts are plowing fifty per cent. more acreage than a year ago. The lack of mixed farming, Mr. Willis considers the greatest handicap in the west, but this condition, he prophesies, will be altered by the next generation.

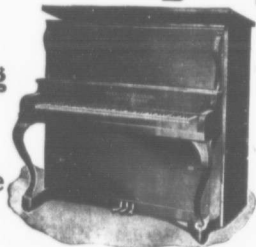
Facts Are Stubborn Things



STYLE 80

Our mere statement that
**The Sherlock-Manning
 Piano**
 is
Canada's Biggest Piano Value

does not constitute a fact.



STYLE 130

That so many Canadian Musical Instrument Dealers should feature Sherlock-Manning pianos to such an extent that our output increased 150% in eighteen months, should establish the fact, to the satisfaction of any who are open to conviction.

FACTS

The Sherlock-Manning plant has operated full force throughout the entire year.

The Sherlock-Manning piano represents highest quality and sells to dealer and customer at an honest price.

FACTS

FACTS

The Sherlock-Manning line and brisk business go hand in hand.

The Sherlock-Manning sells easily, remains sold and helps sell others.

FACTS

FACTS

FACTS

FACTS

THE SHERLOCK-MANNING always satisfies the ultimate purchaser and for this reason proves a valuable asset to the dealer.

The Sherlock-Manning helps the dealer build up a permanent business.

To know the Sherlock-Manning is to like them

To like them is to enthuse about them.

To enthuse about them is to sell them.

To sell them is Easy, Pleasant and Profitable.

THE SHERLOCK-MANNING gives the dealer the most for his money, and enables him to give his customer the most possible for his money.

The real profits are made from the instrument that brings the buyer's friends to your warerooms.

RESULTS TELL THE STORY

The success of the Sherlock-Manning Company is not the result of chance. In a remarkably short space of time this Company has taken foremost place among the largest piano manufacturing concerns in Canada.



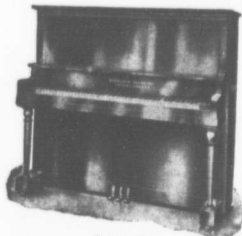
STYLE 105

WHY ?

Because to boil down the facts detailed above:—

THE SHERLOCK-MANNING represents honest value to dealer and customer alike.

Arrange for territory and stock in time for Xmas trade.



STYLE 75

THE SHERLOCK-MANNING PIANO COMPANY
 LONDON, CANADA

WINNIPEG LETTER.

BUSINESS shows a slight improvement, though none of it is coming easy. Retailers and their salesmen are working hard for everything they get. Collections are being consistently watched, and payments are fairly well met.

Mr. A. G. Farquharson, Canadian manager of the Columbia Graphophone Co., passed through this city on his return to headquarters in Toronto, from a visit among Columbia distributors in the west.

The Doherty Piano Co. report an improvement in phonograph business. Mr. Belknap is in charge of the floor and the phonograph department.

Mr. Victor Nordheimer, of the Nordheimer Piano & Music Co., Ltd., visited his firm's local agency, the Tucker Piano Co., on his return from an extended visit in the west.

Mr. E. C. Seythes, of the Williams Piano Co., Ltd., was in Winnipeg after spending some weeks at his firm's headquarters in Oshawa and in Montreal and Toronto.

The Winnipeg Piano Company report that business during October took on quite an improved aspect, as did also collections, compared to previous months. Whether the improvement will be as much as desired remains to be seen, as the farmer argued when he could no longer grumble at having a bad crop, but contented himself with claiming that good crops like that he had just harvested "were awful hard on the land." They had the pleasure of a visit from Mr. Lyle, general manager of the Columbia Phonograph Co., New York, also Mr. Farquharson, the Canadian manager, on their way to the west and return. Mr. Smith has been seriously ill with extreme blood pressure and heart trouble, and for several days was in a critical condition, but is now getting better, though slowly. The doctor insists that he will have to be very careful and avoid all exertion for some considerable time.

Mr. A. P. Willis, head of Willis & Co., Ltd., Montreal, passed through Winnipeg recently, on his return from an extended western trip. Mr. Willis went through to Victoria and had planned a visit to Prince Rupert, but owing to the uncertain boat service since the breaking out of war, abandoned that part of his itinerary. The Willis lines are featured in this city by The Fowler Piano Co.

The Fowler Piano Co., the local Willis dealers, report an improvement in business since September. Mr. C. N. Maywood, one of the founders of the Winnipeg Piano Co., is now on the selling staff of the Fowler concern, and is quite enthusiastic over Willis lines.

Mr. P. J. Moore, piano salesman with the J. J. H. McLean Piano Co., is to be congratulated on his marriage on Nov. 4th to Miss Rice.

The J. J. H. McLean Piano Co. have no complaints to make in regard to the volume of business being done. Collections also are improving.

Mr. E. C. Thornton, general manager of the Karn-Morris Piano Co., of Woodstock and Listowel, is expected in town shortly. Mr. Merrell, western manager, reports both money and orders to be coming along nicely from the country, but finds city collections a little slow.

Winnipeg may have the honor of producing a marching song for the Canadian soldiers at the front. W. E. Delaney, of this city, has written some clever verses, "Stand by the Union Jack," and has arranged them to

the music of a fine swinging march. The song is dedicated to the Imperial Order of the Daughters of the Empire, and a committee of the city's best musicians, appointed by that body, has made a report on it. The committee has just submitted its report to Mrs. Colin Campbell, and it is loud in its praises of the words and music. The verses convey a fine Canadian and imperial sentiment, and the march is said to be good enough to make the chances good of having to "Stand by the Union Jack" take the place of "It's a Long Way to Tipperary" among the boys from Canada. The Daughters of the Empire are arranging to have 5,000 copies of the song printed in the next few weeks. It is proposed to have copies sent to the Canadian expeditionary force in England, with a request to the bandmasters to have it played.

In connection with the recent visit to Winnipeg, Mr. Lyle, general manager of the Columbia Graphophone Co., the local daily press said: "George Lyle, general manager of the Columbia Graphophone Company, of New York, was a visitor to the city yesterday, the guest of the Winnipeg Piano Company, as was also Mr. Far-

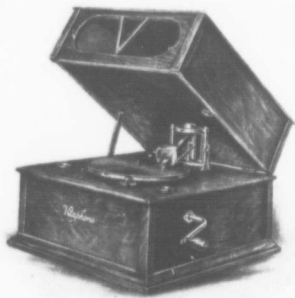


A recent window display by H. Culverwell, Manager sheet music department at the J. J. H. McLean & Co., Ltd. store, Winnipeg. This department sold over 500 copies of "Tipperary" in four days.

quharson, Canadian Columbia manager. Mr. Lyle was very much struck with the absence of war excitement here compared to that in New York when he left, where, he says, a victory or advance for the allies is hailed as for themselves. Business in his line, he says, is very good in the United States, and he thinks that the worst effects of the war are possibly over, provided everyone gets down to "sawing wood" in the good old-fashioned way. Mr. Lyle has the nicest things to say about the new Fort Garry hotel, which, he says, compares with any in the U.S.A., and he is probably a good judge, as he visits practically every state in the Union every year in the interests of the Columbia Company.

Miss Johnston, who until recently was connected with the Tucker Piano Co., is now the capable manager of the Canadian Talking Machine Co., 366 Portage Ave. Miss Johnston reports business as being fair in the Phonola and Edison lines.

Three Winners for Live Dealers IN Talking Machines



Made
in
Canada



Vitaphone Type No. 28. Retail Price \$28.00.

Size 16 in. x 16 in. x 12½ in.

Beautifully finished golden oak. Motor can be wound while playing. Plays any make of disc record. Used with or without horn.

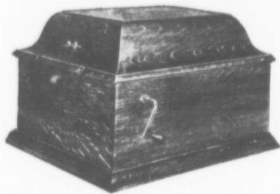
Equipped with Baby "Music Master" Horn \$10 extra.

Vitaphone Type No. 33. Retail Price \$33.00.

Same style Cabinet as type No. 28.

Size 16 in. x 16 in. x 12½ in.

Mahogany. Double spring motor that can be wound while playing. Plays both needle and sapphire records. 12 in. Turntable.



Vitaphone Type No. 40. Retail Price \$10.00.

Mahogany, Mission, Golden and Fumed Oak. Double Spring Motor that can be wound while playing, and interchangeable diaphragm connection from amplifier to horn. Plays either needle or sapphire records. Beautifully finished and polished.

The first step to become a "Vitaphone Dealer" is to send a trial order for Instruments and records; Catalogues sent free on request.

Do It Now.

and prepare for the Holiday Trade which is opening up.

CANADIAN VITAPHONE CO., LIMITED

TORONTO

Corner Carlaw and Eastern Avenues

CANADA

WINNIPEG BRANCH, C. E. Fosdick, 36 Cumberland Block

Capt. Shellard, of the Tucker Piano Co., Port Arthur, who is in charge of the machine gun section, left recently for the front. Before leaving Capt. Shellard was presented with a Masonic ring by the staff.

Mr. T. D. Thompson, traveller for Chappell & Co., Ltd., Toronto, was a recent visitor to the trade.

Messrs. Babson Bros., the Edison phonograph dealers, have greatly enlarged their floor space; they have rented an additional store adjoining, in which their office staff is installed. A concert chamber has been added, which is furnished and decorated very tastefully, the furnishings being in harmony with the interior decorations. This will make an ideal demonstration parlor for high class Edison phonographs, and can also be used as a concert hall. The walls are sound proof, being made of two thicknesses of heavier board inside and out, and a lining of lumber between. The acoustics are excellent. The walls are decorated in a pale green silk-stone, with panelings of a slightly darker shade, the ceiling in a cream shade. A very large plate glass window looks out on the store. This is furnished with pale yellow silk draperies. Altogether this room presents a handsome appearance.

A. P. WILLIS RETURNS FROM WESTERN TRIP. Impressed with Confidence of People and Recuperative Power of West.

On his return from a two month's tour of Western Canada, Mr. A. P. Willis, head of Willis & Co., Ltd., Montreal, and the Willis Piano Co., Ltd., of St. Therese, spent a few days visiting the supply trades and other firms in Toronto. Mr. Willis was met in this city by his son, Mr. Robert A. Willis, vice-president of the Willis firm. Mr. Willis, sr., left Montreal on September first, after a two months' visit among the trade in the Maritime Provinces, and proceeded direct to Winnipeg, so that he has been almost continually absent from home since June first.

In an interview with the Canadian Music Trades Journal, Mr. Willis stated that his touring the West was not a selling expedition, his purpose being to secure at first hand definite information concerning conditions and prospects, and in this as well as in the orders booked, he was well pleased with his trip. When he arrived in Winnipeg during the first week in September, general trade was very much depressed. Many firms, including piano houses, had laid off employees, and trade had completely stagnated. On his return journey conditions had entirely changed. Confidence had quickly returned, and a hopeless lassitude had been changed to hustling activity, with everybody getting some trade. Advertising that had been entirely cut off was again appearing, and all the usual evidences of optimism were being felt.

While in the cities many unemployed men were found and the large hotels were seriously affected by the decreased traffic, there was much activity in the smaller places closer to the agricultural centres. Many of the travellers were collectors from agricultural implement firms.

Farmers who had grain to sell were feeling quite elated over the prices offered at the elevators, which were running over thirty per cent. higher for wheat than a year ago. In Manitoba, East and North Saskatchewan, and in Northern Alberta, crops were good, though in the vicinity of Saskatoon they were poor. Mr.

Willis also noticed the absence of mixed farming, though the second generation of farmers were branching out in this more stable system of agriculture. Summer fallowing was this year carried out on an extended scale in many sections, and this means a great crop improvement.

Mr. Willis was in Lethbridge during the first four days of October, when snow to the depth of three feet on the level, covered the ground. This snow fall was gladly welcomed by the farmers of Lethbridge vicinity, who accept it as an assurance of good crops next year, in that it assures much needed moisture to the soil.

At Trail, B.C., Mr. Willis visited his son, Mr. F. S. Willis, M.E., B.Sc., a graduate of McGill University, and who is connected with the Consolidated Mining and Smelting Co., an industry that is now making important additions to its plant.

Mr. Willis completed his trip very much impressed with the recuperative powers of the West, and with great confidence in the western people, who have confidence in themselves and the future of the West. In every district plans have been made and work carried out that will result in a largely increased crop acreage next year. He had planned to visit Prince Rupert, but owing to the taking of boats by the Government transportation to and from Prince Rupert was so uncertain that he cancelled that section of his trip.

Regarding his firm's own business, Mr. Willis remarked that their lines had secured a strong footing in the West. Their factory had been kept running full time, and their decision was to keep this up until the end of the year, beyond which he would not predict.

He returned to his home greatly pleased with his visit and the hospitality extended wherever he went. In every place visited he met old friends and acquaintances from Ontario, Quebec, and many from his own native province of Nova Scotia.

FORMER REGINA PIANO MAN'S DEATH SENTENCE COMMUTED.

A recent despatch from Denver, Col., announces that the death sentence on Harold F. Henwood, convicted of killing Geo. E. Copeland of Victor, in the barroom of a Denver hotel in May, 1911, while shooting at Sylvester L. Von Phul, a noted aviator of St. Louis, was commuted to life imprisonment by the Governor of Colorado.

Referring to the above the Regina Leader says: "Harold F. Henwood, the convicted Denver murderer, resided in Regina some six or seven years ago, when he was known as Frank de S. Henwood, acting as the local agent for a well-known firm of Canadian piano manufacturers. His habits during the years he lived in this city were marked by considerable eccentricity. His domestic life in Regina was somewhat troubled, and eventually he disappeared without anyone locally knowing of his whereabouts. For several years nobody in Regina heard a word concerning him, and when next heard of it was in connection with the fatal double shooting which occurred in a Denver barroom on May 24, 1911."

During 1912 Australia imported from France musical instruments worth \$26,700.

British Guiana imported musical instruments from Germany last year valued at \$1,136.

If You Sell Pianos, You Can Sell THE NEW **Edison Phonograph**

The new Edison Phonograph in its magnificent mahogany or circassian walnut case, retailing at \$250 and \$300 is worthy of a place in the company of the highest grade pianos and players.

Yet the Edison Phonograph does not replace either. It has a place all its own in the hearts of music lovers—and the largest and finest music houses on the continent find that it pays, and pays well, to carry the complete line of Edison Phonographs and Records.

As an instance :

“ Our daily demonstrations have proved very successful ” says H. N. Purdy, Manager of the Edison Department of Hardman, Peck & Co., New York. “ The Edison Records and Machines are meeting with a ready sale and winning the admiration of all our clients. ”

The Edison Phonograph opens up a new field of profits among just the class of people you want to reach—the music lovers.

Ask your jobber, or write us direct.


Thomas A Edison
INCORPORATED

103 LAKESIDE AVENUE

Orange, N.J.

Another Big Music House decides to carry EDISON Phonographs exclusively.

You all know, by name or reputation, The J. M. Greene Co. Limited of Peterboro, Ontario, who also have branches at Campbellford and Lindsay. Well, they intend to handle **only** Edison Phonographs in the future. Here is part of a big advertisement in the "Peterboro Examiner" of Wednesday, October 28th. It tells the whole story and shows why the leaders in the trade are staking their future business and reputation on the Edison Phonograph.

Important Announcement.

The J. M. Greene Co. are pleased to announce, that after several years' experience, handling the different makes of talking machines and watching the evolution that took place in the production and perfection of these marvellous musical instruments, we have arrived at the conclusion that the New Edison Diamond Disc is by far the greatest triumph yet produced in a sound reproducing instrument, and have decided to handle the Edison goods exclusively, convinced that our patrons will receive more real satisfaction and pleasure from the use of the Edison Diamond Disc or Cylinder Machines than from anything else we could sell them. We thoroughly believe this move is the best not only for our own interests but for those of our patrons. We must believe in the goods we sell before we recommend them to our customers, and to the Edison Diamond Disc Cabinet Machines and Amberolas, we can give our unqualified endorsement in every case. Sound reproduction by the Diamond Disc Machine is undoubtedly far superior to all previous achievements of Mr. Edison. **No more needle changing.** The reproduction point is a genuine diamond that never wears out and requires no changing. The Edison Diamond Disc Machines are bound to be the choice of discriminating music lovers in the end, thus we are following our principle—to offer the best only.

The whole world believes in Thomas A. Edison. His marvellous inventions—in the world of science as well as in music—lend prestige and advertising value to every dealer handling the Edison Phonograph. This tremendous selling force is yours, when you carry the Edison line. The J. M. Greene Co. have found it so. Get in touch to-day with the nearest jobber, or write us.

The new EDISON PHONOGRAPH

(THE INSTRUMENT WITH THE DIAMOND POINT)

Thomas A. Edison
INCORPORATED

103 LAKESIDE AVENUE

Orange, N.J.

IGNORANCE MAKES THE MISERY OF THE WORLD!

The principal condition for a good phonographic reproduction, is to use the Pathe Unwearable Sapphire. The general public at the present time is not familiar with the extraordinary qualities of the Sapphire for reproducing purposes, and it must be educated to realize the revolution this mode of reproduction has brought about in the talking machine industry.

You, Mr. Dealer, are specially well placed to act as the public's educator, combining their satisfaction with your own interest.

The Pathephone is the simplest and most perfect instrument in the world. The public is partly ignorant of this fact and progressive dealers will certainly benefit by acting as the public's guide in this scientific movement.

THE PATHE MULTITONE

LIFE-LIKE

The Pathe Multitone Sound Box is made wherever possible of Aluminium, therefore it is light and responsive. It reproduces the human voice or a complete orchestra with perfect ease and life-like fidelity.



NO NEEDLES REQUIRED.

A child can use the Pathe Multitone Sound Box: the absence of dangerous needles makes it the ideal for the home. Its tone can be easily regulated, and whatever the tone is, the sound is invariably clear, mellow, and bell-like in its beauty.

ADAPTABLE TO ALL TALKING MACHINES PLAYS WITHOUT NEEDLES

Upward of 20,000 Selections in all Languages to Choose From

No needles to change—no wear of records—no bother—the real reproduction of the human voice—no danger to children—gliding sapphires instead of scratchy needles—the tone can easily be regulated by the simple adjustment of the sapphire. These and many other improvements represent the

INVINCIBLE ARGUMENTS

which must greatly influence the minds of probable customers. We ask you to test our statements, verify that our claim to superiority is not based on mere talk. A simple demonstration will make you realize what huge possibilities the Pathephone offers to progressive dealers. The Pathephone is the latest invention in the talking machine world. A few agencies are still open. Do not wait till your territory has been covered by a competitor, write to-day for catalogues and

FULL PARTICULARS FROM

M. W. GLENDON, Ryrie Building, Yonge and Shuter Streets, Toronto.

THE JOHNSON PIANO CO., 168 Hollis Street, Halifax, N.S.

MR. J. W. POISSON, Messrs. The Canada Bond and Debenture Association, 301 Lindsay Buildings, Winnipeg, Canada.

J. A. HURTEAU & Co. Ltd., 316 St. Catherine Street E., Montreal.



Talking Machine Policy.

THE policy of exclusivity that was characteristic of the earlier history of the talking machine business has undergone considerable revision during the past three or four years. Whether for the better or for the worse may be argued from either standpoint. There remains, however, the fact that many retailers were always opposed to binding themselves to handle exclusively any one make of talking machine or records while actually practising that policy.

Though featuring but one line from choice, these dealers still appreciated the wisdom of leaving themselves free to handle still other lines should they consider it profitable to do so. In this respect they have piano trade experience and precedent. The piano man handling a single instrument is a rarity. Experience is that it pays to have variety, though limited, to meet the varied public taste.

It is so in the talking machine trade apart from any question of contracts or agreements of exclusive representation that might become irksome. The development of the trade is such that there is a public demand for titles, artists, and makes beyond the range of supply of any one manufacturer. No dealer cares to be in the position of turning away trade that comes to him of its own accord for records or machines of another make that it would be profitable for him to handle.

When the talking machine was less popular than it now is, and when retail representation was more difficult to secure, the retailer enjoyed an immunity from competition that has since disappeared. With some lines the dealer is given less territory protection than with other lines, and it is for him to decide whether in return he should or should not confine his energies to one make in his talking machine department. In the event of exclusive representation being demanded of him, he may well look about and see if the same terms are demanded from all retailers.

It is at least good business to remain free to handle more than one line in the event of the dealer at some time deciding that it would be profitable for him to do so, as many have already decided.

Patriotic Records.

NOBODY dealing in talking machines and records needs to be informed that never in the history of the business has there been a time when patriotic records were demanded as they now are. The singing of patriotic songs in concert halls and theatres, the playing of them by bands, and the featuring of them by sheet music publishers, to say nothing of the enterprise of the record manufacturers, has made the greatest boom in patriotic music ever known. This is a valuable franchise created for the retailer, at no cost to him.

The retailer in the small place need not trot out the excuse that he is too far away to benefit from all this

enterprise. Newspapers and magazines go everywhere. Talking machines are in use everywhere, and talking machine owners are informed about patriotic records. They want them and will get them from the dealer who keeps them informed, whether by local advertising, window display, or personal letter or circulars.

Retailers are reporting the profitable manner in which their record and sheet music departments dovetail into each other in the matter of one branch helping the other. People hear certain records and they want the sheet music. Other people hear the songs or have the sheet music and want the records. While none will rejoice over the direct cause of this impetus to the demand for patriotic music, talking machine dealers can afford to congratulate themselves that they are in a line of business that, comparatively speaking, does not suffer from those deplorable causes.

A Striking Window Display.

MOTION in the show window will get the pedestrian's attention when oftentimes stationary objects do not catch his eye. The talking machine dealer has the means of providing motion at no cost. The graphophone department of the Adams Furniture Co., Toronto, had a striking window during the month, designed to feature patriotic records. In the centre foreground close to the window was one of the smaller types of graphophones, sitting on the floor with the turntable revolving. On the turntable was a record, and on the record were a number of toy soldiers representing British Grenadiers charging with fixed bayonets. A miniature flag occupied the centre. The Anti-German element of the passers-by were greatly pleased as the German autocracy represented by another toy soldier carrying a flag, was shown sprawling on the ground. Other patriotic records were shown in the window fore-front, with various groupings of toy soldiers.

The window showed a sitting room in an average home. Seated in a wicker chair by a centre table the lady of the house, represented by a life sized wax figure, was leafing a record catalogue. On the table was a dish of apples and a reading lamp, which gave a strong home touch to the window setting. The rear and one side of the room were flanked with cabinet machines, all open, and each one with a record in place. The fact that the display here described was a corner window does not prevent a similar idea being adopted anywhere.

The points in this window were, first, the motion that commands attention; secondly, the war being a pertinent public event was taken advantage of to feature patriotic songs. The home scene suggested the pleasure a machine and record would give, and every machine showed a record in place ready to play.

KAISERISM IN THE TALKING MACHINE TRADE. EXCLUSIVE LINE CONTRACT MUCH DISCUSSED.

Considered Arbitrary and One Sided. Dealers Should Provide for Contract Termination and Territorial Protection.

FROM time immemorial business men and others have had dinned into their ears the seriousness of attaching a signature to any contract, agreement or document of any kind without carefully reading the contents thereof. It is well to read carefully, but it is more im-

This advertisement is appearing in the daily and weekly papers throughout the country in which the Music Supply Co. are distributors of Columbia Graphophones and Columbia Records.



Announcement

TO

Commanding Officers

OF

Regiments, Military Camps and Hospitals

The Columbia Graphophone Co will be pleased to donate, free of charge, a representative collection of their famous Columbia Patriotic Records to any camp or regiment of the Second Canadian Contingent, as well as to any Red Cross Hospital or other military organization.

Applications for such records should be addressed to "Columbia Graphophone Co., Toronto, Ont."

These Columbia Patriotic Records (Made in Canada) are the same as those being sold by Columbia dealers everywhere.

Columbia Patriotic Records give you the latest and best of all the songs that the war has inspired, including a new "Tipperary" Record by a full military band with male chorus. This record has a splendid climax—the British War Shout—"Are We Down-hearted?—NO,"

Columbia Records are double-disc records, having a selection on each side. They will play on any disc talking machine, and you can obtain them from any dealer listed below. If there is no dealer nearby, send eighty-five cents to The Music Supply Co., 36 Wellington Street East, and the "Tipperary" Record will be supplied to you at once.

Music Supply Co.

36 Wellington St. East
Toronto : Canada

The largest wholesalers
of Columbia products in
Canada.

portant to understand thoroughly the wording and meaning of the agreement or contract. What is so often designated as "a mere formality," has covered up possibilities of the keenest disappointment, financial loss, or costly and energy-consuming litigation.

Readers of this Journal, particularly those asked to comply with the "mere formality" of signing a certain talking machine contract, will have due regard for their own interests by taking it more seriously than a mere "scrap of paper."

The action of one of the talking machine firms in its conspicuously aggressive endeavor to round up the retailers into a corral of exclusive line contracts, has aroused more than a mild curiosity among dealers as to what is behind all this activity. Is the house making Prussian-like fortifications against the battering competition of a superior line of a rival house, or is it merely trying to "put something over" for the sheer delight of taking advantage of the credulity, trustfulness or stupid neglect of men who sign anything they are asked to, because it is a "mere matter of form," or because "all the others have signed."

Nobody should object to a good stiff contract that assures price maintenance. The manufacturer who expends thousands of dollars in making the public acquainted with his trade name or brand, and the price the consumer, wherever he resides, must pay, is entitled to protection. Price maintenance protects the dealers against unprofitable competition, resulting from price cutting. Price maintenance protects the dealer against himself, for backed by a strong contract, the breaking of which lets him in for a penalty, makes the temptation to cut prices under exceptional circumstances a negligible quantity; and he knows that every other dealer is on the same basis, regardless of what the public may tell him to the contrary.

Price maintenance enlists public confidence. The advertised price of an article is seldom questioned by the consumer. The consumer is glad to know that there is a standard of price, unless perchance he is of that race that by choice deals in commodities of no standard of value.

But there is a vast difference between, agreeing to adhere to the established prices, and tying oneself up for a period of five years or longer to handle exclusively the products of one company, regardless of what other lines the public may ask for.

The exclusive line contract, lately so much discussed in talking machine circles, has aroused suspicion that is rapidly becoming a conviction that the company endeavoring to foist upon the dealers its one-sided agreement, has reasons that the dealer is entirely unacquainted with.

Some dealers who have always had a faculty of doing their own thinking, and some who have acquired that faculty as a result of their own, or some other dealer's experience, have absolutely turned down this "scrap of paper" that tangles with subtle Kaiserisms. These dealers have concluded that they prefer running their own affairs themselves, even to their talking machine departments, notwithstanding threats of supplies being cut off, and threats of legal action, if any attempt is made to dispose of at less than agreed prices the stock, which becomes depleted in variety with the cutting off of the supply. The onus of disposing of the stock is entirely upon the retailer.

One dealer, who with considerable emphasis made it clear that he did not and would not sign the document, was asked his reason. "In the first place," said he, "I believed that I was misinformed by the agent who tried to persuade me to sign the agreement. I was told that all the others had signed, but on enquiry learned this to be untrue.

"In addition to this," continued the dealer, "the contract, as I read it, gives the company every protection and guarantees me nothing in the nature of exclusive territory."

If there were not so many examples to the contrary, it would be inconceivable that thinking men would for five or six years yield up the freedom of any branch of their businesses, by agreeing to arbitrary conditions that leave only the privilege of buying certain goods at certain prices and selling them at certain prices, without ample compensating consideration. They trust their businesses to the paternal option of the house with which they are dealing, and which house incidentally leaves no loophole by which it relies upon the mere word of the dealers.

Apart from ensuring price maintenance and clean methods of selling, why the need of these skillfully worded contracts that bear the impress of such careful legal formation and revision?

If the man, confronted with the contract for his signature, will carefully study its various clauses, he will perhaps see that he is not guaranteed that the lines he is handling will continue to be the lines supplied him during the life of the contract. He has no guarantee that the company, with which he makes the agreement, will continue to be the Canadian distributors of the lines that form the basis of the contract.

By signing the contract he "agrees to handle exclusively, as far as concerns disc talking machines and disc records, the products of for a period of five years from the date of this contract." But this does not say anything about the company guaranteeing to supply the dealer with the goods he is now receiving, and believes he is contracting for, and the dealer may well cogitate upon all the possibilities that lie beneath this innocently worded clause.

Possibly the relations between the Canadian distributor and the United States supply house are inseparable, or possibly the Canadian company is desirous of protecting its dealers against their own possible indiscretions, in the event that it would some day bring from some other source an article superior to that it is now handling. As to the possibility of all this the retailer can easily form his own conclusions.

Besides agreeing to carry a representative stock, and make annual purchases in sufficient quantities, the dealer agrees that the company "shall be the sole judge as to whether or not these conditions are complied with." This is perhaps the most dominant note of Prussianism in the whole contract, whereby the dealer acknowledges that he is not competent to do his own thinking.

The last paragraph of the "special clause" may well cause the dealer to ask himself if the five year contract is not actually a six year contract. A scrutiny thereof will incline him to believe that it is the latter, or he will at least wonder at, to him, the ambiguity of the wording:—"..... this agreement will automatically renew itself for a period of twelve months

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For Ontario and Maritime Provinces

For Western Canada.

from year to year. After the expiration of five years the dealer may terminate his agreement by giving written notice of his intention at least six months before the expiration of any given period of twelve months."

Before consenting to be the "party of the second part" in any talking machine agreement, or any other agreement, the dealer should assure himself that he is dealing with a house of principle, of proven business morality, that will, in the event of his wishing to discontinue the line, or the agency being taken from him, give reasonable assistance in placing it without loss, and without the club of impending legal action being swung over his head—provided, of course, that the dealer has honestly endeavored to do his part.

COLUMBIA DOINGS IN THE WEST.

A. G. Farquharson Visits Western Distributors.

Mr. A. G. Farquharson, Canadian manager of the Columbia Graphophone Co., returned to Toronto in November from a month's tour among the western distributors in the west. In Chicago he met the general manager of the company of New York, and at Marshall Field & Co. placed their opening order. They announce that they will handle Columbia records exclusively.

Mr. Lyle visited Winnipeg with Mr. Farquharson, calling on the different Columbia distributors and dealers in that city. Incidentally, he displayed his well known ability to accomplish more in one day than many do in a week. They found Mr. Robert Shaw, manager of the Western Fancy Goods' Columbia branch, more enthusiastic than ever about the line, and as energetic in opening up live agencies and inspiring dealers to adopt up-to-the-minute methods of selling.

From Winnipeg Mr. Lyle proceeded to the Western States, and Mr. Farquharson went direct to Vancouver, where he found the inimitable Thos. O'Switzer of the Fletcher firm extremely busy selling pianos and Grafonolas. Crowds gathered daily to hear him sing "It's a Long Way to Tipperary" to a player piano accompaniment by himself. Mr. F. Lewtas, manager of the Grafonola department, has lately become a benedict, Mrs. Lewtas being the charming daughter of Mr. Sheriff of Victoria. Mr. Lewtas reported a brisk business in his department.

In Vancouver the Columbia Company have a new distributing house in the Frederick Buscombe Co., whose Grafonola branch is in charge of Mr. C. H. Fraser, formerly with the Western Fancy Goods Co. Mr. Fraser is well known, is an energetic and experienced business man, and highly enthusiastic over Columbia lines.

Mr. Farquharson also called on Mr. William Thomson, who had just received a letter from his old friend, Harry Lauder. Mr. Thomson, who is ably assisted by his son "Wullie," has also a successful business in Glasgow.

They found the Grafonola department in the Bows Music House, where the lines have been featured for a year, doing a pleasing business.

At Nanaimo, Mr. Farquharson found Mr. Geo. Fletcher in splendid spirits. He was accompanied to Nanaimo by Mr. Jas. Fletcher. Another passenger in the boat representing the music trades was Mr. Walter Evans, the well known piano man and financier of Vancouver.

The George Fletcher Music Co. in Nanaimo have a fine store, a feature of which is a commodious and beautifully fitted recital hall.

Proceeding to Victoria, Mr. Farquharson found the grafonola and small goods departments of the Fletcher Bros. business increasing week after week. Mr. Davis and Mr. Mittelstadt were quite pleased with those branches of their trade, which have improved in spite of adverse conditions. The latter who is a loyal Britisher, has serious intentions of changing his name to Mydleton in case of misapprehension.

The hospitality extended to Mr. Farquharson included an enjoyable motor drive with Mr. and Mrs. Fletcher in their Cadillac, which is waiting to be exchanged for one of the new eight cylinder type.

Returning to Vancouver, Mr. Farquharson found Granville Street blocked, the police powerless. Mr. Thomas O'Switzer was singing in more than ever stentorian tones "It's a Long Way to Tipperary," hence the crowd. Cause—the arrival of Miss Eileen O'Switzer at the home of Mr. and Mrs. O'Switzer. A number of \$10.00 bets were sportingly paid by Thomas because it was Eileen instead of Pat.

On his return journey Mr. Farquharson visited Calgary. Mr. E. N. Kennedy, of Messrs. Young & Kennedy, who also have a store in Edmonton, was absent in the East. With Mr. Williams, resident representative of the Western Fancy Goods Co., Winnipeg, he visited the various Columbia dealers. Mr. Williams is a musician of considerable ability.

Proceeding to Moose Jaw he there met Mr. Shaw, active in the business of promoting Columbia sales. The Porter Music Company and The Assinibola Music Co. are extensive Columbia dealers in Moose Jaw.

Since his former visit to Regina, Child & Gover removed to their present magnificent corner location. Noting that street traffic on his arrival there was quite normal, Mr. Farquharson conjectured that Captain Child was out of town. The local police intimate that only when Billy Child is out of town, or his car is out of commission, is pedestrianism quite safe. Mr. Gover had only cheerful reports to make of business.

On his return to Winnipeg, Mr. Farquharson found the genial "Jock" Smith confined to his home with a serious illness. The doctor, however, states that careful nursing and plenty of outdoor exercise will bring him to normal condition.

All through the west, Mr. Farquharson states the song "It's a Long Way to Tipperary" was the most popular that has appeared for many days, and its appearing first on Columbia records was a great "scop" for Columbia dealers.

VITAPHONE RECORDS.

The Canadian Vitaphone Co., Ltd., Toronto, report excellent progress with their catalogue of Vitaphone records. Their list includes solos, duets, trios, quartets, choruses and all kinds of instrumental music. The records are attractively labeled, and with the range of titles at 85 cents, should prove profitable with Vitaphone dealers. Retailers of any line of talking machine are invited by the company to write for their catalogue or sample order.

PRESENTATION TO MR. AND MRS. HANNA.

On Thursday evening, Nov. 5, at the opening of the new organ in the new Kew Beach Presbyterian Church, Toronto, Mr. and Mrs. John Hanna were presented with a cabinet of silver by the congregation in appreciation of their 10 years of unselfish work in the positions of choir leader and organist respectively. During that time Mr. Hanna, who is well known in the trade as the popular manager of Anglo-Canadian Music Co., has built up a splendid organization, and his choir work was reluctantly resigned only owing to pressure of his business. Mr. and Mrs. Hanna were taken completely by surprise, when the minister, Rev. J. A. Stewart, B.D., addressed to them the words of esteem that were in the minds of all members and adherents of the Kew Beach Presbyterian Church.

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The product of this Company is controlled and licensed under Canadian Patent No. 135705 and other patents issued and pending which fully covers and protects the basic Vitaphone principle of sound recording and reproducing; also the registered trade mark "Vitaphone," and we will institute legal proceedings against any person or persons infringing by making, selling or offering for sale without license, the product covered by these patents.

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CANADIAN VITAPHONE CO.
LIMITED

ON ACTIVE SERVICE.

Mr. Victor Nordheimer, of the Nordheimer Piano & Music Co., who recently completed a tour of Nordheimer agencies in Western Canada, is now on active military service at Toronto, in his capacity as Captain in the Dragoons. Captain Nordheimer, who is a graduate of the R.M.C. at Kingston, was honored by being placed in command of a new squadron of this regiment being drilled to form a part of the second contingent, with which he will proceed to the front on orders to that effect being received. A brother-in-law of Captain Nordheimer, the late Lieutenant Denison, was killed in action in France, as already reported. Another member of the Nordheimer family is now with the first contingent, in the person of Mr. Roy Nordheimer. The latter is a cousin of Mr. Albert Nordheimer.

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"Bellak Methods"

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The epidemic of "cold feet" is subsiding. Confidence is returning. What we all need to do now is—**WORK**, hammer away with our usual energy. People are still possessed of the buying spirit, but that spirit will not take them into the music store that has not an attractive stock.

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POLLOCK MFG. CO.'S RECORDS.

- 903 Your King and Country Want You Robert English
 England Thy Name Robert English
 909 Here's to the Day Victor Conway
 Farewell Jubilee Robert English
 Maple Leaf Forever Robert English
 885 British Troop Landing in France Victor Conway
 Emence Cordiale Empire Military Band, with Vocal Quartet
 917 Our Little Kiddie Empire Military Band
 When Mother Barked the Winner of the Derby Billy Williams
 898 I Shall Have to Ask My Mother Billy Williams
 I Don't Know How You Do It Billy Williams

VITAPHONE RECORDS.

- 10128 Nearer, My God to Thee Maple Leaf Quartet
 Glow Warm Lacey Isabella Marsh, soprano
 10128 The Home Over There Maple Leaf Quartet
 I Heard the Voice of Jesus Say Frank Croton, bass
 10135 I'll go with You to the End of the World, and Then to the
 World Beyond Maple Leaf Quartet
 Till the Sands of the Desert Grow Cold Maple Leaf Quartet
 10135 The Field of Flowers Maple Leaf Quartet
 Strathpey Frank Croton, bass
 10139 Chocolate Soldier, A (My Hero) Peter Wyper, accordion
 I'm on My Way to Mandalay Campbell and Burr, soprano
 10140 Forge in the Forest Campbell and Burr, tenor and
 Descriptive, with bells, cawcock and awail effects, Maple Leaf Band
 Miss McLeod's Reel Maple Leaf Band
 10141 Better Land, the Vitaphone Orchestra
 Annie Laurie Carrie Herwin, contralto
 10143 Larkward Watch Maple Leaf Quartet
 Irish Washerwoman Franklin and Burr, baritone and tenor duet
 10144 Somebody's Coming to My House Vitaphone Orchestra
 We've Got a Parade in Our House Collins and Hartan
 baritone and tenor duet
 10146 Jimmy Trigger (The Boy Hero), Golden and Hughes, comic sketch
 The Little Irish Girl W. Francis Firth, baritone

NEW EDISON RECORDS FOR DECEMBER.

- REGULAR LIST—85c.**
 2468 The Aha Baha Honeytoon (Fields and Donovan) Arthur Collins and Byron G. Harlan
 2475 Adoration (Borrowed) Arthur Collins and Byron G. Harlan
 2480 Ballin' the Jack—Fox Trot (Smith and Europe) Richard Czerwonky
 2476 The Birthday of a King—Christmas Song (Neidlinger) National Promenade Band
 2472 Come to Me (Helfman) Thomas Chalmers and Chorus
 2469 (a) Die Wacht am Rhein; (b) Deutschland über Alles Helen Clark and Vernon Archibald
 Contralto and baritone orchestra accomp.
 2479 Do the Funny Fox Trot (Earl and Harry Carrall) Male voices Manhattan Quartet
 2477 The Music of Love—The Girl from Utah (Rubens) For dancing National Promenade Band
 2482 Hark! The Herald Angels Sing—Christmas Song (Mendelssohn) Soprano and tenor, orchestra accomp. Marie Kaiser and Reed Miller
 2487 It's a Long, Long Way to Tipperary (Judge and Williams) Organ and orchestra accomp. Edmond Mixed Quartet
 2471 I want to Go Back to Michigan—Fox Trot (Irving Berlin) Baritone and chorus, orchestra accomp. Albert Farrington and Male Chorus
 2466 Jocelyn—Lullaby (Godard) National Promenade Band
 2463 L'Elegante Polka (Danne) Elizabeth Spencer
 2467 L'Estudiantina—Waltz Hesitation (Waldteufel) Nylphone, orchestra accomp. Charles Daah
 2463 A Little More Pepper One-Step (Lincoln) For dancing National Promenade Band
 2462 Love's Last Word (Cremieux) For dancing National Promenade Band
 2464 The Night Before Christmas (Moore) Tenor and chorus, orchestra accomp. Walter Van Brunt and Chorus
 2478 O Come, All Ye Faithful—Christmas Song (Reading) Recitation Arthur C. Clough and Chorus
 2470 Reuben Fox Trot (Chappole) Organ and orchestra accomp. National Promenade Band
 2486 Rule Britannia (Arne) For dancing National Promenade Band
 2481 Roses Remind Me of Someone (Schmid) Band, Albert Farrington and Chorus
 2483 (a) Russian National Air (Lord God, Protect the Czar) (A. Von Luff); (b) Belgian National Air (Les Brezonne) (F. Camponhant) Tenor and chorus, orchestra accomp. Joseph A. Phillips and Chorus
 2461 Soldiers of the King (Sturges) New York Military Band
 Baritone and chorus, orchestra accomp.

- 2473 Spring of Love (Ehrlich) Venetian Instrumental Quartet
 2474 Una noche de gala—Tango (Arce) New York Military Band
 For dancing

NEW COLUMBIA RECORDS FOR DECEMBER.

- 12-INCH SYMPHONY DOUBLE-DISC RECORD—\$2.00.**
 53605 Der Freischütz (Weber). Wie milde mir der Schlummer (Se'er
 yet by sleep deserted). Emmy Destinn, soprano. In Ger-
 man, with orchestra.
 Der Freischütz (Weber). Alles pflegt schon längst der Ruh
 In German, with orchestra.
12-INCH SYMPHONY DOUBLE-DISC RECORD—\$1.50.
 53604 Bohemian Girl (Balle). The You'll Remember Me." Morgan
 Kingston, tenor. In English, with orchestra.
 Lohengrin (Wagner). Lohengrin's Narrative. Morgan Kingston,
 tenor. In English, with orchestra.
10-INCH DOUBLE-DISC RECORDS—85c.
 51603 Dream Pictures (Traumbilder) (Lumbies). Prince's Orchestra.
 Manzanillo (Robyn). Columbia Woodwind Quartette.
 51604 Mountain High (Keefe). Matt Keefe, yodel.
 The Strutting Yodler. Matt Keefe, yodel.
 51605 A Visit from St. Nicholas (Moore). Harry E. Humphrey,
 Recitation.
 The Raggedy Man (James Whitcomb Riley). Harry E.
 Humphrey, Recitation.
 51606 All Hall the Power of Jesus Name. Chimes of Trinity Church,
 New York City.
 Lead Kindly Light (Dykes). Chimes of Trinity Church, New
 York City.
 51607 Fighting Blood March (Sangre Insurgente) (Sanchez). Columbia
 Band.
 26th of July March (Turridi). Columbia Band.
 51608 It's a Long, Long Way to Tipperary (Judge and Williams).
 Stanley Kirkby, baritone. Orchestra accomp.
 Old Comrades March (Dyke). Columbia Band.
 51609 The Girl from Utah. "Same Sort of Girl" (Kern). Inez Bar-
 bour, soprano, and John Barnes Wells, tenor. Orchestra
 accomp.
 51615 The Girl from Utah (Rubens). Waltz. Columbia Band.
 The Girl from Utah (Rubens). Selections, Part 1. Columbia
 Band.
 The Girl from Utah (Rubens). Selections, Part 2. Columbia
 Band.
12-INCH DOUBLE-DISC RECORDS—\$1.25.
 53601 Dance of the Froxy Heads (Story). Prince's Band.
 Buttercup Schottische from "Wild Flowers Dance Suite"
 (Hager). Prince's Band.
 53602 Rejoice, Gracie, O Daughter of Zion, from "The Messiah" (Han-
 del). Walter Lawrence, baritone. Orchestra accomp.
 Come Unto Him, from "The Messiah" (Handel). Walter Law-
 rence, baritone. Orchestra accomp.
 53603 Song of Hydras the Cretan (Elliot). Miles Bracewell, bass.
 Orchestra accomp.
 Irons Among the Dead Men. Miles Bracewell, bass. Orchestra
 accomp.
10-INCH DOUBLE-DISC RECORD—\$1.00.
 51613 The Land of My Best Girl (The Fatherland, the Motherland)
 (Carroll). Charles W. Harrison, tenor. Orchestra accomp.
 Where the Red, Red Roses Grow (Schwartz). Peerless Quartet.
 Orchestra accomp.
10-INCH DOUBLE-DISC RECORDS—85c.
 51611 After the Hoses Have Faded Away (Hall). Henry Burr, tenor.
 Orchestra accomp.
 Come Back to Me (von Tilzer). Nora Watson, contralto. Or-
 chestra accomp.
 51612 Along Came Ruth (Berlin). Arthur Fields, baritone. Orchestra
 accomp.
 You're the Same Old Girl (Young, Williams and Grant). Henry
 Burr, tenor. Orchestra accomp.
 51614 Along the Yukon Trail (Jerome). John W. Myers, baritone.
 Orchestra accomp.
 Let It Goes By (Grunz). Albert Campbell, first tenor,
 and Irving Gillette, second tenor. Orchestra accomp.
NEW DANCES FOR DECEMBER—\$1.25.
 53608 Reuben Fox Trot (Chappole). Albert and Monroe Jockers. Violin
 and piano duet.
 Maurice Glide (Hansens). Albert and Monroe Jockers. Violin
 and piano duet.
 53609 The Mississippi Barbecue (Reed). One-step. Albert and
 Amelia Waltzes (Jockers, Brothers and Mayer). Albert and
 Monroe Jockers. Violin and piano duet.
 53606 Moonlight Waltz (Benyon). Hestiation. Prince's Band.
 The Same Sort of Girl (Kern) from "The Girl from Utah."
 One-step. Prince's Band.
 53607 When It's Right-Time Down in Burgundy (Paley). One-step.
 Prince's Band.
 That's Love with a Capital L (Je sais que vous etes jolie)
 (Christine). Fox-trot. Prince's Band.

Mr. John A. Sabine, of Music Supply Co., Toronto, who are Ontario distributors of Columbia lines, recently visited a number of leading centres in Ontario. He reports that his company's policy of giving retailers every possible assistance has been very effective in enlisting the loyalty of a strong list of active representatives who are making money for themselves, supplying their customers with a satisfactory product, as well as increasing Music Supply Co.'s sales.

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- The Old Ingle Nook (C, D flat, E flat)
Albert W. Ketelbey
- Love's Dawn (D, F, G) Haydn Wood

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The English Waltz King
- Tresor Felix Godin, Composer of Valse Septembre
- Love's Remembrance - - Stanley Howard
- Mot d'Amour Intermezzo - - Edward Elgar

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- 'Till the Boys Come Home (F and G) Ivor Novello
- The Day (E flat and F) Geo. R. Sims, Guy d'Hardelot
- Bombardier Jim (B flat and C) Merlin Morgan
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- "Love is Mine" - Clarence Gartner
Sung by Caruso.
- "Tatters" - Gerald Lane
It still holds the public.
- "Awake!" - H. G. Pelissier
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- "Farewell to Summer" - Noel Johnson
An established success and a really beautiful song.
- "The Garden I love" - Godfrey Nutting
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HUMAN nature in some respects is a puzzle. Why it is so would be hard to explain, but it seems natural to overlook and underestimate even articles of merit because they are produced at home. Familiarity does not always breed contempt—in fact often it does not, yet it is hard for people to give others of their own city or country credit for the attainments which they so readily attribute to those farther away, and in other countries.

The object of this article is not to make comparisons or suggest the braggadocio spirit about music "made in Canada." As a country we are not by any means large producers of music, but we have a much larger and creditable supply of native music than most dealers think, and the quantity continues to grow. The *Journal* simply wishes to emphasize that point and to remark, too, that there are not a few compositions here referred to that are welcomed in the motherland and among our American cousins, both on account of their musical success and the commercial value of these musical attainments.

It is therefore decidedly apropos at this season of the year for dealers to go over such works as are appended and refresh their ideas on Canadian music. The following review does not pretend to be exhaustive by any means, but is designed to set those who buy and sell music thinking on the importance of our home music.

Some members of the trade may be surprised to hear that Mr. Albert Nordheimer, the present head of the Nordheimer Piano & Music Co., Ltd., is a musical composer, as well as a piano manufacturer, he being the producer of the song "Constancy," and "For Thou Only Art Holy," a church number in anthem form, dedicated to Canon Welch. The latter forms a part of "Nordheimer's Octavo Edition," which also contains "One Sweetly Solemn Thought," "Thy Way Not Mine, O Lord," and "The Contrite Heart," by R. S. Ambrose; "The Publican" and "Praise Ye the Lord," by John Adamson, who is referred to later on in this article.

R. S. Ambrose also has "One Sweetly Solemn Thought" in vocal solo, published by Nordheimers, as are also the following, by W. O. Forsyth, the well known Toronto music teacher:

Songs: "Love's Tribute," "Love Took Me Softly by the Hand," "The Merry Lark," "Spring Evening," "The Diver," "Red Roses," "Love Springs Up Wild," "The Grapevine Swing," "The Valley of Silence," "Trust" and "Whip-Poor-Will." *Piano Compositions:* "Poeme d'Amour," "In the Twilight," "A Night in June," and "Moto Appassionato."

In patriotic music a number of great merit is "O Canada! Our Fathers' Land of Old," words by the Honorable Judge Routhier, with music by C. Lavallee. This was edited and arranged for our Mendelssohn Choir by Dr. T. B. Richardson, and may be secured as the song, piano solo, 8-parts (S.A.T.B.), 4-parts (S.A.T.B.), 4-parts (T.T.B.B.), 3-parts (S.S.A.), and for military band. As a chant national it has

taken a firm hold on the musical life of the Canadian people.

Dr. W. H. Drummond's poem "Canadian For Ever," has been set to music for patriotic occasions, by Charles E. Wheeler. This is dedicated to the Canadian clubs of the Dominion, and is published by Nordheimers.

John Adamson, organist and choirmaster of Yonge St. Methodist Church, Toronto, comes of a musical family, his father having been for many years supervisor of music in the public schools of Dundee, Scotland. Mr. Adamson's compositions show the hand of the cultured musician, and while they are replete with dramatic passages and striking effects, yet for the most part they may be handled by the average choir. This man's anthems include six published by the Anglo-Canadian Music Co., five by Whaley, Royce & Co., and two by Nordheimer's. The former are "There is a Green Hill," "Out of the Depths," "Softly Now the Light of Day," King of Love My Shepherd is, "Come Holy Spirit" and "Ninety and Nine."

The latter five are "Praise the Lord O My Soul," "Christ Our Passover," "God Shall Wipe Away all Tears," "First Easter Morn," and "Night of Nights." Those issued by Nordheimer's have already been referred to.

The House of Whaley, Royce also issue a sacred song of Adamson's, "Thou' Your Sins be as Scarlet," words selected and written by Rev. Arthur S. Bone, M.A.

One of the best known musicians in Toronto is Mr. Ernest R. Bowles, organist and choirmaster at Parkdale Methodist Church. In addition he is known as a conductor of male voice choirs, and recently returned from England with the Victoria College Glee Club, who had a most successful tour in Britain. The British papers are a unit in their praise of the high character of the club's work, as also the enterprise of Mr. Bowles and his executive. This was the first tour undertaken by a Canadian musical organization in the old land.

Mr. Bowles' compositions, published by the Anglo-Canadian Music Co., Toronto, are "Sweet Hour of Prayer," "Rock of Ages," "One Sweetly Solemn Thought," "Thou Wilt Keep Him in Perfect Peace," "Come Unto Me," "The Day is Gently Sinking to a Close," "Just as I Am" and "Lead Kindly Light," the latter being for male voices.

Mr. T. C. Jeffers, organist and choirmaster at Old St. Andrew's Presbyterian Church, Toronto, has made several noteworthy contributions to church music in Canada. His successful anthems, published by Whaley, Royce, are, "Call Jehovah Thy Salvation," "The Kingdom of Christ," "A Missionary Anthem," "When I Survey the Wondrous Cross," "Calm on the Listening Ear" a Christmas hymn, "The Lord Bless Thee," a sentence for baptism, "Thou Hidden Source," "Hark! What Mean Those Holy Voices" (Christmas), and "He that Dwelleth" sentence, "I Will Lift Up Mine Eyes," sentence in chant form.

Jeffers' sacred aria for baritone voice, "For He Shall Give His Angels Charge Over Thee," by the same publishers, is also an excellent number.

In addition to the song, "O Perfect Love," Dr. Albert Ham, organist and choirmaster at St. James' Cathedral, Toronto, has written, "Maiden, with Thy Lips so Rosy," published by Nordheimers; also, "Far

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Three Keys :
Ab, Bb and D

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Fox Trot
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Ernest Dunbars

River of Dreams

Valse
Composed by
Albert Sirmay

From My Heavenly Home," "Offertory Sentence," and "O Give Thanks," a harvest anthem, published by Anglo-Canadian Music Co.

There are at least six splendid anthems of Charles E. Wheeler, organist and choirmaster at London, Ont., whose name is familiar to choir singers all over America, through the publication in the United States of his "There were Ninety and Nine." The three which the Anglo-Canadian Co. find are being readily taken up by the choirs of Canada are "The Lord Doth Build Up Jerusalem," "The Lord is the Keeper," and "Beyond the Smiling and the Weeping."

These other three are published by Whaley, Royce & Co., and are equally saleable: "Fierce Was the Wild Billow," "Praise the Lord and Call Upon His Name" and "Rise My Soul, Thy God Directs Thee."

Despite an unattractive name, Robert Stuart Pigott's music to "When I am Dead," words by Christina Rossetti, is captivating, and the air fastens itself on one. This song has been in constant demand for some time past, as have two other of Pigott's songs, published by Whaley, Royce & Co.: Kipling's "Mother o' Mine" and "Nora."

St. Anne's Anglican Church, Toronto, also has an organist and leader of the choir who is contributing to the growing supply of good native music. Mr. Edward W. Miller has composed "Soldiers of Christ, Arise," "Now Every Morning is Thy Love," "Light at Evening Time" and "Let Not Your Heart be Troubled" (Anglo-Canadian publications).

"Guard While I Sleep," a sacred song by F. Warrington, has been a particularly popular one, and the publishers (Whaley, Royce), are greatly pleased with the orders that have been received for this number from Great Britain and the United States. "Song of the Blacksmith," words and music by Edward H. Capp. "Heaven is my Home," sacred song, words by J. R. Taylor, music by Roland Diggle. "Only My Own Heart Knows," words and music by the late Lewis Owen, and F. W. Wegemast's setting of Tennyson's "Crossing the Bar" (all Whaley Royce publications), are in the forefront of Canadian songs.

A sacred duet, "More Love to Thee"; also two anthems, "Come Unto Me" and "Like as the Hart Desires," all by Mr. W. H. Hewlett, the well-known choirmaster and concert organist of Hamilton, Ont., are continuously being ordered in quantities that indicate no lull in their widespread use (Anglo-Canadian publications).

Two Whaley Royce piano numbers which should not be overlooked are "Swing Song," by Roberta Goddess-Harvey, a music teacher at Guelph; and "Mennet," by Frank Squire Welsman, conductor of the celebrated Toronto Symphony Orchestra. The former is also published for violin and piano.

In both song and anthem form, Dr. F. H. Torrington, musical director of the Toronto College of Music has given us a setting of "Abide with Me," which is extensively used (Anglo-Canadian publication).

In the world of songs the name of Gena Branscombe has come to the front, and is known to all music dealers through numbers like "In Blossom Time," "Eskimo Cradle Song," "A Dirge," and "I Love You" (published by Whaley Royce).

An Ontario man, Mr. Clarence A. Lucas, now a musical critic on an important daily newspaper in the United States, has furnished several numbers published by Chappell & Co., Ltd. Songs: "The Coming Years," "An Iroquois Serenade," "A Song of Memories," "When the Winter Comes"; an album of six baritone songs, containing such pieces as "When We Two Parted," "Nothing Like Thee," "So Like a Flower Thou Art," and "A Dirge"; also three piano compositions, "The Moon of Omar," "Epithalamium," and "Day Dreams."

Five more anthems worthy of dealers' notice are "From Ocean Unto Ocean," by George Ross of Moncton, N.B.; "Fierce Was the Billow," by F. M. Howard of Hamilton; "The Homeland," by W. F. Pickard of the Walmer Rd. Baptist Church, Toronto; "Who are These in Bright Array?" by W. D. Shanks, deceased; and "Jesus the Very Thought of Thee," by Dr. Herbert Saunders of Ottawa. (Anglo-Canadian publications).

Five Tone Lyrics for the piano by Arthur Wellesley, are issued by the Whaley, Royce firm, and their standing is attested to by the selection of the first two for the conservatory syllabus. They are: "Fleurs de Mai," "Winona," "A Leisure Moment," "In Old Normandy" and "Suis Moi" (Follow Me).

"Two Little Songs Without Words," piano solos under one cover, and an anthem, "Jesus Lover of My Soul," are the work of Edmund Hardy, teacher of piano and musical theory in the Toronto Conservatory of Music. Mr. Hardy is also organist and choirmaster at Dunn Ave. Presbyterian Church, Toronto.

In addition to the two numbers above published by Anglo-Canadian Music Co., Edmund Hardy has written "To Daffodils," a tone poem on the junior exam, list at the Toronto Conservatory, and "La Cueillette de Roses" (gathering rosebuds), a valse for piano—both of these published by Whaley-Royce & Co.

In Canadian music it is not uncommon to see J. Lamont Galbraith appear as the composer's name. His "Lullaby," "Lead Kindly Light" and three anthems, "Father of Peace," "Courage Brother! Do Not Stumble," "Jesus the Very Thought of Thee," are all reported by the publisher, Whaley-Royce & Co., to be well taken up by the trade.

Replies to Mr. Wray's Letter.

EXCEPTION has been taken to two statements made by Mr. F. H. Wray of Winnipeg in his letter to this Journal, published on page 56 of last issue. One reader writes: "The assertion made that 'if a German publisher wants a copyright in the United States he has to print there or lose the protection' is an error. To obtain copyrights in the United States all that is necessary to do is send to Washington a copy of the piece of music, accompanied by the fee of \$1.00. The publisher does not need to print there at all."

Another reader says: "Referring to Mr. Wray's words, 'I understand that Britain has annulled all German patents—why not all copyrights?' the answer is, Britain alone could not waive German copyrights. I admit there is a certain similarity between patents and copyrights, and yet laws re patents are arranged one nation with another; whereas the copyright agreement of the Convention of Berne is an international co-

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The Registrar of copyrights at Washington informs the Journal that "it is not necessary to print a musical composition in the United States in order to secure copyright here. The provision for typesetting and printing in the United States only applies to books in the English language.

"In the case of a musical composition by an author who is a citizen or subject of a foreign state or nation, and which has been published in a foreign country, only one copy of the work is required for deposit in order to secure registration of the claim of copyright. In such cases the claim can most conveniently be filed by using one of the enclosed application blanks, and it should be accompanied also by a money order for \$1.00 to pay the statutory registration fee. We should perhaps explain in this connection that the copyright law expressly requires that each copy published or offered for sale in the United States, shall bear a notice of copyright, the usual authorized form being the word "Copyright," followed by the year date of publication (when copies were placed on sale, sold or publicly distributed), and the name of the claimant of copyright."

NOVELTIES.

Manager John Hanna of the Anglo-Canadian Music Co., has a strong list of novelties this month. These embrace the following songs: "Fall In," the recruiting song which is creating so much stir in Britain, words by the well known writer, Harold Begbie, music by Frederic Cowen; "Rise, Beautiful Dawn," by Jack Thompson, which bids fair to rival this composer's other famous successes; "Golden Bird," by Haydn Wood; "The Golden Day," by David Emmell; "Fulfillment," by Julius Harrison; "My Heart's Memory," in four keys, by A. Heribert Brewer; "Love is Divine," also by Jack Thompson.

Also a valse, "Au Pays des Amours" (In Lovers' Land), by Georges Lantour; two Larway publications—"Battle Songs of the Allies," arrangement for the piano and a 32-page book, "National Anthems and Battle Marches of the Nations."

Mr. Henry H. Mason, secretary-treasurer of Mason & Risch, Ltd., Toronto, is absent on his customary autumn visit to his firm's branch in Winnipeg.

"THE HOME FLAG"; "HIS MAJESTY THE KING."

These are the titles of two new issues on the market through Anglo-Canadian Music Co. The former, "The Home Flag," by Harold Cranston (Enoch & Sons), was composed for and is sung by Clara Butt. The latter, "His Majesty the King," is by Edward St. Quentin (Leonard & Co.), composer of "Hail, King George."

ELEMENTARY CLASSICS FOR THE PIANO.

The newest addition to Whaley-Royce "Imperial" edition of fifty-cent music books is "Elementary Classics," a 56-page volume of selected teaching material for students in the elementary grade. It contains 23 compositions, the most of which are on the syllabus of the Toronto Conservatory of Music and of the University of Toronto.

Whaley, Royce & Co. reported pleasing activity in all branches of sheet music, and in Pollock "Phonolas," Odeon, Jumbo and Fonotipia records, for which they are distributors in Ontario and Maritime Provinces.

JOHN BULL'S CATECHISM.

Under this title Lyall Johnson has written words and music for a great patriotic song, which has been dedicated to The Right Hon. H. H. Asquith, at whose request the profits from the sales are being devoted to the I.R.H. The Prince of Wales Relief Fund. Cary & Co., 13-15 Mortimer St., London W., England, are the publishers. The swing of the song may be judged from these two of the four verses and the chorus:

Who made the Empire that Britons all adore!—JOHN BULL,
That's the man; John Bull.
Who made her famous by the victories of yore!—JOHN BULL,
That's the man; John Bull.
Who's the man that's got the pluck, defiance at him hurled,
To conquer or to die with the Union Jack unfurled?
And who's got the broad that's the standard for the world?—JOHN BULL,
That's the man; John Bull.

Chorus: We don't want to fight, Boys; but when we let it go,
We stand by the right, Boys; till down goes the foe;
So come my Jack and Tommy, lads, a double-handed pull,
And it's either Death or Glory for our old JOHN BULL.

Who gives his hand to the strangers as they come!—JOHN BULL,
That's the man; John Bull.
Who opened the door to the hordes of German scum!—JOHN BULL,
That's the man; John Bull.
Now they've had to take their hook, the Vaterland to gain;
From Baron down to German cook will number in the slain;
But who'll stop to think before he welcomes them again?—JOHN BULL,
That's the man; John Bull. [Chorus.]

Anglo-Canadian Music Co. have a new edition of Theo. Bonheur's piano tutor, with foreign fingering.

Jack Thompson's "The Call to Arms," which is now published in three keys, is reported to be going fine.

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CHIN-CHIN; PAPA'S DARLING; OTHER MUSIC.

The new musical comedy, "Chin-Chin," with music by Ivan Caryll, has been pronounced a decided success in Philadelphia, and is now "capturing" the theatre-goers of New York. The numbers perhaps most favorably commented upon are: "Violet," "Love Moon," "The Mulberry Tree," "Ragtime Temple Bells" and "Good-bye, Girls, I'm Through." These are all published by Chappell & Co.

Another new musical comedy that is winning instant success in New York is "Papa's Darling," the music also by Ivan Caryll (Chappell & Co., publishers). The press reviewers have singled out for special mention five pieces from it: "Oh, This Love," the waltz song; "Edelweiss," "The Sparkling Moselle," "Who Cares," and "Dolores."

At a recent Toronto concert prolonged applause greeted the rendering of a melodious negro plantation song, "A Fat Lil' Feller wid His Mammy's Eyes," by Sheridan Gordon. This delightfully simple little song, which was first introduced by Miss Ruth Vincent, is published by Chappell's in three keys—C, E flat and G.

At the first Chappell ballad concert of the season, at the Queen's Hall, London, the following novelties were successfully introduced: "I Long to Live," by Ethel Barns; "A Little World of Love," by Kennedy Russell; "Just a World of Roses," and "I Wonder if Love is a Dream," by Dorothy Forster.

Canada is to have a visit in January from Miss Maggie Teyte, the famous operatic singer, who is credited in England with gaining many British recruits through her singing "Your King and Country Want You," by Paul A. Rubens.

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"THE ALLIES" MARCH FANTASIA.

Valentine Hemery has arranged for the piano a march fantasia called "The Allies," introducing the national airs of Great Britain, France, Russia and Belgium. The different themes are well rounded out without being made difficult, so that this number will appeal to a very large group of piano players. It is published by Evans & Co., 24 Castle St., Oxford St., London W., England, who are quoting special novelty rates for orders going in this month.

VALENTINE HEMERY'S POPULAR ARRANGEMENTS FOR THE PIANO.

Valentine Hemery, composer of "The Allies," march fantasia, mentioned in another paragraph, has also arranged a number of popular airs for the piano, which are published by Evans & Co., London. These include: "The Liquid Gem," Gounod's "Nazareth," "The Kermesse Chorus," "The Soldiers' Chorus" from Faust, "Killarney," "Loch Lomond," and "Alice, Where art Thou?"

PATRIOTIC SONGS IN TWO PART SONG SERIES.

Three patriotic titles are now available in two part songs through Anglo-Canadian Music Co. They are: "The Rule of England," Edward Elgar; "Fall In," Frederic Cowen; and "Hail, Flag of Empire," R. D. Metcalfe.

NEW ADDITIONS TO ENOCH CHORAL SERIES.

Four new numbers have been added to Enoch & Son's choral series, and these are offered Canadian dealers now by Anglo-Canadian Music Co.:

19. "Langley Fair"—men's voices..... Easthope Martin
 20. "The Way, the Life"—mixed..... Teresa del Riego
 21. "Tis Snowing"—women's..... H. Bemberg
 22. "Fall In"—mixed..... Frederic Cowen

ST. QUENTIN SONGS PUBLISHED BY W. MORLEY & CO.

Through his patriotic successes of the day, Ed. St. Quentin's name is to the fore as a popular composer. There are a number of favorite songs by him in W. Morley & Co.'s Catalogue, such as: "Beautiful Kingdom of Love," "Tell Me the Secret," "Praise," "Remembered in Your Prayers," "Sympathy," "Sympathy" (Vocal Duet), "Joy," "Joy" (Vocal Duet), "Beyond," "Hope," "Spring Eternal," "A Lost World," "Night and Morning," "Good-bye Girlie, I Must Go," "Beyond" (Vocal Duet), "The Champion of the King," "Beside Me Stay," "The Ladder of Life," "Hosanna in Excelsis," "The Land We Love," "Conquered," "Home Dreams,"

CHAMINADE PIANO SOLOS.

Instrumental numbers by Chaminade have now reached opus 154, with the four new issues just published by Enoch & Sons, and introduced in Canada by Anglo-Canadian Music Co. These are: "Ecoissance" op. 151; "Interlude" op. 152; "Caprice Impromptu" op. 153; and "Serenade Venitienne" op. 154.

CHRISTMAS ANTHEMS.

Orders are already coming in nicely to Anglo-Canadian Music Co. for Christmas anthems, their choice

offerings being: "The Anthem Celestial," by Joseph H. Adams; "Glory to God in the Highest," by S. C. Cooke; "Behold I Bring You Good Tidings," by Norman Churchhill; "While Shepherds Watched Their Flocks by Night," by Roland Smart; "The First Christmas Morn," by Ernest Newton, and "God From on High Hath Heard," by Edmund Turner.

TRIOS FOR LADIES' VOICES.

In their lists of St. Cecilia series and other collections of popular part songs, Joseph Williams, Ltd., London, give place to forty-five numbers in trios for ladies' voices, including such as Rossini's "Tyrolienne" (William Tell), "The Cuckoo," by F. Hiller, "How Sweet and Soothing the Vesper Chimes," by Abt, and "A Gypsy Song," "Slumber Song," both by Theo. Marzials.

NOTED IN THE BRITISH PRESS.

Francis Day & Hunter, 138-140 Charing Cross Rd., London, W.C. England, are publishing some patriotic numbers that are said to be most successful in England. Among these are noticed: "Soldiers of the King" (New Version), "Call Us and We'll Soon be There," "Fighting for Their King and Ireland," "When Tommy and Jack Come Marching Home Again," "When an Irishman Goes Fighting," "The Bull-Dog's Bark."

WE'RE ALL PLAIN CIVILIANS.

Mr. Thorpe Bates is making a great hit in England singing Cary & Co.'s new song publication, "We're all Plain Civilians," with the subtitle of "England Wants You." The chorus of this song is given in Cary & Co.'s trade announcement in this issue. Words are by Foden Williams. The music is by Ernest Hastings.

MUSIC PUBLISHING PLANT RAIDED.

The members of the trade in London, England, were surprised recently when the music publishing plant of C. G. Roder, Limited, situated in one of London's suburbs, was raided by the police and 22 Germans arrested. It is stated the plant proved to be a miniature fort upon heavy foundations, the site commanding a view of several important railroad junctions.

HOME FROM MARITIMES AND NEWFOUNDLAND.

An eminently satisfactory trip is reported by Mr. S. A. P. Clarke, of Beare & Son's Toronto headquarters, who has returned from the Maritime Provinces and Newfoundland. The firm are having no difficulty in getting shipments through from London at present, but advise the early placing of orders for Christmas goods.

PATRIOTIC PART SONGS.

Dealers requiring part songs for mixed and male voices suitable for patriotic concerts and other such occasions, will find these numbers featured by Anglo-Canadian Music Co. of interest: "Canada, Dominion of the North," "Hail, King George" (St. Quentin), "Land of Mine" (Lane Wilson), "Canadian Flag Song" (Read), "Rule Britannia" (Murray), "The Old Brigade," "O Canada" (Dr. Broome), and "The Mar-seillaise."

ONLY A LITTLE BOX OF SOLDIERS.

Under this title is a patriotic novelty sung by Fred Leigh, being introduced by the Anglo-Canadian Music Co., which promises well. The spirit of the song may be gathered from the first stanza and chorus, which are:

Other nations may brag of their millions of men
And boast of their chances in war,
Quite forgetting the fact that though Britain is small
She's always been well to the fore;
Our nation has proved many times in the past
She can vanquish her foes, tho' their armies be vast;
To sneer at our size has been ever the joy,
And they say that our army's a plaything—a toy.

(CHORUS):

Only a little box of soldiers;
Only a few, that's all,
But Oh, we know we are quite enough,
For they're all manufactured of the real old stuff,
Britain's the name of the pretty little box they're in;
When Britannia plays with her little box of soldiers,
She plays the game to win.

NEW MUSIC

Copyrights
entered at
Ottawa

- 29414, "Canada Stand Fast," Words by Grant Balfour, Old Melody Harmonized by James H. Murray, J. M. Grant, Toronto, Ont.
29421, "We'll Never Let the Old Flag Fall," Words and Music by Albert E. MacKurt and M. F. Kelly, Anglo-Canadian Music Publishers' Association, Limited, Toronto.
29426, "Our Boys in Brown," Words and Music by E. L. V. Hughes, Montreal, Que.
29428, "Keep the Old Flag Flying," By Mrs. J. Richard Jones, J. R. A. Jones, Winnipeg, Man.
29429, "Le Naufrage de l'Empress of Ireland," Paroles de A. S. de Pierreville, Musique de Phyllis Champagne, Phyllis Champagne, Nashua, New Hampshire, U.S.A.
29436, "The Dress My Mother Wore," Words by Marion Sunshine, Music by Henry J. Marshall.
29437, "I'll Take You Back to Panama," Words by Ernest J. Meyers, Music by Will. E. Dullmage.
29438, "Zee, Zee, Zee, Zee," (Oh You Skooter), Words by Stanley Murphy, Music by Henry J. Marshall.
29441, "The Canadian's Farewell," Patriotic Song, Words by Vernon Powell, Music by Lev. F. G. Plummer, Toronto, Ont.
29484, "When the Crown Is on Ladies' Let Like Babies," Words by Joe Young and Edgar Leslie, Music by Maurice Abrahamson.
29487, "To Victory," Words and Music by R. H. Baker, Toronto, Ont.
29488, "National Songs of all Nations," Arranged as a March and Tea-Sup, By Boyd Sylvester.
29489, "Mi Quevedo Value Hesitation," By Missie E. O'Sullivan.
29490, "Have a Heart," By George M. Cohen.
29491, "The Chained-Ankle Glide," From "Society Buds," Words by William Le Baron, Music by Robert Hood Bowers.
29492, "A Society Bud's Day," From "Society Buds," Words by William Le Baron, Music by Robert Hood Bowers.
29493, "We Are the Buds," From "Society Buds," Words by William Le Baron, Music by Robert Hood Bowers.
29495, "Stay Down Here Where You Belong," Words and Music by Irving Berlin.
29491, "It's a Long, Long Way to Tipperary," Words and Music by Jack Joffe and Harry Williams, B. Feldman & Co., London, Eng.
29442, "Rosalie Aime la Charentaise," Chansonnette Comique, Paroles de Musique de DuRay d'Amour, Joseph Dumais, Montreal, Que.
29443, "He is an Englishman," From "Pinafore," Words by W. K. Gilbert, Music by Arthur Sullivan.
29447, "When He Gets to New York Town," Words and Music by Joe Goodwin and Ted Snyder.
29421, "I'm Not Ashamed of You, Molly," By Edgar Leslie, Joe Young and Jack Snyder.
29422, "A Girl I Know," Words by Karl Loveland, Music by Harry J. Lincoln.
29423, "Just for the Love of You," Words by Carl Loveland, Music by Harry J. Lincoln.
29424, "I Met You, I Love You, I Want You," Words by T. Warren Wilson, Music by Harry J. Lincoln.
29434, "Call of the Empire," Patriotic Song, Words by O. McCullough, Music by Jack Stanley, O. McCullough, Brantford, Ont.
29435, "Billy Brown at the Camerons," Patriotic Song, Words by Cecil E. Selwyn, Music by W. H. Anderson, William H. Anderson & Cecil E. Selwyn, Winnipeg, Man.
29436, "Honey Rose," Words by Arthur Fields, Music by Nat. Osborne.
29437, "Doctor Brown," Fox Trot, By Fred Irwin.
29438, "Won't You Hesitate with Me," Words by Stanley Murphy, Music by Henry J. Marshall.
29439, "One Wonderful Night," Hesitation Waltz, By Eriol Davis.
29440, "Back to Broadway," Words and Music by Jack Yellin.
29441, "As long as There is Love, I Will Love You," Words by Eddie McGrath, Music by Harry P. Guy.
29442, "Opportune Rag," By Julius Lenzberg.
29443, "The Davis Fox Trot," By Eriol Davis.
29445, "Just Say Good-Bye to Tipperary," Words by C. A. Owens, Calgary, Alberta.
29446, "Hymn for the Soldiers at the Front," Mrs. Emma Rawson, London, Ont.

- 29450, "The Tunnel Through Mount Royal," March Song, By Miss Minnie Lee, Montreal, Que.
29451, "On the Amazon," Words by Jean C. Hayes, Music by Louis Silvers.
29458, "I'd Like to Know What Happened to Mary," Words by J. Brandon Walsh, Music by Ernest Brewer.
29459, "Mother Hubbard was a Wise Old Dame," Words by Al. Bryan, Music by Gus, Edwards.
29460, "Evening," Levoyie, By Eglert Van Alstyne, Shepherd.
29461, "I Miss Your Smile," Words and Music by Edna Gus, Edwards.
29462, "The Palamala," Words by Edward Madden, Music by Gus, Edwards.

IF WAR IS HELL BE A CHRISTIAN AND TALK BUSINESS.

The above is the out-of-the-ordinary commencement to a letter that retailers received from the Sherlock-Manning Piano & Organ Co., of London.

"There is a tendency among musical instrument dealers," says the letter, "to allow the war talk to stampe them to their disadvantage. That the war talk need not seriously impede business has been most thoroughly and convincingly demonstrated to us during the past few weeks."

They then speak of their splendid business at the Toronto Exhibition, fifty per cent. of which was to Ontario farmers, and the percentage of cash payments being much higher than a year ago.

"This proves three things," state the Sherlock-Manning firm. "First, that the farmers have not stopped buying pianos; next, that they have the cash with which to make good substantial payments, and lastly, that the quickest and most successful way to sell to the farmer is to have the piano where it may be demonstrated. The farmer wants to see the article for which he is paying three or four hundred dollars, and you cannot blame him. You would insist upon the same privilege yourself."

"If a dealer sits back and talks blue ruin about war conditions, how can he possibly expect anyone to do business with him? It is necessary to engender a spirit of optimism, and it is up to the musical instrument men to do it."

"Why shouldn't the farmer buy now? So far as they are concerned the future has never been brighter. Western Canada will yield on an estimate of 180,000,000 bushels of wheat alone, and the advanced price will make this equal in value to a tremendous crop."

"Eastern Canada and Ontario farmers have the promise of an excellent harvest, full barns and greatly advanced prices. The dairy industries of Canada will add \$140,000,000 to the country's spending powers.—Ontario alone will produce \$40,000,000 of this amount."

"Now as a business man you naturally do not care to see your profits drop away below last year, and if you will get right at it there is no necessity of this. We have ready for shipment one of the finest stocks of pianos that has ever been in the factory, for which you are not asked to pay any increased price at present. If you drop us a line at once we can send an instrument that will take the eye of the first purchaser who sees it, and start the ball rolling, adding to your profits before the close of the year."

"If you get right after the business, while the other man is sitting back talking war, you will be surprised what you can accomplish."

Mr. E. N. Kennedy, of Young & Kennedy, Ltd., Calgary and Edmonton, was a recent visitor to Toronto.

DEATH OF MR. A. J. MASON, VICE-PRESIDENT MASON & RISCH, LTD., PROMINENT TORONTO CITIZEN.

In the death of Mr. Alfred J. Mason on October 24, Toronto loses an esteemed citizen, one identified with this city's progress for many years, and who leaves behind him a name revered by prominent men of Toronto who have had a large share in the upbuilding of the city. The late Mr. Mason was vice-president of Mason & Risch, Ltd., of which company his brother, Mr. T. G. Mason, is president, and the latter's nephew, Mr. Henry H. Mason, is secretary-treasurer and general manager. While much interested in the development of the Mason & Risch business, he was not actively identified with that company. Until his retirement from business life he was connected with the Canada Permanent Loan & Savings Co., being associated for forty years with his brother, the late J. Herbert Mason, founder of the Canada Permanent Mortgage Corporation, one of the strongest and safest financial institutions in this country.

The late Mr. Mason was a native of Ivy Bridge, Devon, England, and at the age of 11 years came to Canada with his parents, who settled in Toronto shortly after their arrival in this country.

The late Mr. Mason was in the 84th year of his age, and his death was not unexpected, as he had been in poor health for many months. With his family he spent the past summer at Toronto Island, returning to their city home at 441 Jarvis Street on September 30, where he passed away.

He was a member of Metropolitan Methodist Church, being a member of the trustee board since 1881. He was a life member of St. George's Society, and for many years was the treasurer of the St. George's Hall Company.

The funeral service was conducted by the Rev. J. W. Aikens, pastor of the Metropolitan Methodist Church, Rev. Geo. Mitchell, Rev. James Allen and Rev. Dr. G. C. Workman warm personal friends of deceased. The esteem in which Mr. Mason was held was well attested in the attendance of prominent citizens who followed the remains to their last resting place in Mount Pleasant Cemetery. There were present men prominent in the St. George's Society, the Methodist Church, and business institutions. The Canadian Piano & Organ Manufacturers' Association was represented by the president, Mr. Henry Durke, proprietor of the Mendelssohn Piano Co., of Toronto.

The pall-bearers were: Messrs. Beverley Jones, Edward Gurney, Lieut.-Col. Mason, T. H. Mason, Prof. W. H. Vander Smissen, and H. R. Alley.

WAR TIME TRADE.

(From the Toronto Globe).

Much of the imported metal material entering into the manufacture of pianos in Canada has been imported from Germany and other countries. Steel wire, with which the strings of musical instruments are made, has been brought to Canada in large quantity.

Considerably more than \$6,000,000 worth of musical instruments are produced each year in Canada. More than \$422,000 worth of pianos have been imported into this country each year. That is the extent of the home market here. Can Canadian manufacturers supply materials necessary to the construction of pianos? The

Secretary of the Williams Piano Company, Limited, speaking about this question, says:

"We are very anxious to give all the business we can to our own Canadian manufacturers. We find, however, that some items which enter into our manufacture are not made in Canada and we are compelled to purchase outside. Tuning pins and steel wire we have been getting from Germany through the United States. We also buy felt brushing cloth through the States, but understand it is imported from Germany and Austria."

It would appear that Germany has been supplying certain materials almost exclusively to the piano trade of America. To use a musical expression, Canadians should try to attack that trade with double forte energy.

MENDELSSOHN LOUIS DESIGN.

The Mendelssohn Piano Co., Toronto, show in their announcement in this issue one of the best selling designs in their catalogue. This is their Louis XIV. design, which may be had in walnut or mahogany. Mendelssohn dealers have shown a partiality for this design ever since its first introduction to the trade, and its preference among Mendelssohn purchasers has kept it one of the most popular ever turned out by the Mendelssohn factory.



Exterior and interior views of the music store of Miller Bros., Charlottetown, P. E. I.

PIANO STORE DESTROYED BY FIRE.

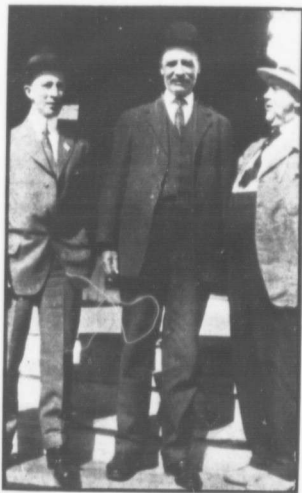
One of the chief sufferers in the devastating fire at Halifax, N.S., on the morning of October 27, was the J. A. McDonald Piano & Music Co., Ltd., whose Halifax branch and stock were totally destroyed. A local paper says it is officially stated that their insurance covered \$21,500, all but \$1,000 of that being on stock. New premises were immediately secured in the Gordon & Keith building at 41 Barrington St., where the firm opened up for business again on Monday morning, November 2.

PROGRESSIVE JOURNAL READER IN SOUTH AMERICA.

Judging from several copies of "The Standard" received by the Journal from Buenos Aires, South America, some attractive publicity is emanating from the music store of one of the Journal's foreign readers, Mr. Adolfo Apfelberger, of that city. Mr. Apfelberger is meeting with success in handling pianos, organs, players, music rolls, band instruments, and merchandise, in which he features British, French and United States makes.

It is also noticed that considerable newspaper space is used in keeping the public posted on the leading songs, instrumental numbers, and orchestra music being received from the publishing centres, the London, Paris and New York successes being much in evidence.

Mr. Apfelberger's store is at 143 Bernardo de Irigoyen, Buenos Aires.



At the Charlottetown, P.E.I. Exhibition. From left, Major W. M. Dunlop, of Thomas Organ Co., Woodstock; Allan Forsyth of Miller Bros., Charlottetown; C. E. Tanney, Eastern wholesale representative of Sherlock-Manning Piano Co., London.

USEFUL MUSIC ROLL HANGER.

This month's announcement of the Universal Music Co. is a reduced reproduction of a 14 in. x 22 in. hanger that the firm is issuing commencing with November. The nature and get-up of this hanger, which enables the dealer or salesman to read the number, title and price of the music rolls from his desk or at a distance, makes it extremely useful. Any dealer who has not already secured one may obtain one from the firm's Toronto headquarters.

A LACONIC POSTSCRIPT.

Fred S. Cross, wholesale representative of the Williams Piano Co. in the west, is somewhat of a humorist, as the following laconic postscript to a letter from Pipestone, Man., suggests:

"Just here for the day. Drove 24 miles to get here. Sold a piano on the way. Killed a weasel and a goose on

the way here. Attended two funerals yesterday and killed a piano, too. What next will be done I cannot say."

HE DIED.

Correspondents of Frank Stanley are now receiving in their letters from the Stanley warerooms a folder entitled, "Why One Man Quit Using the Stanley." On opening up the folder one is greeted with a mourning border surrounding the laconic information that "he died." The suggestion is of course, that the recipient laughs himself to death.

"Made-in-Canada" stickers are also being used on all correspondence, in sympathy, and as a part of the propaganda now being carried on toward developing a loyalty to products of domestic manufacture.

ROLLS THAT ARE APROPOS.

The war is certainly having its effect on the public's taste for music, and there is much good material with which to meet demands for national airs and patriotic music. From their rolls the Universal Music Co. have singled out these as appealing to player owners specially these days:

- 85395 Canadian National and Patriotic Songs:
- 96895 Coronation Medley (March and Two-Step)
- 80355 God Save the King (Fantasia by Kuhe)
- 81825 International Congress.
- 81157-86885 Marseillaise, La
- 86395 Merrie England Selection.
- 300849 Napoleon's Last Charge.
- 98405 O Canada (Transcription of O Canada and Maple Leaf Forever).
- 300163 Patriotic Two-Step.
- 99645 Spirit of Independence (Military March Two-Step).

When seen in Toronto recently by the Journal, Mr. W. K. Elliott, the well known music dealer of Brampton, reported a noticeable brightening up in piano business in his territory. Mr. Elliott uses an automobile to splendid advantage in getting over his territory, and in bringing "prospects" to his salesrooms.

Mr. J. W. Woodham, general manager of the Foster-Armstrong Co., Ltd., Toronto, who manufacture Haines Bros. and Marshall & Wendell lines, recently visited the Eastern Ontario and Quebec Province trade, going as far as Quebec City. While business with the retailers has been admittedly quiet, Mr. Woodham reports a very appreciable note of optimism, and a feeling of assurance that better trading will result in the near future.

"There is a good deal of quiet patriotism in using Canadian-made products, especially during these times of stress. No doubt you are doing so now with most of the things you use. Every cent you spend for purely Canadian-made goods helps your own country just that much. This is a patriotism that does not call for much sacrifice."—*Extract from advt. by Fletcher Bros., Victoria, B.C.*

Mr. John de Angeli, formerly connected with Edison interests in Canada, and latterly in charge of the Doherty Co.'s phonograph department in Winnipeg, is now in charge of the Edison department of the Cunningham Piano Co., of Philadelphia.

CONCERNING EXPORT POSSIBILITIES.

Canadian Manufacturers Not Enthusiastic. Letters from Those Interested.

CANADIAN piano manufacturers, collectively, are not enthusing over the possibilities in export connection. The prices paid by the British and Australian trade for German pianos, for example, are frequently quoted as an impassable barrier to the markets named. The fact that German exports have ceased seems to have been overlooked, and only one manufacturer has referred to the possibility of now educating foreign buyers of cheap instruments to appreciate a superior article, such as manufactured in this country.

There is no minimizing of the difficulties to be met with in working up foreign business, and few are willing to undertake the cost of a practical investigation.

The Journal addressed the following letter to twenty-three piano and organ manufacturing firms:

"The Canadian Music Trades Journal is desirous of securing for publication from the different piano and organ manufacturers, opinions concerning the possibility of Canadian manufacturers securing export trade.

"The statement is made that England imported approximately 40,000 pianos from Germany per year, and Australia imported approximately 20,000 pianos from Germany per year. We understand that already one or two firms are investigating export possibilities, and we would be glad to have your opinion as to the possibility of Canadian manufacturers, as individuals, or collectively (by means of the Association, for example) securing information by a personal visit, say to England, of a representative practical in the manufacturing and manufacturing costs.

"We hope you can let us have by return mail your opinion in this connection. Our idea being that if it is to the advantage of the Canadian trade to secure foreign business, a discussion in the Journal's columns may further some movement in that direction."

Of the twenty-three firms written to ten replied, and two of these stipulated that they were not writing for publication. The letters are published in the order they were received at this office.

Karn-Morris Piano & Organ Co., Ltd., Woodstock, Ont.

We have, as you are no doubt aware, maintained a wholesale branch for the distribution of our reed organs in Great Britain, at No. 3 Newman Street, London, W., for the past twenty-five years.

At one time we built a small piano from an English pattern, but the price we were able to secure in competition with the cheap German make was so low that we finally discontinued the manufacture of same.

We intend to watch the export trade very carefully as soon as this deplorable war is over, and having a resident manager in England, we will be able to secure all the information we require without adopting the suggestion you make.

The Dominion Organ & Piano Co., Ltd., Bowmanville, Ont.

We have made the export trade a study for years, and as you probably know, we have been doing quite a large trade in Australia, South Africa and England. We have our own warehouse in England, and have had

a manager there for the last 15 years, who understands the trade thoroughly. Our Mr. Alexander discussed the matter with him when in England, regarding export trade in pianos, after war was declared, and his opinion is that unless Canadian manufacturers could produce a piano at about \$75.00 to \$100.00, there would be no chance of competing against English and German manufacturers.

The writer also pointed out to Sir Geo. E. Foster that the freight rate on our goods to England is now almost prohibitive, and while the Government is calling on Canadian manufacturers to capture the German trade, the steamship companies at the same time have doubled their freight rate, which makes it impossible. This we have already pointed out to the Minister of Trade and Commerce.

Until this handicap is removed there is hardly any use of trying to capture the trade formerly controlled by Germany.

Frank Stanley, Toronto.

Would be very glad to see some effort made to develop the export trade to both England and Australia, and may say that we have already taken steps to furnish samples to several points, which I trust will lead to business.

At the present, however, our trade has been keeping up very well, with the factory running full time, and until we get into our new factory, will not be as concerned about the amount of foreign trade that can be obtained.

The Sherlock-Manning Piano & Organ Co., London, Ont.

We have already taken steps to secure some of the trade in Australia, New Zealand and South America. We already had some connection in the organ line, and we may convert these into piano dealers as well as organ.

We haven't much faith in sending one man to represent the Association, and in fact we haven't much hope of getting business to any extent from any of the countries mentioned, for the reason they have been educated to a very cheap German and English piano, and to our knowledge no one in Canada is making a piano that would meet the price or quality these countries have been getting. As far as we are concerned we do not think we would care to change our standard to get the business, as we are afraid it would mean the lowering of our standard in Canada.

If the dealers in the countries mentioned can bring themselves to buying a higher grade instrument, such as is made in Canada, it would pay to get after them, and perhaps now that the German source of supply is cut off, they might be willing to pay more, especially when they get the value.

We think while the war is on the English manufacturers will be able to make all the pianos they (the English) will buy, and if any effort is made it should be made in the countries that are in the same position as Canada is in.

The Wright Piano Co., Ltd., Strathroy, Ont.

From our experience we find that pianos built in Germany do not stand the Canadian climate, but give perfect satisfaction in England and Australia. It has been necessary, therefore, for Canadian manufacturers

to build an instrument that costs a great deal more to produce to stand this climate.

Now, in our opinion, if the Canadian makers desire to manufacture pianos for the English trade, it will be necessary to change their whole system of construction, to reduce costs so that they could meet the English competition, and whether pianos built in Canada under these specifications, will stand and give satisfaction in England is a matter to be proved.

However we consider a discussion in the Journal's columns on this point will be advantageous, and it may be possible to work up a good industry to manufacture pianos purposely for the English market.

The Wormwith Piano Co., Ltd., Kingston, Ont.

We have developed a small trade for players in Great Britain, and are thinking seriously of sending a traveller over to see if we cannot secure a larger trade there.

We carefully considered the proposal made by the Canadian Manufacturers' Association regarding a number of firms uniting in sending a traveller, but decided that the piano business was peculiar, and our trade would require to have our own representative sent.

Willis & Co., Ltd., Montreal.

In reply to your letter of the 29th ult., re export possibilities owing to war conditions, and the assertion that a large number of German instruments are annually imported by our Empire at various points, beg to state that we feel the subject to be a broad one, and one well calculated to draw the attention of the different Canadian piano manufacturers to the possibilities that exist at the present time.

Our Canadian piano manufacturers have a home market, and it is doubtful whether the foreign market for home pianos has ever amounted to a great deal up to the present time.

However, here is a new field and a chance for business extension which is worth investigation. A great many questions arise, especially with reference to the size of the instruments and other requirements. Then again, the cost of labor and wages being higher in Canada than European countries, they have a great advantage at the start.

The Government of Canada have appointed a commission, and information can be had from Ottawa, and circulars are printed re foreign markets, affording light on the subject, and it would be an opportune moment just now when everything "made in the Empire" is more popular than the "made in Germany" symbol, therefore this is the time for a business-like venture in the foreign field, and our Canadian people have the pluck, the energy, and the business tact to go into it, and it is just such opportunities as the present, which if taken advantage of, would open the way for the Canadian exportation of pianos.

It is all something new to the majority of Canadian piano manufacturers, and certainly a great deal of useful information might be gleaned from a discussion in your columns.

Doherty Piano Co., Ltd., Clinton.

No doubt this is an apparent opening, the question however is, "Can we get our price for 'Made-in-Canada' pianos?" We don't think so.

To meet the demands of German customers we would require to duplicate German pianos, that might require considerable time, and after it was accomplished those

pianos could only be sold abroad. They would not sell in this country, even at the low export price current for them.

We cannot compete successfully against "cheap labor, cheap materials and faulty construction," and depend upon a foreign trade for our market.

Other Opinions.

Another correspondent strongly supports the movement on foot, in a general way, to secure to Canadian manufacturers, in various lines, some of the trade which has been going to Germany.

"As for the piano and organ trade," states this correspondent, "we think it a matter for individuals to take up the question, as, the interests of each individual or firm in the trade will differ in some respect; therefore, we do not think information obtained collectively would satisfy all."

Suggests a Discussion.

Still another correspondent, who withholds his name from publication, suggests that if the matter of foreign trade were looked into and discussed by the trade as an association, good results would follow.

"Of course the first question to decide is," continues this manufacturer, "can we produce a piano, in style, finish and construction to export, at a price to meet the competition referred to. It is quite true that the goods you refer to are exported by Germany. The matter, however, is well worth consideration, and we think it would be to best interests of all to have a meeting of the Association of piano manufacturers to carefully consider the situation."

NOW FEATURING EDISON LINE EXCLUSIVELY.

Peterboro Firm Make Important Announcement.

In the daily press of Peterboro, Ont., The J. M. Greene Music Co., of that city, announce their decision to handle Edison goods exclusively in their phonograph department. Their announcement to the public was as follows: "The J. M. Greene Co., are pleased to announce that after several years' experience, handling the different makes of talking machines, and watching the evolution that took place in the production and perfection of these marvelous musical instruments, we have arrived at the conclusion that the new Edison Diamond Disc is by far the greatest triumph yet produced in a sound reproducing instrument, and have decided to handle the Edison goods exclusively, convinced that our patrons will receive more real satisfaction and pleasure from the use of the Edison Diamond Disc or cylinder machines than from anything else we could sell them. We thoroughly believe this move is the best, not only for our own interests, but for those of our patrons. We must believe in the goods we sell before recommending them to our customers, and to the Edison Diamond Disc cabinet machines and Amberolas, we can give our unqualified endorsement in every case. Sound reproduction by the Diamond Disc machine is undoubtedly far superior to all previous achievements of Mr. Edison. No more needle changing. The reproduction point is a genuine diamond that never wears out and requires no changing. The Edison Diamond Disc machines are bound to be the choice of discriminating music lovers in the end, thus we are following our principle—to offer the best only."

NEW CHAPPELL MUSIC OF THE MONTH.

Chappell & Co.'s new music for this month includes: Songs—"I Dream of a Garden of Sunshine" (Herman Lehr), "Country Courtship" (Dusk in the Lane) (Liza Lehmann), "Friends Again" (H. Lyall Phillips), "There's an Orchard Green in Avalon" (Kennedy Russell), "In Harbour" (Montague F. Phillips), "A Requiem" (Harold Craxton), "I Told the Roses" (Noel Jennings Clarke), "A Dream from Rainbow Land" (R. Conden-Clarke), *New Dance Music*: "Love in My Garden"—Valse (Reginald Benyon), "Midnight Valse"—(Theodore Holland), *New Song Cycle*: "Four Child Songs" (Roger Quilter).

NEW TIPPERARY RECORDS.

The Columbia Graphophone Co. have a new twelve inch "Tipperary" record with this famous British army song in dance tempo. The record ends with a chorus. On the other side is Marche des Petits Pierrots (March of the Little Pierrots), which is claimed to be one of the best two-steps ever made. This retails at \$1.25. A new addition to the ten inch size, selling at 85 cents, gives "Tipperary," with band and chorus alternating. It ends up with the British war shout, "Are we down-hearted? NO!" On the other side is "The Old Command" march.

A new demonstration record, to retail at 30 cents, is in line with the Columbia special patriotic records. The subject is the "Maple Leaf." The Columbia distributors urge all dealers, whether featuring Columbia lines or not, to secure these for their own personal collections.

TRADE NEWS.

Mr. T. D. Thompson, of Chappell & Co., Ltd., has returned from a successful trip through Western Canada.

Major Dunlop, of the Thomas Organ Co., Woodstock, Ont., is back from a successful Maritime trip. The Major, who has many personal friends among "Thomas" dealers, always enjoys his eastern trip.

The chorus of 1,000 voices in Brantford, Ont., is meeting with success, under the direction of Mr. J. R. Cornelius. Among the numbers being used are: "The Call of the Motherland," "We'll Never Let the Old Flag Fall," and "Canadian Jack."

Teddy McKeown, recently connected with the Dictaphone department of the Columbia Graphophone, Toronto, is now on the selling staff of A. A. Langford & Co., at London, Ont., who recently opened with a full line of Columbia goods.

Mr. and Mrs. Gerhard Heintzman, accompanied by their daughters, have returned to Toronto from a month's sojourn in Atlantic City. Both Mr. and Mrs. Heintzman, who have been in poor health, were much benefited by their trip to the seashore.

"Judging from the amount of business received in October, people appear to have recovered from the war paralysis, and we believe there will be a steady improvement from now on." That is the statement of Mr. R. P. Newbigging, the Hamilton cabinet manufacturer.

Mr. Arthur Baxter, of the Nordheimer selling staff, Toronto, and Mr. J. W. Scott, the Nordheimer representative at North Bay, Ont., were guests of the town council at that place at the banquet tendered the troops from North Bay. Mr. Baxter, whose reputation as a

vocalist is more than a local one, contributed an appropriate solo.

Mr. C. E. Tamney, of the Sherlock-Manning Piano & Organ Co., has returned to headquarters in London, from a trip of several months in the Maritime Provinces, where he had splendid success. His last transaction was a carload order that he took to the office on the first business day of the month.

Mr. A. B. Pollock, president of Pollock Mfg. Co., Berlin, Ont., manufacturers of the Phonola disc talking machine, in a recent conversation with the Journal gave the most pleasing trade reports. "The trouble is not to secure orders," said he, "but the tight money market has caused a slowness in collections." Their range includes seven types, and Mr. Pollock states that the "Made-in-Canada" agitation has resulted in quite an increased enquiry for the Phonola, which is made in their own factory in Berlin, Ont.

"Nothing dull in the Pathe line," is the report of Mr. M. W. Glendon, of Toronto, referring to October business. Mr. Glendon, who has the Ontario agency for Pathe machines and records, is this season devoting his attention to retail trade only. His local advertising is



Who is he? A prominent member of the music trades. Teaching a calf to drink from a bottle.

bringing numerous purchasers of Pathe records, who are being supplied with the special sound box, by means of which Pathe disc records may be played on needle disc machines. Pathe records are in ten, twelve and fourteen inch sizes, all double side, and a choice selection on each side.

Madame Jjane Lavoie-Herz of Toronto, an exceptionally talented pianist, made her debut in this city before a large and representative audience of professional and amateur musicians. Madame Lavoie-Herz, whose husband, Mr. S. Herz, is on the Nordheimer selling staff, has opened a studio in Toronto. In this connection the Musical Courier of New York said: "It will be a real advantage for Toronto to boast of such a teacher as Mme. Lavoie-Herz, who masters all the modern methods of piano playing pedagogy, which she acquired during her seven years' study abroad in contact with musical giants like Arthur Schabel and Alexander Scriabin. Especially when European centres are closed to pupils who intended to study abroad, it will be grateful news to them to learn that in Mme. Lavoie-Herz they find one of the best equipped teachers available on this side of the water. All who have had the advantage to meet this artist declare themselves much benefitted by

association with her. Her personality is magnetic and her musical intelligence and insight are most impressive."

PRESENTATION TO BASEBALL SECRETARY.

The picture shows the winning team in the Toronto "Bush League" for the past season. The players are all on the staff of the R. S. Williams & Sons Co., Ltd. The termination of the season was marked by the league giving a demonstration of appreciation of the labors of the secretary, Mr. H. Y. Claxton, of the R. S. Williams firm. Mr. Claxton was presented with an address and handsome gold locket.

Reading from left to right:

Back row:
R. S. Williams, President
B. A. Treaswell, Pitcher, S.S. & Captain
A. Villiers, Short Stop & Pitcher
H. Pratt, Right Field
H. Y. Claxton, Sec.-Treas.
Centre:
L. F. Selby, Left Field
F. W. Shilton, Man. & Utility
H. C. Record, Second Base
Front Row:
A. B. Moore, First Base
G. A. Levy, Third Base
J. A. Hornbarger, Catcher
S. V. Goddard, Centre Field



R. S. Williams & Sons Co., Ltd. team, winners of the "Bush League" for the past season.

Mr. Wm. J. Roberts of Chappell & Co., Ltd., Toronto, was a recent trade visitor to New York.

Mr. F. T. Quirk, manager Sterling Actions & Keys, Ltd., Toronto, sailed from New York on the Lusitania for England. It is his purpose to look into possibilities for export trade in piano actions.

Canada imported 2,576 pianos from the United States in 1913, according to statistics of the U. S. Government. These were valued at \$474,810. Other imports for the same year were 432 player pianos, \$101,355; 693 organs, \$46,173; 16 piano players, \$2,969; perforated music rolls, \$39,003; talking machines, records and materials, \$755,021.

As an inducement to buy British made pianos, John Brinsmead & Sons, Ltd., of London, advertise an offer to take in exchange any German made piano or player piano, and to allow full value for it.

The series of Edison advertisements to the consumer in the daily papers is particularly strong advertising. One display calls attention to the quartette numbers on Edison records, and that the Edison list is not confined to grand opera and tango. Another announcement says:

"As you listen to the band in your own home, you realize that the new Edison phonograph is giving you music more perfect than can be heard in opera house, theatre or concert hall. Remember that all Edison records are made under ideal conditions—in a specially constructed concert room—far from the noises of the street, where there are no late comers and the inevitable chatter of the concert audience."

The San Francisco piano trade is agitated over the withdrawal of a dealer from the "no commissions" agreement entered into last spring. The local association agreed to pay no commissions except to regular employees. Mr. Byron Mauzy who breaks away, states that

the withholding of commissions is unfair to teachers and musicians, who have worked to make sales for him, and that he is at a disadvantage compared with those able to advertise extensively.

Mr. R. H. Easson, vice-president of the Otto Higel Co., Ltd., was among the Toronto passengers for England per S.S. Lusitania from New York, on November 4.

PATENT NOTICE.

Canadian Patent No. 105574, dated May 28, 1907, for mechanical musical instrument, owned by The Cable Company of Chicago, U.S.A.

The above invention is for sale or use at a reasonable price. Apply John H. Hendry, Bank of Hamilton Chambers, Hamilton Canada.

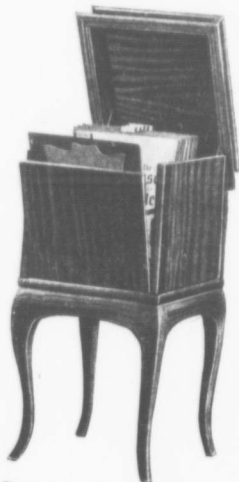
Interested in Whitening Yellow Ivory Keys?

Here's something! "Caplan's Patent Ivory Polish" will whiten the worst yellow Key ever seen. Samples 50 cts. and \$1.00 (six 50c. boxes for \$2.50). Filling hundreds of orders weekly at

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

THE NEWBIGGING LINE

MAKERS OF THE CABINETS YOU CAN RECOMMEND

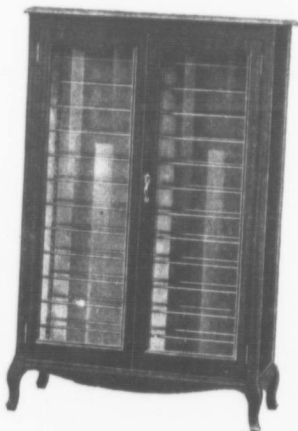


ONLY ONE
MONTH
TO
CHRISTMAS

The way orders have been coming in assures us that Christmas trade will be up to if not surpassing last year.

ARE YOU READY
FOR YOUR SHARE

WE CAN HELP YOU
OUT



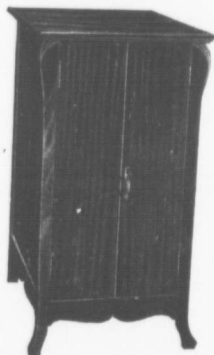
No. 72 Player Roll.

Note steel rod adjustable shelving in all our cabinets.

The simplest, neatest, handiest Sheet Music Cabinet ever produced. GET A SAMPLE.



Newbigging Cabinet Co.
LIMITED
HAMILTON ONT.



No. 65 Oak; No. 66 Mahogany.
A live one for Victor Dealers.

MANUFACTURERS OF
TALKING
MACHINE
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for every make of machine,
better made, better finished
than ever.

PLAYER ROLL
CABINETS
AT ALL PRICES.

GET THE POPULAR
LINE

PROMPT SHIPMENT



Capacity 500 records. Made in Oak or Mahogany.
Edison Amberola V. and VI.



Quality in all things is an investment pure and simple. It sustains the reputation of manufacturer and dealer alike, and safeguards the welfare of the purchaser.

We therefore reiterate the statement that for a life-time our efforts have been concentrated exclusively on making better pianos ever, and better than it has been possible to build before. No Piano has a more exquisite touch or higher perfection of scale, no piano can boast of greater originality and beauty of design, symmetry and elegance of case and finish.

When you sell a Mason & Risch Piano, you sell "The Best Piano Built," a Piano that in over forty years of campaigning has never sounded a retreat from the ideals of Leadership and Advance,—and NEVER will!

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Toronto