

VOL. XVIII.

No. 8

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# Canadian Music Trades Journal

January  
1918



A log yard at Batoum, Russia, where Circassian walnut logs are assembled for shipment. Some of the very finest piano and talking machine cabinets are in Circassian walnut.

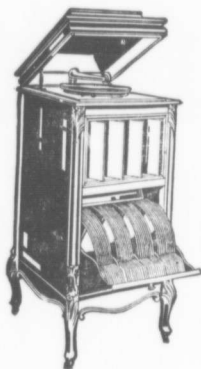
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5s. in Great Britain  
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The Dollars Received at Christmas  
Will Go to Buy Thousands of

## Columbia Grafonolas



**M**ANY a Christmas check, or Christmas "bonus" will find its way soon into the hands of Columbia dealers.

Don't slack up for a single moment your drive on the higher priced Grafonola models.

Display them in your windows, store and advertising. When people hear the clearness, brilliance and mellowness of the Grafonola they will say: "That's the instrument we want."

Remember that there is a Columbia model to fit every purse.

# Columbia Graphophone Company

Factory and Headquarters:

Toronto

Canada



**Martin-Orme  
Piano** ● ● ● ● ● ● ● ●

**“The Piano Beautiful”**

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

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

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

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

*They are built to be your leader.*

**The Martin-Orme Piano Co., Limited**

Factory, Head Office and Warerooms at  
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Makers of pianos and player pianos—of the highest grade only.



## Karn Sales Talk Rings True

**B**ECAUSE it is based on an unalterable standard. That standard is the quality of uninterrupted and satisfactory service. The substitution of any other aim would never have brought The Karn to celebrate its 50th anniversary—a tribute to Canadian industry and a credit to the musical life of the Dominion.

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**The KARN-MORRIS Piano & Organ Co., Limited**



Head Office—WOODSTOCK, ONTARIO  
Factories—WOODSTOCK and LISTOWEL





The  
Gourlay  
Piano

## The Necessity of Music

*suggests the necessity of good music; and the necessity of good music implies the necessity of buying a really good piano or player.*

*When a prospective buyer reaches that state of mind he and the Gourlay dealer can readily come to terms. The Gourlay piano possesses all the attributes of the instrument needed to derive most from the art of music.*

*The retail representation of Gourlay Pianos and Gourlay-Angelus Players carries a prestige which gives the dealer a character and a mark of distinction in his community. It puts within his reach those people whose custom and influence are most desirable.*

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SALESROOMS:  
**188 Yonge Street, Toronto**

The Gourlay-  
Angelus  
Player



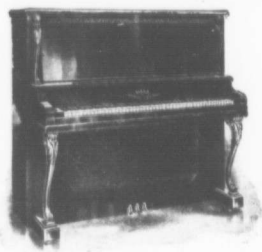


# The Bell Piano



*Carries with it  
the Hall-Mark of  
QUALITY which  
the Musician  
cannot fail to  
recognize.*

*The Dealer  
who handles  
The Bell Piano  
is in a position  
to cater to the  
critical demands  
of the musician.*



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& ORGAN CO., Limited

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because it "Stands Well" in the Owner's estimation—

and they gladly put in a word for its full rich tone, its beauty of case design and finish, or some of its other features at every opportunity. Frequently they do so unconsciously because their boast is a spontaneous expression of their complete satisfaction.

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Style M

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*"Never suffers  
by comparison"*

Established  
1870

True Economy is more than ever driving the discriminating public to favor pianos of known and permanent value.

The Newcombe name has a satisfactory record dating back to 1870.

The Newcombe tone is given permanency by the use of the "Howard Patent Straining Rods," which are used on every Newcombe piano, but which are found on no other make.

The Newcombe agent  
has a real "Leader"

### The Newcombe Piano Company, Limited

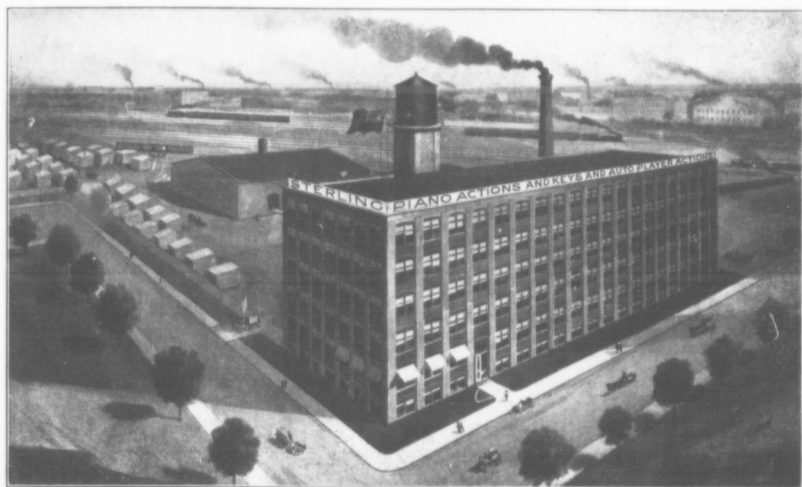
Head Office, 359 Yonge Street  
Factory, 121-131 Bellwoods Avenue

TORONTO

CANADA







The up-to-date plant where Sterling Actions and Keys are made.

# STERLING

## Piano Actions and Keys

Every Action and every set of Keys bearing the name Sterling has always been made with a knowledge that they must give permanent satisfaction to the ultimate purchaser—otherwise the sale would be poor business for the retailer, the manufacturer, and for us. The pursuance of this policy for over 30 years has given Sterling Piano Supplies a Sterling reputation.

### Sterling Actions and Keys Ltd.

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Extra effort, and extra difficulties. **Evans Bros. Pianos** meet these conditions squarely. When you sell an **Evans Bros.** instrument, the same cash deposit and the same monthly payments will wipe the account off your books more quickly than if your selling price included a good round sum "for the name."

Quality has always made the **Evans Bros. Piano** big value, and never was that truer than to-day.

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516 Richmond St. W.

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1891

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Manufacturers of

**Pianoforte Hammers**  
and  
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For the better grade manufacturer



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*A Piano is expensive  
or cheap  
according to its ability  
to give service.*



Style "30" Player

## MENDELSSOHN Pianos and Players

have always been outstanding for giving the best of service, consistently through thirty years of constant service. It has for long been our lot to cater to leading dealers who appreciate that only the best quality of materials are good enough to go into Mendelssohn Pianos.

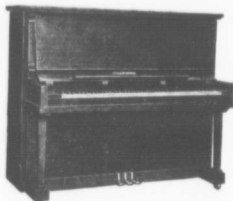
The manner in which the Mendelssohn has met their requirements and the standing it has to-day are proofs that, measured by its ability to give service to dealer and consumer, the Mendelssohn represents unbeatable value.

### Mendelssohn Piano Co.

110 Adelaide St. West  
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New Style "E"



Cottage Style

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137 East 13 Street

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New York

High Grade Commodities

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PIANO AND PLAYER TRADE



## Player Accessories.

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

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

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

## Felts, Cloths, Punchings

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

Imported French and also Domestic Bushing Cloth—Hammers.

*The Craig Piano—Established 1856*

## Gentlemen Who Sell Pianos



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

## The Sweet, Mellow Tone

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

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

Are you familiar  
with Craig Pianos?

## The Craig Piano Company - Montreal, P. Q.

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

**GEO. W. STONEMAN & CO.**

**PIANO VENEERS**

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**Maryland Walnut**

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

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

Write us for quotations on Pin Block, Bellows, Core and Cross banding stock.

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**CHICAGO, - ILLINOIS**

The  
*Doherty*  
Piano

"stands out" in the home graceful and distinguished as an officer's uniform in the general crowd.

Its tone "interprets the accents, rhythm and expression of the music in a way that seems to go to the right spot," as a musician put it.

Such qualities in a moderate-priced piano make it a big seller.



**DOHERTY PIANOS, Limited**

*Established 1874.*

**Clinton, Ontario**

*Over 70,000 Doherty Owners*

# LESAGE PIANOS

have had a remarkably quick rise to popularity. This success is attributable mainly to two old, but never-improved-upon characteristics—superior quality and prompt service. That is the basis on which we have solicited orders and that is the basis on which the success of LESAGE PIANOS has been won. LESAGE QUALITY in a piano is what we call "character" in a man. Such a piano it pays to buy and sell.

**A. LESAGE**

ST. THERESE

MANUFACTURER OF PIANOS  
and PLAYER PIANOS OF THE  
VERY HIGHEST GRADE . . .

QUEBEC

## To the Trade:

Owing to the continued advance in the cost of all materials used in the manufacture of Piano Hammers and Strings we trust our customers will appreciate our efforts in keeping the prices of these goods to the minimum. Never during the past 18 years have our profits been so small. In advising our customers of the extra cost of these goods we do so reluctantly at the same time it is unavoidable, though no fault of ours. We can only hope that there will be no further advances in prices.

## D. M. BEST & CO.

455 King St. West.

TORONTO, ONT.

Piano Hammers, Piano Strings and Music Wire

## The Year we Began

to make pianos our slogan was "Improvement." Every year since has found our resolutions all tied into one and tagged "Improvement."

Strict adherence to that has put the Wright Piano in the Leader class with dealer after dealer. Right now a big proportion of our dealers are devoting the most of their time to pushing the Wright.

This fact alone is like a big colored electric sign pointing to the quality of Wright Pianos and Players.



STYLE 65

## Wright Piano Co.

Limited

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# YES

**THE STANLEY PIANO**  
will fill all your requirements and  
bring you satisfied customers.  
**LIVE DEALERS** will find it to  
advantage to write for prices to

STANLEY PIANO WAREROOMS  
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For some years there has been a demand for a Church Organ with a Pure Pipe Tone, resembling the quality of a Pipe Organ.

After much experimenting we have evolved the "Symphony" Organ, which we have no hesitation in recommending to Churches requiring an instrument for leading the service of Praise.

We shall be pleased to send specifications and price on request.

Symphony Model

**Thomas Organ & Piano Co.,** WOODSTOCK, ONT.



OUR NEW 275-PAGE CATALOGUE OF

## PIANO & PLAYER HARDWARE, FELTS & TOOLS

is complete in detail and full of interesting and important matter. Every manufacturer, dealer, tuner and repairer should have a copy. Please mention Catalogue No. 116.

## HAMMACHER, SCHLEMMER & CO.

NEW YORK, SINCE 1848

4TH AVE. AND 13TH ST.

## THE GODERICH ORGAN Still in the Running

ORDERS have exceeded our expectations.

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

**Dealers keep alive, handle the winner.**

If you have not a copy of our latest catalogue, Send for it.

Prices on stools are withdrawn. Quotations given on application.

**We employ no travellers.** Do business by mail.

Send us your orders, we will take care of you.

## The GODERICH ORGAN CO., Limited

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### Julius Breckwoldt & Company

Manufacturers of

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

Sole Agents for Rudolf Giese Wire in Canada and United States

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### "Superior" Piano Plates

MADE BY

THE

SUPERIOR FOUNDRY CO.

CLEVELAND, OHIO, U.S.A.

# Quick Turnovers

Lie in These Fast-Selling Lines



## Vareni Violins

The Vareni is an instrument of high quality sold at a price everyone can afford.

Every instrument bears the hall mark of Pietro Vareni. Only selected, properly seasoned materials are used in making this violin, and only skilled violin-makers have any part in its construction. The model is very fine. The finish is amber, beautifully shaded and polished. The tone is clear and full.

No. 61 Retail Price.....\$25 00  
No. 62 Retail Price..... 40 00  
No. 23 Retail Price..... 55 00

## E or 1st Violin Silk Strings

No. 225—The Bestone Real Japanese silk string, superior quality, four lengths.

Retail Price .....each \$0 10  
No. 130—Ariella, good quality. Retail Price .....each 0 10  
No. 132—French silk, finest quality. Retail Price.....each 0 20

## Hawaiian Steel Guitars



No. H4—Hawaiian Steel Guitar, Maple, Mahogany finish, rosewood fingerboard, with inlay around sound hole, spruce top bound with celluloid, American patent heads, metal tail piece, steel strings, standard size.  
Retail Price ..... \$9 50

No. H100 $\frac{1}{2}$ —Hawaiian Steel Guitar, Mahogany finish, highly polished, imitation ebony fingerboard, with white inlay position dots, two rings of inlay around the sound hole, brass patent heads with metal tailpiece for steel strings, selected spruce top, good tone and finish.  
Retail Price .....\$11 50

No. H104 $\frac{1}{2}$ —Hawaiian Steel Guitar, solid mahogany back and sides, inlay strip down back, two rows of inlay around sound hole, mahogany neck, ebony fingerboard nicely inlaid with fancy pearl position dots, fine white spruce top bound with celluloid, beautifully hand polished. Concert size. Retail Price .....\$22 50

When playing the steel guitar picks are used on the right hand, one on the thumb and first and second fingers, in the left hand you use the steel. These articles we can supply separately.

No. 170—Nickel plated steel nut for Hawaiian Guitar.  
Retail Price ..... \$0 55  
No. 172—Steel for playing Hawaiian Guitar.  
Retail Price ..... 0 75  
No. 173—Finger Picks for playing Hawaiian Guitar.  
Retail Price 10c. each, or per pair ..... 0 25  
No. 174—Thumb Picks for playing Hawaiian Guitar.  
Retail Price ..... each 0 15

## Guitar Cases

No. 88—Canvas case, standard size. Retail size.... \$2 90  
No. 89—Canvas case, concert size. Retail Price..... 2 90

## Hawaiian Ukuleles

No. 13—Birch Mahogany, well made, dull finish, mahogany pegs. Retail Price ..... \$7 00  
No. 16—Genuine Mahogany, well made, oil finish, mahogany pegs. Retail Price ..... \$9 50  
No. 110—Genuine Koa Wood, nicely made, dull finish, three rings of inlay around sound hole, white celluloid pegs. Retail Price ..... \$11 50  
No. 123—Genuine Koa Wood, made by Jonah Kumalae, Honolulu, fine quality, polished finish, top edge bound with different colored wood, three rows of inlay around sound hole, Koa Wood pegs. Retail Price ... \$23 50

## Ukulele Cases

No. 0—Ukulele Canvas Cases, canton flannel lined, leather bound, leather handle ..... \$2 00

## Special January Offer

Owing to the very great scarcity of Harmonicas and the difficulty to obtain them, we are making for the month of January, regardless of profit, this extra special offer, in an earnest endeavor to assist the trade to meet their requirements.

## Harmonicas

No. 802—"The Soldier Boy," 10 single holes, 20 reeds, heavy nickel plated covers, heavy brass plates, romany covers, easy blowing, full, rich tone, in neat hinged cover boxes.

Retail Price .....each 50c.  
Special Offer Price, per doz.....\$3 60

No. 804—"Peerless," 16 double holes, 32 reeds, heavy nickel plated covers, heavy brass plates, extension ends, a very attractive and well finished Harmonica, easy blowing and splendid tone, in neat hinged cover boxes.

Retail Price .....each 75c.  
Special Offer Price, per doz.....\$4 70

Offer Expires January 24th

### CONDITIONS

Orders must be for shipment on or before January 24th. If after, regular prices will obtain. We reserve the right to limit quantities to any one dealer. All orders subject to prior sale.

✉ Mail Your Order TO-NIGHT

WINNIPEG  
CALGARY

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

MONTREAL  
TORONTO

# Canadian Music Trades Journal

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

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

British Representative:

DUNCAN MILLER

17 Little Tichfield St., Gt. Portland St.

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VOL. XVIII.

TORONTO, JANUARY, 1918

No. 8

## Allowances for Exchanges

AT their December meeting the New York Piano Merchants' Association established the following schedule of allowances for pianos taken in exchange:

### Schedule of Maximum Allowances for Trade-ins

	Under 5 year.	5-10 year.	10-20 year.	Over 20 year.
Upright Pianos (stencils)	70	55	40	25
" " \$200 grade	75	60	45	35
" " 300 grade	100	80	60	45
" " 400 grade	150	130	100	75
" " 550 grade & up	180	150	125	80
Grand Pianos: 450 grade	165	125	100	60
" " 550 grade	200	170	130	100
" " 650 grade	275	225	175	125
" " 750 grade & up	300	275	225	150
Player Pianos: (88-note)	145	120	100	
" " 395 grade	160	125	100	
" " 500 grade	200	165	110	
" " 650 grade	275	225	150	
" " 850 grade	300	250	160	

## A Diamond in the Rough That Made Good

WITH the scarcity of good salesmen and the death of young men showing an inclination to enter the piano business, some dealers are casting around in corners outside the music business for likely material. Out on the western prairie, where not so long since stringing up was supposed to be the only cure for rebranding, and where the country, the sky, the business transactions and everything is big, there is no sticking to rules nor lying down to a difficulty.

A piano dealer there some time ago wanted a salesman, failed to locate one in the trade, and made up his mind to go outside and pick up a diamond in the rough. He located what seemed the making of a good man in a grain elevator. He took the man on, gave him an idea of what was required in piano selling, and being convinced of his honesty, straightforward dealings, and enthusiasm, turned him loose in country territory. The first month the new salesman turned in \$3,000 worth of business, and from that on maintained a good average monthly. Later he was transferred to city territory, where he proved equally successful.

About the time he was becoming a thoroughly seasoned piano salesman he ran up against a hard nut. He began to camp on the trail of a Mr. Blank, who was head of a good business, and who himself was an employer of salesmen. Mr. Blank owed his family a piano, but bucked when it came to paying that debt. The ex-grain elevator man sized up his adversary and went after him hammer and tongs on the ground that he wasn't playing square with his wife and children in letting them continue existing without music in the home. The piano man criticized, shamed, scolded, went after him without gloves, but all the time stuck to the

duty of having music in the home, the positive crime of not having it when he could so well afford it. Mr. Blank resented, swore, and got properly sore in turn.

But the new salesman knew his man, stuck to his guns, and finally closed the sale. When the deal was closed Mr. Blank called his salesmen together, and set before them as a good example the salesmanship of the man who sold him his piano. The piano dealer who employs this salesman speaks highly of him, and believes this case justifies looking around in all corners for likely men.

## English Piano Manufacturers

### Permitted Increased Outputs

GOVERNMENT restrictions have been lifted in England to an extent that permits of an increase in the quantities of pianos that the manufacturers there will be able to produce from 12,500 to 34,500 per year. The trade is being rationed in so far as necessary metals are concerned.

About four months ago an Official Rationer was appointed to the music industries. It was his business to allocate to each piano manufacturer a certain number of copper strings, thus curtailing and regulating the number of pianos made.

For a time this plan was an improvement, but eventually the trade faced the alternative of increased rations or closing their factories.

Meeting after meeting was held in the trade, and finally the matter was brought before the Minister of Munitions. In the first rationing the Ministry of Munitions granted a ration of metals equal to 25 per cent. of the claim made for the industry and amounting to 12,500 pianos per year.

After much agitation, investigation, and holding the meetings above referred to, and representations to the Ministry of Munitions, a concession was finally granted which will allow an increase in the production of pianos to a rate of about 34,500 per year, a little under 30 per cent. of the output of 1913. This 34,500 represents seventy-five per cent. of the claim made by the trade in its representation for increased rations. Also no stipulation is imposed as to export trade. In the first rationing arrangement, too, there was no provision for repairs. In the new arrangement a ration of metals for repairs has also been secured.

Private advices from England convey the information that practically only one action factory is in operation, nearly every other being closed down for lack of supplies, hardware, etc., or working on flying machine parts.

In connection with the effort to get the Government's consent for the production of a greater number of pianos the retailers are checked up by "The Pianomaker" of London as being largely responsible for the maximum of pianos permitted to be manufactured not being larger. Two thousand retailers were circularized, and upon their cumulative answers as to their yearly requirements much depended. Five hundred were sufficiently interested to reply.

### "Printers' Ink" Says Musical Instruments Are a Necessity

A LEADING and authoritative journal, whose views always carry weight, is "Printers' Ink." The following article has just appeared in that paper, and while lengthy is well worth the trade's noting:

(Special Washington correspondence "Printers' Ink.")

When Congressmen and officials at Washington began to cast about, some months ago, in search of objects upon which to impose the new war taxes, it seemed as though all those who were consulted suggested, as with one voice, that "motion pictures and talking machines" be placed foremost among the tax targets. The result of this instinctive, taken-for-granted attitude was that when it came time to frame the new revenue laws, there was no disposition at the Capitol to admit as open to argument the proposition that these supposedly rich and superfluous industries should bear a burden of special taxation.

When, as war preparations progressed, there began discussion as to the rationing of "essential" and "non-essential" industries, something of the same condemned-without-trial attitude, above mentioned, became manifest with respect to the musical industries and especially that large section of the trade involving the production of pianos and player-pianos. It seemed as though everybody who knew just how the war ought to be managed, in proffering advice to the Government, to ruthlessly cut down "non-vital" industries glibly cited the piano industry as the proverbial horrible example. No less an authority than Frank A. Vanderlip instanced pianos, when in a public address, he sought an illustration of the classes of merchandise "we can do without."

How the musical instrument industry is meeting this difficult situation makes a rather interesting story. It is as yet a continued story, but the serial has progressed far enough to afford some inspiration for other national advertisers and manufacturers who as the war progresses or in the period of readjustment after the war may be called upon to face problems more or less similar in character. That the musical instrument makers have but just commenced to preach, via advertising, the gospel that music is not a luxury but a necessity, not a mere form of diversion but a solace, an education and an inspiration, is a circumstance that will cause the progress of these manufacturers to be watched with keen curiosity by other interests that have, in the past, perhaps rather overplayed the luxury element of their business or at least have in the preparation of advertising copy devoted more space to the pleasures of indulgence than to the needs of body and soul.

#### Serves to Unify the Industry

One benefit that has been produced at the very outset by the predicament in which the music trade finds itself, is to set to work powerful influences for the unification of organized effort within the industry. The musical instrument industry has been well organized, but it has had, if anything, an overdose of specialization. The manufacturers of pianos have had their organization and the retail piano merchants have foregathered in an entirely different quarter. In the talking-machine field, the jobbers handling certain classes of instruments have lined up in one trade organization whereas the distributors of another make of machine have flocked by themselves and so it has gone, all down the line. With the prosperity of the industry threatened from outside there is a disposition on the part of all these various organizations to make common cause to an extent heretofore unknown. Following the example of the automobile industry, the music trade has lately launched the Music Industries Chamber of Commerce. Here, as elsewhere, in the business field, such co-ordination—if we may

employ a sadly overworked word—not only enables the industry to have special representation at Washington and other "seats of trouble," but more to the point, it brings manufacturers and retailers closer together and gives to each a better appreciation of the perspective of the other.

#### What the Campaign Aims to Accomplish

It is a double-barrelled campaign that the musical industry has resorted to when suddenly called upon, inferentially if not actually, to show cause for its existence in wartime. On the other hand, there has been a consistent effort to prove to Government officials and others in authority that the fuel, raw material and transportation requirements of the music trades are not calculated to impose any noticeable burden upon a nation at war. On the other hand, there has been a drive, that might profitably have been started years ago, to prove that music has a definite place in the existence of the millions who have learned to love it—place very close behind bread and butter. This movement began to take shape with the organization of the National Bureau for the Advancement of Music which antedated our entry into the war. It has taken on additional momentum in the present advertising drive, led by the Victor Talking Machine Company, to gain recognition for music as a necessity in the camp, wardrobe and every-day home.

To outsiders, looking in, it appeared that the main wartime peril of the music industry lay in the danger that Government industrial needs would drain the piano factories of their trained employees—break up the organizations as it were. A large proportion of the men in the musical instrument factories are specialists who, once withdrawn, could not readily be replaced, and such is their skill attained by life-time experience that no new recruits could approach their output either in quality or quantity.

However, the labor problem has been, in a sense, the least of the troubles of the musical men. Manufacturers early realized that the best way to keep factory wheels turning and organizations intact was to take on some war contracts but to endeavor to arrange to be foot-free to dole out limited shipments to the established commercial trade. Accordingly, many piano manufacturers applied for Government contracts and, following the example set by Germany, Uncle Sam allotted to such firms contracts for aeroplane construction, a line of work obviously well suited to skilled woodworkers. However, the firms did not receive in all cases as much Government work as they could handle and would, indeed, really have liked to have obtained. One leading manufacturer who has a world-famous experimental and scientific department has been called upon by the Government for some special work. But of straight manufacturing requirements realization has been short of anticipation. In further proof of the fact that the labor problem is not the shoe that pinches, musical instrument manufacturers have explained to Government officials that, as yet, they have not found it necessary to employ women to any considerable extent, although many of the manufacturing operations in the industry are well adapted to performance by women.

Disdaining the labor situation as a factor, the music-instrument manufacturers have in their advance on Washington trained all their guns on the priority orders and like restrictions which tend to hamper them in security of raw material. For the sake of concentrating on their plea the manufacturers have even gone so far as to tell Uncle Sam that they will not bother him too much for facilities for the transportation of finished instruments if only he will not put obstacles in the way of the security of fuel and raw materials. Already, the music trade has quietly made tremendous strides in the employment of motor trucks for the transportation from factory to retailer of instruments and other merchandise within the line. While this is no solution for long hauls, such as are involved in the case



Style Louis XV Player  
*Opera*

## Get Behind the Player Piano this Year and Increase Your Profits

**T**HE trade generally are looking for a big increase in 1918. The player trade is only in its infancy yet in Canada. There is an enormous business to be had from now on—and you will get a share in just so much as you talk players.

The Williams "Maester-Touch" player has the exclusive selling features which appeal to the discerning music lover—such as

The Floating Rail, Maester-Touch Device, and the Accenting Bellows.

The Williams player is constructed complete in our own factory—a big advantage.

If you don't sell this splendid instrument, write us for full particulars to increase your player trade.

Retail Player prices \$750 to \$1,200.

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

Factory—OSHAWA, ONT.

Toronto Office—204 EXCELSIOR LIFE BUILDING



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## Just That Difference

**I**N presenting for your consideration our line of Pianos and Reproducing Pianos we want to emphasize the fact that these instruments are built in our own factory, under the most careful supervision. This insures that they are built right—mechanically and musically.

When you draw your customers' attention to a Sherlock-Manning instrument there is just that difference to you that makes salesmanship easy.

The public know that the name "SHERLOCK-MANNING" means piano quality and reliability, and you have no necessity to embark on a story, or a "just-as-good" comparison to ensure a sale.

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**The Sherlock-Manning Piano Co.**

**London : Canada**

of shipments to the Pacific Coast, it has been demonstrated at Washington that it does serve to reduce materially the aggregate demands of the industry upon the railroads.

The Music Industries Chamber of Commerce has filed with the War Industries Board and the United States Fuel Administration figures showing that the commodity requirements of the industry are not nearly so extensive as some outside critics have assumed. For example, some of the alarmists who undertook to set the Government by the ears gravely shook their heads over the purported spectacle of American piano factories consuming countless tons of wood that might be needed for aeroplanes, gun stocks, truck bodies, etc. To nail these representations, the piano manufacturers have presented, in quarters where it will do the most good, tabulations showing that the wood requirements of the industry are mostly for chestnut and for the fancy woods that are seldom cut in lumber. Not only, it was pointed out, can use be made in this trade of short and odd lengths and sizes of lumber but such circumstances as the extensive use of vegetable glue were cited to attest the fact that the musical instrument industry is not competitive with war products.

#### *Why Curtailing Production Would Be Specially Dangerous*

In its fight for a place in the sun, the musical instrument industry is aided by two influences that are not present in the case of every line of goods assailed as "non-essential," but which may well be taken advantage of wherever present. The first of these favorable influences is the deep-rooted credit system on which the whole structure of the musical business has been reared—financial ramifications so intricate and extensive that the Federal Reserve Board is understood to have expressed misgivings for the consequences of any disturbance to the music trade. Competent estimators have placed at figures as high as \$1,000,000,000 the aggregate amount outstanding of so-called "piano and musical instrument paper"—that is, obligations to manufacturers and dealers secured by "installment paper" under the familiar plan of deferred payments. There has been no need to exaggerate to the men at the helm at Washington the havoc that might be created should this credit system be jolted sufficiently for the shock to be communicated to a long line of allied industries.

Consideration for an export trade just getting firmly on its feet is the other influence which, with the musical instrument industry as with some other lines, is calculated to cause war managers to pause in their haste to denounce any form of production as non-essential. According to summaries shown at Washington by George W. Pound, Germany had, prior to the war, 90 per cent. of the export trade of the world in most lines of musical instruments. To-day, by the same gauge, the United States has 75 per cent. of this business. This, too, despite the fact that production in the United States has, of necessity, been cut from 350,000 pianos to something over 250,000 per annum.

The incentive to hold every ounce of foreign demand that has been wrenched from Germany is so obvious that all the persons in official position at Washington who are concerned for the future of our export trade are loath to see the brake applied unless it be absolutely necessary. The fact that Great Britain and France have receded in great measure from the drastic repressive policy which early in the war they adopted with respect to the musical instrument industry and other so-called luxury lines renders it all the more imperative that American export interests be up and doing if we are to hold the trade that has been captured in Latin America and Australia.

The definite, co-operative campaign of advertising to gain recognition for the musical instrument as a genuinely essential item of house furnishing is, as yet, in its infancy. Even now, with all America scrutinizing German efficiency

in deadly earnest, it has not yet occurred to any musical instrument advertiser to explain the large part which music plays in the lives of the Germans nor to point out that, not content with superabundance of music in public places, a home concert that consumes an hour or more following the evening meal is an almost invariable feature of family life in the average German household. Even the function of music in the American home as an antidote for worry and a relaxer for tense nerves is but just beginning to be proclaimed in the advertising space that has heretofore been given up to the endorsements of professional musicians. However, the current Victor copy indicates how suddenly the industry has turned the corner in its policy.

In far-reaching effect in a wide field of distribution there is one seemingly minor factor of the advertising upset in this quarter that may ultimately overshadow even the effort to establish music as a requisite of our mental and physical well being. For the time being, one merely notices that musical instrument men are not going to the lengths that they once did in advertising "easy terms." Ultimately, though, this may mean a partial or complete revolution in methods of selling and the elimination of practices that had grown to the proportions of a trade evil. If it is found that the generous space that was once devoted to exploitation of the exceedingly favorable terms on which instruments may be purchased can be used to better advantage in preaching the gospel of the love of music, and the blessings it brings, the trade may gradually attain to a new plane of independence.

Already, as has been said, there are straws which show to which quarter the wind has veered. Music trade interests that have long been secretly rebellious of the policy of five-dollars-down-and-five-dollar-payments-for-life have taken advantage of the short stocks, delayed deliveries and other wartime curtailments of musical instrument supplies to cut down their low-term and long-time business. Some prominent houses have ceased entirely to advertise terms. If this influence persists with the contraction of musical instrument supply it may not be long until firms in the trade—at least the firms operating exclusive agencies—will be found advertising the advantage of cash purchase plans and thereby reducing the number of "repossessions," the surplus of "used" instruments that has long been the bane of the musical instrument industry.

#### *Where to Get Player Salesmen*

*(By Geo. E. McNally, in Standard Player Monthly.)*

"WHERE can I get a good player salesman?" asked a dealer of me a few days ago. "From your sales force," I answered.

"What do you mean?"

"I mean that you have good material now if you train it. I know of two such men you now employ, though they lack some of the elements necessary to make them good salesmen. But they would soon become first-class salesmen if you would all get together each week and discuss what to do and how best to do it.

"If I were you, I would call a meeting for to-night. Have all your salesmen present and tell them squarely what you want and that you propose to hold a meeting on a given night each week in the future, when all are to be present except when excused by yourself.

"At these meetings you are to study how to sell player pianos. Each man is to take part. You intend to hold demonstrations at which one salesman is to act as the buyer, and other as the salesman. The rest are to criticise the salesman in his work—but not while he is trying to sell. That would upset him in any manoeuvre he might have in mind and cause a lot of lost time. Make notes of his work and, after he has finished, ask questions and offer suggestions. Ask him why he said thus and so; or

# The Mozart Piano Co.

Toronto



Limited



## HEIGHT, 4 FEET 4

Style Z Mozart Piano, in fumed oak. A beautiful model, perfectly exemplifying the modern tendency toward better quality and less bulk.

INVESTIGATION does not cost as much as STAGNATION. The former paves the way to progress; the latter to dissolution.

Hence the importance of knowing where to secure the most genuine values.

Undoubtedly you have a good line of pianos now. But another or an additional line may improve your selling strength and your profits. Especially so when better styles, better finish and better quality are offered.

Be wise—INVESTIGATE TO-DAY. Write, wire or telephone for prices and information.

## National Piano Company Limited

266-268 Yonge Street - TORONTO



why he did this or that. By following this method each man will find how good or bad his work is."

In going into a class study of this kind, each one should put his heart into it and not get "sore" if he comes in for a lot of criticism, for only by such methods can better work be developed. It is only the narrow, egotistical chap who cannot stand fair criticism.

### Destroyers in the Tuning Business

*Portion of an Address Before the Convention of the National Association of Piano Tuners by F. F. Abercrombie*

WAKE up, musical America! Invest your money in a good piano. Money invested in a good piano is as safe as Liberty Bonds. Why invest upwards of from four hundred dollars and only spend one per cent. in up-keep per year? Keep your piano in good tune whether you use it or not. You must feed a horse or any other animal whether you use them or not.

And now for a fleet of destroyers that have been, are now, and ever shall be a menace to the piano industries and all its allied branches.

The conditions of the pianos in the majority of our public schools are the greatest menace we have. In the first place while we will agree that the school boards are or should be composed of our representative men and women, and perhaps successful in their own particular vocations, but how many times will these same people buy inferior pianos of new makes and inferior ones that are second hand. I know of a committee somewhere in America that purchased at four hundred dollars a piano over fifty-one years old and placed it in a four hundred thousand dollar high school. Just one example of seemingly good intentions, also showing lack of knowledge in the piano game.

I have always claimed that the piano in the public schools should be as good as money can buy, for in the public school we have the untrained ear of the young child, and many a good musical ear has been ruined by the poor conditions of the pianos in the schools. Did you ever stop to think what the piano is subjected to in a modern school building? Ask a well informed janitor. He will tell you that from Friday afternoon until Monday morning the heat is turned off in the winter months. Every afternoon all windows are opened to freshen up the rooms. Just try this treatment on a piano and watch the results. Then to cap the climax, the board of education will advertise for bids for tuning.

Now comes the question of not how good, but how cheap. I know of a contract somewhere in America that was given out for school tuning at seventy-five cents per piano, twenty-six pianos and eight organs. The work was completed in less than four days. Do you suppose that if any one in authority had anything but tin ears they would stand for this kind of work? Do they think that the several hundreds of dollars of the taxpayers' money invested in pianos isn't worthy of better investment and care? Don't you think that it is time for the boards of education throughout the United States to insist upon the best in pianos, and in tuners?

While the continual cry is for larger salaries for teachers, due to the fact that they have to attend college a certain number of years so that they may become proficient enough to obtain their license to teach, those same school boards forget that the proficient tuner has also put in several years in that college of experience to enable him to do first-class work, but he, the tuner, is expected to sell his knowledge for a pittance. And all this is the answer to the question, "Can we properly cultivate the young ear to poor toned, improperly tuned pianos?" Unless the child is started correctly we cannot expect anything but a tone-deaf generation. As the twig is bent so shall it grow. Would we

send our young daughters and sons to a business college to learn typewriting on an old worn-out machine and expect them to become expert typists? The same argument applies to the old worn-out pianos that you will very often find in your schools, colleges and in other places where music is taught.

The clever salesman will sell a piano that has seen its last days to a customer for a beginner to learn on, which is a crime. The beginner should have the best money can buy. The musician can produce music of some sort on most any kind of a piano, but the child or beginner must have the ear trained as well as the fingers. Correct tone and regulation are the most essential things in a piano.

Another destroyer in the tuning business is the dealer that will hire any Tom, Dick or Harry that is cheap enough. Very often this class of tuner is given piece work on dead head or free tuning. The price is perhaps so small that it is a case of get the money and the only things that suffer are the pianos and the owners. This same class of dealers will boost the destroyer as being the finest that money can hire, will never entertain a complaint of poor work until the day comes when he sees a cheaper one coming his way, and then the customers pick another prize, and after the

### A Good Argument to Use

#### *How Many Homes Are Bought for Cash?*

Think of the very few people that would be owning their own homes if they had to purchase them outright instead of on the credit or contract basis on which practically all of the homes being purchased to-day are sold. It is no disgrace to purchase a home on credit, far from that. It is a tribute to the citizenship of the purchaser. Then why look with disfavor upon anyone purchasing a piano which goes into the home on credit?

The piano credit system has done as much to elevate the standard of home atmosphere as any other single factor. A good piano is just as much an investment as a good home. Why should anyone forego the comfort and enjoyment which music will give when it is obtainable on a credit basis which makes its ownership so simple.

piano has been tuned by several different tuners that have no interest in anything excepting the dollars, it's then the dealer submerges and fires a shot into the manufacturer. This is one of the causes that make the independent tuner.

The day is past with the tuner that has an ounce of honesty and good, red blood in his veins to stoop to that dirty game of pulling it over for the unscrupulous dealer. The dealer that plays the game fair with his customers will play fair with his tuner, and I am happy to think that there are a few fair dealers left. It behooves us to stick to those dealers who appreciate the fact that there are a body of tuners that are men and tuners worthy of their hire, and can make good in their profession, and can enter and leave any home as gentlemen should. This type of tuner is the best asset any self-respecting dealer can possess, and I hope to see the day when this type of tuner and dealer will stand shoulder to shoulder and wage a battle royal against the fake tuner and the fly-by-night dealer. The day when the self-respecting dealer will extend the right hand of fellowship to nothing but first-class pianos and guild tuners will be the dawn of a new piano world. Another type of destroyer is the rum dum tuner that some people take pleasure in recommending, because he is cheap.

Another type is the faker that claims that his great grandfather was a piano maker and that he graduated from a mail order college; that it cost the large sum of forty-five dollars to learn the business, but as he took a summer course at a reduction he is willing that his customers get the benefit of same.



## BUILDING UP or TEARING DOWN?



# Which are you doing in the Talking Machine Business?

Just remember that unless you are putting real quality—super merit—into the working parts of every Talking Machine you make, you are tearing down instead of building up. Every poor machine sent out hurts you, hurts the dealer and displeases the customer.

Build quality into your product. Use the one best motor, because it is the life of your machine.



is the result of the demand of a manufacturer for something much better than he could buy. The highest engineering skill was appealed to, and responded with designs for the "Dayton." The machine is built by careful workmen, trained in such enterprises as National Cash Register, Delco, Computing Scale, and others which have given Dayton the title, "The City of Precision." Its workmanship had to

be the highest to equal the merit of the design. It has made good wonderfully in thousands of machines. You will gain reputation and re-orders if you equip your Talking Machines

with it, and you will have no motor troubles. Why take chances on other makes when the "Dayton" means satisfaction?

The same factory makes "Dayton" Tone Arms in five styles, and "Dayton" Sound Boxes in two styles.

Write and let us tell you how to enhance the value of your machines at no more cost. Get our new phonograph parts catalogue.

## The Thomas Manufacturing Co.

303 Bolt St., DAYTON, Ohio

TORONTO OFFICE  
The Kent Building

Five Designs



The "Apollo"

Five Designs

# Cecilian Concertphone

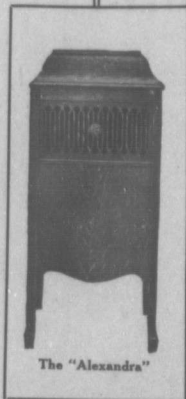
"The Choir Invisible"

**T**HE highest salesmanship consists in making a buyer understand the true merits of the article you are seeking to sell . . . and will not only study the immediate needs of his customers but will provide against those needs even before the customer realizes they exist."

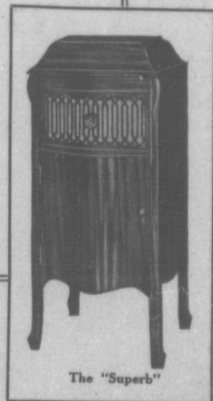
So said Charles M. Schwab, the steel magnate.

Your best salesmanship can be wisely expended upon the *Cecilian Concertphone* because it is just a question of showing the merits which are there—built in.

The makers of the *Cecilian Concertphone* have anticipated what is needed to give the owner the utmost of service and pleasure in his home. The *Concertphone* plays all records—has the *Ball-Bearing Tone-Arm*, *Automatic Stop*, *effective Tone-control*, and a cabinet as fine as a piano case.



The "Alexandra"



The "Superb"



## Musical Instruments Limited

247 Yonge Street

Distributors  
for Canada

Toronto, Canada

# Cecilian

## World - Famous

(Established 1883)



### Are You Going to Make 1918 a Player Year?

The player is bound to go ahead. 98 per cent. of people really like music, but few can ever hope to play the piano to any great extent. The player field, therefore, has hardly any limits.

The Cecilian player possesses the only All-metal Unit Valve System in the world. It is therefore **absolutely leak-proof**.

The Cecilian Player contains the "Maple Interlocked Back" and the "Grand Piano Separate Agraffe System"—both exclusive features, the advantages of which impress every one who investigates.

Cecilian players are destined to play a leading role in the musical life of Canada.

## THE CECILIAN COMPANY, Limited

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

Factory:  
1189 Bathurst Street

TORONTO

Head Office and Salesrooms:  
247 Yonge Street

# Talking Machine and Record Section

CANADIAN MUSIC TRADES JOURNAL—JANUARY, 1918

## Why a Violinist Buys Records

A TALKING machine man made the statement to the Journal editor that while the trade realizes musicians are no longer prejudiced against the talking machine, they do not go after sales to the musicians as strongly as they should. To use his own words, "We are content to congratulate ourselves that musicians are no longer knockers of our proposition, instead of following up their changed attitude by getting right after them the same as any other prospective buyer."

Certainly all dealers are not fighting shy of working that field, for many prominent musicians have already been sold, although perhaps in some cases the dealer thinks solely of the prestige he will derive from such a sale.

There are a few particularly strong and specific arguments to use on musicians. A member of the Journal staff had a conversation with a young violinist after a recital, at which the latter was playing, was over. The violinist told of certain records he possessed that he prized very much. "For instance," said he, "take Dvorak's Humoresque, or Beethoven's Minuet in G, No. 2, and such pieces. When Yaase, Mischa Elman, Kathleen Parlow, or any of the artists come to town, even if you make it a point to attend their concerts, which is not always possible, you do not always have the opportunity of hearing the easier and better known works. A good part of their programme is beyond my present capabilities, although some day I hope they will be a part of my repertoire, and therefore certain things I want to hear, that would be such an advantage for me to hear, I am deprived of."

"For that reason I buy every violin record of every make of what is within my powers, and by so doing have different artists' interpretations of the same composition. It is an immense advantage to me in my studies."

This is only one case, but it suggests a whole field of endeavor. Any dealer who has not attempted to do much in sales to musicians would do well to have a talk with the different classes of musicians, see what particular branch they are interested in, get a glimpse of talking machine music from their viewpoint, and then put the information gathered to work making money for the talking machine department.

## The Re-Sharpener Needle Discussion

THE London, England, Music Trades Review has been conducting a campaign directed at ascertaining if it is not possible to re-sharpen and re-sell used talking machine needles. A summary of these discussions have on several occasions been given space in Canadian Music Trades Journal. A good portion of the opinions expressed by members of the English trade seemed to believe the proposition practical. In their last issue, however, the Music Trades Review publishes the following letter from the honorary secretary of the British Music Trades Industry Committee:

"I have not had the pleasure of seeing the articles that have been written on the question of re-sharpening gramophone needles, but if the proposition is a feasible one, I am in favor of it.

"It has, however, to be remembered to obtain the best result and the minimum amount of wear on the record the

point must be of a size and taper that will exactly fit the groove and yet not cause undue wear or damage on the wall of the track.

"Taking into consideration the immense amount of scientific study that has been given in determining the exact shape of the gramophone needle and the perfect machinery for the pointing of it, in my opinion it does not seem possible, firstly, for this to be done by a layman; secondly, for it to be done by a skilled workman or machine, except at an exorbitant price and exorbitant use of valuable labour.

"It also appears to me that had the re-pointing of needles been a feasible proposition, one of the big manufacturers would have marketed them before now."

Commenting on the letter the Review says: "As to the points raised in the foregoing letter concerning the exorbitant price and use of valuable labor, we can but say that at the present time used needles are being collected from the public, re-sharpened, and sold at a figure no more than the cost of new needles, and that no exorbitant amount of valuable labor has been proved necessary in the process. To our mind the whole thing centres around the fact that there is known to be a shortage of high-grade steel, even for direct war purposes, and that it is necessary, and will become even more so in the future, to economise its use on such articles as needles by the re-use of scrap. That in itself is surely sufficient justification for the plan suggested. We quite recognise that the feasibility of satisfactorily re-pointing used needles has yet to be actually proved; it is at present in an experimental stage, but we are unwilling to believe it impossible of attainment. The fact is, that during the last three years the military and the industrial experts have been confounded all along the line. First this and then that was 'quite impossible'; it couldn't be done, etc. But the 'man in the street' has over and over again proved it otherwise so, with regard to this question of utilising the valuable waste steel needle we are firmly convinced that if the Trade would only give the scheme a serious chance, its success would be quickly demonstrated."

## Find Saleswomen Best for Records

GIVING their experiences on the results of employing saleswomen in the talking machine department, a Chicago house emphasizes a point of interest to men too. They say: "We have found that women are superior in record salesmanship, and we employ women exclusively in the record department. Experience has led us to a recognition of the truth that women develop more of a 'fan' spirit, which spirit leads them to take greater interest in the different kinds of music and the adaptability of the different kinds to suit the variety of human tastes. They evince a decided inclination to study the personalities behind the different records and the musical history surrounding the different compositions. This is just the knowledge that makes the ideal background for selling talking machine records.

"We draw very largely from the students of music who are interested in earning an income which simultaneously provides an outlet for their musical ambitions. Through the conservatories we have been able to secure the services of many women who make very enthusiastic saleswomen, and women who from a cultural standpoint are a real credit to our industry."

### Working With the Photographer

"THERE'S a photographer in your town—and there should be one of your talking machines in this photographer's studio to be used for obtaining novelty poses," is the contention of the Chicago Furniture Journal. "The days of the old-fashioned 'cloud and roses' painted background is about over with. Nowadays folks who have their pictures taken want to look natural and unaffected, and that is why you see so many photographs in which the person photographed is reading a paper, sitting upon a table, answering the 'phone, or doing something else 'everyday' and commonplace. The public enjoys novelty, and if you get the photographer in your town to accept the loan of one of your phonographs, you will find that lots of his patrons will want to have their pictures taken while they are playing or leaning upon the machine.

"Another thing, nothing is more tiresome than for women to sit idly about a photograph establishment, so they tell me. They will be only too glad to get some enjoyment out of playing your phonograph, and naturally they will talk about its tone, and about your store, and sooner or later will become your customers. Of course, you must attach to this instrument a neat card that tells where it is from, but this card will naturally have to be detached before the machine is used for posing. Get in touch with your photographer at once. He will gladly help you, because you will be doing him a real service in entertaining his patrons as well as giving them the opportunity of having their pictures taken in a unique setting."

### Stock-Keeping and Ordering of Records

THE Edison Amberola monthly for December contained this helpful article by J. D. Ford, manager of R. S. Williams & Sons Co., Ltd., Toronto, retail phonograph department:

I will deal briefly with the stock-keeping of records. I have here a card. First it reads, "Record Business." Then there are six columns, two columns used at one time. First to show the date that I purchase the record and second the quantity that I purchase. I have chosen two cards showing different tallies of two different records. One card shows me that since a certain date it has been possible for me to secure from the jobber a certain record whenever I wanted it. The second card shows me that since that date it has been impossible for me to secure a certain record. Now, I will put these into two classes. First, one card will show me at a moment's notice that there are no records in stock, or it will show me when I was last able to purchase that record. It will show me when I can purchase records at times, sometimes they are in and sometimes they are not. Third, it will show me a record that gives me a regular sale. Now, that points to another phase entirely. It shows me in the second place, the excellent sellers, the good sell-

ers, and the poor sellers. I am not referring to a case where a record is out of stock entirely.

Now, here is a card that shows me a record for ten months' sales. This special record is a good seller. I can total up the records sold in a certain time and it will show me that that particular record is a popular selling record at all times. I don't mean just a popular record here today and gone to-morrow, but the standard selling record. It will show me the amount of records we purchased last year, and will give me an opportunity to order over and above that amount for my next year's business.

This system can be worked by a small dealer as well as a large dealer, and it will help you to avoid dealing with your records in a haphazard way and will allow you to order records at all times.

Now, in my department I find that the best system of checking up the sales of a record is to put all the record numbers down in a book, a sales book, and enter the sale at the time the purchaser buys a record. If the customer buys a dozen records, these numbers can all be placed on a sheet and tallied up. The following morning these numbers are all recorded on the stock sheet and handed to the stock clerk. The stock clerk then goes over her stock and finds whether we have an adequate supply of that special record in stock. If not, she places it on order again.

I know it is not the same with a good many of the dealers as it is with me—you do not carry a supply of records such as I would handle; it is not necessary for you to carry such a stock, but I would suggest that in each bunk where you keep your records, that you mark the quantity that should be carried of each record. I will just give you an example: I would take one record, a good popular selling orchestra record. It is required of my stock clerk to keep eight or possibly ten of that record on hand at all times. A small 8 or 10 is marked on the bunk. Then, if the record is to be had from the jobber, it is impossible for her to have

### NEEDLES! NEEDLES! NEEDLES!

I am the

## Black Diamond Needle

and, Mr. Dealer, I have solved your needle troubles.

I am a new needle similar in appearance to the ordinary steel needle, but will play one hundred selections.

I am hardened individually and by hand by a new and secret process, and as long as you keep me clean and free from dust I will be faithful to you and do my duty.

I save you time and bother, as you do not have to change me after each record.

I do not wear the record more than the ordinary steel needle.

I and two others retail for 15c.

Send for discounts on me, or mail 15c. for three of us, so that you can try us out.

## BAGSHAW STEEL NEEDLES

The honest quality incorporated in all Bagshaw steel needles is responsible for their dominance.

W. H. BAGSHAW CO., Inc.  
Lowell, Mass.

ARTHUR K. KEMPTON

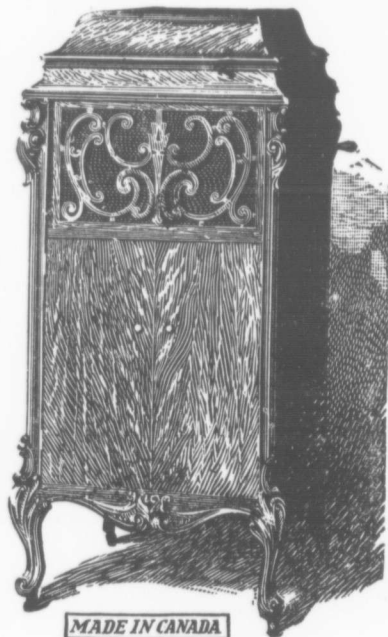
110-111 Mappin & Webb Building  
Montreal

One large dealer, who has four makes on his floor, writes:

We are selling more BRUNSWICKS than all the other phonographs combined.

(Name on Request.)

*The*  
**Brunswick**  
*The Final Phonograph*



MADE IN CANADA

\$45<sup>00</sup> to \$250<sup>00</sup>

*It Had to Come*

The Brunswick just had to be. In every industry the law of evolution applies, and, sooner or later, perfection is attained.

Just as we have seen the automobile perfected in the last fifteen years, so those in the talking machine industry have watched for the "Final Phonograph."

The Brunswick Phonograph, manufactured by a concern with millions at its disposal, that has watched and waited for fifteen years, marks the highest development in the phonograph field.

The Brunswick IS "All Phonographs in One"—an unusual phonograph that has frankly adopted the best features of all, and with some added refinements of beauty and finish, is priced to you without the necessity of charging for discarded models or experiments.

This 100 p.c. efficient phonograph will sell easier and increase your sales because of these features.

It plays better, looks better, and costs your customer less.

Send for exclusive sales plan to-night.

**Musical Merchandise Sales Co.**

204 Excelsior Life Building, Toronto

Distributing Points at Montreal, Winnipeg, Edmonton and Vancouver



**T**HE months of January and February, according to our records, are about equal to December for selling Record and Player Roll Cabinets.

It pays to keep your stock up. The prices cannot come down for months yet.

The Newbigging line is standard. We never skimp our workmanship for greater production. Others try to make cabinets like ours, but fail.

Buy Newbigging Cabinets and your worries are over.



MUSICPHONE  
MODEL "G"  
\$225  
Electric



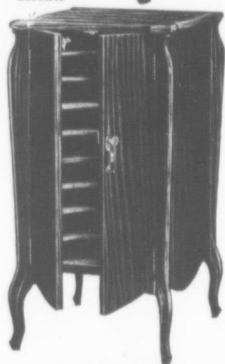
No. 76 Open

The simplest, neatest, handiest music cabinet ever produced.

The lifting of the cover automatically throws forward the front of Cabinet, allowing the tilting forward of the music while selecting a number, the heavy leatherboard index sheets serve to classify the music, and the lowering of the lid closes up the front, and tilts back the music into its original position.

How easy to choose a number with the title all turned up, and the index sheets to classify the music.

Could anything be handier?



No. 83, GOLDEN OAK  
No. 84, MAHOAGANY  
No. 85, FUMED OR MISSION  
A fine cabinet, with top shaped to fit base of Victor No. 1X.



**NEWBIGGING CABINET CO.**

LIMITED

164-168 KING ST. WEST

HAMILTON,

CANADA





the excuse that the record is out of stock on account of it not getting in.

There are records that are better sellers than others. We use a little sticker system. The stickers are placed on the bunk showing that there is a surplus supply of records kept on hand in another bunk where I would keep my surplus supply. These stickers not only show that we have a surplus supply, but it shows also to any person who might come into your store to help out in the busy season, also that these are good sellers.

The more accurately you take care of your record stock the more record sales you will have. It is one of the poorest policies to have a customer come into your store and ask for a record they wish to purchase and you have to tell them that old, old story that has been told thousands and thousands of times, "I am sorry, we haven't got it."

#### Selling Effort Behind the Period Styles

THE period designs enable dealers and salesmen to go after the high-class trade with a new argument. There are those who want in addition to the best musical and mechanical features something exclusive in cabinet design. To meet this demand there are many period designs of various makes on the market, and it behooves salesmen to become posted on the main points in connection with the furniture of these periods.

A window display of period designs attracts much attention, and to know that the talking machine proposition is worth embodying in, say a \$1,500 cabinet, gives the public a much greater respect for talking machines generally. The following information on period styles is extracted from an article in the *Talking Machine World*, and suggests the advisability of dealers and salesmen delving further into "period" history:

The salesman who takes up seriously the study of period furniture design and its application to present-day products will find that he has launched into a most interesting subject. The student of decoration is really a student of history, and will find that all the great political changes of history, the upheaval of empires, the overthrow of old rulers and the installation of new ones, are all faithfully marked by the changes in decorative forms. This can be no better illustrated than in the case of the French styles. The early French styles, for instance, followed closely along the lines of the Gothic, and this in itself reflected the close alliance of Church and State at that time. With Church and State practically one at that time, it was but natural that decorative arts followed those found in Church architecture, and even in this day the Gothic is the Church architecture.

With the coming of Catharine de Medici to France as the wife of Henry II, she brought with her followers from Italy a love for the Italian art and mannerisms, and this influence of the queen is quite evident in the furniture and

architectural designs of the period, just prior to 1589, known as the Renaissance. As the rulers of France came and went, with their particular ideas and fancies, so changed the decorative styles with equal regularity.

#### The Noblest Period of French Decorative Art

Leading up to the reign of Louis XIV we find the first of the styles that may be considered as the modern, or at least one of the styles most familiar to present-day people, and the Louis XIV. period is accepted without question as the noblest period of French decorative art. The chief decorative developments of the period were from 1660 to 1683, and were carried out largely under the direction of Le Brun, a court favorite who followed closely the king's ideas in such matters. The period was marked by a large introduction of curves and a further departure from the classic Greek. It likewise got away finally from the Church influence, and the vast amount of ornamentations found in the designs of the period reflects the wealth and prosperity that prevailed in France at that particular time.

With the death of Louis XIV and the ascension of Louis XV, passing over the brief period of the regency, we find the Court of France given over to extravagances and excesses, with the kind surrounded by Madame Pompadour, Madame DuBarry and the other notorious women of the court. This tendency, too, is reflected in the arts. Louis XV. is the period of the Rococo, Rococo being practically elaboration without regularity, and developing in its later days so that it represented more or less of a riot in ornamentation, with no two curves balancing.

#### The Tendency Toward Simplicity

A reaction came with the accession of Louis XVI. The rulers of France became duly cognizant of the fact that their extravagances and excesses had driven the public to the verge of revolution, and from the point of extravagance endeavored to revert to extreme simplicity in one move. The intention was good, but the results were more or less ludicrous.

This tendency towards simplicity was more thoroughly set forth in decorative arts than in the accomplishments of the court and the ladies thereof. The Louis XVI. style, therefore, will be found full of floral effects, beautifully and elaborately designed, but delightfully simple as to motif. The effect of the floral designs was added to by the liberal use of ribbons and bow knots, and throughout the period there is even a desire to reflect nature as far as possible, and forsake the artificial. The coming of the Reign of Terror and the guillotining of Louis XVI. marked the end of the period.

Then came the Directoire with another reaction. The practical abandonment of religion and the substitution of woman as a figure to be worshipped. The French figure of Liberty—the woman with body draped in white and flowing

## SWISS Phonograph Motors

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

**MERMOD & CO., MFRS.**

505 5th Ave. - New York

We also manufacture Diamond and Sapphire needles.

## Salesmen

We can place live, ambitious salesmen as managers of Pathé departments throughout Canada. All replies treated strictly confidential. Address Sales Dept.

**Pathé Frères Phonograph Co. of Canada Limited**

4-6-8 Clifford St. - Toronto



## NORDHEIMER DESIGNS



Style "F"

*Finished either in mahogany or walnut.*

*Height, 4 feet 8 inches. Depth, 27½ inches.*

*Width, 5 feet 3 inches.*

*New Duplex Scale.*

You should connect your name with that of the best-known pianomaker—and it is the name Nordheimer that has stood since 1840 for the very utmost in high-grade piano construction. It has been bringing prestige and piano buyers

to Nordheimer dealers and strengthening their hold on the piano business of their various communities. Extensive and thoughtful advertising is bringing the whole Dominion to a realization of the superior tone qualities of Nordheimer instruments.

Dealers interested in connecting their name with that of the best-known and best advertised make of Pianos—Nordheimer—should write at once for full particulars and book of Nordheimer Designs.

### NORDHEIMER PIANO & MUSIC CO.

LIMITED

TORONTO

# ÆOLIAN-VOCALION REFINEMENTS

No Phonograph without them is Modern

## Extraordinary New Sound Box

Long experiment developed the new patented Vocalion Sound-box. It has such high sensitivity, such correctly proportioned ampleness, that the tone of the Vocalion is natural always.

And the Vocalion plays all records without the bother and fuss of any extra attachment or "reproducer."



## Throat-like Tone Control

Just as the changes in the human voice are effected at the throat, so does the Graduola modulate the tone of the selection at its base—its tone control is effected before the sound is amplified. Of all phonographs the Vocalion is, therefore, the only one that allows modifications of sound volume while retaining all the sound quality.



## Permits Personal Interpretation

With the Vocalion, the artist soul of everyone can find expression—by means of the Graduola. Adding color to the tones at will with every change of mood or fancy, shading, slurring, varying the effect as does the musician in succeeding performances, you find a strangely satisfying and lasting fascination. You really *play* the record, instead of standing idly by as it plays itself.

This privilege of interpretation is possible in no other phonograph. The Graduola expression-device is the supreme refinement that perfects the phonograph and makes the Vocalion a real musical instrument instead of simply a talking machine.

## Unusual Beauty of Design

A rare simplicity, almost classic, distinguishes the Aeolian-Vocalion.

The resulting beauty is at once so dignified and delightful, so charmingly correct, as to bring to mind Keats' haunting lines on a Grecian Urn.

The Vocalions with "period" characteristics are not only perfect phonographs, but are notably fine pieces of furniture.



## DEALERS AND PROSPECTIVE PHONOGRAPH PURCHASERS

Dealers and prospective phonograph purchasers see the Aeolian-Vocalion as an enormous advance over the older-type phonographs.

Then, too, Vocalion Dealers are backed up by remarkable advertising, extending over the length and breadth of the continent. This is another big argument in favor of the Aeolian-Vocalion from the dealer's standpoint.

If the Aeolian-Vocalion is not represented in your territory, we would be pleased to have you write us.



# ÆOLIAN-VOCALION

SOLE CANADIAN DISTRIBUTORS

NORDHEIMER PIANO & MUSIC COMPANY, LIMITED

TORONTO

hair covered with a Liberty cap—typifies the brief period of the Directoire, and a glance at the reproduction of the Directoire style will show that the female figure in one form or another acts as the basis of the motif. Incidentally the Directoire period brought a partial readoption of the classic style, with its palm leaves, its medallions, its frieze and its garlands. The classic was further developed during the period of the Empire. 1804-1814 ended what is now known and accepted as the style of the Empire Period, distinctly Roman and Grecian in its tendencies, emblematic of the great empires of centuries before.

#### *The English Styles an Interesting Study*

The English styles will be found equally interesting in their study, although they reflect the more or less peaceful conditions that prevailed in Great Britain. The British periods are particularly notable for the attention paid to furniture design, and perhaps there is nothing that fits better into the American home to-day than reproductions of the works of Hepplewhite, the Adam brothers, Sheraton or Chippendale. As a matter of fact, the furniture art of the Georgian Period is the basis of what is known as our Colonial style.

### Talking Machines in India

THE United States Consul at Madras has sent the following contribution to American Commerce reports: "A firm in Bombay which deals in talking machines has branches at Madras, Calcutta, Rangoon, Delhi, and other cities. A representative of this firm states that it has been dealing more largely in the Swiss machines than in others, because it is able to sell them at a much lower price. The Swiss machines, for example, retail at \$9.08 to \$48.67, whereas the lowest price he is able to quote on certain American machines is \$22.71, and they run as high as \$84.35. Before the war the Madras firm had agencies in all towns of any importance in the Madras presidency, such as Madura, 134,130 inhabitants; Tanjore, 60,341; Trichinopoly, 12,512; Rajahmundry, 48,417; Bezwada, 32,867; Guntur, 40,529, and Negapatam, 60,168. These agencies have been closed, as the business fell off during the war on account of the difficulty of obtaining supplies regularly, and the higher cost of manufacturing, transportation, insurance rates, etc., which necessitated higher retail prices locally. There has been also a certain tightness of money, causing a reduced demand for such articles as might be considered luxuries.

"The dealer mentioned states that talking machines are very largely in use in Madras among those who have means to buy, beyond the bare necessities, certain comforts or luxuries which cost only a moderate amount. In the wealthier homes of the zamindars, rajahs, etc., a certain number of such instruments is found, but not to the same extent. Of the total population of Madras, 518,660, the merchant said about 6 per cent. might be considered as possible users or purchasers of talking machines.

"A large proportion of the poorer people, he said, is not unfamiliar with these instruments, even though they do not possess any, as it is a common practice for companies or individuals to tour the country, giving concerts with the machines, and taking up collections from the villagers or country people who gather to hear them. In this way the machines have penetrated into the most remote districts.

"It is said that the greater number of records sold here, except among the European community, are in Indian languages—Tamil, Telugu, Marathi, Kanarese, Hindustani, etc. Of these the first two are the most generally in use in this district, Hindustani not being commonly employed in southern India. For Europeans, however, of whom there are about 4,000 in Madras and 14,000 in the Presidency,

nearly all English people, records are in English. A fair number of talking machines is found in homes of the Europeans, but probably not in as great a proportion as among the moderately well-to-do East Indians.

"The merchant who has been quoted states that his firm now gets records in English from London, these being made either there or in America; while some in Hindustani are obtained by him from Bombay. He is of the opinion that Calcutta is the only place in India where records in native languages are actually being manufactured. Formerly many such records were made in Germany, as firms there sent representatives to India to record the songs or recitations of the leading Indian artists, and afterwards reproduced these on disks which were then offered for sale in India.

"Several Indian dramatic or musical artists have a reputation throughout parts or in all of India, and records reproducing their best-known pieces are popular. Instrumental music, comical songs, etc., also make popular records.

"There are few here who deal exclusively in music and musical instruments. One music dealer, however, has an establishment of considerable extent."

### The Business Man's Partner

*(From the Chicago Daily News.)*

All truly alert business men read trade journals as a matter of real necessity. They feel that it is impossible for them to continue progressing unless they keep abreast of the latest developments in their particular line of business as recorded in the journals they read. He is, indeed, a wise young man who early becomes a subscriber and constant reader of a good journal dealing with his trade or line of business. From it he will learn how other men in the same trade have won success. Almost every month he will glean from it something of direct helpfulness. One month he will be especially enlightened by an editorial article. Another, he will profit most of all from a seemingly insignificant item of perhaps three or four lines, of peculiar interest to him because it happens to touch upon a problem with which he is for the moment much concerned, or possible tucked away in some letter in the trade journal's correspondence columns he may come across an idea opening up to him new vistas of thought—perhaps a new avenue of opportunity. Therefore, read at least one good journal specially intended for men in your trade.

### War Hero Makes Victor Records

Lieut. "Gitz" Rice has just recorded for the Berliner Gramophone Company two Victor ten-inch records as follows:

Fun in Flanders (Parts I and II). 18405.

Honey, Will You Miss Me?

Take Me Back to the Land of Promise. 216016.

Lieut. "Gitz" Rice needs no introduction to Canadians. His fame as an entertainer reaches far beyond his native Montreal.

No programme for a "Smoker" or similar gathering was considered complete without some stunts by "Gitz."

When the call of the Motherland was heard, Gunner Rice went overseas with the First Canadian Contingent, arriving in France just after the retreat from Mons.

In the next two years he saw action at Neuve Chapelle, Ypres, Festubert, Givnechy, Loos, the Somme and Vimy Ridge. Then he was badly gassed and sent to a hospital in England, and is now in Montreal on sick leave.

His ability as an entertainer led to his being detailed to organize entertainments for the men at the front, and his efforts in this direction were so successful that he was awarded a commission in order to make his efforts fully

Reg. Ag. Dept. - Copyright



THE SUPREMACY of Victor Records is only equalled by the Supremacy of the artists who make them. The fact that Victor artists—the greatest in the world—make Victor Records exclusively, is ample proof that they consider Victor Records superior to any other for the perfect reproduction of their art. And who should know more about music than the world's greatest artists?

VICTROLA SUPREMACY

BERLINER GRAM-O-PHONE COMPANY, Limited

HEAD OFFICE AND FACTORY

MONTREAL

The Famous VictrolaVictor Records



## HIS MASTER'S VOICE PRODUCTS

are Wholesaled by the Following Firms

### ONTARIO:

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

### QUEBEC PROVINCE:

Berliner Gram-o-Phone Company,  
Limited,  
Montreal, Que.

### BRITISH COLUMBIA:

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

### MANITOBA:

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

### ALBERTA:

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

### NEW BRUNSWICK:

### NOVA SCOTIA:

### PRINCE EDWARD ISLAND:

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

BERLINER GRAM-O-PHONE COMPANY, Limited

HEAD OFFICE AND FACTORY  
MONTREAL



effective. Acting under the orders of the G.O.C. commanding the Canadians, Lieut. Rice took charge of all musical entertainments within the Canadian lines, and with the aid of the various concert and musical troops organized from different regiments, was able to entertain 70,000 soldiers every week.

Lieut. Rice maintains that life in the trenches is not all so black as it has been painted, and that the boys at the front have many happy times in the day's work.

The authenticity of the songs and jokes on these records is vouched for as true to life in the trenches.

Lieut. Rice had the honor of being selected by Madame Sarah Bernhardt as one of her assisting artists during her recent Canadian tour. At each performance he delivered his famous pianologue, "Fun in Flanders."

Other records by Lieut. Rice will be issued in the near future.

### "A Phonograph for Every Home" Heineman Slogan for This Year

"We are looking forward to an excellent talking machine business for 1918," said Otto Heineman, president of the Otto Heineman Phonograph Supply Co., Inc., in an interview. "There is every reason to believe that those manufacturers who have established their products and their names during the past few years will find no difficulty in developing profitable business in 1918. We have adopted the slogan 'A phonograph for every home,' and we firmly believe that the talking machine can be regarded as more essential in times of war than in times of peace. The public must have music and the talking machine offers the ideal form of entertainment at a minimum expenditure.

"The past year has been very satisfactory in all divisions of our business, and we are making plans for an increase all along the line in 1918. We have made arrangements for an additional factory at Putnam, Conn., to handle the Dean needle business, and during the past six months our Meisselbach division has more than doubled its machine equipment in order to handle the fast growing demand for the Meisselbach products. A. F. Meisselbach, second vice-president of our company, and Piny Catucci, his technical expert, are working day and night to furnish talking machine manufacturers with prompt deliveries of the Meisselbach motors, tone arms and sound boxes. At Elyria, where the Heineman products are manufactured, we have enlarged practically every department of our factory during the past year. Even with these increased facilities we have found it impossible to keep pace with the demands of our clients, and according to our present plans there will be further factory enlargements at the Elyria plant.

Get behind Time and he seems to go faster than when you are ahead.

## = P A R - O - K E T =

DOUBLE RECORDS OF QUALITY  
PLAY ON ALL PHONOGRAPHS

Fully equal in QUALITY, TONE, SELECTIONS, and  
PLAYING-TIME, though only 7/4 inches in diameter,  
to the best 10-inch records.

### AGENTS WANTED

Splendid Proposition to Dealers  
Write for particulars and catalogue.

### WESTERN DISTRIBUTORS:

The Canadian Phonograph & Sapphire Disc Co., Ltd.  
408 Builders' Exchange Bldg., Winnipeg, Man.

## MONTREAL TALKING MACHINE TRADE

LOCAL talking machine dealers have no hesitation in pronouncing the trade of the recent holiday season the best in their history. There were various causes contributing to this pleasing state of affairs. There seemed to be a plentiful circulation of money. This line of business also attracted many more purchasers of Christmas gifts than in previous years. Manufacturers and dealers advertised extensively, and the Christmas club plan was extensively exploited. Record gift certificates solved the "what-will-I-get" problem for many gift buyers, and incidentally helped to run up the Christmas volume.

S. H. Brown, retail manager of the Berliner Gramophone Co., Ltd., and P. Decker, manager of the 417 St. Catherine Street store, sent a substantial supply of smokes to Messrs. Dewar and Reece, recent members of the retail staff, who recently enlisted in the U.S. Marine Corps. Mr. Brown spent the Christmas vacation in Boston.

N. G. Valiquette, Ltd., recently advertised 20,000 12 and 14-inch double face record disc records one-third off regular prices, put up in cartons for holiday gifts, nicely wrapped in crepe paper, tagged and ready for delivery. The boxes contained 10, 15 and 20 records.

Eighty-nine Columbia Grafonola models constituted a unique showing in the window of Layton Bros., and was the largest number of talking machines ever displayed in a Montreal store window.

Geo. Borgfeldt & Co., Ltd., McGill Building, are enjoying considerable success with the Carola, and have placed this machine with a number of leading dealers. They have plans under way whereby this make will become even better known than heretofore, and they are convinced that there is ample room and sufficient demand for this machine to go after the business in a large way.

Henderson & Richardson, Board of Trade Building, are very much elated over the success of the Musiphone, manufactured by Newbigging Cabinet Co., Ltd., Hamilton, on which they claim one cannot run short of talking points upon which to sell a prospect. They also handle the Stewart. They report an increasing interest in Operaphone records.

The Edwards Furniture Co., Sherbrooke, Que., are now stocking a line of phonographs.

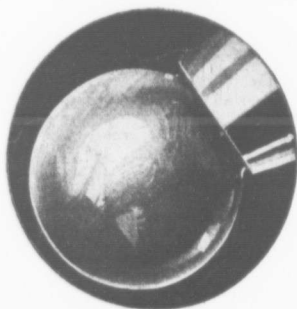
J. A. Hurteau & Co., Ltd., have completed alterations to the interior of their store, adding a number of sound-proof phonograph booths, and with new lighting effects throughout, presents a most attractive appearance. "Pathe and Sonora business has never been as good before in December," said this firm in discussing the month's business.

W. J. Whiteside experienced his first Christmas business with the Victor as his leader. He reports being sold out of every model in the store with the exception of the one machine used for demonstration purposes. The Christmas business of records also materially reduced his record stock. The majority of the Victrolas sold, he stated, were for spot cash, and included Style 9 upwards, very little call being noticeable for the smaller types, customers not even asking to see or hear them.

The Berliner Gram-O-Phone Co., Ltd., evidenced a large demand for the first records of the Boston Symphony Orchestra.

Wilders Music Supply Co. are well satisfied with the volume of Starr business in machines and records transacted during the past month, and are confident that January will show equally as good results.

The Canadian Graphophone Co. report both wholesale and retail Columbia business away in excess of last year as regards the month of December, and are well satisfied with the number of Grafonolas and Columbia records purchased for Christmas gifts. Like the majority of dealers they also experienced a large call for the higher priced machines.



**PATHE GUARANTEE**

We guarantee every Pathé Record to play at least one thousand times with the Pathé Sapphire Ball, without impairing the unexcelled beauty of tone.

## The Biggest Little Thing In the Trade The Pathé Sapphire Ball!

It is small—that tiny, rounded, jewel-polished sapphire!

But it's BIG in its selling points:

The vast new world of music embodied in the record repertoire of

# THE PATHÉPHONE

That record repertoire is something new to unfold to the prospective buyer.

Music of which America still knows little—the great voices of all Europe; the romantic gypsy orchestra; the famed military bands, the songs and music of the lands that *live* romance; the brilliance and beauty of a world of art so far a closed book to most Canadians.

To say nothing of the regular monthly list of up-to-date sentimental and popular song successes and dance hits.

Pathé voices are voices to TALK about—the voices of Lucien Muratore, Claudia Muzio, Slezak, Cavaleri, Bispham, and a host of other world-renowned voices—

And here's another big point. Pathé TONE—it sells itself!

That's the artistic side of THE PATHÉPHONE.

Here's the practical side:

*No needles to change!*

*The Pathé Sapphire Ball is permanent.* It never has to be changed.

*Pathé Records play 1,000 times!* The Pathé Record Guarantee is one of the biggest record-selling arguments in the world. Read it—it's worth your while!

*The Pathéphone plays all makes of records!* Each Pathéphone, at any price, is equipped to play not only Pathé Records, but all other records.

*Pathé Prices—\$45 to \$350—a price to fit every income!*

And last, but not least, the mere name "Pathé" is a confidence-creating force in itself!

## Pathé Frères Phonograph Co. of Canada, Ltd.



Factories and Head Office:  
4-6-8 Clifford Street, TORONTO, Canada

Western Distributors:  
R. J. Whittle & Co., Winnipeg, Man.

Maritime Province Distributors:  
H. L. Hewson & Son, Limited, Amherst, N.S.  
C. W. Lindsay, Limited, Montreal.





The Berliner Gram-O-Phone Co., Ltd., have enlarged considerably their two St. Catherine West stores, thus giving them a larger number of demonstration rooms, and even with the additional rooms at their disposal customers had to wait their turn in line during Christmas and New Year's week.

The report of Charles Culross, Sonora and Aeolian-Vocalion representative, is to the effect that the demand was confined largely to the most expensive styles of both makes, and which, he stated, sold with much less effort than the smaller machines.

A. Comtois, 1473, Notre Dame Street West, is a new firm, handling "His Master's Voice" products.

Some dealers complain that their business could be considerably increased if the manufacturers would invest a little money in printers' ink and let the public know that such and such a machine is on the market and where it could be obtained.

Mr. G. W. Hopkins, of New York, salesmanager of the Columbia Graphophone Co., delivered an impressive and stirring address at a luncheon of the Montreal Publicity Association.

The Montreal Symphonola Company report very encouraging conditions with respect to sales. So much so, in fact, that they are experiencing difficulty in securing an adequate supply from the factory with which to fill wholesale orders.

"December has been anything but an unlucky month, it being really a history maker, far outdistancing any previous month or year in the volume of business transacted," said Layton Bros., referring to their phonograph department. W. W. O'Hara, salesmanager, told your correspondent that on Christmas Eve they were left practically without an Edison machine on the floor, and were cleared out of everything above \$500. Columbia grafonolas and records also shared in the prosperity. "Months ago we placed what we believed sufficient orders to fill all our wants, but we never anticipated the onslaught, which came as an avalanche and cleaned us out."

According to Norman F. Rowell, manager of the phonograph department of C. W. Lindsay, Ltd., holiday business this year was satisfactory, and Columbia, Pathe and Sonora machines were the gainers, proving exceedingly popular, the call for the higher grade machines being particularly noticeable. This firm state that phonographs as Christmas and New Year gifts were more demanded this year than ever before.

That the music loving public is being educated to the advantage of owning a phonograph was amply demonstrated at the warerooms of J. W. Shaw & Co., where Columbia

Grafonolas were sold in large numbers as well as Columbia records.

Castle & Son report the materialization of some nice business in Gerhard Heintzman phonographs, with prospects for 1918 as exceptionally bright.

Pathephones and Pathe records enjoyed a brisk demand at the store of G. A. Holland & Son Co.

Wm. Lee, Ltd., are handling the new Goldenstone needle, which they state is selling freely.

D. S. Cluff, representing the Canadian Phonograph Supply Co., London, Ont., Canadian distributors for the Starr machine and records, has just returned from a trip through the Maritime Provinces, where he reports having opened up Starr agencies.

Mr. James Bradt, general manager of the Columbia Graphophone Co., Toronto, was a recent visitor to the trade in Montreal.

The Maple Leaf Talking Works, 560 Church Street, Verdun, Montreal, make a specialty of repair work, and are building up a large clientele.

Montreal Brunswick shops handling Brunswick talkers include Berlind Phonograph Co., Ltd., 153 St. Catherine Street East, who are east end representatives; Geo. A. Peate, 584 St. Catherine Street West, representatives for Eastern Ontario and Quebec, and the Cowan Piano and Music Co., 633 St. Catherine Street West, west end representatives.

"Levinsky at the Wedding," by Julian Rose, has enjoyed one of the largest sales ever recorded in Montreal for a humorous selection, and Columbia dealers and the public are eagerly looking forward to a second release of this entertainer.

H. P. Labelle & Co., Ltd., are now featuring the Starr line in addition to other makes handled.

Some of the local branch stores of the United Cigar Stores are featuring Emmerson records at 35 cents, or 3 for \$1.00.

The Victor records of Lieut. Getz Rice, a prominent musician from a well known musical family of Montreal, has proved a big seller. Lieut. Rice has been active service in France, and while overseas was in charge of the Canadian entertaining of the Canadian soldiers. As an entertainer of high repute he is known from one end of Canada to the other.

Goodwin's, Limited, report a good steady flow of trade for Edison Diamond Discs and Amberolas. Confidence in a phonograph house is a more desirable qualification on the part of the intending purchasers than reliance on their own limited knowledge as to the relative values and merits of the different machines on the market, and in this regard the proof of the pudding is in the eating, which was well

There is no camouflage about Columbia Sales Department Service! Merchandising problems solved in a practical way; dealer helps that drag the passerby into your store and make him spend money. That's Columbia Service!

Columbia Graphophone Company  
Factory and Headquarters  
Toronto Canada





## The Starr

UNDERLYING the design and construction of all musical instruments lie certain fundamental laws, mastery of which is achieved solely with maturity of experience. To seek the evolution of any musical instrument with but limited knowledge of these laws and their devious applications is but to toss from wave to wave upon the sea of Experiment.

Before the Starr Phonograph came into being, nearly five decades of evolving the world's highest quality pianos had ripened the understanding of basic music laws in the vast Starr workshops.

That is the reason the Starr's "Singing Throat" and Sounding Board Horn, the tone chambers, are made of well-seasoned Silver Grain Spruce. Hence the "Difference in the Tone." From scientifically constructed Sound Box to a beautiful piano finish the Starr has been created a masterpiece and has attained distinction of leadership with which the maturity of Starr musical knowledge could not help but endow.

Manufactured by  
THE STARR PIANO CO.  
RICHMOND, INDIANA

(Sole Canadian Distributors)

# The Canadian Phonograph Supply Co.

London

261 Dundas Street

Canada



exemplified the past month by the number of Edison and Columbia machines sold.

"We are not so eager for trade that we take all talking machine sales that are offered us," said Manager Henry Hamlet, of Wm. Lee, Ltd., who do an extensive business in Edison Amberolas and Columbia Grafonolas. "We are daily turning down sales that are offered us, as we only want business that is absolutely of a high-class nature."

Geo. A. Peate, who is handling the Brunswick phonograph in Eastern Ontario and the Province of Quebec, is very optimistic over the future possibilities of this make, and predicts a great future for the Brunswick. He reports having already sold a number to leading local musicians of national repute, who he states are in a position to judge and compare. Mr. Peate maintains a phonograph room for out-of-town buyers separate from his other demonstrating parlors. Two travelling representatives will start out on the road the first of the year. Mr. Peate, with his large musical connection, has some splendid ideas in view for the promotion of the Brunswick, and will eventually open in Montreal and elsewhere exclusive Brunswick shops, which are so popular on the other side of the line.

### Visited Dayton Motor Plant

Mr. P. K. Wood, of the Toronto branch of the Thomas Manufacturing Co., makers of Dayton motors, recently spent a week at the firm's factory in Dayton, O. Mr. Wood reports that the management are installing additional machinery to double their capacity.

To handle properly the large and rapidly increasing volume of Canadian orders for the "Dayton Trio of Quality"—Dayton motors, tone arms and reproducers—the Thomas Manufacturing Co. recently opened a Canadian sales office at 911, The Kent Building, corner of Richmond and Yonge Streets, Toronto. For some months past the Canadian trade has been served by Messrs. P. K. Wood and F. J. Foley, direct factory representatives, and under the new arrangement these gentlemen will be much better able to meet the demands for quick service. Mr. Wood is well and favorably known to the phonograph trade throughout Canada; Mr. Foley is more of a stranger, but has already formed a large list of acquaintances who appreciate his earnest endeavor to supply the information and service which this business demands. A permanent display of Dayton phonographs will be maintained at the above address for the convenient examination by the trade.

Regarding the new Dayton motor—the type now being shipped to Canadian customers—the makers say: "An idea of the accuracy required to produce a thoroughly satisfactory spring motor may be gained from the factory's statement that certain parts may not vary over a quarter of a thousandth of an inch—which is about one-fortieth of the thickness of an ordinary hair. Old-type or long-used machine tools cannot produce this accurate work, and all Dayton motors are made on new machines of the latest type. Some—notably the hobbing machines that cut the various gears used in the motors—are as accurately built as the finest watch, as beautifully finished, and cost thousands of dollars each. The mechanics who produce the Dayton line are the same high grade men who have built adding machines, electrical apparatus, time locks, cash registers, and the other exact products which have made "Dominant Dayton" famous throughout the world.

"The Dayton motor is assembled in a heavy, rigid frame of close-grained gray iron casting. No stamped frames are used even for the smallest motors. All gears are accurately cut by the 'hobbing' process. Bearings are bronze bushed, and end thrust is taken up against fibre bushings. The upper bearing of the turntable spindle is of the self-lubricating type with micrometer adjustment variable to the

thousandth of an inch—which makes it possible to take out all unnecessary play without causing motor to run stiffly. A new and clever type of micrometer adjustment is fitted to both governor bearings, and these features are covered by patent applications both in the United States and Canada. End thrust of the governor worm spindle is against a hardened steel ball contained in the phosphor bronze bearing. The brake is of the double-shoe type, which gives much better service than does the ordinary single-shoe type. Either the standard turntable brake is used or a specially designed and high-class governor brake.

"Of special importance is the mounting of the springs on a horizontal axis—resulting in superior lubrication—and the tight lock-joints which join the halves of the spring barrels. The standard 'floating spring connection' is used. Motors are now packed separately in heavy corrugated paper cartons, and then enclosed in specially constructed wooden cases, which methods result in a minimum of damage or derangement from rough handling in transit.

"The Phonoparts manufacturers are living a feverish life these days. Many phonograph producers have delayed ordering motors, tone arms, etc., until they now find them-



James Malcolm, President of Pathe Freres Phonograph Co. of Canada, Ltd., who has just been elected Mayor of Kincardine.

selves in a situation similar to that of the householders who are just now ordering their winter's fuel supply—and tearful pleas by mail and telegraph can avail but little. The Phonoparts maker is bound by shipping orders placed weeks and months ago, and these wise men will be served first and others afterward as a matter of course. Now is the time to place orders for 1918 deliveries, on specified dates; all indications point to a great boom in the phonograph industry next year.

"The Thomas Manufacturing Co. have recently incorporated for \$300,000 in order to add to their factory capacity. Mr. M. H. Mathews, President of the Thomas Manufacturing Company, states that a careful survey of the situation of the phonograph industry shows nothing to warrant any doubt that the business will grow rapidly for the next several years. The conditions in Canada—which country has been in the war 'up to the neck' for over three years—are especially gratifying as to the volume of business being done and the credit conditions."

It's easy enough to satisfy a crank, provided you know how to turn the crank.

When bugs get scarce the hen doesn't stop scratching—advertise.

Edison MessageNo. 14

## Music's Part in War Times

We commend the following extract from a recent editorial in the New York Evening Mail to all Edison dealers as a substantiation of our claim that music has become one of the necessities:

"Going to a Metropolitan opera or to a good concert in these days of world-wide stress is like leaving a warring world and abiding in a realm of peace for a breathing space. The first magic strains of music seem to exorcise the evil spirit with which the soul of mankind is grappling as the founder of the Christian faith grappled with Satan during the forty days and forty nights in the wilderness. The common language of mankind stills the torturing din of contending peoples. The common sentiment of art heals the breach which has riven the nations asunder. The world seems whole again. For the time being the strain under which we are living is relieved. The world seems sane again.

*"At no time in its history has the world stood more in need of healing influences, of sweetening in its bitter cup, than now.*

*"Make it a point to hear all the good music that you possibly can. It will be worth your while to banish, be it for ever so brief a time, the menacing shadows that war has cast over the lives of us all. The glimpse into the bright region of the republic of music will make you stronger to deal courageously with the grim realities. It will renew your faith in the future. It will strengthen your determination to do your part to bring that future nearer and more certain.*

*"Hear all the good music that you possibly can."*

Edison dealers who spread this gospel among the members of their community are serving their country just as surely as they would be serving her if they were on the firing line.

THOMAS A. EDISON, Inc.

Orange, New Jersey

NEW RECORDS

Victor Records for February

210018	Highland Fling—Medley.	Violin solo.	J. B. Roy	90
	Red Medley—No. 2.	Violin solo.	J. B. Roy	90
18410	The Land Where the Good Songs Go.		Alto Green-Charles Harrison	90
	Give Me the Moonlight, Give Me the Girl.		Henry Jordan	90
18410	When the Great Red Dawn is Shining.		Alan Turner	90
	When You Come Home.		Elizabeth Spencer	90
18424	Any Time's a Kissin' Time.		Elizabeth Spencer	90
	At Siesta Time.		Anna Howard	90
18428	There's a Vacant Chair in Every Home To-night.		Shannon Four	90
	The Dream of a Soldier Boy.		Charles Hart	90
18429	The Dixie Volunteers.		American Quartette	90
	I Miss the Old Folks Now.		Van and Schenck	90
18407	My Sweetie—One-Step.		Joseph C. Smith and his Orchestra, and his Orchestra	90
54147	Serenade (Sing, Smile, Slumber).		(Gionod.) Olive Kline	1 25
	In an Old-Fashioned Town.		Elsie Baker	1 25
35661	Cinderella (Fairy Tale).		Sally Hamlin	1 25
	Jack and the Beanstalk (Fairy Tale).		Sally Hamlin	1 25
<b>RED SEAL RECORDS</b>				
64922	Rule, Britannia!		Frances Alda, soprano, Thomas Arne, contralto	1 50
	I'm a Longin' fo' You.		Sophie Braslan, contralto (Cello solo, by Alfred Lennartz), Karl Fuhmann-Jane Hath, waltz	1 25
74542	La Perle du Bresil—Charmant Oiseau.		(Thou Brilliant Bird, Mabel Garrison, soprano (in French), (Flute solo by Clement Barone)	2 00
74560	A Midsummer Night's Dream—Scherzo.		Philadelphia Orchestra, Leopold Stokowski, conductor	2 00
74556	The Two Grandiers.		Clarence Whitehill, baritone, Heine Schumann	2 00
87282	Just Before the Battle, Mother.		Ernestine Schumann-Heink, contralto, Geo. F. Root	2 50
64761	Tim Rooney's at the Fighting!		Evan Williams, tenor, Norah Flynn	1 25
35663	Missouri Waltz.		Joseph C. Smith and his Orchestra	1 50
	Kiss Me Again—Waltz.		Joseph C. Smith and his Orchestra	1 50

Columbia Records for February

POPULAR HITS OF THE MONTH

A2451	Take Me Back to Dear Old Blighty.		Arthur Fields	85
	When Yankee Doodle Learns to Partez Vous Français.		Arthur Fields	85
A2443	We'll Knock the Heligo into Heligo Out of Heligo Land!		Arthur Fields	85
	Halls Hail! The Gang's All Here.		Irving Kaufman and Columbia Quartette	85
A2442	One Day in June.		Campbell and Burr	85
A2445	Rock-a-Bye Land.		Henry Burr	85
	I Want to Go To The County Mayo.		M. J. O'Connell	85
	Over In Erin.		J. Malachi White	85
A2444	I'm Coming Back to You, Poor Buttery!		Hugh Donovan	85
	Chimes of Normandy.		Robert Lewis	85
A2447	The Dixie Volunteers.		Peerless Quartette	85
	Don't Try to Steal the Sweetheart of a Soldier.		Sterling Trio	85
<b>10-INCH DANCE RECORDS</b>				
A2419	Livery Stable Blues.		Fox-trot, Handy's Orchestra	85
	That "Jazz" Dance—One-step.		Handy's Orchestra	85
A2420	The Hooking Cow Blues.		Fox-trot, Handy's Orchestra	85
	Ole Miss Rag—Fox-trot.		Handy's Orchestra	85
A2418	Somewhere in France is the Lily.		One-step, Prince's Band	85
	Wait 'Till the Cows Come Home.		Fox-trot, Prince's Band	85
<b>12-INCH DANCE RECORDS</b>				
A6009	Chin-Chin-Chinaman.		Fox-trot, Prince's Band	1 50
	Doing His Bit for the Girl.		One-step, Prince's Band	1 50
A6008	Over the Top.		One-step, Prince's Band	1 50
	Since I First Knew You.		Fox-trot, Prince's Band	1 50

A6010	Biviera Girl Waltzes.		Prince's Orchestra	1 50
	Doddy Waltz.		Prince's Orchestra	1 50
A2438	No Place Like Home.		Bert Williams	85
	Twenty Years.		Bert Williams	85
A2430	Climbin' Up The Golden Stairs.		Harry C. Browne	85
48651	Nozze Di Figaro "Deh Vieni Non Tardar."		Maria Harrison	2 00
49260	Madam Butterfly "Un Bel Di Vedremo."		Tamaki Miura	2 00
49259	Rigoluto "Sella Figlia Del' Amore."		Boston National Grand Opera Company Quartette	1 50
A2449	Veni Jesu.		Paulist Choristers of Chicago	85
	Allegretto in D-flat.		Paulist Choristers of Chicago	85
A2446	Little Mother of Mine.		Paulist Choristers of Chicago	85
A2442	God Bring You Safely to Our Arms Again.		Charles Harrison	85
A2432	Cradle Song 1915.		Charles Harrison	85
	The Old Refrain.		Charles Harrison	85
A2452	There's a Long, Long Trail.		Oscar Seagle and Columbia Stellar Quartette	1 00
	Calling Me Home to You.		Oscar Seagle	1 00
A2455	Then You'll Remember Me.		Vernon Stiles	1 00
A2427	The Minstrel Boy.		Vernon Stiles	1 00
	Way Down Yonder in the Cornfield.		Columbia Stellar Quartette	85
	S. R. Henry's Barn Dance.		Columbia Stellar Quartette	85
A2436	Break the News to Mother.		Henry Burr and Columbia Stellar Quartette	85
	Just as the Sun Went Down.		Peerless Quartette	85
A2431	Just As I Am.		Henry Burr	85
	Let's Kiss 'Em.		Henry Burr	85
A6006	Rienzi Overture—Part I.		Columbia Symphony Orchestra, 90 instruments	1 50
	Rienzi Overture—Part II.		Columbia Symphony Orchestra, 90 instruments	1 50
A6004	The Lost Chord.		Gatty Sellers	1 50
	Large.		Gatty Sellers	1 50
A2434	Buttery!		(Papillon) Josef Hofmann	1 00
	Spinning Song.		Josef Hofmann	1 00
A2426	Anvil Chorus from Il Trovatore.		Prince's Band	85
	Royal Italian March.		Prince's Band	85
A2429	Silks and Trousers.		Leo Zimmerman	85
	The Four Stars.		Brass Quartette	85
A2450	The Missouri Waltz.		Louise, Ferrara and Greenup	85
	Little Alabama Goon.		Louise, Ferrara and Greenup	85
A2124	Someone Else May Be There While I'm Gone.		Al Johnson	85
	I Ain't Prepared For That.		George O'Connor	85

New Pathé Records

29265	The Crickets Are Calling (Kern).		Emma Stephens, soprano	10
	The Man in the Battle-Plane (Stephens).		Emma Stephens, soprano	10
29266	It's a Long Way to Berlin (Platow).		Fred Fairbanks, tenor	10
	That's What Ireland Means to Me (Hanley).		Harry McLaughlin, tenor	10
29267	The Old Gray Mare (Panella).		University Quartette, unaccompanied	10
	There It Goes Again (Jentes).		Noble Sissle, tenor	10
32026	The Nightingale's Song (Zeller).		Piano, violin and flute solo, Grace Hoffman, soprano	12
	The Swallows (Cowen).		Grace Hoffman, soprano	12
59021	From the Land of the Gray Blue Water (Cudman).		American Indian Songs, Eleonora de Cisneros, mezzo-soprano	12
	Remembrance (Hamblin).		Eleonora de Cisneros, mezzo-soprano	12
59020	When the Boys Come Home (Speake).		David Bingham, baritone	12
25006	Danny Deever (Damrosch).		David Bingham, baritone	12
	Within the Garden of My Heart (Scott).		Craig Campbell, tenor	10
	Love, Here is My Heart! (Siles).		Craig Campbell, tenor	10
27504	Deep River (Burleigh).		Kathleen Howard, contralto	10
	Large (Handel).		Kathleen Howard, contralto	10
20251	The Ninety and Nine (Sankey).		Organ solo, William Wheeler, tenor	10
	Safe in the Arms of Jesus (Doane).		Organ solo, William Wheeler, tenor	10
29003	On the Banks of Allan Water (Old Scottish Melody).		Unaccomp. British Mixed Quartette	12
	When Hands Meet (Pinault).		Unaccomp. British Mixed Quartette	12
20250	Barbara Frischel (Whitman).		Russell Hunting	10
	The Dying Soldier (Miller).		Russell Hunting	10

There are records that are sales hits; and there are records that are song hits. Columbia experts have the happy faculty of picking out records that are BOTH kinds of hits.

Columbia Graphophone Company  
Factory and Headquarters  
Toronto - Canada



20261	Sing Me Love's Lullaby (Morse-Sileau). Medley waltz. Pathé Dance Orchestra	10
20262	Sailin' Away on the Henry Clay (Van Alstyne). One or two-step. Pathé Dance Orchestra	10
20263	Till the Clouds Roll By. From "Oh Boy" (Kern). Fox Trot. American Republic Band	10
20264	Just You Watch My Step. From "Leave It to Jane" (Kern). Medley one or two-step. American Republic Band	10
20265	Bungalow in Queque. From "The Riviera Girl" (Kallman). Medley one or two-step. American Republic Band	10
20266	Indiana (Cohen). Fox-trot. American Republic Band	10
20267	Send Me Away With a Smile (Hoguen). One or two-step. Pathé Dance Orchestra	10
20268	If You Saw What I Saw in Arkansas (Agor). Fox-trot. American Republic Band	10
20269	Kawawa (Shake Your Feet). Louise and Ferera Hawaiian Troupe	10
20270	Kilima Waltz (Pall). Louise and Ferera Hawaiian Orchestra	10
20271	Allah's Holiday. From "Katinka" (Friml). Fox-trot. Louise and Ferera Hawaiian Orchestra	10
20272	Merry Widow Waltz (Lehar). Louise and Ferera Waikiki Orchestra	10
20273	America (McCabe). With male chorus. Gordon MacHughes. Baritone	10
20274	Hall Land of Freedom-Battle Cry of Freedom (Turner). Pathé Concert Orchestra	10
20275	Arrival of U.S. Troops in France. With band acc. Russell Hastings	10
20276	Hall! Hall! The Gang's All Here (Morse). Uncomp. University Quartets	10
60410	Christmas Valse (Morges). In French. Lucien Marotore. Tenor. Lina Cavalieri, soprano	10
60411	An Clair de la Lune (Lull). In the Moonlight. In French. Lucien Marotore. Lina Cavalieri, soprano	10
60412	Il Trovatore (Verdi). "Faccia la notte" (Peaceful Was the Night). In Italian. Claudia Muzio, soprano	10
60413	La Tosca (Puccini). "Vissi d'arte". For Love and Art. In Italian. Claudia Muzio, soprano	10
82000	Elixir D'Amore (Donizetti). "Culte, a rustic" (Listen, Rustics). In Italian. Adamo Dittor, basso	10
82001	L'Oracolo (Lombi). "Mio figlio" (My Child). In Italian. Adamo Dittor, basso	10
62001	La Favorita (Donizetti). "Spirito gentile" (Gentle Spirit). In Italian. Aristodemo Giorgini, tenor	10
62002	Luca Miller (Verdi). "Quando le sara al placido" (When in the Evening). In Italian. Aristodemo Giorgini, tenor	10
50009	La Tosca (Puccini). "O dolci mani" (Gentle Hands). In Italian. Tito Schipa, tenor	10
50010	Pagliacci (Leoncavallo). "Serenata" (Serenade). In Italian. Tito Schipa, tenor	10
50011	Die Walkure (Wagner). "Hoye to hoi" (Brann-birds). Battle Cry. In German. Eleonora de Cisneros, mezzo-soprano	10
50012	Tristan Und Isolde (Wagner). "Wacht Lud" (Sentry Song). In German. Eleonora de Cisneros, mezzo-soprano	10
50023	La Prophete (Meyerbeer). "Ah! mon fils" (Ah My Son). In French. Eleonora de Cisneros, mezzo-soprano	10
50024	A Dream (Bartlett). Eleonora de Cisneros, mezzo-soprano	10
50025	Faust (Gounod). "Faites lui mes aveux" (Flower Song). In French. Eleonora de Cisneros, mezzo-soprano	10
50026	In Martha (Plowto). "Last Rose of Summer". Eleonora de Cisneros, mezzo-soprano	10
20009	Le Jongleur de Notre Dame (Massenet). "Legende de la Danse" (Legend of the Sageshird). In French. M. Manon (Massenet). "Eponne-quelque brave fille" (Some Brave Maiden). In French. M. Manon (Massenet). "Le Reve" (The Dream). In French. M. Manon (Massenet). "Invocation". In French. M. Manon (Massenet)	10
40111	Norwegian Rhapsody. Part 1 (Lalo). Garde Republicaine Band of France	10
40112	Norwegian Rhapsody. Part 2 (Lalo). Garde Republicaine Band of France	10
20253	Second Regiment Connecticut National Guard March (Revere). American Regimental Band	10
40098	American Republic March (Thiele). American Regimental Band	10
40099	In the Sun (Steiner). Intermezzo. Imperial Symphony Orchestra	10
20255	The Miracle (Humboldt). Concert waltz. Imperial Symphony Orchestra	10
20256	King Me to Sleep (Greene). Violin solo, piano accomp. Rubin	10
20257	Love, Here is My Heart (Sileau). Violin solo, piano accomp. Rubin	10
29001	Silver Threads Among the Gold (Danks). Cornet solo, Harry Graham	10
40113	Our Hands Have Met, But Not Our Hearts (Wallace). Cornet solo, Harry Graham	10
40114	Andante (Hullman). Violoncello solo, Josef Hollman	10
40115	Little Mother (Hullman). Violoncello solo, Josef Hollman	10
50019	Rondone (Sibelius). Piano solo, Rudolph Ganz	10
50020	Freude in C Sharp Minor (Bachmann). Piano solo, Rudolph Ganz	10
25146	For All Eternity (Mascheroni). Loch Lomond. Old Scotch Air. Miss Marie Morrissey, contralto solo	10
25145	Barcarole, Belle Nuit. (J. Offenbach). Miss Marie Morrissey and Duets	2 50
5142	O That We Two Were Maying (Nevin). Miss Morrissey and Duets	2 50
5143	Here They Come. March. (L. P. Lamendean). Empire Military Band	90
5144	God Save the King and Rule Britannia. Empire Military Band	90
5145	Zamp A Zamp. (Ernst Wagner). Empire Military Band	90
12147	Verily Stable Isles. (Lopez and Vernez). Empire Military Band	90
12148	Serenade—The Millonius D'Alquiza. (R. Drigo). Max Ogden	1 25
12149	Spring Awakening (Wilfred Sanderson). (John Stranus). Max Ogden	1 25
5149	One Heart One Mind. (John Stranus). Max Ogden	1 25
5150	Stephanie Avotelle. (A. Chybulka). A. Benzer, Bell solos	90
5151	The Prettiest Little Song of All. (Belasco). A. Benzer, Bell solos	90
5152	Flower Song. (Laney). A. Benzer, Bell solos	90
20434	Aloha Oe—Hawaiian. (Alonzo Williams). Alonzo Williams. The human nightingale. Whistling solos	90
20435	In the Solemn Hour. From the opera, "La Forza Del Destino". (Verdi). Duets	2 00
20436	Intellect. From the opera "Ernani". Solo, Alfredo Kaufman. Duets	2 00
20437	Spinto Gentil. From the opera "Ernani". Duets	2 00
20438	Arrived. From "Le Roi D'ys". (Lalo). Ralph Errolle. Tenor solos	2 00
20439	Un Furtiva Lagrima. Opera "Elisir D'Amore". (Doni. Raccanto di Rodolfo. Rudolph's Narrative "Behome". (Puccini). Duets	2 00
5154	My Little Jane. (Ernest H. Ball). Where The Morning Glories Grow. (Richard A. Whiting). Sterling Trio	90
5155	Down By The Old Red Mill. (Albery K. Mohr). It's a Long Way Back to Mother's Knee. Sterling Trio	90
5156	In the Rockin' Rosa Lee. (A. Benton). The Old Gray Mare. (Frank Panama). Collins and Harlan. Duets	90
5157	Long Boy. (Barley Walker). If You Saw All That I Saw in Arkansas. (W. J. Harris and Milton Alger). Collins and Harlan; duets	90
5158	Bring Me a Rose. (Chas. Schuster). Oriental Nights. (L. W. Gilbert and A. Friedland). Sam Ash. Tenor solos	90
20462	Mean Th' Light of the Moon—An Clair De La Lune. (Paul Martin). Habanera. From the opera "Carmen". (Bizet). Mme. Ernestine Engen. French solo. Muzio soprano solos	2 00
5104	Just As Your Mother Was. (Alvarez). When Grandma Sings The Songs She Loved. (Robt. A. Whiting). Duets	90
5104	Where Do We Go From Here? (Good-Bye). Good-Bye Broadway. Hello France. (Reiser, Davis and Boskette). Harry McCluskey. Tenor solos	90
5145	Indiana—Novelly and Fox-trot. (S. R. Henry and O'Donovan). For Me and My Gal—Fox-trot. (Geo. W. Meyer). Van Dyke	90
5146	Home Again. From "The Soldier Boy". One-step. (Sig. Hand Romberg). Mighty Lak A Rose. Waltz. (Swin Rogers). Empire Military Band	90
5167	Liberty Loan March. (Sons). Southern Land. One-step. (Hold). Empire Military Band.	90

Otto Higel Co.'s Music Roll Bulletin for January

SOLODANT MUSIC ROLLS

41493	Artist's Revere. Valse, Mandolin Interpolations. Aubrey	55
41494	Bar. March and two-step. Johnson	55
41495	Cathedral Chimes. Waltz. Johnson	85
41496	Christmas Reflections. Intro. Sleigh Bells, Chimes and Organ Effects. Art. Waizman	85
41497	Easter Chimes. Art. Waizman	85
41498	Follies of 1917. Selection. Intro. (1) Chu-Chin-Chow Old Moon; (2) Just Because You're You	1 00
41499	From Me to Mandy Lee. Fox-trot. Lange	70
41500	Golden Wedding. Lincoln Waltzes, Mandolin Interpolations	70
41501	Loyal Canadians. March. Swornbro	70
41502	My Sweet Egyptian Rose. One-step. Friedland	70
41503	One-step Medley No. 7	85

STAR MUSIC ROLLS

3381	I'm All Bound Round With The Mason Dixon Line. Fox-trot. Schwartz	90
3382	The Ragtime Volunteers Are Off To War. Fox-trot. Hanley	90
3383	Chu-Chin-Chow. Fox-trot. Stamper	90
3384	Over There. Jazz. One-step. Coban	90
3385	You Said Something. One-step. Kern	90
3386	I May Be Gone For a Long, Long Time. One-step. You	90
3387	Boy Scouts Parade. March. Johnson	90
3388	Missouri Waltz. Jazz Waltz. Logan	90
3389	Down By The Old Red Mill. One-step. Mohr	90
3390	La Parea. Jazz one-step. Roberts	90
3391	In San Domingo. Fox-trot. Snyder	90
3392	For the Freedom of the World. One-step. Zamenick	90
3393	Where The Morning Glories Grow. One-step. Whiting	90
3394	There's a Little Home in My Land. Jazz one-step. Friedland	90
3395	When You Came in Dreams Last Night. Jazz Waltz. Friedland	90

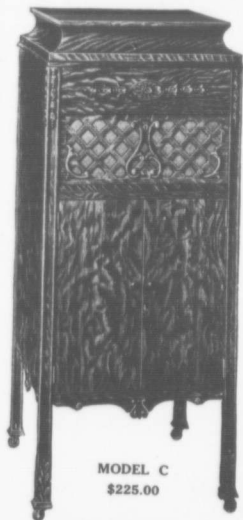
Brunswick Records for February

5133	Tramreuer. Harp acc. (Robt. Schumann). Thine Meditation. Harp acc. (Massenet). Miss Helen Jeffrey. Violin	90
5134	Oriente. (Casar Cini). The Swan. (Saut Sauts).	90
5135	Christian. The Morn Breaks Sweetly O'er (Harry R. Shelley). Prize Cantata (Dr. N. J. Eisenheimer). Mixed Quartette...	90
5136	God Save The King. N. J. Eisenheimer. Mixed Quartette...	90
5137	Battle Hymn of the Republic. (W. Steffe). Cohen At The Recruiting Station. (Cohen Call G. L. Thompson. Cohen rec...	90
5138	The Blue Jay and The Thrush. (Joe Belmont). The Merry Farmer Boys. (Joe Belmont). Joe Belmont and Byron Harlan. Whistling and singing	90

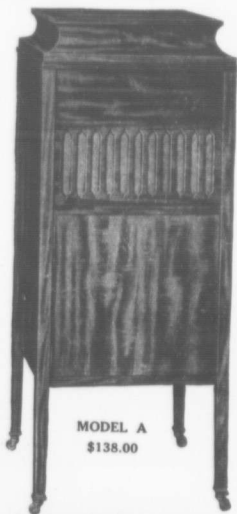
# GERHARD HEINTZMAN PHONOGRAPHS

Backed by a half-century's success in manufacturing and marketing the highest grade musical instruments.

We have a very attractive proposition to offer music dealers in an exclusive agency.



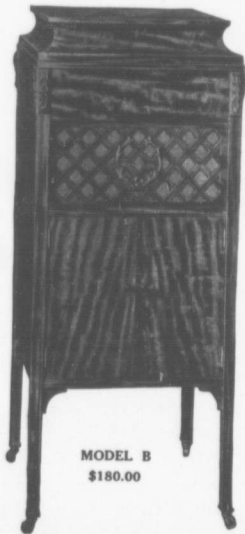
MODEL C  
\$225.00



MODEL A  
\$138.00



MODEL E  
\$400.00



MODEL B  
\$180.00



MODEL D  
\$300.00

WRITE FOR CATALOG AND  
FURTHER PARTICULARS

## Gerhard Heintzman

Limited

Head Office and Factory:  
Sherbourne Street  
TORONTO



**Otto Heineman Phonograph Supply Co.**

INCORPORATED

25 WEST 45th STREET, NEW YORK

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

CHICAGO ATLANTA SEATTLE CINCINNATI TORONTO  
Lumsden Building



Let this be  
the Slogan  
for 1918

## A Phonograph for Every Home

The attainments of last year are but an inspiration for this year. An enormous growth in the talking machine trade is inevitable, and the Heineman factories are equipped to meet it.

### The Heineman Standard of Quality and Service

remains the highest. In no previous year was there ever offered such a variety of types and such uniform quality as is found in the Heineman and Meisselbach motors and tone-arms.

*Otto Heineman*  
President

Canadian Branch: LUMSDEN BUILDING, Toronto



**MEISSELBACH**



TONE ARMS

MOTORS

SOUND BOXES





Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

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

CHICAGO ATLANTA SEATTLE CINCINNATI TORONTO  
Lumsden Building



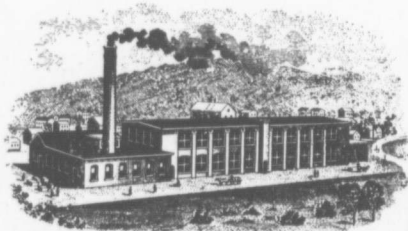
# STEEL      NEEDLES

The JOHN M. DEAN DIVISION of the  
OTTO HEINEMAN PHONOGRAPH SUPPLY  
CO. Inc.

is now making contracts for 1918. We would suggest that you place your orders as soon as possible so that we can handle your requirements promptly.

## DEAN STEEL NEEDLES

are the standard. They have stood the test of time and service.



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

*Otto Heineman*  
President

Canadian Branch—Lumsden Building, Toronto



# MEISSELBACH

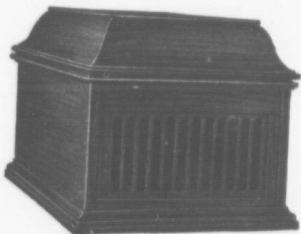


TONE ARMS

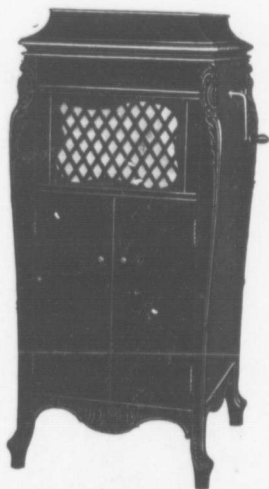
MOTORS

SOUND BOXES

# ALLIES



Style "C," \$65



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

## THE BRANT-OLA and A STEADY BUSINESS

This alliance is based on the popularity the Brant-Ola has won in every town where a dealer has introduced it. To be really and lastingly popular a phonograph must not only make lots of friends, but the right kind of friends.

The Brant-Ola readily wins the musical people who **know** "tone." It gains favor with those who appreciate good cabinet work. It appeals to those who know values.

Six different styles to choose from.

---

**Brantford Piano Case Co.**  
Limited

Manufacturers of the Brant-Ola

Brantford, - Ont.

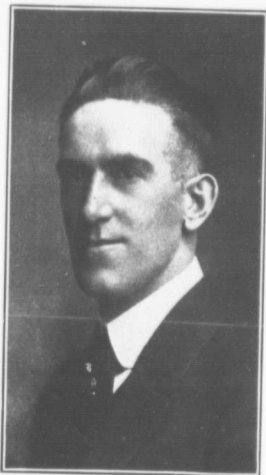
### Plan to Increase Needle Output

The Otto Heineman Phonograph Supply Co., New York, is now making plans whereby the capacity of its John M. Dean division at Putnam, Conn., will be greatly augmented during the coming year. At the present time a large and up-to-date factory is in process of construction, and this additional building will give the company an opportunity to offer its patrons maximum co-operation in the future.

A. Heineman, assistant general manager of the company, who was responsible for the consummation of arrangements whereby the John M. Dean business was amalgamated with the Otto Heineman Phonograph Supply Co., is spending a considerable portion of his time at the Putnam factories. Mr. Heineman, who has been the "right bower" to Otto Heineman, president of the company, for many years, is working in close co-operation with John M. Dean and Charles Dean, sons of the founder of this well-known house. This trio of competent talking machine men are leaving nothing undone to give the trade efficient service in 1918, although the present abnormal conditions in the raw material markets would well warrant the suggestion that contracts for the coming year be anticipated as much as possible.

### Pathé Company Opening Montreal Branch

Owing to the rapidity with which their business is growing in the Province of Quebec, the Pathe Company have decided to open a branch in Montreal to take care of that province. This branch will be under the management of Mr. R. W. Burgess, who has been so successful in handling the wholesale business in Ontario. Mr. Burgess' promotion is a well earned one, and will cause great satisfaction to his friends in the trade. His territory will be a large one, but with his long experience and natural ability he should have no difficulty in handling it successfully.



Mr. R. W. Burgess.

Mr. Burgess' place on the road in Ontario will be taken by Mr. C. Le Voi, an experienced and successful talking machine salesman, whose apprenticeship was passed in the Columbia Company. During the last three months Mr. Le Voi has been in charge of the talking machine departments

of Messrs. Jury & Lovell in Oshawa and Bowmanville. During that time he established a record for sales which will be difficult to beat in towns of this size.

Pathe dealers in Ontario will no doubt like Mr. Le Voi's breezy personality, and if they will avail themselves to the utmost of his selling ability and eager desire to help dealers develop their business they will derive a great deal of benefit.



Mr. C. Le Voi.

The Pathe Company have just received the first examples of some new art designs in Pathephones. They are in the shape of console tables, and include examples of Jacobean, William and Mary and Sheraton. They are moderate priced instruments, retailing for \$350. A very fine display of these three machines was made in one of the Yonge Street windows of the Robert Simpson Co. for Christmas trade. This was one of the most artistic talking machine windows ever made. Illustration of this display is shown elsewhere.

### Bonus to Heineman Staff

The Otto Heineman Phonograph Supply Co., New York, presented its employees with a handsome Christmas bonus in recognition of the fact that they had contributed materially to the closing of the company's biggest year. In addition to this Christmas bonus, every employee in the Heineman executive and sales offices throughout the country was presented by Mr. Heineman with a \$5 war saving certificate, and accompanying this certificate was a suggestion from Mr. Heineman that the employees recognize the Government's splendid thrift plan embodied in this war saving stamp plan.

### BRANCH MANAGER

An old Company handling representative lines of Pianos and Talking Machines, desires first class manager for branch in good town in Ontario. Young man of good character and good record without previous experience as manager would be considered, or thoroughly experienced man. Good location, good future, good salary. Address, stating age, experience, references and salary expected (confidential), Box 22, Canadian Music Trades Journal, 66-68 West Dundas Street, Toronto.



*The Willis  
Trade-Mark  
of Quality*



**T**HE Name Willis in music parlance stands for piano supremacy. All that is involved is immediately at the disposal of any purchaser of a Willis Player Piano, which puts the pleasure of the world's best and latest music within reach of any music lover. Dealers who feature the Willis Player will find that the instrument bears out in every detail the legitimate claims made for the player's capabilities.

We are also sole Canadian wholesale  
agents for the celebrated Knabe pianos

## **WILLIS & CO. LIMITED** **MONTREAL**

Head Offices:  
580 St. Catherine St. W.

Factories:  
St. Therese, Que.

## PIANO TRADE IN MONTREAL

REPORTS of the piano trade indicate that local Christmas trade was disappointing. All houses anticipated quite a lively piano business for December, but their hopes do not seem to have been entirely realized. The sentiment of several dealers was expressed in the verdict of one who said, "Our talking machine department was this year the salvation of our business." It was satisfying to hear, however, that in the piano business transacted the better grades predominated, and there was an unusually large proportion of cash sales, and on instalment accounts better terms.

The warerooms of the local trade were open every night during the holiday season, some of them extending over the whole month of December.

The Navy League of Canada made a public appeal for magazines and periodicals for the use of our sailors. The warerooms of C. W. Lindsay, Ltd., were used as a receiving depot.

E. A. Gervais, of Gervais & Hutchins, spent New Year's day with his family at St. Faustine, Que., in the Laurentian Mountains. The thermometer registered 50 below at this point on the 29th inst.

Layton Bros., in a recent advertisement under the caption of Singing (With Music Rolls) A War-Time Necessity, said in part: "A nation at war requires food for its soul as well as its body—Music speaks a tongue that all can understand, that nothing else can speak. The Music Roll is literally the nation's source of music. All can sing with the Song Roll—the words are printed and you can sing as you play." A few timely suggestions in the way of popular and sacred titles then followed.

"Evans Bros.' interests showed a very heavy increase in sales as compared with December a year ago," said J. H. Mulhollin, "and is a reward for our efforts in this direction."

"Quite a volume of business has been transacted, and some pretty good sales closed lately for Mason & Risch players and grands, Sherlock-Manning and Layton Bros.' instruments," said W. W. O'Hara, salesmanager, Layton Bros., this firm being particularly well pleased with the large percentage of cash business and the demand for the higher priced instruments.

Gervais & Hutchins report a very satisfactory December business in Cecilian pianos and players, and look for still greater things during 1918.

"Upon the completion of a year satisfactory in nearly all respects it is only proper for Willis & Co., Ltd., to extend the trade in general its heartfelt thanks for the excellent support given to the firm during the year just closed," said President A. P. Willis. "We are preparing at this time a vigorous campaign for the ensuing year, and expect to announce many innovations in the firm's policy in the early future." Cash was a prominent factor in the majority of sales, reported Mr. Willis.

Numerous inquiries were listed with the Leach Piano Co., Ltd., for Gourelly & Leach pianos, and in a number of instances led to the closing of sales. Business for December reported as being fairly good.

C. W. Lindsay, with his usual thoughtfulness for his employees and their friends, during the night of the elections had a private wire installed in the warerooms, where all the returns were bulletined. Mr. L. A. Poulin took the opportunity to offer to those present a surprisingly interesting musical and vocal programme. Mr. Charpentier, the well known local baritone, rendered three selections, accompanied by Mr. R. Paquet. Mr. L. A. Poulin, in his usual accomplished way, gave several selections on the Art-Apollo. During the evening short speeches were made, humorous and otherwise, all of which added greatly to the evening's enjoyment.

At the bowling tournament for turkeys given by the Commercial Bowling League, two members of the staff of C. W. Lindsay carried home birds.

J. H. Hebert, of C. W. Lindsay, Ltd., spent New Year's with his aged mother in Stanford, Que. Mrs. Hebert is 82 years of age, and still enjoys the best of health.

Musical merchandise small goods and sheet music played a prominent part this year in the way of Christmas gifts, said Manager A. E. Moreland of J. W. Shaw & Co. This naturally does not mean that our piano department was neglected, but goes to show what way the wind's blowing and the trend of things in general. Gerhard Heintzman and Shaw instruments were accorded their usual share of recognition due at this particular season of the year.

Wm. Lee, Limited, through Manager Henry Hamlet, report that the excitement over the elections did not militate against their business to any noticeable degree. In fact, it would seem to have had the opposite effect, and the month's total beat out last year and came pretty close on November, which was one of the biggest month's voluming ever turned over. "Martin-Orme lines, of course, came in for the lion's share of trade, the bigger proportion of it being for player pianos. Since taking hold of the Bell line we are making many new converts for this make, and hope within a very short time to have a nice trade with this line," concluded Mr. Hamlet.

Whether turkeys were selling at 50, or even 75 cents per pound, it would seem that Mr. A. P. Willis, President of Willis & Co., Ltd., would not forego his personal practice and pleasure of remembering every member of his staff, outside agents, branch offices, et al, by sending them with a turkey for Christmas dinner. Needless to say this bountiful gift is more than appreciated by all those who are fortunate enough to be included in the list.

Mr. R. A. Willis, Vice-President of Willis & Co., Ltd., is back from one of the most successful trips he ever had in Western Canada. He was absent many weeks, and made a thorough canvass of the West, going through to the Pacific Coast. Mr. Willis found that the "Music-in-the-Home" propaganda was being magnificently endorsed by the trade in the West.

A meeting will be called shortly of the Piano Merchants' Association of Eastern Canada, which is an organization of the Montreal dealers.

C. W. Lindsay, President of C. W. Lindsay, Ltd., presented each and every member of the staff from the office boy up to the general manager with a suitable Christmas remembrance, bringing to mind the fact that the holiday season was at hand. The gift, needless to say, was deeply appreciated by all.

It was stated recently in the press that the Germans were repositioning pianos in various parts of Belgium. We wonder if this is due to a demand in the German trade for cheap second-hands, or whether this fresh act of robbery has for its origin the shortage of metals, from which it has so often been asserted that the central powers are suffering.—*Musical Opinion.*

**L. J. MUTTY CO.** 175 Congress Street **Boston, Mass.**

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

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

SAMPLES and PRICES furnished on request

The demand for Columbia Grafonolas and Records has exceeded the supply during nearly all the twenty-eight years that the Columbia Co. has been in business.

During the last few months additional manufacturing plants (employing extra thousands of workmen) have been put into operation. So we are hoping to give 100% service this year, but if the demand continues to grow faster than the supply, our dealers can at least count on such a big increase in supplies that they will have better reason than ever to be satisfied with their Columbia Agencies. We really believe that the Columbia manufacturing facilities will shortly reach the point where they can take care of the trade, and as the supply increases our advertising, which produced such splendid results last year, will be on a larger scale than ever.

**The Music Supply Company, Toronto**

## MUSICAL EVENTS In a Line or Two

Milwaukee is trying out a series of twilight musicales at 4.30 on Sunday afternoons.

Chicago is having a series of twenty Chamber Music Concerts, mostly string quartette.

Jacques Thibaud, violinist, and Robert Lortal, pianist, gave two Sonata recitals recently in New York.

Alice Nielson has surprised the musical world by marrying again. She is now Mrs. (Dr.) Leroy R. Stoddard.

The Music Teachers' National Association has concluded its 39th annual meeting, which was held at New Orleans.

The seventeen-year-old Russian violinist, Jascha Heifetz, about whom the American press is raving, is to appear in Toronto on March 4.

The editor of the New York Age, a negro organ, has been named chairman of a committee to organize the talent among negro drafted men into musical, minstrel and dramatic organizations.

A series of thirty Saturday morning recitals are being given the school children of New York by the orchestra of the Rialto Theatre.

A good deal of interest was displayed in the recent rendering of Bach's C Major Concerto for three pianos by the Philadelphia Orchestra.

London reports that Lady, Tree, widow of Sir Herbert Tree, has offered Antonio Scotti the leading role in "The Great Lover." Her late husband bought the English rights last winter, shortly before his death.

The Dutch 'cellist, Willem Willeke, is introducing to New York audiences a number of new works for the 'cello that he discovered last summer.

An American lady of wealth has willed \$200,000 to the New England Conservatory of Music, Boston. Bequests to music are on the increase.

Spanish music, ancient and modern, is one of the announced features of the season's concerts by the chorus of the Schola Cantorum, New York.

Cape Town, South Africa, is progressing musically. That city has a municipal orchestra which gives weekly concerts in the City Hall. There's an example for Canadian cities.

The Hotel Biltmore, New York, is giving a series of Friday morning musicales. At the sixth one among the artists taking part were Louis Graveure, Frieda Hempel, and Jacques Thibaud.

The American Guild of Organists held their second annual convention in New York. Richard Tattersall, the Toronto organist, shared in the public organ recitals given during the convention.

Baltimore spent \$100,000 last year for municipal music. New York is away behind with an expenditure of only \$39,000, when it should be almost a million dollars at the same rate as Baltimore.

Mischa Elman recently gave New Yorkers the following programme: Nardini-Hauser concerto in E minor, Ernst's concerto in F sharp minor, Handel's sonata in D, a group consisting of his own arrangement of Amani's "Orientale," and Weber's "Country Dance," the nocturne in E flat by Sarasate-Chopin, and the Hungarian dance No. 21, by Brahms-Joachim, concluding with Volpe's arrangement of Balakirew's "Oh, Come to Me," first time in New York, and Viueutemps's rondino.



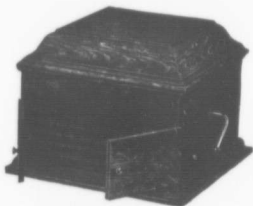
An Attractive Christmas Window Display of Pathe Period Designs by the Robert Simpson Co., Ltd., Toronto.

# The Phonola

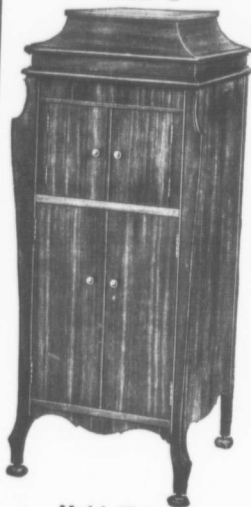
Models from \$18 to \$250



Model "C"



Model "B"



Model "Princess"

The Phonola idea of Service is—Value—Quality—Variety.

A value so outstanding it creates a favorable first impression—

A quality so dependable that years of use form a continuous confirmation of the first good impressions—

A variety so wide that it meets the diversity of tastes the dealer is obliged to cater to.

## DOMESTIC RECORDS

85 cents to \$1.75

Every recording is a masterpiece of finished art, and the selections will be right up to the minute in popularity.

The artists recording for Domestic Records include Henry Burr, Charles Hart, Frank Croston, Harry McClaskey, Miss Inez Barbour, Miss Marie Morrissey, Jos. Phillips, The Domestic Military Band, Van Eps Dance Orchestra, The Peerless Quartette, and The Sterling Trio.

Ask for list of Domestic "Blue Label Records."

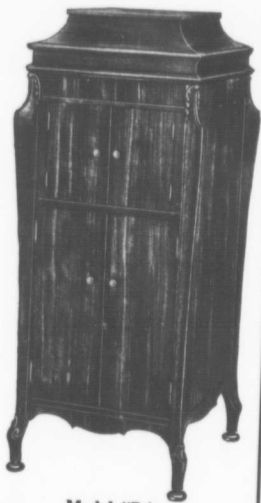
## POLLOCK

M'f'g Co., Limited

Makers of the



KITCHENER  
CANADA



Model "Prince"



### Beverly J. Walker Deceased

A veteran of the piano business in Canada has passed away in the death of Mr. Beverly J. Walker, a well known and highly respected citizen of Windsor, Ont. Mr. Walker, who was only 55 years of age, succumbed to an operation for appendicitis at Hotel Dieu.

Deceased was born in Wellandport, and prior to thirty years ago conducted a jewelry business at Chatham, when he removed to Windsor and opened up a large jewelry and music store. He shortly afterwards disposed of the jewelry business and devoted his entire time to marketing pianos, for many years being the distributing agent of Gerhard Heintzmann lines in Essex and Kent counties.



The late Beverly J. Walker.

For the past four years Mr. Walker has represented the Wright Piano Co., Ltd., of Strathroy, in the west, and for this firm had worked up a good connection. Referring to deceased, Mr. E. J. Wright, general manager of Wright Piano Co., Ltd., said: "He was a particularly fine man, of a kind, sincere and optimistic disposition, absolutely just and fair in his dealings with the trade, and a man whose visits will be greatly missed."

Besides a widow, Mr. Walker is survived by two sons and three daughters. Interment was under the auspices of the Masonic order, of which he was an active member. Rev. Dr. Crews, of Central Methodist Church, conducted the services.

### New Catalogue of Piano and Player Hardware and Felts and Tools

A particularly complete catalogue has just been completed by Hammacher, Schlemmer & Co., 4th Avenue and 13th Street, New York City, and a copy of which will be sent free of charge to inquirers in the trade. This catalogue is a 275-page book entitled "Piano and Player Hardware, Felts and Tools." It is catalogue No. 533.

There are many illustrations, and the compilers have succeeded in making the information at once complete and concise. The person using the catalogue will find it free from unnecessary detail.

A new feature is the grouping of the player hardware for illustrating, and which is shown in full page half-tones with descriptions on opposite pages.

A separate section of almost one hundred pages is de-

voted to tuners' and regulators' tools exclusively. Formerly a separate tool catalogue was issued, but as this department is so closely allied to the hardware and supplies section it was found advisable to group both lines between one pair of covers.

### Moved to Ottawa

Mr. E. C. Pelton, formerly of Kemptville, Ont., who moved into Ottawa a couple of months ago, taking with him Sherlock-Manning representation, has added the Starr line of phonographs and records. Mr. Pelton's many years residence in Kemptville gave him a wide connection in that territory, in which he had extensive piano experience. In his own home is a Sherlock-Manning player piano and a Starr phonograph, both of which lines he is an enthusiastic booster. Until taking on the Starr Mr. Pelton had never connected up with the talking machine branch of the music industries.

Mr. John A. Croden, of Canadian Phonograph Supply Co., London, who are distributors in Canada of Starr phonographs and records, paid a visit to the factory at Richmond, Ind., recently.



AN AUGUST DAY IN THE ROCKIES.

From left to right: W. J. Denny, Fred R. Reumper, both of Leduc, Sask.; Fred S. Cross, of Winnipeg, western wholesale manager for the Williams Piano Co., Ltd., Oshawa, and John A. Croden, of the Canadian Phonograph Sales Co., London, distributors of Starr phonographs and records. The photograph was taken at Banff in August last.

# Lucky 13 Phonograph Co.

3 East 12th Street, New York City, N. Y.

**BARGAINS**

**BARGAINS**

**BARGAINS**

Floor Cabinet Machines, Cut-out  
Numbers, at Exceptionally Low Prices **\$13.00**  
UP

We beg to announce that we have recently purchased twenty-five hundred floor cabinet machines, cut-out numbers, equipped with double spring motors, reversible tone-arms and reproducers, and can offer same at the following prices:

Type A, fumed oak floor cabinet machine, 35 in. high .....	\$13.00
Type B, mahogany finish floor cabinet machine, 39½-in. high .....	18.50
Type C, mahogany finish floor cabinet machine, 42½-in. high .....	20.50
No. 45, mahogany finish floor cabinet machine, 36-in. high .....	15.50
Table cabinet with cover quartered oak, D. S. motor .....	10.75
Table cabinet, larger size with cover quartered oak, D. S. motor .....	11.25

If you are interested in high class machines at real low prices get in touch with us for samples at once, as we cannot tell how long this lot will last.

#### STEEL NEEDLES

65c. per thousand. Immediate Delivery.

#### MOTORS

No. 01—8 in. turntable .....	\$1.25
10-in. turntable .....	1.40
No. 1—10-in. turntable .....	2.65
12-in. turntable .....	2.95
No. 6—10-in. turntable, double spring .....	3.50
12-in. turntable, double spring .....	3.85
No. 3—12-in. turntable, double spring .....	6.75
No. 7—12-in. turntable, double spring .....	7.50
No. 4—12-in. turntable, double spring .....	9.50

#### MAIN SPRINGS

No. 0—¾ in. 20 gauge 8 ft. 6 in. 25c. ea.	100 lots 20c. ea.	1000 lots 15c. ea.
No. 1—¾ in. 25 gauge 10 ft. 30c. ea.	100 lots 35c. ea.	1000 lots 35c. ea.
No. 2—13/16 in. 25 gauge 10 ft. 30c. ea.	100 lots 35c. ea.	1000 lots 35c. ea.
No. 3—¾ in. 25 gauge 11 ft. 49c. ea.	100 lots 35c. ea.	1000 lots 42c. ea.
No. 4—1 in. 23 gauge 10 ft. 49c. ea.	100 lots 44c. ea.	1000 lots 44c. ea.
No. 5—1 3/16 in. 27 gauge 18 ft. 90c. ea.	100 lots 85c. ea.	1000 lots 80c. ea.

#### GOVERNOR SPRINGS

\$1.00 per hundred. Special price on large quantities for motor manufacturers.

#### SAPPHIRE POINTS AND BALLS

Sapphire Points .... 15c. ea. in 100 lots	12c. ea. in 1000 lots
Sapphire Balls .... 15c. ea. in 100 lots	14c. ea. in 1000 lots

#### NEEDLE CUPS

\$20.00 per thousand, \$17.50 per thousand in 5,000 lots. Larger quantities still lower.

#### STONE ARMS AND REPRODUCERS

Baby, to play 7-in. records only .....	\$0.60
No. 1—Tone Arm and Reproducer .....	.90
No. 2—Tone Arm and Reproducer, for playing all records	1.25
high grade .....	2.25
No. 7—Tone Arm and Reproducer, for playing all records	2.25
high grade .....	2.25
No. 8—Tone Arm and Reproducer, for playing all records	2.25
high grade .....	2.25

#### NEEDLE CUP COVERS

\$10.00 per thousand, \$9.00 per thousand in 5,000 lots. Larger quantities still lower.

#### RECORDS

The "Popular" Brand, 10-in. double face, lateral cut, all instrumental:

32c. in lots of 100
30c. in lots of 1000
29c. in lots of 5000

We also manufacture special machine parts such as worm gears, stampings, or any screw machine parts for motor manufacturers.

Special quotations given for Canada and all other export points. Merchandise delivered with custom duty, war tax and freight paid by us.

Write for our 84 page catalogue, the only one of its kind in America, illustrating 33 different styles talking machine and over 200 different phonographic parts, also gives description of our efficient repair department.

**LUCKY 13 PHONOGRAPH CO., 3 East 12th Street, New York**

## Great Loss Suffered by Halifax Dealers

*How New Conditions Are Being Met*

FEW happenings have startled Canada as did the recent Halifax disaster. The sympathy of the entire trade has gone out to the music dealers of that city, where such loss in both life and business has come through no fault of their own. It is hoped events will transpire that will set in motion every facility for the re-building of the destroyed area and will continue Halifax as the great Port city she has been.

Being desirous of giving the trade some idea of what the Halifax dealers suffered and as to how they are meeting the conditions arising out of the disaster, Canadian Music Trades Journal wired each of the dealers there for a statement along these lines. The following replies were received and are so complete that no comment is required:

*Willis Piano & Organ Company*

"In reply to your telegram of the 3rd inst., re conditions in Halifax at the present time. We find that after the disaster of the 6th, and since that time, our business has suffered considerably, owing to the feelings of the general public having been affected by the terrible disaster which was wrought on the city through the explosion.

"Our own loss is very severe, a great many of our customers having lost their homes completely, including pianos, and in many instances entire families have perished.

"If the Government, who really should assume the responsibility, were to announce a policy of reimbursement, after thoroughly probing the cause of the collision between the 'Imo' and 'Mont Blanc' it would tend to have a great influence on not only the citizens of Halifax, but everybody throughout the eastern provinces who are associated with us in a business way.

"We are really awaiting the action of the Government at Ottawa, and we are hoping that without further delay they will issue a proclamation which will satisfy and encourage the people of the city to start anew, and this would mean a new life, which would have a wonderful effect on the commercial future, as well as the morale, of the people.

"We feel sure that such an official announcement would result in a wonderful boom in Halifax, in which everyone would share."

*The J. A. McDonald Piano and Music Co., Ltd.*

"The explosion, as you have no doubt gathered from the papers, shattered the glass in all the houses in the city. The business houses, of course, suffered more severely, as the large plate glass windows were shattered into small

pieces, and these pieces were driven through the air with the speed of bullets, some of the pieces of glass being driven a half an inch deep into hard wood. This accounts for the large number of persons who were blinded and severely wounded although far from the scene of the explosion.

"Our main floor runs through from Barrington Street to Granville, having large plate glass windows on each street. These were driven through the store from each street, cutting into pianos and talking machines, and doing very serious damage. Fortunately the first, or preliminary explosion, shook the building in such a manner as to give a slight warning to those inside, and they were enabled to get behind pianos or somewhere out of the way so that none of us were seriously injured.

"We think our own experience was very similar to that of the other dealers. It took a considerable length of time to get boarded up so as to keep out the blizzard, which came the following day, as all of the salesmen and other help had their own homes to look after, and there was no help to be hired. In the course of time, however, we managed to get covered up with tar paper and boards. And on the second day following the fire we were open for business; only a small staff on hand, however, as those who did not have to stay home to attend to their families were at work at different relief stations trying to supply clothing, food and shelter to those who had been rendered homeless. We think the same conditions prevailed throughout the business section. Ourselves and practically all the other business men paid little attention to their own business, but gave up their time working day and night in one relief station or another, and even then we did not have nearly enough helpers.

"The relief received from the United States and the different cities in Canada, notably Massachusetts and Toronto, saved hundreds of lives and much misery. As soon as the homeless were sheltered, however, and the worst cases of distress had been relieved, business was resumed and the most remarkable results were observed, some houses having had a better Christmas year than ever. We did not, however, have our usual Christmas business, but were very much surprised at the amount done.

"At the present time the people of Halifax are looking into the future with a certain amount of uncertainty. If we are to accept this loss, which will amount to about fifty million dollars, as one of the necessary risks belonging to a naval port, then it will take Halifax a long time to recover, as practically everyone in the city is affected, and only a small number will take relief in the shape of charity. It is hoped, however, that the Government will make good the loss, either wholly or in part, and we are all now doing

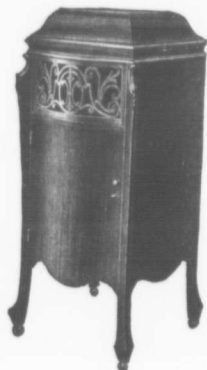
No record anything like Columbia Record A2410—Life in a Trench, by Lieut. Gitz Rice, of First Canadian Contingent—was ever put on sale. It is authentic—and actually descriptive of the atmosphere of the trenches, by a man who fought there.

Columbia Graphophone Company  
Factory and Headquarters  
Toronto Canada



# The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY  
**Sonora**  
CLEAR AS A BELL

Advertised from Coast to Coast  
and sold from Coast to Coast by  
the foremost music houses.

“Although advertising is a great help  
my experience is that the Sonora is sold  
mostly on recommendation”

*Observation of a successful Sonora Dealer.*

Supreme .....	\$1,500	Elite .....	\$240	Troubadour .....	\$110
Invincible II .....	675	Baby Grand .....	205	Rhapsody .....	90
Invincible I .....	500	Intermezzo .....	190	Barcarolle .....	75
Grand .....	350	Imperial II .....	150	Melodie .....	65
Laureate .....	280	Imperial I .....	137		

Art models made to special order to suit any taste

*Catalog and particulars on request*

## I. Montagnes & Co.

Canadian Distributors of the Sonora Line

New Ryrie Building  
Yonge & Shuter Sts.  
Toronto, Canada

the best we can, and will try to meet what the future has in store.

"If, however, it could be announced by the Government just exactly what we will have to expect, it would have a tremendous immediate effect, and the time of recovering would be shortened very materially."

*The Nova Scotia Furnishing Co., Ltd.  
(Phonograph Dealers)*

Replying to your telegram, regret having to advise you that the terrible disaster here has completely demoralized our business in all lines.

"Our building was badly damaged, the roof being split, stringers split, every pane of glass in the entire building crashed in. In our phonograph department the machines were thrown in all directions, one small talking machine having been thrown from a table where it stood near the window, some twelve feet through another sash, and landed in among some furniture. All the machines in the room were badly cut with broken glass; our stock generally is badly injured all over the building. We fear the catastrophe is going to very seriously affect the talking machine business, as people now are only buying actual necessities. The north end of the city, which was entirely wiped out, was one of the best sections for the talking machine business, and it will be some time before these people will again be in a position to consider goods of this class. There are so many calls in the way of assistance and other things, from those who did not suffer by a complete wipe out, that it is certainly going to be a very serious check to the selling of phonographs or records.

"We had been looking forward to a good Christmas trade, and everything looked favorable. There has practically been no business done since the catastrophe, and the outlook is not very promising at the present time.

"We regret very much that we cannot give you a more favorable report, but these are the facts as they exist here to-day, and it will take our city some time to get on its feet, as the terrible disaster affected not only the entire section, which was literally wiped off the map, but the whole entire city. There is not a house anywhere that has more than three or four panes of glass in it, and there was not a plate glass front left anywhere in the entire city, as along the streets to-day nearly every business front is still boarded up except a few of the smaller windows, for which they have been able to secure the size of glass necessary."

*The Johnson Piano Company*

"In reply to your wire of to-day we would say that we consider our house most fortunate in the recent disaster, having only had one piano totally destroyed, and over half of that had been paid. We have no doubt that in time either the Relief Commission or the Government will reimburse this customer for her loss, and in consequence the balance will be paid to us.

## Opportunity for Live Salesman

One of the oldest established piano firms requires aggressive salesman for wholesaling. Good opportunity for the right man. Replies treated strictly confidential. Apply Box 113 Canadian Music Trades Journal, 66-68 West Dundas St., Toronto.

"We have lost altogether about four or five gramophones. Four of these customers we have had no word from as yet, but considering the enormous loss of life and property these are almost too insignificant to warrant mentioning.

"Stock in our store, of course, was damaged by flying glass. Some of our pianos will have to go back to the factory. Of course it is unnecessary to tell you that our usual Christmas trade was greatly affected by the disaster.

"As the largest portion of our trade is more or less confined to the south and west end, which districts are outside of the devastated area, trade conditions with us are not seriously affected, and we think that business should be back to normal in a couple of months. Of course you can understand that collections have been arrested for the present time.

"The fact that we have our branch store at Lunenburg, and our Dundas agency, has assisted us very materially for our December business."

## Montreal Dealers Advance Charges for Tunings

The regular monthly meeting of the Montreal Piano Dealers' Association was held on the evening of the 9th inst., at the warerooms of J. W. Shaw & Co., on St. Catherine Street.

Although the importance of the business before the meeting justified a larger attendance, there was a spirit of unanimity and enthusiasm decidedly encouraging.

The principal business of the evening was the revising of the schedule charges for tunings. It was found by the various houses that the old rates being charged were entirely inadequate to meet advanced costs. It was decided to adopt a schedule of uniform charges as follows:

Single tuning .....	\$ 2.50
3 per annum .....	6.00
4 per annum .....	7.00
Additional tunings (over 4 per annum) .....	\$1.75 each.

### *Grand Piano.*

Single tuning .....	\$ 3.00
3 per annum .....	8.00
4 per annum .....	10.00
Additional tunings (over 4 per annum) .....	\$2.50 each.

### *Player Pianos (Tuning and Regulating)*

Single tuning .....	\$ 3.50
3 per annum .....	10.00
4 per annum .....	12.00
Additional tunings (over 4 per annum) .....	\$3.00 each.

Mr. J. W. Shaw, president of the Association, having learned of the presence in Montreal of John A. Fullerton of Canadian Music Trades Journal, Toronto, and who is also director of Canadian Bureau for the Advancement of Music, invited him to attend the meeting and outline the work and progress of the organization that is doing so much to stimulate and increase public interest in music, especially in the home.

Mr. Fullerton outlined what had been done since the organization of the Bureau in Toronto in March, 1917. He told of the readiness with which newspaper editors agreed to co-operate in getting greater interest in music. Some forty newspapers are now conducting "Music in the Home" departments, or pages in which appear articles pertaining to musical topics, written in a style to interest average readers. These articles are supplied gratis to the papers by the Bureau, being sent out weekly. Where two newspapers in a centre are being served they receive different matter. These articles are written by men and women of ability, and whose services are frequently difficult to obtain. They are in no way advertising. They never refer to the product of any firm and are of a standard of quality that has made them very acceptable to the newspapers, who



IN the busy street below my window motor cars are always passing, hundreds of them. Some "just cars," some Packards and some Cadillacs. And I think of the wonderful perfection of those engines, those Packard twin-sixes and those Cadillac eights, quiet, sweet running and powerful.

Then I turn from the window and look at a phonograph motor on my desk. Not "just a motor" but a Stephenson Precision-made motor, the Packard and the Cadillac of the phonograph world.

Pardonable pride? I think so.

**STEPHENSON, Inc.**  
ONE WEST THIRTY FOURTH STREET  
NEW YORK

*Francis V. Metzger*  
Vice-President

appreciate this assistance in making their music pages attractive.

The dealers present were very much interested and thought it might be advisable to call another meeting in the near future, when a larger attendance might be secured and the subject thoroughly discussed. The suggestion was made that members of the Toronto trade would be invited to visit the Montreal trade on that occasion.

Those present evinced the keenest interest and readily saw what a great advantage it is to the public, to the newspapers and to the trade, to have the press give music a place.

### Series of Presentations to Bert Trestrail

When it was learned that Mr. B. A. Trestrail, of the R. S. Williams & Sons Co., Ltd., who enlisted in the United States Army Reserve Medical Corps some months ago, was leaving to take up his duties in St. Elizabeth's Hospital, Washington, his numerous friends took occasion to express their great appreciation of "Bert."

The Rotary Club passed a splendid resolution of appreciation of Mr. Trestrail, who has been an active and loyal Rotarian. The Rotary directors and entertainment committee, of which he was a member, tendered their departing friend a luncheon, at which every man of the seventeen present made a farewell speech. The directors presented Mr. Trestrail with a diamond studded Rotary button and box of cigars. His old committee made a presentation of

association day by day creates, until it comes time to leave. Then, all of a sudden, you realize how much everyone and everything in your business has entwined themselves into your life.

Had I known how hard it was going to be to say goodbye to you all, I doubt if I could have taken the step. Yet I would not, even now, have it otherwise, and I feel sure you agree with me. We have worked and played together, cheered and criticized, been happy and discouraged, prosperous and poor, agreed and disagreed. Things have not always been harmonious—but our differences have only served to strengthen our bond.

We know each other as only business associates of long standing can possibly get to understand. We have seen new faces come and old faces go—and each incident has brought us closer.

I will go into a new and strange life without friends or experience. But, come what may, it will be a great adventure, and, I hope, a useful one.

I thank you all for the superb remembrance you gave me and your many kind words. The former will be very useful, the latter a pleasant memory.

Sincerely,

BURDICK A. TRESTRAIL,

Private, U. S. Army Medical Corps,  
St. Elizabeth's Hospital,  
Washington, D. C.



Showing the gathering of the R. S. Williams & Sons Co., Ltd., staff for the presentation to Mr. Trestrail. Mr. Trestrail is standing between Mr. R. S. Williams (on the left) and Mr. H. G. Stanton, who is presenting the bag.

a beautiful Waltham wrist watch, and individual Rotarians gave him a Corsica pipe, leather tobacco wallet, silver knife, silver match box and box of cigars.

The Toronto staff of the R. S. Williams & Sons Co., Ltd., gathered to make the presentation of a handsome travelling bag and a resolution of regret at his necessary departure. Mr. Trestrail was deeply moved at this expression of friendship and referring to the series of presentations, said afterwards, "I broke up completely and I do not believe I could go through it again."

Mr. Trestrail's reply to the staff was printed and a copy addressed to each member personally. It is as follows:

### TO MY FELLOW-WORKERS

This is to say good-bye to the boys and girls I have known by close association for nearly six years—and the many others who have joined us later.

It is impossible to appreciate the affection that close

En route to Washington Mr. Trestrail was met at the Hamilton station by the Hamilton staff, who showed their personal feelings to "Bert" by giving him a gold-banded engraved fountain pen. Mr. Trestrail during his five years in Canada has made a host of loyal friends, to whom his departure means an unusual wrench. The hope of all is that he may be spared to return to the Canadian music trade when he has "done his bit" and the war is over.

"In all my experience in the player business," said a member of the trade recently, "I have not found a player owner that did not need at least six lessons in order to get a fairly correct idea of how to play the player and get the kind of musical result which he hoped for when purchasing. Player owners who have had sufficient instruction to make them good performers do not receive credit for their accomplishment from the casual hearer, but credit is given to the player-piano with the usual question. "Where did you get that player? That's the finest I've heard."

## Here and There and All Over

Mr. Alex. Earle, of Creemore, has taken the agency for Brunswick phonographs and records.

The Brantford firm of H. Judson Smith & Co. are now selling the Brunswick phonograph and Brunswick records.

Geo. W. Pringle, the well known tuner of 45 Louisa Street, Ottawa, is out for Brant-Ola business too.

1,000 miles of paper are used each week in the manufacture of music rolls, according to the Chicago Musical Times.

It is noticed that Campbell & Campbell, of Brandon, are active in the retail talking machine field with the Pathe and Brunswick lines.

Mr. Britton, of Grand Valley, Ont., the local musical instrument dealer, has arranged to sell the all-record Brunswick phonograph and records.

Mr. McKibbin, the well-known druggist of Wingham, Ont., has secured the agency of the all-record Brunswick phonograph and records exclusively.

"Music-in-the-Home" ideas are incorporated in some Columbia Grafonola copy being run in their local weekly newspaper by A. & H. Wideman of Markham.

Mr. C. V. Jones, advertising manager of Mason & Risch, Ltd., had an enjoyable trip to Chicago and points south of that city during the Christmas holiday season.

Messrs. Wettelings and Dupont of Welland have secured the Brunswick phonograph and record agency. This firm also handles the Williams New Scale and Ennis pianos.

Mr. C. Crawford, of London, has opened a new store at 326 Dundas Street, known as "The Brunswick Shop," where he is handling Brunswick phonographs and records.

S. H. Rutledge, of Shelbourne, continues to cater to the people of that district with a strong array of musical instrument lines, viz., Mason & Risch, Bell, Newcombe and Edison lines.

Paderewski has received a wire from President Wilson calling him to Washington to assist in the management of Polish relief work. The famous pianist has cancelled all his Canada and Pacific Coast dates in consequence.

N. J. Altman, of Brampton, has been bringing to the attention of his patrons the "Organola," featured as "having pipes like an organ." The Organola is a product of the Pollock Manufacturing Co., Ltd., makers of the Phonola.

To promote a good spirit among members of the staff, Mr. J. A. Hassall, manager of the R. S. Williams & Sons Co., Ltd., Toronto, piano department, has had printed a neat card bearing this statement: "Our greatest happiness is being conscious of making others happy by doing right."

The Dundas Public School gave some very excellent pre-Christmas concerts—seven programmes in all, largely musical. The same issue of the local paper that announced these programmes contained announcements by Stanley C. Thornton, the Edison dealer, and by Dicksons, the Columbia store.

In Orangeville the talking machine field is well worked by the enterprising dealers of that town. In the local paper is noticed some good advertising over the names of C. V. Jeffers (Pathe and Columbia), N. T. McWilliam (Aeolian-Vocalion), R. Fairbairn (Victrola), and the Adamson Hardware Co. (Edison).

Thomas C. Watkins, Ltd. (The Right House), Hamilton's big departmental store, is energetically pushing its musical instrument department with good results. This department is known as "The Home of the Brunswick," and is running some strong advertisements drawing attention to the Brunswick phonograph and Brunswick records.

There are many in the trade who think of Goderich as the home of Goderich organs, but few who know that "Tipperary" is a suburb of Goderich. The Goderich Orchestra, a musical organization of high standing, recently furnished music at a special dinner at the Hotel Bedford. J. T. Thomson and J. H. Lauder are two local "His Master's Voice" boosters, and Wesley Walker upholds the Columbia banner locally.

Albert Caressa, vice-president of the Chambre Syndicate of manufacturers of musical instruments of Paris, is in New York in the interests of that organization. He expects to remain about two months, and his mission is to arrange for the purchase of and permission to export the many supplies which are badly needed by instrument manufacturers of France at the present time, and which it is impossible to obtain in that country.

That a high standard of music prevails in Collingwood is evident from the music rendered at the Christmas services in Maple Street Methodist Church, which included "Gloria in Excelsis," Twelfth Mass, Mozart for quartette and choir; and "The Angel's Refrain" (Geibel), solo with violin obligato. In the Victory Loan campaign Collingwood raised practically \$308,000 of the over \$4,000,000 contributed by Simcoe County. In urging another town to bring its school up to the standard a public school inspector refers to Collingwood as "one of the progressive towns where they have had a school nurse, manual training and domestic science departments," all of a high order. The Journal hopes music also has a large place in the Collingwood School. Among the holiday advertising of musical instruments was noticed a strong drive on Victrolas, and violins from \$14 to \$20 by Manson Bros., the well-known piano firm; Pathe goods by Finlay and Finlay, The New Edison by Oscar L. Hobbs. Brown's Book Store featured Methodist and Presbyterian hymn books.

## NOTICE

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

Berliner Gram-o-phone Company Limited  
Columbia Graphophone Company



The Robert Simpson Co., Ltd., Toronto, have qualified as "His Master's Voice" dealers.

Mr. Robert Fleming, the piano dealer at Markham, has again been elected reeve of that town.

Bowmanville's mayor for 1918 is Mr. J. B. Mitchell, of the Dominion Piano and Organ Co., Ltd.

Mr. J. F. Sherlock, of Sherlock-Manning Piano Co., London, who has been indisposed, is again in good health.

Mr. J. P. Marrin, of Marmora, Ont., is selling the all-record Brunswick phonograph and records in Marmora and vicinity.

The Chatham representation of Brunswick phonographs and records is in the hands of Mr. C. Clark, a well-known local druggist.

Mr. A. P. Willis, president Willis & Co., Ltd., Montreal, and Mr. C. D. Patterson, salesmanager, have just returned from a business trip to New York.

Mr. Otto Higel, president Otto Higel Co., Ltd., Toronto, came up from New York since the beginning of the year, and spent some days with the Canadian plant.

Mr. E. E. Nugent, manager Heintzman Co.'s branch at Fort William, paid a short visit to headquarters at Toronto.

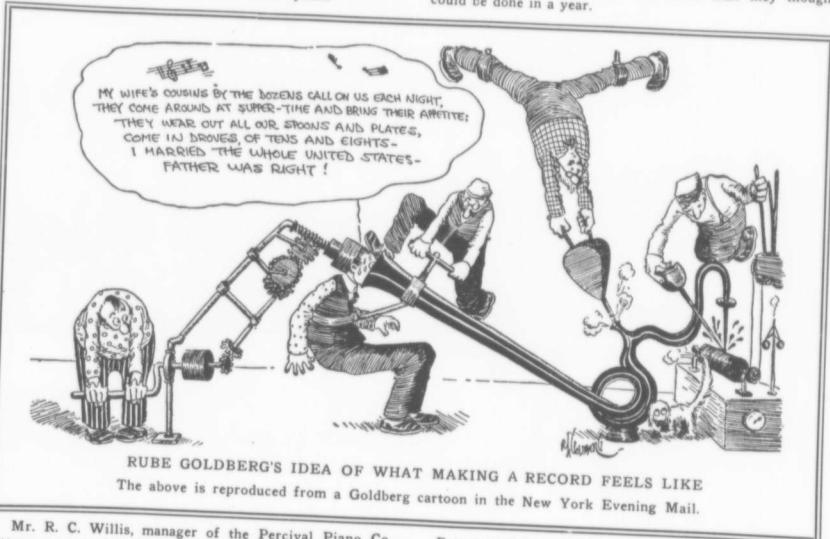
Model 100 is the newest addition to the family of Columbia Grafonolas. It has a floor space for 75 records.

James P. Bradt, Canadian general manager of Columbia Graphophone Co., attended the annual convention of Columbia executives and branch managers in New York.

Mr. F. A. Smith, of Kitchener, Canadian representative of the National Lock Co., Rockford, Ill., is introducing the Phonograph trade to a new line of needle cups, made by the Onward Mfg. Co., of Kitchener.

With the calendar year Pathe Freres Phonograph Co. of Canada, Ltd., have started out on their second year. "The first year's results exceeded our anticipations," remarked Mr. Otis C. Donan, general manager of that firm.

Mr. Arthur M. Tanney, general manager J. A. Banfield, Winnipeg, was among January visitors to the Columbia factory in Toronto. The Banfield house has a Columbia department and in which Mr. Tanney stated more business had been done in the last six months than they thought could be done in a year.



RUBE GOLDBERG'S IDEA OF WHAT MAKING A RECORD FEELS LIKE  
The above is reproduced from a Goldberg cartoon in the New York Evening Mail.

Mr. R. C. Willis, manager of the Percival Piano Co., Ottawa, reports that their phonograph department has added Pathe lines, and that December business was of a pleasing volume.

Mr. H. E. Kautzman, of I. Montagnes & Co., Toronto, was amongst Montreal's recent trade visitors, where he went in the interests of Sonora phonograph wholesale business.

Mr. W. N. Manning, of Sherlock-Manning Piano Co., London, has been re-elected to the Board of Education there. He is chairman of the Technical School committee which is building a \$200,000 school.

The citizens of Peterboro are discriminating. They know and appreciate quality, hence the election of Mr. J. M. Greene to the local Board of Education. Mr. Greene headed the list of the seven new men in the field, and coming second only to a re-elected candidate. Mr. Greene is general manager of the J. M. Greene Music Co., Peterboro.

Patrons and friends of The Music Supply Co., Toronto, Columbia distributors, were pleased to receive with that firm's good wishes for Christmas and the New Year, a neat little vest pocket memory tickler. This, with renewable fill, came in a fine quality of seal with the Columbia trade mark in gold.

"We are well satisfied with the trade of 1917," said Mr. I. Montagnes, referring to the Canadian distribution of Sonora phonographs, for which lines his firm have the Canadian representation. Mr. E. van Gelder, of this firm, has just recently returned from New York, where he visited the Sonora factory to arrange for 1918 deliveries. In their retail department they report good success in closing all cash sales for the higher priced makes, a number of Toronto's best known citizens being among recent purchasers. Mr. Harry R. Braid, manager of this department, said that the Christmas business and sales arising out of the December campaign were very gratifying.

Mr. E. Reinholdt, of Heintzman & Co.'s selling staff, after a successful season in the north, has left on a three months' trip to Demarara.

The export of musical instruments to the United States from Milan, Italy, amounted to \$25,547 in 1916 as against \$20,682 in 1915, while the sheet music export was \$3,674 in 1916 and \$2,504 in 1915.

Mr. Fred Lundberg, from the Otto Higel Co., Ltd., Toronto, was noticed among out-of-town visitors to Montreal recently. Mr. Lundberg is one of the most expert player men on the continent.

Mr. W. D. Stevenson, of Canadian Phonograph Supply Co., London, distributors of the Starr line of phonographs and records, passed through Toronto en route home from a visit in eastern centres, including Montreal and Ottawa.

Mr. E. C. Scythes, vice-president and general manager, Nordheimer Piano & Music Co., Ltd., Toronto, has returned from a visit to Chicago and intermediate Canadian points. His return trip was delayed a couple of days because of trains being unable to leave Chicago until the blizzard ceased.

Domestic records are now being distributed in Canada by Pollock Mfg. Co., Ltd., manufacturers of the Phonola, and which firm have factories at Kitchener and Elmira. Domestic records are in ten and twelve inch sizes, retailing in Canada at 85 cents, \$1.00, \$1.25 and \$1.75.

The Columbia Graphophone Manufacturing Company, with capital of \$30,000,000, has been incorporated in the State of Delaware. The proposition is a big re-organization, stock in the American Graphophone Co. being exchangeable for stock in the new corporation on a basis submitted.

Japan has entered the piano trade and is exporting an upright piano to Australia at a price of \$135, which is said to compare favorably with a cheap instrument which the Germans sold at \$80 before the war. Five hundred Japanese pianos have already been sent to Australia.—The Toronto Telegram.

Mr. H. L. Willson, New York, and Mr. C. A. Hanson, Bridgeport, vice-president and general works manager, respectively, of Columbia Graphophone Co., visited the Canadian branch of their Company during the month. This was Mr. Willson's first visit to Canada and was the coldest day ever experienced by him until his return to New York.

Miss Thornton, daughter of Mr. E. C. Thornton, president and general manager Karn-Morris Piano and Organ Co., Ltd., a student at Victoria College, Toronto, has been confined to the hospital for some weeks. Mr. Thornton's only son is "Somewhere in France."

Mr. W. K. Elliott, the well known music dealer of Brampton, Ont., when seen in Toronto recently, observed to the Journal that the "farmers have the money and can pay for what they want." To this, and to the fact that the farmer appreciates the place of music in his home, he attributed the pleasing showing for December.

Mr. Harry A. Smith, secretary of the Otto Higel Co., Ltd., Toronto, surprised a number of his friends, when on the 9th of January he was married. The new Mrs. Smith is a Toronto lady, daughter of Mr. James Mortimer. The wedding ceremony was performed by Rev. Dr. G. M. Milligan, only a few intimates of the contracting parties being present.

Mr. D. A. Manson, of the Manson Music Store, Collingwood, Ont., was elected to the council of that town. Mr. Manson is a new member and will undoubtedly give a good account of himself. It is an encouraging sign of the times, that in so many places throughout the country men from the music trades are selected for office in councils, boards of trade, and educational boards.

Mr. George Dodds, who opened up on Danforth Ave., Toronto, a couple years ago with "His Master's Voice" lines, has lately improved his selling facilities by adding a new demonstration room. Mr. Dodds also represents the National Piano Co., having the agency for Mozart pianos.

Columbia list for February includes two selections by the Paulist Choirsters, which organization is billed to appear in Massey Hall, Toronto, on Jan. 18 and 19. This choir of boys has toured Europe.

In the Edison Week Patchwork Advertisement Contest, from Oct. 20 to 27 last, Gordon R. Diver, Montreal, won fifth prize. The principal requirement of the contest was that advertisements submitted must be made up entirely of excerpts taken from the booklet "What the Critics Say." The final decisions were made the week preceding Christmas week.

Mr. C. J. Pott, Canadian salesmanager of the Otto Heineman Phonograph Supply Co. Inc., accompanied by Mrs. Pott, spent the Christmas and New Years holidays in New York. While there Mr. Pott attended a re-union of the Heineman officials and branch managers, and also visited the Meisselback motor factory at Newark, N.J. Mr. Pott is of the opinion that 1918 will see great developments in the Canadian phonograph business.

Boosters of Willis pianos received a very gratifying Christmas gift with the compliments of the directorate of Willis Co., Ltd. This was in the shape of a watch fob, being a replica in gold of the Company's well known crest on black silk ribbon, complete with gold swivel. Willis dealers and agents were delighted with this remembrance and thoughtfulness on the part of Willis & Co., Ltd.

The Music Trades scribe, in visiting the Toronto trade recently, heard a great hammering in the Stanley Piano Building, and upon investigation found a staff of repair men making extensive alterations for the equipping of what appears to be one of the most beautiful recital halls that the space will allow. This space will be used almost entirely for the sale of phonographs in the flat which had formerly been used as the art gallery in the building purchased recently by the Stanley Company.

The production of pianos is said to have been reduced from 350,000 to 250,000 a year, but even in spite of this decrease American-made pianos are being sold abroad in greater proportion than ever. It is claimed that before the war Germany held 90 per cent. of the world's export trade in musical instruments, while to-day, as a result of the war and the increased export activities of our manufacturers, America controls 75 per cent. of this business.—*Veneers.*

Last month there was recorded the death of one, and the injury of another, of the employees of the Stanley Piano Factory, Toronto, and since that time there has been reported the serious injury of another, Arthur Bennet, who is suffering a severe injury to the thigh, and Bert Boyd, who unfortunately has had to have a leg amputated. This hits hard at the staff of the Stanley Piano Factory, boys that the firm would naturally rely upon returning to their employment as soon as freed from the war.

The Toronto office of the Williams Piano Co., Ltd., and the factory at Oshawa, has just had a brief visit from Mr. Harry Bull, manager of Cross, Goulding & Skinner, Winnipeg. Mr. Bull, who was fresh from "the land of weather," wore a fine fur coat that his friends advised him to keep his eye on while in the east lest someone might yield to temptation. Mr. Bull is a keen observer of western crop and kindred conditions, and his reports of business show that his convictions regarding the immediate future of the west are most optimistic, and that he has the courage of his convictions by enlarging his selling staff at every favorable opportunity.

"A very good Christmas trade," report A. R. Blackburn & Co., Toronto, "in both the piano and Victrola departments."

R. F. Wilks & Co., at 11 Bloor St. East, secured pleasing results from their pre-Christmas advertising of Haines Bros. pianos and Columbia grafonolas.

The branch store opened up at 1657 Dufferin Street, Toronto, last fall, by Toronto Grafonola Co., is reported by Mr. H. Rits to have proven a good addition to their business.

"In Flanders Fields," which is selling well from Winnipeg to British Columbia, is by Deane Wells of the sheet music department of Fletcher Bros., Victoria, B.C. Mr. Wells, who for twelve years was organist in Wesley Church, Vancouver, removed to Victoria in July last, where he has charge of the organ in First Congregational Church.

Mr. Arthur K. Kempton, of Montreal, in this issue announces a semi-permanent needle called "The Black Diamond," to play about one hundred selections without changing, without damaging the record. This should prove a good seller, as the general disinclination of the public to

and who through their gifts do so much for the people. Apropos of this fact, British Columbia is indebted to the Hicks family. Mr. Gideon Hicks, manager of Heintzman & Co.'s branch at Victoria, is leader of the Choral Society of that city, and has always identified himself with movements for musical improvement. Mr. W. Hicks, of the Kent Piano Co., Vancouver, who removed to B.C. twenty-eight years ago, has charge of a choir in one of the city churches, and Mr. G. P. Hicks is supervisor of music in the Vancouver schools and is leader of the Vancouver Musical Society.

"No records exchanged," is the policy of Toronto Grafonola Co. A notice to this effect is displayed in each of the twelve demonstration rooms. In discussing this policy, Mr. H. Rits, manager of the Company, stated that he could credit increased record business to it. He instanced a case that bore out his convictions in this respect. A lady, after spending an hour listening to different records, finally made a selection of one. On the next day her husband called to exchange the record. It was explained to him that the company's policy of not exchanging was based on serving the public with unused records, whereas if they



A VANCOUVER WINDOW DISPLAY

In arranging this Edison window the Kent Piano Co., Ltd., Vancouver, used a "model," and some classy furniture which was loaned them by a Departmental Store.

perform any effort, even so easy as changing a needle, is well known.

The John Raper Piano Co., of Ottawa, the well known Mason & Risch agents of that district, report that the showing for 1917, both in the Victrola and Piano lines, is very pleasing to them. The growth of both of these departments having exceeded their most sanguine expectations. The Victrola department, they reported, more than trebled the business for 1916.

"The last few days before Christmas were very pleasing, indeed," reported Paul Hahn & Co., Toronto, who have the Sherlock-Manning, Mason & Hamlin agencies in pianos, and "His Master's Voice" lines in their talking machine department. "No exchange of records" is the policy of this house, the exception being where the customer requires a record not in stock, and in which case a couple of substitutes are permitted on trial.

No community ever quite realizes what the people owe to those persons who give so freely of their musical talent,

exchanged records much of their stock would be second hand. It was also pointed out to the customer that from a sanitary standpoint it was unwise to exchange records. This appealed to the man, who has become a regular record customer of the store.

### Edison Tone Test Artists Convene

A general get-together of Edison Tone Tests artists took place at the Claridge Hotel, New York, on Jan. 8. Those in attendance were: Artists—Marie Rappold, prima donna soprano of the Metropolitan Opera Company; Merle Alcock, concert contralto; Julia Heinrich, soprano, formerly of the Metropolitan Opera Company; Odette Le Fontenay, soprano, formerly of the Metropolitan Opera Company; Marie Morrisey, concert contralto; Ida Gardner, concert contralto; Amy Ellerman, concert contralto; Florence Ferrell, concert soprano; Marie Tiffany, concert soprano; Guido Ciccolini, famous Italian tenor; Hardy Williamson, tenor, formerly of the Chicago Opera Company; Vernon

Dalhart, tenor. Conductors—Dorothy Hoyle, violinist; Grace Freeman, violinist; Philip Scheib, violinist; Calvin Cox, tenor; Harold Lyman, flutist; Jac Glockner, 'cellist; Williard Osborne, violinist; and Abraham Bond, violinist. Guests—Lillian Rappold, Mrs. Williamson, Mrs. Fuller, Miss Breid, Bechtel Alcock, Philip Couder, Alfred Larney and R. E. Johnston. Representing the Edison Organization—Charles Edison, Chairman of the Board of Directors of Thomas A. Edison, Inc.; William Maxwell, vice-president and manager of the Musical Phonograph Division; Walter Kipp, Edison jobber of Indianapolis; Walter Miller, manager Recording Department; E. C. Boykin, director of Sales Promotion and Editor of "Diamond Points" and "Along Broadway"; A. P. Burns, assistant general sales manager, Musical Phonograph Division; Verdi E. B. Fuller, general supervisor, and Estelle Bouton, assistant to Mr. Fuller.

These tone tests, with which Edison dealers in Canada are familiar, have been given in this country and the United States, to the number of nearly two thousand. The purpose of the convention was to discuss matters of general interest, to get opinions and suggestions for the continuation and expansion of the work of the tone test department. The business sessions were held from 2 to 5 in the afternoon. A banquet at 6 o'clock was followed by a theatre party to attend a performance of the extravaganza "Chu Chin Chow." After this the party was entertained to supper at the Biltmore.

#### Piano Sales Staff Entertained

A dinner was tendered his agency staff by Mr. B. H. Britton, manager of the Peterboro branch of Heintzman & Co., at the Empress Hotel. The invited guests, other than the members of the staff, included Mayor Duffus, Mr. A. H. Stratton, of The Review; Mr. R. M. Glover, of The Examiner, and Mr. G. N. Gordon, city solicitor.

Mr. Britton, who was in the chair, explained the custom of these annual gatherings for the purpose of exchanging ideas and securing expressions of opinion from others not connected with the company.

His Worship, the Mayor, congratulated Mr. Britton on the energy and push shown by the company since locating in Peterboro and stated the city was always interested in the development of its business concerns as well as its manufacturing interests. To the young men on the agency staff he left a good motto, when he said, "that the man who wins is the man who is in the race and not the looker-on."

Ald. Stratton was also pleased to be present and congratulated Mr. Britton on his fine warerooms, which added greatly to the business section of the city where they were located. He was extremely glad to have him as a neighbor. He felt that with the energy behind the company in Peterboro exhibited by Mr. Britton and his staff, that the business here could greatly develop.

Mr. G. N. Gordon made his address specially to the young men and gave some excellent and practical advice. He believed that a young man should have confidence in himself. Confidence in what he had to sell or do, and if he put sufficient energy and effort into it he was bound to succeed.

If he had any problems to solve he should take the big ones up first and get them out of the way, and not shove them aside for future attention. Mr. Gordon's address was listened to with much appreciation.

Mr. R. M. Glover was also present and thanked Mr. Britton for his kind invitation.

Mr. Charles Gentleman of the staff, thanked all present for their attendance, and felt it had been a pleasant and profitable evening.

Mr. F. B. Hutchinson, for the young men, also made a few short remarks.

#### Musical Instruments for Russia

(The Times Trade Supplement.)

Although no business can be done at present because of the war, this fact has not prevented the American Consul at Riga from reporting on the Russian market for musical instruments. The demand in normal times for pianos and other musical instruments has always been fairly important in the Riga Consular district of Russia. The inhabitants are fond of music, and pianos are found in the homes of persons of sufficient means. Violins, mandolins, guitars, and other string instruments are also numerous. The phonograph has been growing rapidly in popularity in recent years. There are also a few piano-players in use.

Practically no pianos have been imported since the war began, and at present astonishingly high prices are being paid for secondhand instruments. Dealers are inclined to believe that when the war is over there will be an unusually large demand for musical instruments of all kinds, especially for pianos. In normal times most of the pianos imported have come from Germany. Some were imported from the United States and some are of Russian manufacture. At least one dealer in Riga kept American pianos always in stock, and he is said to have sold a number of them each year. According to local dealers, the prices of upright pianos, including duty, were as follows: Bluthner, Leipzig, £67 to £78; Bechstein, Berlin, £83; Seller, Leignitz, £47; Becker, Petrograd, £47 and up; American, £49 to £93. Grand pianos sold at the following prices: Bluthner, £93 to £134; Bechstein, £103; Becker, £93. Mahogany, walnut, oak, and dark-stained woods are generally used for the cases, in which plain designs are preferred. The terms are usually for cash or six months' credit.

Melodeons, or small organs, are also popular, especially in the country districts. Many of them are of American manufacture, the prices ranging from £14 to £50. Some of these instruments are made in Russia, but they are generally small and cheap, selling as low as £8.

Mandolins were sold before the war at 9s. 7d. to £10, depending on the finish. Some of the best came from Italy. Guitars were imported mostly from Germany. They were very cheap, but well finished. Those with six or seven strings are preferred in Russia. Prices range from 7s. 6d. to £10. Those in general demand cost £3 12s. to £4.

Zithers were imported from Germany, prices running from 6s. 5d. to £1 5s. 9d. These instruments were for the most part made in Marktenkirchen.

Mouth-organs are very popular in Russia, but apparently few are made there, the bulk of the supply having been imported from Germany and Austria. Mouth-organs are the favorite musical instrument of the Russian soldiers. The balalaika, though distinctly a Russian musical instrument, does not appear to have been manufactured to any extent in the country. They were imported principally from Germany, prices ranging from 2s. 2d. to £1 12s.

Phonographs have been growing in popularity and use in recent years. Most of them have been of American manufacture or from American branch factories in Great Britain.

There was, however, until recently a limited manufacture in Russia and a certain import of gramophones from Germany. The machine parts for these gramophones generally came from Switzerland. There is a small factory in Riga that makes records, but it is understood to be an American concern working under a British charter. The annual imports of phonograph instruments and records were over £100,000 during the years immediately preceding the war. Light, comparatively small machines are most in demand, the finish being for the most part natural mahogany or oak. Prices vary from £3 5s. to £31. Dealers say that when the machines are packed for export they should be placed in separate wooden boxes, well protected by wood shavings or other packing material.

Mr. J. W. Bowes, president The Bowes Music House, Ltd., Vancouver, and affectionately known by intimates in the trade as "Daddy" Bowes, is not only a piano man but he is a poet of more than local repute. More than that he has a discriminating eye for beauty among the film girls. This observation is based upon the calendars for the first six months of 1918 with which Mr. Bowes presented the Journal. Each calendar is adorned with a well executed photographic reproduction of a movie star and the sentiment of each is found under her picture, starting off with Virginia Baynes for January, who is made to say:

"I know, oh yes I know,

A snow-capped mountain crest,

Where the summer zephyrs blow

While they whisper sweet and low,

"Come and rest."

June is appropriately enough represented by Ruth Roland, whose observation following her poetic say, is that "no summer resort is complete without a beautiful, high-grade Willis piano or player piano for the guests."

### Speaking of Billiards—Thereby Hangs a Tale

The man who thinks he can qualify as champion billiardist is now under the necessity of challenging "Harry" Claxton, of R. S. Williams & Sons Co., Ltd., Toronto. That is the unvarnished, satin-finished, truth attested to by reputable members of the music trade. Before publishing the statement the Journal has even had private detectives verify the attestations.

At a social evening attended by the department managers and outside members of the staff of the R. S. Williams Company, at the home of Mr. H. G. Stanton, vice-pres. and general manager of the firm, there was a friendly set-to. The host shone like an -carat diamond at bridge, but when it came to English billiards, Mr. Stanton lost to Mr. Claxton, as did Mr. R. S. Williams head of the firm. Mr. James Arthurs, whose work in the West has a reputation second only to that of the Royal North West Mounted Police Force, happened to be on a visit to headquarters, and acted as time-keeper and referee.

A feature of the evening was the playing of T. A. Dillon, which caused general surprise, but when it is considered that Creemore, Little Current, Trout Creek and Canfield Junction are proud possessors of very excellent billiard rooms, and that their local champions are always ready to trim a stranger, it begins to dawn on one where Mr. Dillon got his practice.

During the evening the boys who had been "Doubting Thomases" confessed that they now believed T. A. Fuss really was a father.

"Henry" C. Cockburn "did his bit" as official looker-on.

P.S.—J. H. Imrie, the handsomest advertising manager in captivity, is open to give lessons in the art of "Skittles" to a limited number of pupils who are willing to take the matter up seriously. Terms—the first ten lessons gratis; further instruction at attractive discounts.

### Mr. Manning Visits West

Mr. W. N. Manning, of the Sherlock-Manning Piano and Organ Co., London, is back at headquarters from a western trip. Mr. Manning visited Winnipeg and Regina. In the former city their lines are handled by Winnipeg Piano Co., and the Regina agency is in the hands of W. G. F. Scythes & Co., Ltd. From both houses and others in the trade, Mr. Manning received very encouraging reports of business conditions in the Prairie Provinces. The western farmers are marketing their grain at profitable prices and in the music trades is being circulated much of the money spent in intoxicating liquors previous to the introduction of prohibition law.

### Famous Cartoonist Makes Pathé Record

In the Pathé supplement for February appears a reproduction of one of Rube Goldberg's cartoons, the motif of which was suggested to him by the operation of making a record in the laboratory of the Pathé Freres Phonograph Co. He recorded "Father was Right," his own composition, and the record is number 20279. After hearing the record, Mr. Goldberg wrote the Pathé people and said:

"Have just heard the proof record of my song 'Father was Right,' and congratulate you upon the truthful reproduction of my voice. I shall never enter the grand opera field, as the public will soon discover, but my real voice is on the record and I am ready to take the consequences. With best wishes, I am, very sincerely yours, Rube Goldberg."

### His Master's Voice Enlargements

In conformity with their policy of service, Berliner Gramophone Co., Ltd., Montreal, are making material enlargements to their record output and facilities for carrying larger stocks. An entire new building, with a private siding on the Grand Trunk Railway, has just recently been leased for a term of years.

The entire stock of Victorrols will be stored in this building along with materials for record manufacture, so that the parent factories and warehouses will be devoted entirely to the record branch of the business, head offices and sales department.

The building just leased and of which possession has already been taken, gives the firm an additional twenty-three thousand feet of floor space or an increase of fifty per cent. It is being fitted up to the requirements of the Company, while extensive alterations in the record storage warehouses in the way of additions are being made. Not only is the factory output increased and the storage facilities enlarged but even greater stocks of records will be carried at the Company's distributing houses in Toronto, Winnipeg and Calgary, making possible quick deliveries, so essential in record retailing.

A particularly interesting feature of the Berliner plant in Montreal is the recording department. Experiments and research work carried on by Mr. H. S. Berliner, vice-pres. of the Company, personally, and with a staff of expert assistants for a number of years, has made recording in Canada possible. His Master's Voice dealers have been able to stock many hits, while still hits through the efficiency of this recording department, which has also made possible records of special value in this country and specials by Canadian artists, as events made recordings of particular titles desirable.

### Mr. Bradt Attended Columbia Convention

Mr. James P. Bradt, general manager of Columbia Gramophone Co.'s Canadian division, with headquarters at Toronto, attended the convention in New York of Columbia division managers and executive heads. At the same time the division salesmen and district managers of the Dictaphone Co. had their convention.

The conferences were brought to a close with a banquet at the McAlpin. Being called upon to tell them about Canada, Mr. Bradt was able to impress upon his audience that the great increase in Columbia business in this country, was due to the comfort people extract from music. The experiences of anguish, grief and suspense that thousands upon thousands of Canadian people are passing through, has driven them to music for relief and consolation.

Another feature that has had a beneficial effect on the demand for music in Canada is the prohibition legislation that has closed the bars in all the provinces of the Dominion, except one, and in this last province licenses are being reduced and many sections are completely dry. Music and musical instruments are being sold to tens of thousands who formerly spent their money over the bar. Mr. Bradt

expressed the opinion that the music industries are getting more of the money formerly spent in booze, than is any other industry.

Owing to demands upon his time at home, Mr. Bradt did not remain for the banquet, at which the principal speaker was Mr. Francis S. Whitten, president of the Company.

### WINNIPEG TRADE REPORTS

WHILE the campaign for the Victory Loan, which received such generous recognition in Winnipeg, no doubt interfered with piano and player sales during December, none of the dealers made any complaint. The supreme importance of the cause was recognized and that



MRS. F. H. WRAY  
in charge of Wray's Music Store during  
the absence of her husband at the Front.

the Loan should have right of way was conceded. Mr. J. W. Kelly, president J. J. H. McLean, Ltd., and who is also president of the music trade section of the Retail Merchants' Association, captained one of the teams, giving his entire time during the whole term of the canvass. His conferees were pleased that a representative of the piano trade headed the list in the Bond Sales competition. In spite of the handicaps with which the trade was confronted in the way of election campaign, conscription and Victory Loan, the various dealers were cheerful over the results for the last month of the year. Talking machine business, in which branch, war and its effects have given an impetus to

record sales, helped to make the showing for December more encouraging.

That Winnipeg is one of the brightest spots in Canada, in a musical sense, is evidenced by the class of music in the greatest demand at Wray's Music Store. For the month of December the sales of anthems ran up to a point pleasing as well as surprising to the management. The proprietor of this business, Mr. Fred H. Wray, enlisted during the first year of the war. He is now at Buxton, Derbyshire. The business is being conducted by Mrs. Wray in a manner very pleasing to the patrons of this store. Before her marriage, Mrs. Wray was experienced in this line of business. When, therefore, Mr. Wray decided to enlist, it naturally devolved upon his wife to "keep the home fires burning" in a business sense, which she is so capably doing.

Mr. Robt. S. Gourlay, president Gourlay, Winter & Leeming, Ltd., Toronto, visited Winnipeg en route to the West.

Mr. Chas. Ruse, of the Gerhard Heintzman, Ltd., wholesale branch, visited this centre in the interests of the firm's piano and phonograph divisions.

Mr. W. N. Manning, of Sherlock—Manning Piano and Organ Co., London, paid a short visit to the local trade since the beginning of the year.

Winnipeg Piano Co. report that the last few days previous to Christmas seemed to generate a more reasonable feeling, with the result that the total for the month, which otherwise was quiet, was considerably augmented. This firm have decided that the musical fiend on concert tour who condescends to call in at the store of the dealer supplying the piano whereon to display his "pianistic proclivities" and is sufficiently critical of the pitch of the piano to strike his tuning fork on same, regardless of the finish or feelings of the poor instrument, has been matched or surpassed this week by an amiable client, who in order to test the indestructibility of a certain disc record proceeded to test it very thoroughly on a beautifully polished \$300.00 mahogany phonograph—to the embarrassment of the latter.

Mr. Arthur M. Tanney, general manager J. W. Banfield, which house has an energetic Columbia department, visited the East early in the month. He was a caller at the Columbia Graphophone Co.'s factory at Toronto.

Mr. Harry P. Bull, of Cross, Goulding & Skinner, Ltd., made a flying trip to the East since the New Year. He visited headquarters at Oshawa.

Owing to shortage of stock, Mr. Merrell of the Karn-Morris Piano Co., was unable to fill all his Christmas orders. Collections are reported as hardly up to the average.

The Canadian Phonograph & Sapphire Disc Co. report a good demand for records and phonographs, and have no complaints in regard to Christmas trade.

Mr. Hood, who was until recently in charge of the phono-

"Compare," we say to readers of Columbia advertisements.  
"Investigate," we say to dealers. The more you know about  
Columbia products and the practical merchandising helps the  
Columbia Dealer Service Department offers to dealers the more  
you will want to become a Columbia dealer.

Columbia Graphophone Company  
Factory and Headquarters  
Toronto - - - - - Canada



graph department of Stanwoods Ltd., has severed his connection with this firm. His position being filled by Mr. Roberts of the Brunswick Co., Toronto.

Columbia Grafanolas and records are now coming along more freely to the Western Fancy Goods Co., who are the Western distributors for the Company. December is reported as being the biggest month in their history. There is also a decided increase in the call for higher priced machines.

Mr. Shaw, Western manager of the Columbia Grafanola Co., leaves for a visit to the factory the early part of January.

Mr. Robt. A. Willis, vice-president of Willis Piano Co., Ltd., Montreal, called on the Fowler Piano Co. on his way east from a trip to the Coast. The Fowler Piano Co. have just received a car load of Willis pianos, also a Knabe Ampico reproducing piano is now on view.

Babson Bros. report a satisfactory holiday trade in new Edison machines and Edison records—a decided increase in sales being shown for the month of December.

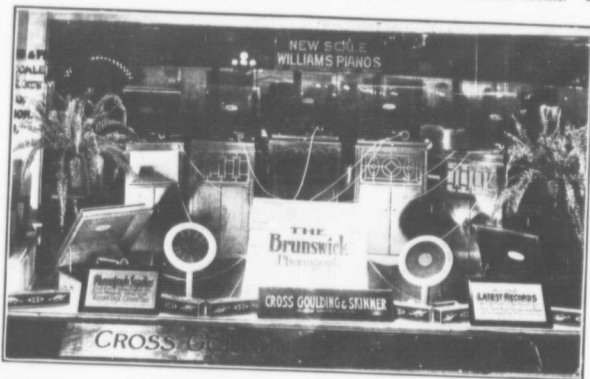
Mason & Risch, Ltd., had a splendid Christmas trade, there being a pleasing demand for Victrolas, especially for "His Master's Voice" records. A scarcity of the required

### "His Master's Voice" Dealers

Harry E. Wimperly, Toronto, who is making a success of upstairs piano salesrooms, has added "His Master's Voice" lines. Mr. Wimperly is located in the Ryrie Bldg. at Yonge and Shuter Streets, where he has been able to prove the practicability of his idea concerning piano salesrooms on an upper floor in a centrally located building. He is thoroughly conversant with the Victor lines, having worked up one of the largest Victrola departments in the city during his management of the local salesrooms of the Bell Piano Co.

Gerhard Ltd. are now listed among "His Master's Voice" dealers, having stocked Victor lines in their stores at Toronto, Hamilton and Kitchener. "The New Home of the Victrola" is the slogan featured in recent advertising of this department. In their different stores Gerhard Heintzman, Ltd., are well equipped to give good service, having a sufficient number of sound proof demonstration rooms.

The Robert Simpson Co., Ltd., Toronto, the well known department store, is the newest addition to the local list of "His Master's Voice" dealers. The Company's "Music Studio" is located on the sixth floor, where they have no less than eight demonstration rooms. The department is



A  
"Brunswick"  
Window  
Display  
by  
Cross,  
Goulding &  
Skinner,  
Winnipeg.

styles of pianos is still reported, owing to the scarcity of help in the factory.

Mr. Neil McVicar, of Stratford, Ont., has joined the sales staff of Messrs. Cross, Goulding & Skinner.

Cross, Goulding & Skinner report a remarkably good phonograph business during Christmas. Piano business was also up to the standard and collections good, the only difficulty being experienced in shortage of pianos.

Western Gramophone Co. report an enormous Christmas trade in Victor machines and records. "Somewhere in France" and "Missouri" waltz records being big sellers for December. "Service" is the slogan of this firm, and in that connection a greater stock of records than ever is provided for the New Year.

Whaley Royce & Co., Ltd., report a big demand during the holiday season for Hawaiian ukulele and guitars. Mr. Frank Smith, the manager, being well satisfied with business done during Christmas.

Most of the fellows who have "soft" jobs got them because they were willing to stand for more than their share of hard knocks.

The Canadian contralto, Margaret Keyes, will be assisting soloist with the National Chorus in Toronto, January 24. Dr. Ham has arranged a splendid programme.

in charge of Mr. Brown, formerly manager of the Mason & Risch Victrola department in Vancouver, and more recently on that firm's selling staff in Toronto.

### J. W. Kelly, of Winnipeg, Visits East

Mr. J. W. Kelly, president J. J. H. McLean Co., Ltd., Winnipeg, which firm have the agency in that city and adjacent territory for Heintzman & Co. lines, and who are also extensive "His Master's Voice" dealers, paid a visit to Toronto and other eastern points. Mr. Kelly, who was accompanied by Mrs. Kelly, arrived in Toronto co-incidental with the blizzard that tied up traffic so effectually. Fortunately, however, his train was only twelve hours late.

Mr. Kelly, who is president of the Piano Dealers' Section of the Retail Merchants' Association, is very much interested in the "Music in the Home" propaganda, and in which the dealers of the West have so heartily joined.

As to trade conditions in Winnipeg, Mr. Kelly was quite optimistic, though hesitating to predict what 1918 might develop. Winnipeg dealers, he observed, were feeling beneficial effects from the high prices that the western farmer is getting for his grain. He also noticed that prohibition was having a wholesome effect on musical culture, and therefor upon the sales music instruments.

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

**MY HEART'S IN MY HOMETLAND**  
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Mus. Director of the Pavilion, London

**JOGGIN' ALONG THE HIGHWAY**  
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**LITTLE BIT OF A MAN**.....*Jack Thompson*  
**GOD'S BRIGHT MORNING**.....*Arthur Meale*  
**A LITTLE LOVE SERENADE**.....*Landon Ronald*  
**A MOTHER'S HEART**.....*May H. Brahe*  
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*May H. Brahe*  
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in keys to suit all voices.

### A VERY SUCCESSFUL WALTZ

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# Music and Musical Merchandise Section

CANADIAN MUSIC TRADES JOURNAL—JANUARY, 1918

## Boston Trade Lunch Together on Wednesdays

THE Boston Music Publishers' Association has inaugurated a round-table luncheon on Wednesdays at one of the hotels, and these gatherings are proving to be decidedly popular and advantageous from every standpoint. The secretary sends out notices each week to members and some of the clerks holding important positions in the various stores, and the attendance proves the desirability of these meetings. It is in line with the policy of the members of the Association to foster the get-together spirit to a constantly increasing degree.

## Status of German Copyright in U.S.

WORD has come from New York that the United States Custodian of Alien Property has ruled that German plays copyrighted under the international treaty no longer have the protection of the copyright act. This ruling permits the reprinting of copyrighted German works by Americans in this country by the payment of a fee. This fee will be kept by the collector until the termination of the war, when its disposition will be decided upon either through a new treaty or by the Government officials.

The ruling is held to apply to copyrighted musical compositions as well as to plays, and is therefore of interest to the composers and publishers.

## How to Care for the Violin

NO argument should be needed to impress the necessity of looking carefully after the condition and adjustment of the violin. Too great care cannot be exercised, and when pains are taken to care for the violin properly there is always a big dividend in results. In this connection the well-known English house of Rushworth & Dreaper have outlined the following helpful hints:

### Strings and Stringing

Each violin requires strings of certain size to produce the best results. The differences are very little for a slight variation often produces undesirable results.

For the successful stringing of a fine violin a gauge should be used. The finer the instrument is, the greater the necessity.

Gauges are divided and calculated to measure four different sizes or sets of strings, so as to correspond in weight to chord the true fifths with ease. The majority of amateurs, and even musicians, are not aware how important it is to have the acoustic proportions properly balanced. When the pressure of the strings that is produced on the instrument is not equally divided or balanced, it will cause unevenness in tone, and in many cases some notes can hardly be brought out clearly, especially to finger fifths, it being almost impossible to bring them out true and clear.

Such a gauge should be obtained by every violinist, and the size of strings best adapted to his instrument ascertained; this done, much uncertainty and annoyance will be obviated. It should also be remembered that a new instrument will mature much more rapidly if the same size strings are always used.

The G string is always liable to buzz in the winter and break in the summer, caused by the contraction of the gut in the first case and expansion of the same in the second.

To obviate the first difficulty, tune the G string to one tone above its natural tone, so as to stretch it, then take

a little oil of sweet almonds (which may be obtained at any drug store) on the fingers and rub it on the string until every part of it has been covered. This swells the gut, and when the string is let down to proper pitch, the looseness of the wire will often have been benefited. Care should be taken afterwards to rub the oil off the part of the string that comes in contact with the bow.

When adjusting a new string, care should be taken to tune it up to pitch gradually, and to ease over the bridge and top nut.

It is always advisable to keep the strings regularly at a uniformly high pitch.

### The Bridge

The bridge is the connecting link between the bow and the instrument. On it depends much of the quality, resonance and power of tone. Its importance cannot be over-estimated.

Some violins require the bridge to be of hard maple, and others of softer maple. In one case it must be left thick, and in the other thin. To fit a bridge properly is in reality one of the most difficult performances in violin repair. Therefore do not purchase a cheap, unfitted bridge, thinking that your instrument will sound like it did with the one with which it was originally fitted.

The violinist should take the greatest care not to let the bridge pull forward while he tunes his instrument, as it is likely to do, because of the pulling up of the strings. If it falls down it will most likely break, and the sound post be displaced, and thus the adjustment of the instrument temporarily completely destroyed. Such an accident as this is simply inexcusable, and is the result of gross carelessness. A bridge with proper care will last easily ten years, or even twenty.

### The Finger Board

At certain seasons of the year the finger board is very likely to be the cause of trouble.

When the strings begin to buzz and rattle, and refuse to give any tone on certain notes, or lie so close to the finger board that a higher bridge is thought to be necessary, the cause of the difficulty will usually be found in the condition of the finger board. Either it will be found to have a hump somewhere, or the end will be turned up and the middle will be correspondingly too low. Either of these conditions will produce these ill-effects. The only remedy is to have the finger board straightened.

### Pegs

In certain weather the pegs will stick and jump. Take them out one at a time, so as not to take tension of the bridge, and thus possibly let the post fall. Rub a little chalk, and with the chalk a very, very little soap on, and the trouble will cease, unless the pegs are so much worn that a new set is necessary.

### General Hints

An instrument should never be left out of its case when not in use, and extreme changes of temperature should be avoided.

Exposure to the heat in summer, and the sudden changes of cold and heat in winter are very prejudicial. Too great a heat renders the wood brittle and the tone difficult to be brought out.

Damp is the greatest enemy of violins—as of all other instruments mainly composed of seasoned woods—and must

be avoided. An accumulation of dust facilitates the entrance of damp.

In case of instruments having continual use, the inside will need to be cleaned occasionally, say once or twice a year. If a handful of dry barley, slightly warmed, is poured into the sound-holes; and the instrument is carefully shaken, the dust will adhere to the barley and come out with it through the sound-holes. Keep the instrument always free from dust and dirt, and the strings free from accumulations of resin. Such accumulations on the strings seriously interfere with the tone, usually producing harshness and shrillness.

The resin which continually falls from the bow on to the violin should not be allowed to accumulate, as it adheres to the wood of the instrument and greatly mars its cleanly appearance.

Clean the strings the full length with the "oil of sweet

almonds," which will more than repay the outlay, as it cuts away the perspiration of the fingers, which renders the strings hard, besides the accumulation of resin under the bow, and thus preserves in a measure their usefulness.

Provide the violin with a good case, and keep it well wrapped up. A large silk handkerchief or a silk bag is admirable.

#### *Regarding the Bow*

The hair of a bow has little minute teeth like a saw, when observed with a good microscope. These teeth wear away in from one to six months' playing, depending on a daily use of half an hour to five hours each day. The hair then becomes smooth and no longer grasps the string, and should at once be replaced with new hair. Bows can be sent to the repairer by parcel post at very little expense, but in every case they should be carefully tied on a stiff piece of wood and well wrapped in strong brown paper.

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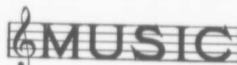
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 33722 **These Olden Golden Days of Long Ago.** Song. Words by Daisy Sullivan. Music by Grace La Hay.  
 33723 **In My Irish Aeroplane.** Song. Words by Stanley Murphy. Music by Harry Tierney.  
 33724 **Water Nymph.** (Calypso.) Novellette. By Malvin H. Franklin.  
 33725 **I'd Love to Live the Old Days Over.** Song. Words and music by Vincent Clark & Percy Fife.  
 33726 **When I Crowned You the Queen of May.** Song. Words by Jack Shohy. Music by Albert Gumble.  
 33727 **Playmates.** Song. Words by Jack Yellen. Music by Albert Gumble.  
 33728 **Town Topics.** Fox-trot. By George C. Mackintosh.  
 33729 **Throw Me a Kiss.** (From Over the Sea.) Song. Words by Raymond Egan. Music by Richard A. Whiting.  
 33730 **So This is Dixie.** Song. Words by Jack Yellen. Music by Albert Gumble.  
 33731 **I Proved That I Knew Something When I Fell in Love With You.** Song. Words by Alfred Bryan. Music by Harry Tierney.  
 33732 **Go Led And May God Bless You.** Song. Words by Haven Gil-lespie. Music by Henry I. Marshall.  
 33733 **There's Nothing Left to Say Except "Good-Bye."** Song. Words by Earl MacBoyle. Music by Herman Paley.  
 33734 **Sweet Petalooie.** Song. Words by Stanley Murphy. Music by Harry Tierney.  
 33735 **Mummy Junny's Hall of Fame.** Song. Words by Stanley Murphy. Music by Harry Tierney.  
 33736 **My Oriental Girl.** Song. Words by Edward Beck. Music by Milton E. Schwarzwald.  
 33737 **Sussex By The Sea.** Military Marching Song. Words and music by W. Ward-Higgs. Anglo-Canadian Music Publishers' Association, Limited, London, England, and Toronto.  
 33741 **Regretful Blues.** Song. Words by Cliff Hess.  
 33745 **When He Took a Look in His Little Red Book.** Words by Dari MacBoyle. Music by Herman Paley.  
 33746 **Baby Vampire.** Words by Gus Kahn and Edward Beck. Music by Milton E. Schwarzwald.  
 33747 **Sweet Little Buttercup.** Words by Alfred Bryan. Music by Herman Paley.  
 33748 **Jim-Jam Man.** Words by Edward Madden. Music by Louis Silvers.  
 33749 **Won't You Take Me Home With You.** Words by Edward Madden. Music by Louis Silvers.  
 33750 **I Found the Heart of You.** Words by Arthur Freed. Music by Louis Silvers.  
 33751 **The Jack O'Lantern Man.** Words by Edward Madden. Music by Louis Silvers.  
 33752 **Chu Chin Chow.** Words by Edward Madden. Music by Louis Silvers.  
 33753 **Way Down There a Dixie Boy is Missing.** Words by Stanley Murphy. Music by Harry Tierney.  
 33754 **Texas Never Seemed So Far Away.** Words by Dari MacBoyle. Music by Herman Paley.  
 33774 **The Millikin Method: A Short But Comprehensive and Effective Method of Modern Ragtime Based Upon the Fundamental Principles of Harmony.** By Hugh E. Millikin. (Music Book.) Hamilton, Ont.
- 33776 **On the Road to Home Sweet Home.** Words by Gus Kahn. Music by Eglert Van Alstyne.  
 33777 **Eyes of Youth.** Words by Stanley Murphy. Music by Harry Tierney.  
 33778 **Eveline.** Valse. Hesitation. By Henry Lodge.  
 33779 **The Palm Beach Dip.** Words by Stanley Murphy. Music by Harry Tierney.  
 33780 **My Beautiful Egypt.** Words by Alfred Bryan. Music by Harry Tierney.  
 33781 **In the Spotlight.** Waltz. By Henry Lodge and Nick Nichols.  
 33782 **I've Been Fiddle-ing.** Words by Gus Kahn. Music by Eglert Van Alstyne and Tony Jackson.  
 33783 **Messiah Comes.** Sacred song. Words by George Bears. Music by H. E. J. Vernon. Anglo-Canadian Music Publishers' Association, Limited, London, England, and Toronto.  
 33787 **Tendresse.** Value Caprice. Par Louis Michel (Musique.) J. E. Belair, Montreal, Que.

## New Issues by Chappell &amp; Co.

- Be Brave and Smile (D, Eb & F)** ..... Harry S. Pepper  
**Because of You (F & Ab)** ..... Samuel Liddle  
**The Happy Hills (Eb & F)** ..... Dorothy Forster  
**Hush'd' is My Lute (G, A & B)** ..... Montague F. Phillips  
**Her Beautiful Hands (Low, Medium and High)**  
 Ward-Stephens  
**Tho' the Road Be Long, Hum a Little Song (F, G & Ab)**  
 Lois Barker  
**The Little Road That Winds Back Home (Eb and F)**  
 Jean Fraser  
**If Love Had Wings (Eb, F & G)** ..... Hermann Lohr  
**The Ward-Stephens Musical Settings of Selected Psalms**  
 (Low and High) Ward-Stephens  
**Minuet Louis XV. Piano Solo (Piano Solo)** ..... Ivan Caryll  
**The Perfect Melody (Arranged for Violin and Piano by Otto Langey (Geoffrey O'Hara)**  
**When the Great Red Dawn is Shining (Octavo)**  
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## Sheet Music Briefs

Messrs. Beare & Son have issued this month their bulletin No. 25, listing special offerings of violins, bows, cases, strings, metronomes and harmonicas.

One of the big music successes at the present time is the Charles Dillingham production, "Jack o' Lantern," lyrics by Anne Caldwell and music by Ivan Caryll. The piece is now running at the Globe Theatre, New York, and contains some of the most popular numbers that Ivan Caryll has ever written, among them being "Wait Till the Cows Come Home," which is attaining a widespread popularity.

A three-column advertisement, 4½ inches deep, by the College Book Store, Kingston, is noticed in the Kingston Daily Whig of January 2, featuring the latest popular music hits. That is a good way to start the new year. Sheet music ads. in the newspapers are not very numerous.

## "Edition Wood" in the British Empire

In September, 1905, The B. F. Wood Music Co., Boston, established in London a branch office at 12 Rathbone Place, under the management of Mr. D'Auvergne Barnard, long a leading factor in the retail music circles of greater London, yet possibly best known in America as the composer of many song successes, notably "The Plains of Peace," "Shepherd of the Fold," etc.

This branch office, it is stated, was started with the paramount idea in mind to establish a business upon the same lines which have met with such signal success in the American office of this firm, i.e., Protection of the Music Dealer by co-operating with him and not soliciting or selling direct to teachers and schools. That this plan has been a success in the United States is best shown by the greatly increased demand for the splendid teaching material published by this house, as well as the adoption by many

leading musical authorities in England of Edition Wood, a series of the standard studies, recreations and classics.

With the increase of business it was found necessary a few years ago to seek more commodious quarters, which were found at the present address, 84 Newman Street, and now there is hardly a corner of the British Empire to which Edition Wood has not been shipped. This means not alone the reprintable editions of well-known standard works, but copyright numbers such as the Sartorio Pianoforte Method, Children's Musical Moments by Livesey, and other similar works by composers whose names have become well-known wherever there is a demand for works of a pedagogic nature.

It is fitting at this time to state that the London Branch has done its "bit" in the present world crisis. Mr. Barnard has sent four of the young men from his office to the front, including his only son, and Lieutenant Eric Barnard (now 21 years) who enlisted as a private at the outbreak of the war, served through the Gallipoli campaign, was invalidated home with fever, and is now convalescing in England, having been severely wounded while on the western front. The other members of his staff are at present in the Overseas Service "somewhere" along the allied fronts.

The success of the publications of the B. F. Wood Music Co. in Canada is well known to the sheet music trade in all parts of the Dominion.

## Bosworth &amp; Co.'s Newest Issues

A parcel of British compositions from Messrs. Bosworth & Co., London, England, is just to hand, and it contains some interesting numbers. Perhaps the most outstanding one is the "Joy Minuet," by Arthur Ison, a young composer of excellent talent. There are the "Three Country Dances," by the celebrated Laura Lemon, whose tuneful compositions are well known; "Danse Arabesque," by Harold Henry, which is said to be quite the equal of his "Cavatina," and "Love's Young Dream," a special intermezzo by the English opera conductor, Vincent Thomas.

This firm, which also publishes Sevcik's Violin Method, Beringer's Pianoforte Tutor, Beringer's Daily Technical Studies, and Germer's Practical Teaching Material, make a specialty of their B.C. manuscript music paper.

The Anglo-Canadian Music Co. have just issued two new songs of interest, "Our Golden Northland," the words by Samuel Baylis, a Montreal author, and music by Edna M. Morrison—and "Messiah Comes," a sacred song, by H. E. J. Vernon, a well known Toronto musician.

New Larway publications of interest are "O Canada, March On," by Margaret Wakefield; "Waiting For You," by the same composer; "My Paradise," by Arthur F. Tate, and "The Voice of the Shepherd," by Trevor Glyne.

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## New Publications

YOUR ENGLAND AND MINE.....Simpson  
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### Harmonicas Received

Mr. D. R. Henderson, of Halifax, N.S., who represents Whaley, Royce & Co., Ltd., Toronto, in the Maritime Provinces, was one of the most fortunate victims of the recent disaster there. Every door and window in his house, three miles from the scene of the explosion, was smashed or blown out, but not one of the occupants was so much as scratched. A portion of one of the ships was blown three miles to a vacant space close to Mr. Henderson's, making a gash in the earth such as might be found in the present day battle field.

One of the many effects of the war, noticed by Whaley, Royce & Co., Ltd., is the remarkable increase in the demand for harmonicas. The popular mouth-organ was never before so popular, and the problem of the music houses has been to get the goods. Whaley, Royce & Co., Ltd., report the arrival of a shipment from Japan, and from which orders are being filled at their Winnipeg and Toronto warehouses. These harmonicas are attractively packaged, well made, and show the aptitude of the Japanese in getting into a market out of which Germany has been forced.

### Sussex by the Sea

"Sussex by the Sea," an English marching song, has been very popular in Toronto and vicinity for the past two or three months.

Mr. Frank Oldfield, one of Toronto's leading baritones, had been using this song in connection with the Victory Loan Campaign meetings with success, and when he sang it at the big meeting in the Toronto Armories on the occasion of Theodore Roosevelt's address to an immense audience of nearly 20,000, the refrain was taken up by the audience. Such an introduction naturally created a brisk demand for the song. The Anglo-Canadian Music Co. secured the Canadian rights and are now supplying the Canadian trade with this haunting melody:

Sussex, Sussex by the Sea,  
Good Old Sussex by the Sea,  
You may tell them all  
That we stand or fall,  
For Sussex by the Sea.

### The Fringes of the Fleet

Copies of a de luxe programme are to hand of a concert arranged by Geo. Robey, the celebrated English comedian, at the Alhambra Theatre, London, for the benefit of Queen Mary's Hospital. One of the features of the programme was the cycle "The Fringes of the Fleet," rendered by a quartette of London artists. This cycle consists of four songs, "The Lowestoft Boat," "Fate's Discourtesy," "Submarines" and "The Sweepers." The lyrics are from Kipling's "Fringes of the Fleet," and the music by Sir Edward Elgar, and it has been received with marked success throughout the Empire.

### Symphonola Doings

Canadian Symphonola Co., Ltd., Toronto, have just received at their factory an interesting souvenir of the Halifax disaster. A couple of their De Luxe Symphonolas that had not yet been opened by W. H. Phinney & Co., Ltd., the Nova Scotia distributors of these lines, came back for repairs, the cabinets being badly used up by fire and water, and the packing cases being broken, scorched and soaked.

Canadian Symphonola Co., Ltd., moved into their own factory just six months ago and are being congratulated on the progress made in that short time. They have completed arrangements for distributing agencies of their lines as follows:

British Columbia—Smith, Davidson & Wright, of Vancouver.

Manitoba and Saskatchewan—Ed. R. Potter, of Winnipeg. Quebec—Montreal Symphonola Co., Montreal.

Cape Breton—Smith & Smith, Sydney, N.S.

Nova Scotia—W. H. Phinney & Co., Halifax.

New Brunswick—Furnishings Ltd., St. John.

Agencies have also been arranged in New Zealand, Australia and Jamaica, but owing to the impossibility of securing shipping space, orders for export cannot be filled.

The Symphonola line embraces four styles in oak and mahogany, the range running from \$45 to \$108, retail. Mr. Long, president of the firm, in conversation with the Journal, emphasized this feature as one that permits the lowest possible cost in manufacture. Advantage is being taken of the past Christmas lull to re-arrange the factory, and remove all the machinery into the company's own premises from the adjoining building, which was leased pending the removal of tenants that formerly occupied a part of their building.

### Australian Music Trade Imports

IN the Dominion Governments Trade and Commerce Department Bulletin, No. 712, Mr. D. H. Ross, Trade Commissioner at Melbourne, gives the following information relating to the music industries:

#### Organs and Harmoniums

Only two pipe organs were imported into Australia in 1915-16, both from the United States, the value being £868. There are several pipe organ builders in the Commonwealth with an established reputation.

The imports of ordinary household organs, and small organs for churches, showed a decrease of £5,742 in value compared with the previous year. The competition from the United States has made the trade rather unattractive to Canadian manufacturers. Heavy importing charges on these comparatively low-priced bulky instruments have had a bearing on the limited trade. The imports in the last two fiscal years are shown thus:

#### Organs and Harmoniums

Country of Origin:	1914-15.		1915-16.	
	Number.	Value.	Number.	Value.
United Kingdom .....	44	£ 489	6	£ 83
Canada .....	132	1,401	24	339
United States .....	758	7,958	435	5,007
France .....	1	7	.....	.....
Germany .....	18	181	.....	.....
Japan .....	23	118	78	313
	976	£10,154	543	£5,742

In Weekly Bulletin, No. 588, there appeared an illustration and specification of one of the most popular German pianos sold in Australia in previous years. The predominating position held by German manufacturers is illustrated in the Australian imports in recent years. The imports from Germany in 1915-16 were, doubtless, transshipments from steamers interned in neutral ports.

#### Imports of Upright German Pianos

In 1912 Australia imported 17,937 German pianos valued at £432,377; in 1913 12,277, valued at £300,008; in 1914-15 3,286, valued at £83,887; in 1915-16 319, valued at £8,455.

Manufacturers in the United Kingdom and the United States have mainly benefited by the altered sources of supply.

By not conforming with the Australian requirements in packing, some Canadian—and other—pianos were recently delivered in a damaged condition through rust and dampness injuring the mechanism.

(To be continued in February Issue.)

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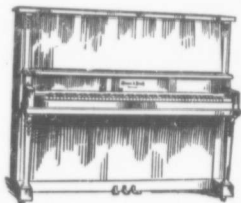
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