

Vol. XV.]

TORONTO, JANUARY, 1915.

6001/9/253/1-2
CMAR [No. 8.

CANADIAN MUSIC TRADES JOURNAL

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

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

Telephone Main 3589

Copy of Request from
SIR GEORGE E. FOSTER, K.C.M.G.,
Minister of Trade and Commerce,
to Record

"Your King and Country Want You"

By Paul A. Rubens



MINISTER'S OFFICE.

Ottawa, Oct. 30th, 1914

The Columbia Graph-o-phone Company,
Toronto,
Ont.

Dear Sirs:--

I learn that you would consider a request to have a record made of Paul Ruben's Recruiting Song "Your King and Your Country Want You."

I would be very glad if you could find it possible to do this and would consider it a notable contribution to the Patriotic cause in Canada.

Yours sincerely,

George E. Foster

COLUMBIA DOUBLE DISC RECORD P 502

(On the reverse side "The Homes They Leave Behind")

Sung by Miss Maggie Teyte

The originator of the song and England's most famous operatic artist

SPECIAL FEATURE.—A contribution of fifteen cents to the Patriotic Fund will be made on every record of this selection sold.

COLUMBIA

Graphophone Company, Toronto



Ottawa Ladies' College

"For over six years Martin-Orme Pianos have been used exclusively in the Ottawa Ladies' College, to the entire satisfaction of the teaching staff."

REV. W. D. ARMSTRONG, PH.D.,
Formerly President, Ottawa Ladies' College.

Thousands of pupils are acquiring musical education on

Martin-Orme Pianos

and will always be familiar with the beautiful qualities of these instruments. The above is but one of many such letters we have received from institutions where music is taught.



Martin-Orme "De Luxe"

Twelve Martin-Orme Pianos in constant use at the Ottawa Ladies' College.

The Martin-Orme Piano Co., Limited

Manufacturers of Pianos and Player
Pianos of the finest grade only

Ottawa

CORRESPONDENCE INVITED

WHILE EUROPE FIGHTS

THE NAME

NEWCOMBE

Remains a Big Asset to the Piano Dealer



Established
1870

Style 20

Established
1870

Only

Newcombe Pianos

are equipped with Howard Patent Straining Rods, which counteract the great strain of the 228 strings. They give strength to the pianos. By relieving the immense strain of the strings, they make better tone possible.

Prosperity Among Farmers

will help many dealers to make sales in spite of the war. Intelligent effort expended by a man, who has faith in things now as well as in the future, upon NEWCOMBE INSTRUMENTS will bring results.

Let's put our shoulders to the wheel and shove harder. Sales will come.

Our

Player Pianos

with human-like control contain all the latest improvements and devices. They are perfect in tone, artistic in design, and capable of life-long service.

The Newcombe Piano Co., Limited

Head Office:
359 Yonge Street

TORONTO, CANADA

Factory:
121-131 Bellwoods Ave.

THE GOURLAY RESPONDS

MUSIC-LOVING people who depend upon the sympathetic response of the piano, the delicacy of its touch, the sweetness of its tone — make the Gourlay their final choice.

The inspiring tone of this instrument is far-reaching in its influence. The teacher feels the tingle of pleasure at the possibility to be able to execute the finest degree of tone control. The pupil is developed to a finer appreciation of the "ideal" in musical conceptions. The student is able to advance far into the broad field of difficult music when given a Gourlay medium for the sympathetic interpretation of the works of the great composers.

UNDER the strain of constant use, the Gourlay holds its normal tone.

The evening "musical" by a member of the family circle relaxing around the fireside has a charm both for the performer and for the listeners—that is felt with infinite joy in the home that contains a Gourlay. The success of this piano is due entirely to the superior quality of every minute part of its thorough construction. No sacrifice is considered too great where quality is the issue.



GOURLAY, WINTER & LEEMING

188 Yonge Street

Toronto

::

::

Canada



THE KARN—LOUIS DESIGN

The Only Yardstick For Measuring a Piano Agency

is results—genuine lasting results. When you buy a line of goods to sell you are making an investment that must pay a profit. You make no profit, however, until you make sales. Therefore the line you can turn over the oftenest with a fair margin, is the profit producer.

These goods are KARN and MORRIS PIANOS and PLAYERS. No one illustration can give you a proper conception of our different styles, but it would be good business for you to get acquainted with the line. The KARN LOUIS design is certainly a winner.

The Karn-Morris Piano & Organ Co.
LIMITED

Head Office—WOODSTOCK, ONTARIO
Factories—WOODSTOCK and LISTOWEL

1915

Marks the beginning of
another Half Century
in the making of

BELL

High Class Instruments
now famous the world over

BELL PIANOS

BELL PLAYER PIANOS

BELL ORGANS

All bear the stamp of quality which makes
an impression on even the most critical judges.

We invite enquiries for agency
from Dealers who want an attractive
line. We have some vacant territory.

The BELL PIANO & ORGAN CO., Limited

GUELPH, ONT.

TORONTO, ONT.

LONDON, ENG.

GEO. W. STONEMAN & CO.

PIANO VENEERS

Maryland Walnut

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

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

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

845-851 West Erie Street
CHICAGO, - ILLINOIS.

1914

has finished up very well indeed with a gross business ahead of Nineteen Hundred and Thirteen.

1915

is going to be what we each determine it shall be, and our plans are for a good season, profit or no profit.

THIS MEANS EXTRA VALUE TO OUR AGENTS

but we want an early start, and are prepared to make a bid for it so as to bring our wholesale trade up to our retail standard, which increases largely each year.

LET'S HEAR FROM YOU

STANLEY PIANOS

14 TEMPERANCE STREET

TORONTO

Accuracy of Scale in Wright Pianos

THAT is putting your finger on the reason why WRIGHT instruments measure up to the standard set by musicians who know—accuracy of scale—scientifically correct. The result is a rich and uniform tone that could not be surpassed at any price.

Investigation is a good thing.

Get our illustrated catalogue and choose a sample instrument, and do it now.



Style 65

**Wright Piano Co., Ltd.**

STRATHROY

ONTARIO



STERLING ACTIONS & KEYS
LIMITED
TORONTO NOBLE STREET CANADA

MANUFACTURERS OF

Sterling
Piano Actions

Sterling
Piano Keys

This is the oldest piano supply manufacturing house in Canada and the products of this factory have a reputation for durable service that dates back to the delivery of the first action.

The Sterling Individual Brass Flange Action has strength and durability above the requirements that will be put upon it. In the event of a repair being necessary the work is done easily and quickly. This action is especially adapted to meet the extra work put on the action of a player piano.

For less costly instruments the Sterling ordinary wood flange action will be found to possess all the advantages of high class materials and accuracy in workmanship.

The Name "Evans Bros."
is
Your Tone Guarantee



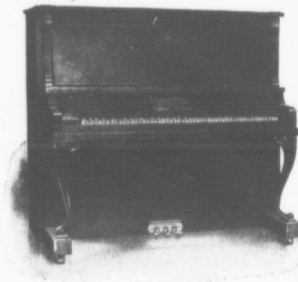
"Plow deep while slugs
gards sleep" is timely
advice. The dealer hand-
ling EVANS BROS. Players
can work his player ground
to the limit and attain
worth-while results.

"Made-in-Canada"
PIN YOUR FAITH
to the **EVANS LINE**

You can't
go wrong

- price right
- goods right
- treatment
right

Care in the Making,
means
Quality in the Product.



Evans Bros.

Piano & Mfg. Co., Ltd.

Ingersol - Ont.

The superior, selling fea-
tures of EVANS BROS.
pianos have secured for
them a foremost place in
the estimation of dealers
throughout the Dominion.

In the manufacture of
Piano Hammers
AND
Piano Strings



Our Aim Is
Perfection



D. M. BEST & CO.

455 King St. West

Toronto, - Canada

Haines Bros. Pianos

Made in Canada

Have for forty years received the endorsement of the Canadian public, and owners of Haines Bros. instruments of the early make are constantly refusing to replace them with any but a modern piano of the same name and fame.



Foster - Armstrong Company, Limited

HEAD OFFICE
4 Queen Street East

Toronto, Canada

J. W. WOODHAM, General Manager.

E. BIRCH, Factory Superintendent.

J. BETZNER, Accountant.

THE GODERICH ORGAN CO., LIMITED

GODERICH

CANADA

MANUFACTURERS OF

ORGANS

For HOME
SCHOOL and
CHURCH

We also make

High Art Cabinets for
Player Pianos
Talking Machines
and Phonographs

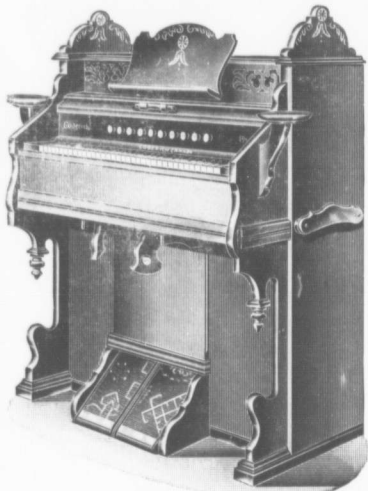
Piano Benches

Piano Stools

We own and control the PATENT ANGLO-
AMERICAN RECORD CABINET

We employ no Travellers, doing business
by mail. Order just what you need.
We can ship promptly.

Ask for our Catalogues and Prices



NEW CHAPEL ORGAN

MENDELSSOHN PIANO Co.



LOUIS XIV. WALNUT OR MAHOGANY

HIGH GRADE UPRIGHT AND PLAYER PIANOS

Charming tone quality. Artistic cases of original designs. Used and endorsed by leading Conservatories of Music. Appeals to the refined and cultured musical public.

Agencies in all the leading cities of the Dominion.

Correspondence with responsible dealers solicited. Write for Catalogue.

Factory and Warerooms:

110 ADELAIDE ST. WEST
TORONTO, CANADA



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

The Craig Piano Co.

MONTREAL, - CANADA

ESTABLISHED 1856

Getting Together

ON THE

Craig Proposition

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

Right there is the "forte" of the Craig line. The presence of quality value for every dollar charged is so evident from the day of showing it to your prospect on through years of use, that you have the retail opportunity of the day in CRAIG Instruments.

The House of
NORDHEIMER

ESTABLISHED 1840

UPON closing the year 1914 which has tested the loyalty of everyone, and at the beginning of a year that will be epoch-making in history, we continue to offer our patrons through the piano dealers of Canada a product of unequalled value upon which to build their business.



Style F

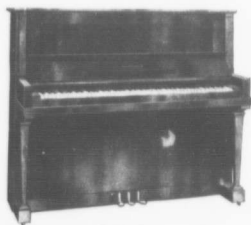
THE Nordheimer Piano is recognized as the artistic standard of Canada. All the material used in their manufacture is of the finest throughout. They are built on a scale which gives the tone that rich, full singing quality so much desired by the exacting musician. **Permanency and quality** are the outstanding features of Nordheimer Pianos.

Particulars for the asking.

THE
NORDHEIMER PIANO & MUSIC CO., Limited

Head Office: 15 King St. East, Toronto

Branches and agencies throughout the Dominion.



Style A

Bohne Hammers and Strings

EVERY set of Bohne Hammers that goes into a piano has at its back the Bohne reputation. You pay for first-class quality in every part, in every material used, but Bohne reputation costs you nothing. Bohne workmanship is an axiom in the trade.

ABSOLUTELY All Strings are necessary to secure the required tone. Upon this fact is based our policy of buying the finest materials obtainable for Bohne Strings and making them up with the utmost skill and care. Bohne Strings take the lead like Bohne Hammers.

W. BOHNE & COMPANY

516 Richmond St. W.

Toronto, Canada

134th Street and Brook Ave., New York

THE NEWBIGGING LINE

MAKERS OF THE CABINETS
YOU CAN RECOMMEND

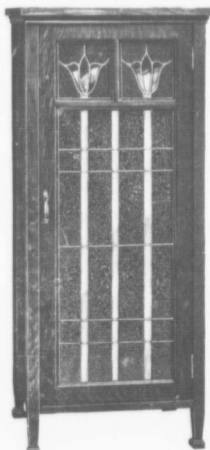


The simplest, neatest, handiest Sheet Music Cabinet ever produced. GET A SAMPLE.

BUSINESS
More than Usual

It is going to be a
Talking Machine
Winter

HOW ABOUT
GABINETS ?



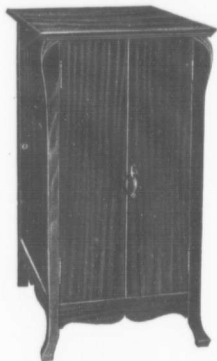
No. 44 Leaded Glass Player Roll



Newbigging Cabinet Co.

LIMITED

HAMILTON . . . ONT.



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

MANUFACTURERS OF
**TALKING
MACHINE
CABINETS**

for every make of machine,
better made, better finished
than ever.

**PLAYER ROLL
CABINETS
AT ALL PRICES.**

**GET THE POPULAR
LINE**

PROMPT SHIPMENT



Capacity 90 records. Made in Oak or Mahogany,
Edison Amberola V. and VI.

MATERIALS FOR

PIANO MANUFACTURERS

PINS, WIRE, FELTS, CLOTHS, PUNCHINGS, HINGES, PEDALS AND GENERAL PIANO HARDWARE.

CORRESPONDENCE INVITED

HAMMACHER, SCHLEMMER & COMPANY

NEW YORK, since 1848

4th AVENUE and 13th STREET

Julius Breckwoldt & Company

Manufacturers of

Piano Backs, Boards, Bridges, Bars, Traplevers
and MouldingsSole Agents for Rudolf Giese Wire in Canada and United
States

J. BRECKWOLDT, Pres.

W. A. BRECKWOLDT, Sec-Treas.

Factory and Office:

Saw Mills:

Dolgeville, N. Y.

Fulton Chain and Tupper Lake

"Superior" Piano Plates

MADE BY

THE

SUPERIOR FOUNDRY CO.

CLEVELAND, OHIO, U.S.A.

L. J. MUTTY CO., 91-93 Federal Street Boston, Mass.

We manufacture fine calender 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 slipping over connections.

SAMPLES and PRICES furnished on request.

Piano Case Factory

equipped to manufacture piano cases cheaper than they can be made in any piano factory. We save the Piano Manufacturer dry kiln worries and big investments in lumber, machinery and cases in process.

CABINETS

We are making regular deliveries of cabinets for the talking machine trade, and cabinets for player rolls. We can supply any quantity, any material, any finish.

BENCHES

An important branch of our business is the manufacture of Piano and Player Benches. We can give you any style and any wood. Get our prices.

BRANTFORD PIANO CASE CO.

LIMITED

Brantford M. S. PHELPS
President and General Manager Canada

We Specialize on

Player-Piano Cases and Prompt Deliveries

We Guarantee and actually make deliveries on the exact date designated. This has been one of the reasons why our business has shown phenomenal development.

THE LOOSCHEN PIANO CASE CO.

Block 31st to 32nd Street, 11th to 12th Avenue

PATERSON, N. J. - - U.S.A.

OVER 65 YEARS' EXPERIENCE

PATENTSTRADE MARKS
DESIGNS
COPYRIGHTS & C.

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

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms for Canada, \$5.00 a year, postage prepaid. Sold by all newsdealers.

MUNN & Co. 361 Broadway, New York

Branch Office, 625 F St., Washington, D. C.

C. F. GOEPEL & COMPANY**137 EAST 13 STREET**

SUPPLIERS OF

NEW YORK**High Grade Commodities**

TO THE

PIANO AND PLAYER TRADE

SOLE AGENTS

U.S. & CANADA
FOR**Klinke's**

GERMAN

Tuning Pins

SOLE AGENTS

U.S. & CANADA
FOR**Wagner's**

GERMAN

Music Wire**Player Accessories.**

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

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

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

**Felts, Cloths,
Punchings**

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

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

Soft Yellow Poplar Veneers

FOR

CROSS BANDING

Write to

The Central Veneer Co.

HUNTINGTON

200,000 feet daily.

W. Va.

—SELL MORE— PLAYER PIANOS

And Endorse Only An Action
DEPENDENT — EFFICIENT — DURABLE



Retailers realize more and more that upon the Player Piano the future of the trade depends. They realize the wisdom and profit of endorsing only a player piano built for accuracy, dependability and efficiency. Such an instrument is the one containing

OTTO HIGEL "SOLO-ARTIST RECORDS"

The Hand Played Music
for Player Pianos

Provide all the wealth of player piano music. Wrong time is impossible and yet the operator may play according to his own interpretation if he wishes.

Demonstrate the Player with "SOLO-ARTIST RECORDS" to quickly convince a "prospect."

They provide better music — bring better customers and better profits. They are

MADE IN CANADA

The Otto Higel Player Action

It is sold and successfully withstands all climatic conditions in Canada, United States, Australia, Great Britain, France, Russia, Italy, Switzerland, Norway, Sweden, Denmark, Spain, Africa, India, China and Japan.

THE OTTO HIGEL PLAYER ACTION

Is, musically and mechanically, as nearly perfect as 20th century ingenuity can make it.

- ¶ Its flexibility make possible such expression, phrasing and repetition as to receive the approval of skilled pianists.
- ¶ The action is so easy and smooth in operation that it responds to the most delicate pedal pressure.
- ¶ It will stand up to the strain of the strong man and is equally responsive to the lightest touch of his wife or daughter.
- ¶ Every known precaution is taken to have it perform all the functions for which it is intended without over exerting any part.
- ¶ Retailers can give their customers every player advantage and the greatest all round satisfaction in the OTTO HIGEL PLAYER ACTION.



THE
OTTO HIGEL CO.
LIMITED

KING and BATHURST
STREETS

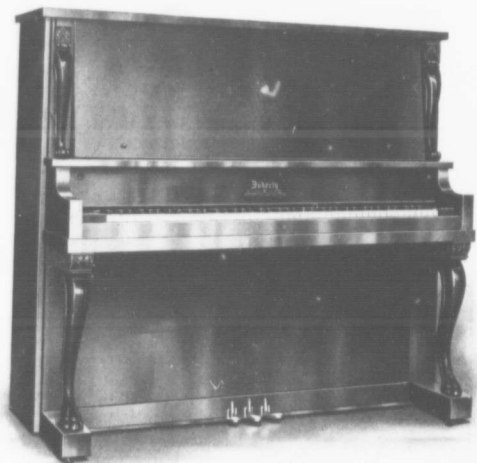
Toronto - - - Canada

**NEW
DOHERTY
SPECIAL**

**IN LOUIS DESIGN
4 Ft. 7 In.
MAHOGANY OR WALNUT**

Higel brass flange action,
ivory keys, hammers best
of felt, full plate, bush pins,
improved scale, Empire
top, full 7 $\frac{1}{2}$ octaves.

10 YEAR GUARANTEE



Doherty Piano Co., Ltd., CLINTON ONTARIO
Established 1875



**OUR
"CHAPEL"
World-Renowned
Doherty Organ**

40 Years
The Leader in all
parts of the
civilized world

**The Organ
That Sells**

THE NEW EDISON DIAMOND-DISC PHONOGRAPH IS THE COMING INSTRUMENT!

People are buying the Edison Phonograph to-day because they can foresee inevitable supremacy of this wonderful instrument. Like the 88 note player piano, it is surely destined to become the *standard* Phonograph, for, with its indestructible records, producing a rich, natural tone, it is supreme beyond compare.

Remember that most people purchase a Phonograph but *once*. They want the one that is coming—not going. They want the one that will be the best, *always*.

In his new diamond disc, Mr. Edison has achieved a tone—a perfection of reproduction never before possible. He is *years ahead* of the business. That is where *you* want to be. And with the New Edison you have *everything* that others have and much that others have *not*.

Shrewd, far-seeing dealers have seen the "signs of the times" and taken on the Edison Lines. Look ahead a little and see what you can figure out, then send for particulars of an Edison Dealership.

No Needles To Change

Although we urge that you sell Edison Instruments on *tone*, the fact that the Edison Diamond Reproducing Point requires *no changing* and *never* wears out and that the records are indestructible and play longer are *real* advantages. You can readily appreciate that. No bother, no fuss; simple, quick and *perfect* action.

The Edison Recording process that secures the *true* tones, the indestructible records that *hold* the tone, and the smooth diamond point that *brings out* the tone in all its *original* beauty, is a combination that gives you "real music at last."

To those sufficiently interested we will give full particulars of an Edison Dealership. Write.

Disc Models
\$78 to \$575

Cylinder Models
\$39 to \$250

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 in Canada, including Piano, Organ, Player Piano, Supply, Talking Machine, Musical Merchandise, Sheet Music and all kindred trades.

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

PUBLISHED BY

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

John A. Fullerton, - Proprietor
Residence phone Gerrard 965

Harvey A. Jones - Associate Editor
Residence phone Gerrard 2267

CANADIAN PIANO AND ORGAN MANUFACTURERS' ASSOCIATION

OFFICERS FOR 1915.

Henry Durke, Toronto,
Hon. President.

G. Y. Chown, Kingston,
1st Vice-Pres.

David Allan, Guelph,
President.

Harry Sykes, Woodstock,
2nd Vice-Pres.

F. Kuller, Toronto,
Treasurer.

NOMINATING COMMITTEE:

F. Bull, Oshawa.
H. H. Mason, Toronto.
C. H. Bender, Toronto.

EXHIBITION COMMITTEE:

Henry Durke, Toronto.
J. E. Hoare, Toronto.
T. J. Howard, Toronto.

EXECUTIVE COMMITTEE:

Robt. S. Gourlay, Toronto.
Albert Nordheimer, Toronto.

Henry H. Mason, Toronto.
W. N. Manning, London.

James G. Merrick, 4 Queen St. E., Toronto,
Secretary.

VOL. XV.

TORONTO, JANUARY, 1915.

No. 8

TRADE OPPORTUNITIES IN AUSTRALIA.

Information supplied the Department of Trade and Commerce by D. H. Ross, Canadian Commissioner in Melbourne—A market for Canadian-made pianos—Parts wanted there.

LAST month the Journal devoted considerable space to commercial opportunities in South America. This issue we present interesting details of Australia's piano and organ trade, furnished by D. H. Ross, Canadian Trade Commissioner at Melbourne.

Organs and Harmoniums.

The total Australian imports of pipe organs and parts in 1913 was of negligible value, whereas the imports of ordinary household organs, and small organs for churches, were given at £12,522, showing a small decrease in the values for the previous year. The comparatively limited demand is constant, and Canadian organs are well known throughout the Commonwealth. The decline in the imports from Canada is attributed to manufacturers in the Dominion not being disposed to meet the competitive prices quoted by makers in the United States.

The imports in 1912 and 1913 are shown as follows:

Organs and Harmoniums.

Country of origin—	Number.	1912.	Number.	1913.
United Kingdom	133	£ 1,541	10	£ 141
United States	1,130	10,857	1,087	10,751
Canada	146	1,442	122	1,175
Germany	33	256	21	384
Other foreign	1	22	10	71
	1,423	£14,118	1,250	£12,522

Importation of Pianos.

In 1913, Australia imported 162 grand and 14,575 upright pianos. The value of the imports aggregated £386,411, as compared with £533,034 in 1912, or a decrease of no less than £146,623. In 1913, as in previous years, German upright pianos controlled the bulk of the trade, and the effect of that competition had an obvious bearing upon the imports from other countries. Some of the cheaper instruments sold in Australia were purchased as low as £14 (\$68.13) at the factory in Germany, plus cost of casing and inland transit charges to Hamburg or Antwerp. The export of Canadian pianos to Australia has hitherto been an unimportant and fluctuating trade, but manufacturers in the Dominion

should be encouraged by the altered trading conditions offering them greater scope, and also by the fact that the United States maintained its export of pianos to the Commonwealth in 1913. To introduce a line of instruments new to the market would necessitate considerable advertising and, possibly, consigning initial shipments to reliable firms, disposed to accept such terms.

The Australian imports in 1912 and 1913 are shown thus:—

Grand and Semi-grand Pianos.

Country of origin—	Number.	1912.	Number.	1913.
United Kingdom	14	£ 1,049	20	£ 1,518
Germany	151	9,334	132	9,216
United States	2	307	8	1,021
France	2	105
Netherlands	1	110
Other foreign	1	54
	160	£10,795	162	£11,919

Upright Pianos.

Country of origin—	Number.	1912.	Number.	1913.
United Kingdom	2,210	£ 64,140	1,589	£ 48,426
Canada	21	729	24	792
Belgium	14	252	5	84
Germany	17,937	432,377	12,277	300,608
United States	657	24,135	676	25,030
France	10	351	4	152
Japan	7	246
	20,856	£522,230	14,575	£374,492

Piano Players in Demand.

Special inquiries demonstrate that the Australian demand for piano players has grown to considerable dimensions. There is no separate classification in the trade returns showing the number and value of piano players imported in 1913. After making special inquiries, one of the largest firms of musical instrument importers in Australia propose sending an expert, shortly, to Canada with a view of securing a player in every way satisfactory for their requirements, and to arrange for an exclusive purchasing agency for the territory in which they are interested. When included as an integral part of the piano, the duty assessed upon piano players is similar to that computed upon grand pianos.

Piano Parts and Accessories.

Piano parts, accessories such as actions, strings, felts, hammers, ivories, handles and hinges for pianos, pianola and similar records (chiefly duty free), to the value of £32,687, and accessories n.e.i. (dutyable), valued at £43,

344, were imported into Australia in 1913. In the schedules given Germany was the country of origin of £18,609 and £21,676 respectively. There are two piano manufacturing companies of considerable magnitude in Australia (one in Melbourne and the other in Sydney) and their requirements of parts and accessories should now be of interest to Canadian makers specializing in these lines.

Australian Requirements.

AMERICAN Consul, W. C. Maglessen, at Melbourne, Australia, furnishes this information: "The particular line on which American manufacturers require certain detailed information in order to enter this field successfully is pianos. Most of the pianos are sold by Australian dealers on a long-credit system. The most popular piano costs approximately \$80 f.o.b. It must have full iron frame, under damper, bird-walnut case, double sconces, seven octaves, overstrung wires (trichord), check action; length, 4 feet 8 inches; width, 2 feet 1½ inches; height, 4 feet 3 inches over all. Pianos of this grade are sold by the thousands in this country.

"Pianos finished in oak or mahogany are not saleable; the majority of cases are burl-walnut. These cheap lines do not require much advertising. Instruments should have a fair finish inside and outside and possess a powerful tone. There are many more expensive pianos sold, but there should be an exceptional opening for American piano manufacturers who can produce a make to take the place of those which have hitherto been imported from Continental Europe.

"If American piano manufacturers interested in this market can supply a piano such as the above they should send a few sample pianos here. They would have no difficulty in placing them with houses of good repute, where they could be tested and an accurate report returned, without the expense of sending representatives to this country."

Exhibit the Art Finish.

RETAILERS of pianos and player pianos should be as keenly concerned as the manufacturers in the proposition of the latter to more strongly feature the art finish in future. As reported in the December issue of this Journal, the Canadian Piano and Organ Manufacturers' Association decided to recommend to all firms exhibiting pianos at the Canadian National Exhibition at Toronto next year that they show the art finish only.

This proposition should receive unanimous endorsement. It is the result of one of the best suggestions yet made in the interests of the manufacturer, the retailer and his customer. The effect of every instrument shown at so important a fair as the exhibition at Toronto being in art finish would be a wonderfully effective educator. In fact it is doubtful if the public would notice the departure as a departure. The average visitor would accept the art finish as being quite correct, and would not even notice that it was different, as there would be none of the highly finished cases to bring out the contrast.

For some years odd samples of the art finish have been shown, but more in the nature of suggestion than a serious recommendation by the manufacturers. Largely because of the half heartedness of the efforts in this direction the success has been indifferent.

Art Finish Refined and Durable.

THE advantages of the art finish over that highly glazed surface that has for so many years furnished the subject of valuable argument in retailing pianos are so obvious as to need no argument justifying the former.

The art finish has made slow progress in Canada, not because anyone in the trade thinks the plate glass surface is more beautiful, more durable or less subject to blurring and checking, but because manufacturers, retailers and salesmen alike have not put heart into marketing instruments with art finish cases.

While persons of refined taste will refuse to consider any other than the art finish the taste of the great masses, follows in the beaten path. That beaten path has been made by the trade itself in years of featuring the mirror like finish now considered neither in good taste nor durable.

The art finish is in the interests of everyone concerned in the marketing of pianos. The art finish is the solution to the problem of piano cases checking that is so fruitful in annoyance and loss from October to April of every year.

Those firms that have seriously undertaken to interest their patrons in the art finish report a readiness of the public to receive it. But apologetic suggestion to customers that the high glossy surface is old-fashioned are received with about the same degree of luke-warmness with which they are made.

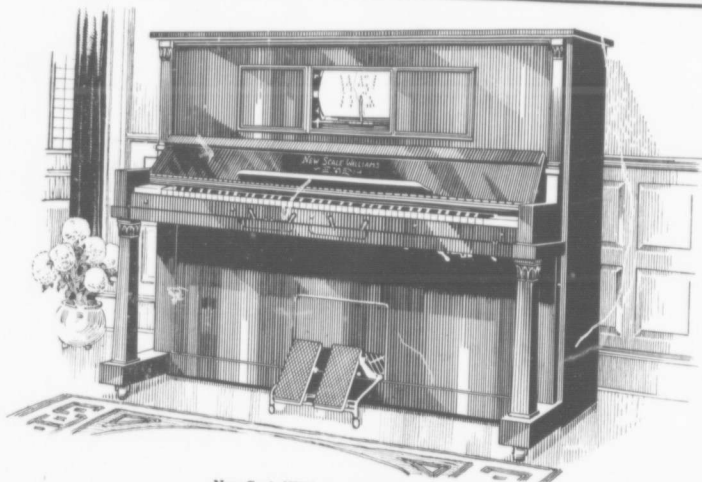
If retailers and their salesmen will co-operate with the manufacturers, and if the latter will show their faith in the art finish, it should not take long to get the familiar old shiny cases off the market altogether.

Why "One Price" is Fairer to Customer and Dealer.

CHAMPIONING the one price system in retailing pianos before a gathering of piano merchants, Daniel J. Nolan read a paper from which are extracted these pointed remarks: "Take the every day occurrence in most any dealer's store; Mary Jones, the widowed mother, comes into your store and you sell her a piano for \$300 and for this "privilege" she pays 6 per cent. John Brown, the business man, comes in and he buys a piano from you; same make, same style, but not the same price. No, indeed; he buys it—you sold poor Mary. John gets it for \$225. How do you feel when Mary comes in and lays down her hard-earned little \$6 every month and she does this a year longer than John just because you haven't the moral courage to adopt a legitimate and honorable selling plan and adhere to it.

The man who gets you to slash down to the marrow is the experienced business man who takes advantage of your weakness when you say, "We usually get \$400 for this—but"—no need to go any further—he has your number just as soon as you blurted out that "usually."

I have known dealers to sell a piano for \$275 that cost \$175. And here you may think, "Well, we don't sell them all at that price;" no, heaven help you if you do. But you do feel like kicking yourself when all of old Levy's friends come in and want a piano just like Levy's and at the same price; and you know mighty well that you lost money when you sold Levy, and you go ahead and lose more money every sale you make because you have established a precedent. How much fairer to yourself and customer to have the price marked in plain figures representing a legitimate profit.



New Scale Williams "Puritan" Model, with
Meister-Touch Control, \$700 F.O.B. Oshawa.

Steady and excellent publicity stands behind The New Scale Williams Players.

There has been no let-up in the advertising of the New Scale Williams instruments.

This organization is never content to rest on its laurels and let its prestige and the impetus of former advertising shoulder the burden of making today's sales.

In the principal newspapers and magazines of Canada continuously appears the story of New Scale Williams excellence and the results show increased prestige and maintained sales for our agents and our factory.

There is always a market for the best article in any class, providing the price is not unduly enhanced through get-rich-quick ideas.

The New Scale Williams Puritan Player-piano, illustrated above, stands squarely on the price line below which absolute satisfaction and highest quality cannot go, and above which the average player buyer cannot easily rise. Its list price is \$700, f.o.b. Oshawa.

The famous and exclusive "Meister-Touch" Expression Control enables the veriest amateur to sit down and reproduce music with the precision and grace of a Master. Yet the system may be understood and mastered in five minutes. It is the most convincing and powerful influence for a sale that any Player possesses today.

New Scale Williams Agencies are more valuable today than ever. Secure yours now, don't wait until after the war when New Scale Williams Agencies will be at a greater premium than ever.

Our new catalogue "Art and the Critic" illustrating interesting phases in the making of "New Scale" instruments and containing biographies and portraits of great Musicians is an interesting and convincing prospect-maker. Have you seen it? Let us send you a copy.

THE WILLIAMS PIANO CO. LIMITED
Manufacturers, Oshawa, Canada

From the Salesman's Viewpoint.

A RETAIL salesman on the staff of one of the oldest and best known piano houses in the trade recently emphasized to this Journal his opposition to the views of a manager regarding salesmen, their opportunities and remuneration in the piano trade, as published in these columns.

The article that caused the salesman in question to express some ideas of his own, quoted a salesmanager's recital of his difficulties in securing good men. This salesmanager could not see why young men in other lines were content to drift along at fifteen or twenty dollars a week instead of earning two or three times as much selling pianos.

"I can explain that to him very easily," said the salesman who brought up the topic to the Journal. "In the first place no retail salesman in this city, unless he is a manager, is making more than the half of sixty dollars per week, nor can he ever expect to do any better. Now that piano selling is harder than ever, I realize that I have been a sucker for the firm when business was good. My sales were good. They are now not so good, but where I am now not earning more than I am getting if my salary were figured on a commission basis, for the past five years I have earned more than twice my salary figuring on a commission basis, but does the house consider that now?"

"When business was good and my sales were very pleasing to the company, I was considered quite a valuable asset to the firm. Now I am a bill of expense and am criticised for not getting more business—for not doing the impossible. Then salesmanagers wonder why the right kind of men are so hard to get.

"I have a number of 'prospects' that in ordinary times I could sell to. I know very well that if I worry them now I'll lose them altogether, and yet the firm says, 'go and try them anyway.' I would like to know what some of the boys in the other houses think and how they are being treated, and whether they are earning the big money that Mr. Salesmanager says is waiting for them in retailing pianos."

Automobiles vs. Player Pianos.

AN old hand at the retail selling game writing on this topic in the Player Piano Journal, makes several interesting comparisons, which he concludes with a good admonition. He says in part: It has become quite the fashion to compare the piano and player business with the automobile, all to the disparagement of the former. We are led to believe by these critics that all the good things in merchandising are to be found in the automobile game, and nothing that is good is to be found in piano selling. Another favorite "Indoor Sport" is to make invidious comparisons as to the large number of automobiles that are sold in comparison with the relatively small number of pianos and players.

If we look into the automobile business a bit we find that they, too, have their evils, which to them are as insistent as ours. Some of their evils, such as old cars in exchange, bear a close analogy to our own line. On the whole, however, we see only the bright side of their business, and therefore we assume that ours is very bad and the other fellow's a very good one. Whereas if the truth were known it would probably be found that the automobile man thinks his is indeed a hard game.

We are told that the automobile business began about the same time the player began to develop, and in the same length of time many more automobiles have been sold than players, and that fact is taken to indicate that there is something wrong with the handling of player pianos. Just what that wrong is no one undertakes to say, but we are left with a feeling that in some mysterious way we are not doing things right, but no actual remedy for doing better is suggested.

Undoubtedly it is true that if our salesmen were as well versed in the uses and possibilities of the player as are the automobile salesmen with their machines, a good many more sales could and would be made. Those who criticise the piano business do not put their finger on this weak point. They seem to think that more players have not been sold because the manufacturer gives the dealer too much time. As a matter of fact the giving of longer time increases the number of sales because it widens the market to include a larger number of possible buyers. A little analysis of automobile buying and selling would serve to dispel this haze of doubt and disparagement of the piano business.

I lay down as a first principle that the analogy between the player and automobile is not as strong as our critics would have us believe. There is no more reason why we should draw such an analogy than we should between the shoe business and players. They are just as dissimilar and hold about as much in common. Because the volume of shoe business is ten or fifty times as great as the volume of player business is no reason why we should disparage the latter, and the same is true of the automobile. Possibly if more time were spent in creating an efficient player selling plan, and less time in making unfavorable comparisons with the automobile game, more players would be sold.

In the first place the demand for the automobile existed thousands of years before it was invented. I mean that the seeking for improved means of locomotion is an inherent instinct. Man is a restless animal. He seeks to be on the go all the time, and he is ever alert to find a more efficient means of transportation. If aeroplanes become safer, faster and cheaper than automobiles, then the automobile will go into the scrap heap. Man does not buy an automobile because it is an automobile, but because it is the safest, most comfortable and speediest private means of transportation yet devised.

Who is it that buys automobiles? Those who did own or would have owned horses if automobiles had not been invented. Therefore the automobile did not create a new demand. The demand already existed long before its appearance. It simply does in a better way what has always been done before—provide a means of transportation. Every man who owns an automobile to-day would have owned a horse if there were no automobiles, and a very large percentage of those who have automobiles now disposed of their horses to acquire an automobile, because it was better transportation, just as they may ultimately dispose of their autos for aeroplanes in the course of time. We see from this, therefore, that the automobile had everything in its favor.

With the player piano it was different. There was no insistent demand for such an instrument. There were, of course, large numbers of people who had a longing, not very positively defined, to play music, but it was never insistent and urgent like the desire for locomotion.

The demand for player pianos had to be created. Music is one of the fine arts, and men had to grow up to an appreciation of it before their desire for player pianos had become keen. The automobile found a ready market because it supplied an inherent and established need, whereas the player had to be forced, because what demand already existed was extremely limited. From this point alone it is easy to see why many more automobiles have been sold than players.

There is another point to consider, however, and that is that the player is totally a means of pleasure, whereas the automobile has a utilitarian purpose as well. A very large portion of the automobiles sold, aside from trucks, are for practical use; doctors, insurance solicitors, salesmen, contractors and innumerable others use the automobile for business purposes. This is a field, of course, in which there is absolutely no analogy with the player, the latter being entirely a device for pleasure.

There is another point to consider. The automobile is its own best advertisement. Every machine that goes down the street is an appeal to me to become the owner of one.

On the other hand, a player piano has to be forced on the attention of the public, and then only incidentally through window displays, etc. The automobile is constantly before you every moment of the day, and the player at rare intervals and generally not in an impressive manner.

Still another point. If I purchase an automobile my friends and acquaintances know it at once, whereas if I purchase a player piano only that small coterie who visit my home are aware of it. From these conclusions we can see that it is unfair to draw too close a comparison between the player and the automobile. Those who do make the mistake of classing the two as a means of pleasure and eliminate from consideration the elemental factors that lie beneath.

There is another and vital point to consider also, and that is the question of advertising. The national advertising of pianos and players is very small, confined to a few houses, none of whom are users of large space such as automobile manufacturers use.

Backing up this automobile advertising is a strong association of manufacturers, who seek publicity at every turn. This fact is proven by the reading space given to the automobile by the metropolitan dailies. This also proves the live news interest about automobiles that enables the papers to maintain a department of automobile doings. Manifestly such a thing would be impossible with the player. It does not possess the general news interest.

Even with all these advantages the selling of automobiles is becoming harder. The auto manufacturers are looking to expanding markets. This is proven by the Ford concern by its reduction in price and the fact that Ford cars are now being offered on monthly terms all over the country. They, too, in order to do volume business, find it necessary to offer price and term conditions.

The piano game is a good game or there would not be so many good men in it. But we must not lose our heads. We must keep our imagination within the bounds of reason. It would be just as sensible to compare the player game with the steel corporation's business as that of the automobile. There is about as much analogy between the one and the other.

What we need is to study our own proposition more, and the other fellow's less.

There are marvelous possibilities for business in the player field if we only give our attention to their development and cease bemoaning the advantages the other business has.

The player business is in its infancy, whereas the big flare of the automobile is over, and if we will concentrate our attention on the development of intelligent and effective plans for procuring business we will have ample to keep us busy and to assure us profitable returns.

THE INTERNATIONAL STANDARD PITCH.

By E. H. Hawley (Custodian, Section of Musical Instruments, Smithsonian Institution) in *Scientific American*.

APPEND A table of the vibrations of each letter of the musical scale from below middle *C* to *C* the octave above computed with the geometrical ratio 1.059463094435. The only whole number in the scale is *a'* 435. I give *a* the octave below to show how small the error is in the computation. I have not seen similar totals carried out much further than three decimals. I use the above ratio to determine the positions of frets, the length of horn and organ pipe, the positions of lateral openings in wind instruments.

The international standard pitch has an equal tempered scale composed of 12 semitones, the number of vibrations of any letter, and the same letter an octave above the letter is double that of the first, and the geometrical ratio from any semitone of the scale to the next is that number which multiplied by itself and its product by the same multiplier twelve times the result should be two, in other words the 12th root of two, which I have worked out to the 11th decimal, getting 1.05946309435. The ratio

<i>c</i> " 517.30509506692	<i>c'</i> 325.88178923494
<i>b'</i> 488.27097105730	<i>d' sharp</i> 307.59144982330
<i>a' sharp</i> 460.86644609066	<i>d'</i> 290.32766829977
<i>a'</i> 435.00000000000	<i>c' sharp</i> 274.03282837132
<i>g' sharp</i> 410.38532602013	<i>c'</i> 258.65254753346
<i>g'</i> 387.54094239783	<i>b</i> 244.13548552865
<i>f' sharp</i> 365.78994064497	<i>a' sharp</i> 230.43322304533
<i>f'</i> 345.25972881517	<i>a</i> 217.50000002288

c', the fourth letter from the bottom, is middle *c*, the beginning of the once marked octave which extends to *b* above. The letters below *c'* are of the unmarked octave; *c'* upper letter is the first of the twice marked octave. *a'* is the beginning of the computation of its number of double vibrations, 435 multiplied by the ratio above gives the semitone *a' sharp* above with 460.866 vibrations. This product again multiplied by the same ratio gives the vibrations for the next semitone *b'*, and so on. The semitones below *a'* are obtained by dividing 435 by the ratio, its quotient being used as a dividend for the second semitone below, and so on.

Two members of the trade whose interest was very closely touched by the recent German raid on the east coast of England are Mr. Walter F. Evans, of Vancouver, B.C., and Mr. T. D. Thompson, traveller for Chappell & Co.'s Toronto branch. The native district of both these gentlemen was West Hartlepool.

ANNOUNCING A NEW FEATURE IN PLAYER ROLLS

The Universal "Melody" Roll

Hereafter all Universal Rolls will be produced with the melody perforations clearly defined as to be easily distinguished from the accompaniment

and the Universal "Melody" Roll will cost you no more than the ordinary roll

WE are now in a position to make the above announcement. The significance of this will be at once apparent to everyone who has used a player piano. Melody is the life of every musical composition—the source of inspiration to the composer. Melody stands in the same relation to the accompanying and embellishing notes as the voice of the singer to its accompaniment. Obviously, the melody must be brought out clearly—the melody notes must be accented or much of the beauty and meaning of the music is lost.

With the new type cutting of the Universal Melody Rolls the accentuation of the melody is made so simple and easy that even a child can accomplish it. Each melody perforation stands out clearly and distinctly from the surrounding notes so that whatever devices are provided on the player piano for accenting melody, these devices are made infinitely more effective and satisfactory than ever before.

No matter how intricate the composition may be, no matter how unfamiliar it is, the Universal Melody Roll furnishes a certain and easily followed guide which will enable anyone to play the composition intelligently and well.

Your customers invested in a player piano because they liked music. And naturally, you want to give them the best musical result of which the instrument is capable. As a player piano Dealer, therefore, you owe it to yourself to investigate this revolutionary type of roll—since it makes every player a better player.

The embodiment of this extraordinary new feature in Universal rolls further emphasizes their producers' persistent endeavour to give the player owner a roll as complete and as perfect in every detail as human ingenuity can make it.

UNIVERSAL "MELODY" ROLLS FOR JANUARY

**Illustrated
Window Display
Cards**

in three colors and
hangers,
featuring Universal
"Melody" Rolls
available for
Dealers'
use.

301427	Along Came Ruth	-	Irving Berlin	\$.75
301477	Asparkler. Fox Trot Medley	-	Arr. by H. A. Wade	1.75
301423	Boys of the King! March Song	-	Emerson James	.75
301433	Chinatown My Chinatown. One-Step	-	Jerome & Schwartz	.75
301455	Chin-Chin. One Step	-	Ivan Caryll	1.00
301457	Land of My Best Girl	-	Harry Carroll	.75
301425	Marching Through Georgia	-	Henry C. Work	.50
301359	Only Girl. Selection	-	Victor Herbert	1.50
301449	Papa's Darling. One-Step Medley	-	Ivan Caryll	1.25
301395	Rag, Baby Mine. Fox Trot	-	George Botsford	.75
301413	She Used to be the Slowest Girl in Town	-	Raymond Walker	.75
301429	Sugar Lump. Fox Trot	-	Frederick M. Bryan	.75
301453	Suzi. Selection	-	Arr. by H. A. Wade	1.50
301445	Tip-Top Tipperary Mary	-	Harry Carroll	.75
301415	We Take of Our Hats to You, Mr. Wilson.	One-Step	Blanche Merrill	.75

The Universal Music Co'y

"Oldest and Largest Music
Roll Company in the World."

10% Shuter St.

Toronto

Canada

The Player Roll From Different Standpoints

A Resolution and Reasons for It.

A GOOD resolution for those who believe in New Year's resolutions would be to grant recognition to the player roll as an essential unit in the trade. Whether the dealer likes or dislikes this branch of the business, or whether he has made it pay or not, the success of the player piano hinges upon the perforated roll. To make the department profitable and efficient in small centres is not easy, but certainly it will prove not less troublesome or profitable to give the line a little intelligent attention.

The owner of a player piano who has difficulty in securing music for the instrument is naturally not a booster for the dealer who sold it, while the regular customer of the player roll department is an every-day advertiser, whether he intends to be or not.

The retailers of Toronto adopted a uniform basis of selling player rolls on September first last, and the arrangement is being well maintained. So great an improvement are the new conditions that Toronto dealers recommend the trade in other places to get away from the variety of discounts that has characterized the retailing of player rolls from the introduction of the player piano.

A Player Roll Credit Plan.

THE Journal is in receipt of the following particulars of the system employed by a city dealer in handling player rolls. It will be noticed that the 20% discount is the same as that decided upon by Toronto retailers, but the basis of free rolls to the extent of 3% of the player's value is considerably more liberal than that usually employed in Canada.

The plan of the house in question is this: The number of rolls given gratis with a player is fixed at 3 per cent. of the price of the instrument. This credit is put on the ledger at the time of the sale, so that the music actually purchased can be charged against it. Twenty rolls are sent out with the player, the customer being permitted to select what he desires to become his permanent property. These are the first charge against the 3 per cent. credit. The customer may then obtain another twenty rolls from which to make selections. When his credit has been traded out he will be permitted to take any quantity of music he desires for further selections. The company's piano automobile will make the deliveries. The time limit for selection is three days, and at the end of that time the automobile will go after the rolls. Salesmen are instructed to impress upon the customers that this service is a privilege, and that in return for it it is hoped that at least 20 per cent. of the number of rolls taken will be purchased. All music bills charged, after the original credit has been taken up, are thirty days' accounts. The original credit must all be traded out within thirty days. All hand-played rolls are held strictly at list price. Other rolls are subject to a discount of 20 per cent. both in the original credit and in the following cash purchases.

Hand-played Rolls Decrease Number of Owners Who Tire of Their Players.

QUOTING Mr. F. H. B. Byrne, manager of the music roll department of the American Piano Company, the Journal gives this extract from an article on the development of the hand-played roll, written for one of

the American trade papers: From the sales standpoint the hand-played roll has proven of emphatic value to the player piano dealers. It has reduced the number of player repossessions materially, and instances have been called to my attention where the total repossessions were reduced by 50 per cent. because of the fact that the purchaser's interest was kept up by the issuance of hand-played rolls recorded by artists he appreciated and admired. With the hand-played roll the player piano owner is less inclined to tire of his instrument than with the ordinary roll, and this phase of the player situation is becoming more apparent day after day. The dealer and his sales force should acquaint every purchaser of a player piano with the desirability of selecting at least a certain percentage of hand-played rolls in their initial roll orders, as this will not only give the player owner a proper understanding of the musical value of his player, but will aid the dealer when he solicits any future sales in the immediate district where the customer resides. Many a prospective player purchaser has been deterred from buying because of the tin-panny or mechanical effects obtained by a neighbor on a player piano, due in the majority of cases to the latter's ignorance regarding the proper handling of the expression levers and buttons in connection with an ordinary roll. Hand-played music will create a sense of appreciation in the minds of the neighbors, rather than one of dislike and annoyance, and act as a stimulator of player trade.

From an educational standpoint the hand-played roll has increased tremendously the possibilities of the player piano. The player, in conjunction with the hand-played roll, is now adaptable for school room use and study, and many of our leading universities and schools include in their musical equipment one or more player pianos, with an adequate library of hand-played music. The scope of the player is, of course, considerably enlarged by this educational recognition, in which the hand-played roll has been a conspicuous factor.

Hand-played Rolls Mean Players of Simpler Construction. Also Win Musicians' Approval.

DEALING with the relation of the player's development to the roll, Mr. Byrne added: The introduction of the modern hand-played roll has caused musicians to interest themselves in the player piano in quite a new way, and it is from the musicians and the greatest of these that the recognition of the value of the hand-played roll has first come. Artists of standing and prestige are not by any means easily pleased or interested by any unworthy devices or inventions, but these artists have recognized the enormous possibilities and the very remarkable qualities which are contained in the best types of hand-played rolls to-day.

I believe that the hand-played roll is the most important factor in the development of the player piano, and as I have more than once said, it seems to me that, they solve the problem of the musical future of the player. In my opinion the day of special attachments for player pianos is over, owing to the fact that the hand-played record has made them unnecessary. Now that the roll can be made to do the work formerly required of intricate mechanism, players of a simpler construction may be expected to replace those with which so

ANNOUNCEMENT

OF

RYTHMODIK RECORD MUSIC ROLLS

MADE IN CANADA

Under Canadian Letters Patent No. 144881

THESE Celebrated Hand Played Music Rolls have revolutionized the Player Piano business and are now offered to the Canadian Trade—arrangements having just been completed for their manufacture in Canada.

THEY are indispensable to any dealer handling Player Pianos. They are the only Rolls which give the tone coloring and touch of the living pianist. They insure a convincing demonstration even by an inexperienced salesman, and gives the greatest amount of pleasure and satisfaction to player piano owners.

If you are handling Player Pianos you cannot afford to be without them. Write for Catalogue and information regarding agencies.

ROLLS SHIPPED F.O.B. TORONTO

AMERICAN PIANO COMPANY

437 FIFTH AVENUE

NEW YORK, U.S.A.

many of us are now familiar. I am told that work and experiments along these lines are already under way in many factories, the results of which will be of considerable interest to the trade.

Selling Rolls Outright with No "Come-backs," at Reasonable Profit, the Correct Procedure.

ON another phase of the music roll question, Mr. Paul J. Stroup of the Universal Music Company, thus comments: Just why the dealer should seek to assume the role of philanthropist in thus giving his player music profits to his customers has not yet been satisfactorily explained, unless the trade is entering upon an era of charity and generosity toward the public, their presence in which has not heretofore been detected. Owing to the peculiar relation the roll bears to the player there can be no argument but that a distinct advantage is obtained by making it as easily procurable as good business judgment will permit. The effect is bound to be felt, not only in the increased volume of roll business, but player sales as well. However, when good business judgment is not applied and the rolls are sold with no regard to the adequate profit necessary to run the roll department, where they are used merely as an adjunct to selling the player, the dealer is not only losing legitimate profits, but is rapidly approaching a situation, his ultimate extraction from which will not only be embarrassing, but attended by further financial loss.

Should the public be allowed the same relative liberties with other departments as are permitted in many cases with that of the rolls, many dealers would not be in business over night. The roll buying public will clothe the roll departments with dignity in the same proportion as does the dealer himself. Many and varied have been the schemes invented for music roll exploitation. They have started with a boom, flourished for a while on the strength of splendid paper profits, when of a sudden an angle appears not anticipated in the original calculations, and a halt is called. This angle has been generally represented by vast stocks of used and badly soiled rolls, not worth more than waste paper value. The "free for all" exchange, the "so much per roll" exchange, the "circulating library"—all these and other schemes have had their day. With a limited number of customers, some of these plans have been fairly successful and have served their purposes. However, with increased player trade and a corresponding increased demand on the resources of the roll department, it has been proven that such plans are not profitable and lead into a "blind alley." The direct selling of rolls with no "come-back" proposition, at a fair price, but always with profit to the dealer, seems to be the correct solution of the retail roll situation.

Large Roll Discounts to Public are Unfair.

FOLLOWING up the remarks of the preceding paragraph Mr. Stroup continues by saying: There are cities, fortunately few in number, the dealers in which retail rolls at as high as 50 per cent. discount from catalogue prices. At the most fanciful discount at which the rolls retailed at this price can be purchased, it is hardly possible that a margin of profit remains in sufficient size to entitle these roll departments to the serious and helpful consideration of their owners. From the roll manufacturers' point of view, such retailing methods are unfair.

A catalogued price from which a 50 per cent. discount can be deducted and still leave a naturally imagined profit to the dealer, cannot but impress the thinking purchaser with a falsity in those prices because of his ignorance as to factory cost and investment.

There are, however, other cities where the roll situation is being handled in a logical business-like manner, which is a source of encouragement to both manufacturers and the dealers. For example, in one of the leading cities in Canada the dealers realized that the various schemes being used for the exploitation of their roll departments were far from satisfactory, and decided to co-operate to solve the problem. They accordingly took advantage of the unhappy experiences of their American "cousins" and as a preventive to repetition bound themselves by contract to retail no new rolls at more than 20 per cent. discount from the catalogued prices. Second-hand sales would be conducted at certain intervals, and other minor details were set forth in the agreement, the fulfillment of which has placed the music roll situation in that city in its proper result-productive sphere.

Many of the more successful and prominent dealers in this country have realized the futility of maintaining their roll departments on a losing basis, and are studying the music roll situation with the same care and thought they bestow on the merchandising of players and pianos. These dealers have placed their music roll departments on a sound and paying basis, and their success has encouraged other dealers in their sections of the country to do likewise. There are indications that next year will witness a noticeable improvement in the music roll situation throughout the country which will eventually result in the placing of the roll business on the high plane it well deserves to occupy.

Player Music Prices.

THE wisdom of the Toronto music houses emphasizing to the public that they are selling player rolls at a discount is questioned by at least one dealer interested. "I doubt if it is good business on our part," said he, "to give our patrons the impression that we are cutting prices by calling their attention to the fact that we are selling at less than catalogue figures, which are supposed to be the proper retail prices. As a matter of fact, I take it that we advanced prices for, where the public could buy rolls at any discount up to fifty off, they can now get no greater discount than 20 per cent. from list prices, if we are all living up to the agreement entered into."

Incidentally it might be pointed out that the Toronto arrangement of 20 per cent. off applies only to straight 88-note music, it being agreed that hand played and autographed records should be retailed at net prices. In view of this it is difficult to see how announcing that all player piano rolls are being sold at a discount of 20 per cent. would not create a misapprehension in that portion of the public interested in buying music for their player pianos.

In this connection it is also interesting to note that the one departmental store in Toronto that would not agree to the 20 per cent. item, but advanced its player roll prices from 40 to 25 per cent. off does not advertise this fact. The advertising matter used simply quotes the title and the price at which it is offered.

COLUMBIA RECORDS

P 23

10 Inch, 85 Cents

**"ARRIVAL OF THE BRITISH
TROOPS IN FRANCE"**

Parts I. and II.

IN LIGHTER VEIN
R 1825
"SILLY BILLY BROWN"

 His own composition sung by Jay Laurier
one of England's foremost composers.

 On the reverse side is
"SNEEZING"

EVERYONE IS INTERESTED
IN THE BRITISH SOLDIERS
GOING TO FRANCE

Every owner of a machine you can get
to hear P23 means another record sold

P 23 depicts the troopship landing with soldiers singing and bands playing, the exchange of chaff, the welcoming shouts of "Vive les Anglais," the answering British cheers, an inspiring speech to the men and the "fall in" as the boat draws alongside. The second part illustrates the disembarkation, the rousing chorus our soldiers have adopted to keep step, and here recorded for the first time, followed by the marching off of battalions, good-hearted banter, the departure of the train amid hissing of steam, singing of "God Save the King" and cheering. Those who took part were a number of British Territorials, and Belgian refugees from Brussels, Liege and Louvain.

COLUMBIA RECORD

A1516


MUSIC SUPPLY COMPANY

TORONTO

 Continues to go
in great style

"Cohen on the Telephone"

With "Happy Tho' Married" Humorous Sketch by Fred Duprez on the reverse side, is undoubtedly one of the funniest records ever issued. Play it over for your grouchiest customer—He'll laugh fit to kill. Include A 1516 in your next order.

36 Wellington St. East

CANADA

The largest wholesalers
of Columbia Products in Canada.



**The Real English Comedian
Is Excruciatingly Funny**

Jay Laurier is that kind. Just demonstrate R 1825. Every owner of a machine will want it. It recounts some experiences of "Silly Billy Brown" on a farm. He is told to get milk from the brown cow. He searches the village but can find no such "pub." The only thing he has ever milked was a cocoanut, so "Mary" is sent to show him how to milk a cow. He brought two quarts to the farmer who only wanted one; then Billy tells how he tried to get the other quart back again.

"Sneezing"

On the other side will make anyone with a cold in the head forget it, and it is very seasonable.

Talking Machines

A Job Well Prepared for is Half Done.

A PHILOSOPHIC Irishman was engaged to prune my orchard," said a farmer to the Journal editor. "He came early in the morning to begin the job. Business took me to town for the forenoon, and when I got home at 12 o'clock the pruning had not started. I said to the man that I thought he would have had the work half done by noon." "Well," replied the Irishman, "I've put five new rungs in your ladder. I've put the pruning instruments in perfect shape and prepared the work to save time. You know a job well prepared for is half done."

Preparation is half the job. After the January stocktaking is a good time to prepare for business ahead. Think in advance of your window displays. Think in advance of your points of attack in placing more machines. Sit down and study out means for making more record sales. Don't wait and then hurry your advertising copy. Think ahead and plan ahead for your salesman. The talking machine trade to be done during 1915 is determined to a large extent by the preparations made.

A "French Record Week" Suggested.

AFTER a lecture in French by the President of Queen's University French Society of Belfast, Ireland, on Molière, the whole of the first act and as much of the second as time permitted of that writer's comedy, "La Malade Imaginaire," were reproduced by use of Pathé records.

This tribute from university educational circles to the worth of the talking machine again raises the question of language teaching by talking machine, and the field for foreign records. Take the French language, for example. Through the war Canadian people know more about the geography of France than ever before. General Joffre's name is a household word, even among the children. French customs, French accomplishments and French despatches are referred to in practically every paper you pick up.

Why not make the most of this condition of public mind for the sale of records? Since war broke out dozens of people who knew a little French or were fairly well advanced in the study have resumed their efforts in that direction. Many others have taken it up for the first time. What's the matter with the dealers having a "French week," to feature French records. There are great possibilities in direct French record sales, and the dealer would also be getting in touch with a new field. However it is done there should be no time lost in getting after some French record business. The suggestion is not intended for Eastern Canadian retailers alone, to whom some in the trade leave the French record question, but is meant for every talking machine department in Canada.

To Prevent Delay in Deliveries.

WHERE it was once the established custom amongst retail merchants to order goods six months ahead, only as many days may now be allowed the wholesaler to get the goods landed at their destination. Long distance telephone, or lettergrams, parcel post and modern ideas of efficient service in wholesale houses make this possible—but not always. In spite of all the wholesaler can do to accommodate exacting customers, and that the strife of modern competition makes necessary for him to do he will sometimes "fall down" on orders that are now nearly always "rush." It is not always his fault.

Insufficiently or incorrectly addressed letters frequently cause several days' delay. Indistinctly written or ambiguously worded letters sometimes cause delays. Dealers in talking machines and records are invariably supplied with blanks for use in ordering. The regular use of these will facilitate deliveries.

One house in calling attention to the blanks supplied, offers its customers the following pertinent advice:

Use our order forms, but write letters on separate sheets. We will send order forms with your order if you ask us.

Write name, address, shipping point, and date distinctly.

State whether you wish your order shipped by express, freight or parcel post. If this is not done, shipment will be made by express.

Kindly note we only send by parcel post entirely at customer's risk. The post office authorities will neither sign for parcels or refund if it is lost in transit.

Order records by number only—do not give names. Say if we may substitute for any which may be out of stock.

It is impossible to avoid—occasionally—running out of some selections, and we request that our clients state if they require shipments made by return, leaving any balance to be cancelled.

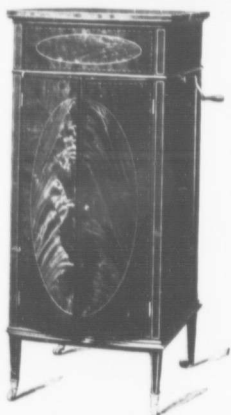
When orders state "with enclosure from other firms" we always wait until such enclosures arrive. Many other firms do not, and we cannot be held responsible if shipment is made without our parcel. Customers should instruct the other firms to wait our enclosure.

To Deal with the "Records on Approval" Evil.

WORD is received by the Journal that the talking machine dealers of Denver, Colorado, are planning to limit or abolish altogether the sending out of records on approval. Several retailers declare the plan of records on approval to be very injurious. The viewpoint of one of the leading dealers is thus quoted:

"I would gladly favor abolishing this practice. Not only does it result in injury to both the disc and cylinder records but it tends to spoil good customers. The rich especially have this habit of 'borrowing' good records to take home for party or other use, and in nine cases out of ten the goods are injured when they are returned to us. Moreover this same class practices the scheme of getting records from various dealers at the same time, thus providing themselves with material for a fine evening's entertainment without cost to them and with probable injury to the dealer. If these parties could not get the use of the records gratis they probably would buy them. We are at all times pleased to demonstrate

Here's an Opportunity for You



The "TOSCA"

This Model is a handsome English-made Cabinet, specially grained solid Mahogany, luxurious design, and of Sheraton style, with curved front including the Pathe systematic Disc envelopes.

This model can also be had in silver-grey wood.

SPECIFICATION :

Solid Polished Mahogany Cabinet. Silent running Double Spring, Swiss-machined Motor playing about 22 minutes. Accurate Speed Indicator. 12-in. Turn-table. Pathe Multitone Sound Box, with unwearable Sapphire. Height 42 ins., width 18 $\frac{1}{2}$ ins., depth 10 $\frac{1}{2}$ ins., weight 15 lbs.

Reproduces the human voice or a complete Orchestra with absolute fidelity.

to Make Money

Seize the

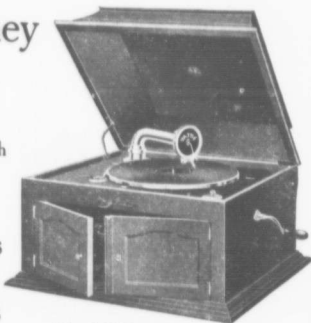
"Pathephone"

Record opportunity which provides

**Martial Music
Stirring Numbers
Patriotic
Programmes**

and everything the public wants at the moment.

Good profit—increased
prestige—good returns.



The "NEW ORPHEUS"

Special attention is called to this exquisite Hornless Model, which gives a remarkable reproduction, its mellowness and purity of tone being unsurpassed. It can be had either in Mahogany or Oak.

SPECIFICATION :

Polished Solid Cabinet, Mahogany or Oak, English make, with hinged lid and doors. Silent running double spring Swiss-machined Motor. Extra strong New Pathe Multitone Sound Box, with unwearable Sapphire. Accurate Speed Indicator. 12-in. Turn-table. Height 24 $\frac{1}{2}$ ins., width 21 ins., depth 19 ins., weight 34 lbs.

The Pathe Multitone



A child can use it. The tone can be easily adjusted to the capacity of a flat, a house or concert room,
No Needles Required.

Adaptable to All Sound Reproducing Machines

Everything that science and money can provide has been utilised to perfect the PATHEPHONE—the last word in Talking and Singing reproducing Machines—the finest production of its kind. Now and in the years to come the PATHE Discs will be regarded as faithfully representative of present day happenings. Dealers should take time by the fore-lock and get the PATHEPHONE profits right now. Write today for full information and complete Catalogues.

Wholesale distributors for Ontario

Messrs. THE GLENDON PIANO CO., Ryrie Building, Yonge and Shuter Streets, Toronto.

For Western Provinces

The CANADIAN PHONOGRAPH & SAPPHIRE DISC CO., 204 Builders Exchange Bldg., Corner Portage and Hargrave, Winnipeg, Man.

For Quebec

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

goods in our own warehouses, but I am opposed to sending them out on approval under present conditions. Imagine a man taking home a suit of clothes on approval or to wear an evening and then returning it with a generous spattering of soap down the front! What would the dealer say? I consider this evil worse than anything that ever has happened to the piano business. The great success of the phonograph business was made possible only by the factories from the beginning teaching the dealer how to conduct his business on sound business principles, and it seems a shame to me that dealers should close their eyes to this great evil and continue to tear away at the very foundation of this magnificent business. Any dealer who sends out records on approval cannot help but know these facts.

"He is increasing his bookkeeping expense.

"He is making good customers bad.

"He is making his record stock second hand.

"He is allowing the public to impose upon him.

"He is cheapening the value of records.

"He is teaching his customers to entertain their friends on a holiday at his expense.

"He is increasing the cost of selling records.

"He is wasting his salesmen's time.

"He is inviting unpleasant controversies with customers regarding damaged records.

"And the one vital and most important thing is that he does not sell as many records under this system. Why should a man invest in records more than a small amount occasionally for decency's sake when he can have an approval credit at several stores and have for use in his home the latest and most expensive records?"

A Gift that Would Bring Cheer.

DEMONSTRATED beyond peradventure has it been in England and Scotland that talking machines and records presented to hospitals have been thoroughly appreciated and enjoyed. It goes without saying that music in hospitals must be used with care. But for convalescents good records are a blessing.

An enterprising South of Scotland dealer has advertised, "Cheer the Wounded," suggesting that a talking machine with records was an excellent gift to make to a hospital where wounded soldiers are being nursed at the present time. Aside from the difficulty in getting a talking machine into Canadian hospitals, what about calling the public's attention to the suitability of a talking machine outfit in such institutions as children's homes, aged women's homes, homes for incurables and other similar places? The opportunity to thus add a little to the happiness of these unfortunates might appeal to more persons than you think. It therefore remains for the dealer to suggest a presentation of this kind.

Doings in Brief of Old Country Talking Machine Societies.

HOW the various talking machine societies in Britain arrange programmes for their monthly gatherings may be gathered from the subjoined brief summaries collected by the Journal. Attendance at lectures and discussions of this sort, were it made possible in Canada, would do much to render more effective the work of our talking machine salesmen. Also the social side of the meetings a valuable asset.

At the 10th monthly meeting of the Manchester Society for the second time this season, a musical lecture

was given. The subject was "The Works of Verdi," giving a short outline of the best known of this composer's operas, each being illustrated by a selection of records.

At a recent usual monthly meeting of the West London Society, it was decided to have an extra meeting to demonstrate various records sent in by several companies. The evening was devoted to Edison home recording. At first the members were reticent about speaking or singing into the machine.

The North London Society recently listened to a record demonstration. The flute solos were especially well received.

Liverpool and District Society had a patriotic night of short lecturettes on the National Music of the Allies, illustrated by records. After the French section was given, a Mr. Dakin gave a short account of the Russian records which he was enabled to have the use of through the kindness of a friend. These records, which were purchased in the remote district of Kokand, on the borders of Russian Turkestan, were exceedingly interesting. They consisted of folk-songs of the natives of what is known as the Sart, whose weird and almost tuneless themes were very suggestive of Mongolian efforts at music. The purely Russian records were of great beauty; particularly those of the bass soloist of one of the great cathedrals in Russia. Arrangements had been made to entertain a party of Belgian refugees at this meeting, but at the last moment they were unable to attend. The Belgian Consul (M. Edouard Verspreunen) was, however, present and cordially thanked the society for their invitation to the refugees, and incidentally expressed his gratitude to the Liverpool people for the kindness and hospitality so freely extended to Belgian subjects at present in the city. An amount was contributed by those members present in aid of the Belgian Relief Fund.

Members of the Salford and District Society heard a record played on an old type machine, and afterwards on a new up-to-date model, showing by contrast the great strides that have been made in sound reproduction. They also had a guessing contest based upon a record played backwards, which is said to have made a comic song sound like an Italian opera solo.

"Creators" and "Closers."

SALESMANAGER Blank made these statements, which while not directed to the talking machine trade are of more than ordinary interest, and bear directly upon talking machine selling: "In all lines the question of salesmen is the big problem—salesmen who can sell. There are plenty of people to buy, but there are not enough good salesmen available to ferret out these people and make buyers of them.

"The fact that a higher standard of salesmanship has become necessary, due to the increasing intelligence of the buyer, and the more numerous ways of investing and spending money, has led me to a thorough analysis of the reasons for success and failure among salesmen, and to a study of the possibilities and limitations of the average salesman.

"I have discovered that successful selling nowadays, taking into consideration the limitations of the average salesman, requires a new kind of team work; possibly 'a division of sales effort' would be a more accurate description of what I mean. Most of our sales-



PUT THIS PHONOLA IN YOUR WINDOW

It is the "Crown Prince" Model

Made in mahogany or any finish oak—contains 8 record albums and index cards—has extra strong spiral drive noiseless motor, 12 inch turntable and disappearing winding crank—fitted with Phonola-Angelus sound box. It can be retailed as low as **\$160** giving more profit and better value than any other machine made.

THERE ARE SIX OTHER PHONOLAS

and each model the head of its particular class. Phonola dealers can fit the buying power of any "prospect." The Phonola will play any needle disc record made, and play it better than any other machine because the Phonola is made just that way. Phonolas are made in our own factory at Berlin, Canada.

Phonola Dealers Have An Exclusive Record Proposition

In the best needle disc records ever made. These are

FONOTIPIA

ODEON

JUMBO



Look the catalogue over, note the list of artists and their work. Also note that every record is a double-side record with a selection that your customer wants.

THE POLLOCK MFG. CO.

LIMITED

Berlin

Canada

WHOLESALE DISTRIBUTORS

WHALEY, ROYCE & CO., Ltd., Toronto The NATIONAL TALKING MACHINE CO., Ltd., Winnipeg
For Ontario and Maritime Provinces For Western Canada.

men either lack the ability to work the buyer up to the closing point, or are unable to close when the closing point has been reached.

"It is a curious fact that many a salesman can entuse a prospective buyer up to the buying point, but, when that point has been reached, he lacks the courage or the confidence to force the buyer to pay the money or sign the contract. Some men are so afraid they will lose a sale that they never use enough pressure to close it; they are in fear of the customer; are afraid he will back out, and if he (the customer) does not close the sale himself it is never closed.

"On the other hand, we not infrequently come across a salesman who has no ability to work up a prospect, but once a man is in the market the salesman of this type can close him with absolute certainty. In other words, he is a closer. From all this it would seem that there are two elements in salesmanship—interesting the prospect, and then closing him.

"So I have had to divide salesman into two classifications: *Sales Creators*; *Sales Closers*.

"The first class are much the more numerous. They represent the average. We have organized our selling force on this basis. We have recognized a condition that is beyond our control to remedy, and as we must sell goods to do business, we have adapted ourselves to the conditions as we have found them.

"We never let a sale get away on one man's judgment. If one of our salesmen gets a good prospect, a person who is interested, either myself personally, or one of our closing men, is put on the sale with the original salesman, to make sure that the deal is closed, if there is any way to get it."

Wants a Public Phonograph Library.

A CORRESPONDENT in Scientific American expresses his desire for the establishment of a public phonograph library, in the following letter: "I am innocently ignorant of all mechanical technicalities and am perhaps too anticipatory; but it does appear that my long dream of enjoying a public phonographic library should begin to materialize. It involves simply a first reading of books into a standard recorder, the uniform records then to be shelved in lieu of books, or along with them in the library or 'phonorium,' as I shall name it at a hazard, to be taken down at liberty and inserted in the reproducing devices, arranged centrally along the tables, and provided with antisepic car-pieces. Or the records could be heard by groups of persons by means of machines provided with megaphones in small side rooms, or lent for use, at the homes of the subscribers.

"I understand there is a method whereby a wire or band of indefinite length has been made to reproduce words; but should this not be practical. I see no reason why a series of very thin disks could not be inserted, in order, with but little more trouble than the turning of pages, the order of the disks being maintained by folding them back over a loose ring or cord at one side, in the manner of a book. Possibly such a portfolio could be even rolled upon itself to a degree and carried about quite conveniently as a book. Such records might be made by any clear reader, and the saving of both time and eyesight to the hearers would be considerable, the process of hearing words being indeed infinitely more natural than seeing them. It would be a peculiar boon to

the blind, and in a less degree to slow readers, like myself, who find it possible and very enjoyable to listen to a book being read, perhaps twice as rapidly as they could read it themselves.

"We can only dimly fancy the thrill of hearing Shakespeare read one of his sonnets; but with our writers their reading for the future depends only upon a literary development of a phonograph that already obtains largely as related to music. Indeed, it would be more plausible to develop a talking machine before a singing one, as the latter demands primarily a perfection of tone, a matter in which success is still remote, while in the former this is a somewhat secondary matter; yet who would not consider the sense of the author's personality in the reader's favorite novel almost doubled if he were permitted to hear, say, the author himself quietly reading the book?

"There is already on the market a phono-post card, doubtless a toy, but which suggests a possibility of correspondence by means of disks or reels, compared with which the refinements of the present devices as described by Mr. Wade would seem to be tediously slow and cumbersome.

"My purpose in addressing the 'Scientific American' is the hope that it may stimulate the interest of some inventive mind in a department of phonography that has, I believe, been neglected."

NEW RECORDS

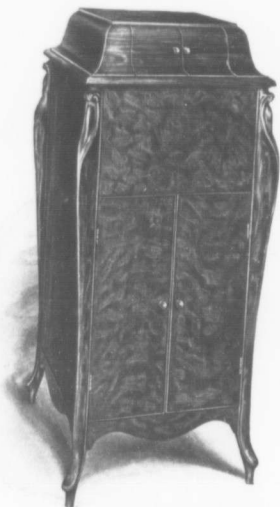
COLUMBIA RECORDS FOR FEBRUARY.

- 12-**INCH SYMPHONY DOUBLE-DISC RECORDS—\$1.50.**
 A5024 Don Carlos (Verdi). "On Don Patate" (O Fata! Gift). Eleonora De Cisneros, mezzo-soprano. In Italian, with orchestra.
 Huguenots (Meyerbeer). "L'air Signor" (Song of the Page). Eleonora De Cisneros, mezzo-soprano. In Italian, with orchestra.
 A5024 Parted (Patti). Morgan Kingston, tenor. In English, with orchestra.
 Come Into the Garden, Maid (Balle). Morgan Kingston, tenor. In English, with orchestra.
- 10-**INCH BLUE-LABEL DOUBLE-DISC RECORDS—\$1.00.**
 A1653 "Scath the Oaks (Sawyer). Wellesley College Glee Club. Un-accompanied.
 1914 Prize Song (Malfred). Wellesley College Glee Club. Un-accompanied.
- A1656 Rememberance (Telma). Place Mandolin Quartet.
 Italian Suite (Grueswald). Allegro Vivo. Place Mandolin Quartet.
- A1660 Arlequine (Chaminade). Mandito Funes, pianist.
 The Whispering Wind (Wolfehnapp). Mandito Funes, pianist.
 A1667 The Golden Ring. (German Folk-Song). Columbia Ladies' Quartet.
 Aloha Oe (Lilikalanani). Prince's Orchestra, with chorus of women's voices.
- A1668 Softly Floating on the Air (Root). Columbia Mixed Quartet. Orchestra accomp.
- Scatter Seeds of Kindness (Vail). Harry McClankey, tenor, and Gwilyn Miles, baritone. Orchestra accompaniment.
- 10-**INCH DOUBLE-DISC RECORDS—85c.**
 A1654 Garry Owen and the Campbells are Coming. Fife and Drum Corps.
 British Grenadiers and Johnny Cope. Fife and Drum Corps.
 A1655 Stephanie Gavotte (Czibulka). Berkes Bela Gypsy Orchestra.
 Fascination, Valse Lent. Berkes Bela Gypsy Orchestra.
 A1657 Siamese Patrol (Linsley). Columbia Band.
 Twilight Dreams (Thurban). Columbia Band.
 A1658 Jerry Jeremiah (Murphy). Stanley Kirkby, baritone. Orchestra accomp.
- I Had a Devil of a Time Last Night (Weston). Whit Canliffe, comedian. Orchestra accomp.
- A5025 The Only Girl (Hoehert). "When You're Away." Grace Kerns, soprano. Orchestra accomp.
 The Song of Songs (Moya). Grace Kerns, soprano. Orchestra accomp.
- 10-**INCH DOUBLE-DISC RECORDS—85c.**
 A1661 Chin-Chin (Zarill). "Love Moon." Miriam Clark, soprano, and John Barnes Wells, tenor. Orchestra accomp.
 Calling Me Home (Barratt). Columbia Stellar Quartet. Orchestra accomp.
- A1662 A Little Bit of Heaven (Shure They Call it Ireland) (Ball). John Barnes Wells, tenor. Orchestra accomp.
 Roses Remind Me of Someone (Denpsey and Schmid). Henry Burr, tenor. Orchestra accomp.

This illustrates
our newest style

Vitaphone

"Grand" \$135



Vitaphone Grand Type No. 135.
Retail Price \$135.
Other Styles from \$18.00 up.

When you place a Vitaphone in your home, you have the satisfaction of knowing that you are the owner of the

Sweetest Toned Talking Machine

ever produced and it is also

Made in Canada.

The harsh blast and metallic sound so distasteful to lovers of real music is entirely done away with in the Vitaphone.

The solid wood vibrating tonearm which is only used on the Vitaphone, allows only the musical notes to pass to the diaphragm, and the reproduction comes out in clear, sweet, mellow tones, very pleasing to the listener.

This new type comes in Mahogany, and Quartered Oak, choice of Golden, Weathered or Fumed. Beautifully finished and polished.

Plays any make of disc records.

Triple spring motor that can be wound while playing.

Equipped with six record albums.

Instrument and Record Catalogues on request.

Very liberal discount to dealers.

Dealers wanted in all unrepresented Cities and Towns.

CANADIAN VITAPHONE CO., LIMITED

Corner Carlaw and Eastern Avenues

TORONTO

CANADA

- 14603 Cotton Blossom Time (Worrich). Billy Burton, tenor, and Edgar Hall, baritone. Orchestra accomp.
- 14604 We Take Our Hats off to You, Mr. Wilson (Merrill). Peerless Quartet. Orchestra accomp.
- 14605 Tip Top Tipperary Mary (Carroll). Henry Santrey, baritone. Orchestra accomp.
- 14606 It's Too Late Now (Von Tilzer). Arthur Collins, baritone, and Byron G. Harlan, tenor. Orchestra accomp.
- 14607 That Mounlight Serenade (Meyer). Arthur Collins, baritone, and Byron G. Harlan, tenor. Orchestra accomp.
- 12-INC. DOUBLE SIDED RECORDS—\$1.25.**
- February Dance Records, Recorded Under the Supervision of G. Hepburn Wilson.**
- 15618 Valse Marie (Israel). Prince's Orchestra.
- 15619 The Only Girl (Herbert). Fox-trot. Van Eps Banjo orchestra.
- 15620 The Lilac Domino (Cuvillier). "Waltz." Prince's Band.
- 15621 Enticement (Yonhad). Tango. Prince's Band.
- 15622 You For Me, Me For You (A. Von Tilzer). One-step. Prince's Band.
- 15623 La Esmeralda (Chalif). Prince's Band.
- 15624 Do Do Dawdle (Dunkle). One-step. Prince's Band.
- 15625 La Vraie (Pinto). Polska Breilienne. Prince's Band.
- 15626 I've Only One Idea About the Girls (Plantados). Fox-trot. Prince's Band.
- 15627 Under the Japanese Moon (Maurice Gide). Haenschen. One-step. Prince's Band.
- 15628 First Love (Holzman). Waltz. Prince's Orchestra.

VITAPHONE RECORDS.

DOUBLE FACED, 85c.

- 10091 William Tell (Overture Finale). Xylophone Solo.
- 10092 Alice Where Art Thou. Cornet and trombone duet.
- 10093 Pompton Big and Butch Brass (12th Regiment, N.Y.). S. G. Drum and Bugle Corps.
- As Long as the Shamrock Grows Green. Walter Van Brunt, tenor.
- 10131 When the Roll is Called Up Yonder. Vitaphone Quartet.
- 10141 The Better Land. Carrie Herswig, contralto.
- 10022 Annie Laurie. Maple Leaf Quartet.
- 10022 Madame Sherry (Every Little Movement) Love Dance (Intermezzo). Vitaphone Orchestra.
- Beyond the Smiling and the Weeping. Franklin and Barr, baritone and tenor duet.
- 10148 The 11:55 Express. Fred Duprez, musical monologue.
- 10148 Broncho Bob and His Little Cheyenne. (Spencer). Ada Jones and Lea Spencer, vaudeville specialty.
- 10138 Canadian Airs, Medley No. 1. Vitaphone Military Band.
- 10139 Canadian Airs, Medley No. 2. Vitaphone Military Band.
- 10139 A Chocolate Soldier (My Hero). Inez Barbour, soprano.
- I'm on My Way to Mandalay. Campbell and Burr, tenor duet.
- 10073 The Lettres (Intermezzo). Hiera, accordion.
- Cavalleria Rusticana (Intermezzo). Violin solo.
- 10004 The Whistler and His Dog (Caprice). Vitaphone Military Band.
- Good Bye Summer, So Long Fall, Hello Wintertime. Vitaphone Quartet.
- 10123 Searer, My God to Thee. Maple Leaf Male Quartet.
- Glow Worm. Lucy Isabella Marsh, soprano.
- 10071 Jigs (selections). Peter Wyper, accordion.
- Mollie Darling. Frank Coombs, counter-tenor.
- 10063 Love's Old Sweet Song. Stehl, Richard and Schuetz, violin, cello and harp.
- Nightingale's Warble. Marshall P. Lufsky, piccolo.
- 10057 Lord Girl's Dream. Stehl, Lufsky and Surth, violin, flute and harp.
- The Snowy Breasted Pearl. Wm. Thomas, tenor.

DR. VOGT'S ARRANGEMENT OF "THE MINSTREL BOY," ODEON AND JUMBO RECORDS GOING FINE.

Many current programmes, partially or wholly musical in character, show the popularity of the arrangements by Dr. A. S. Vogt, of Thomas Moore's "The Minstrel Boy" (S.A.T.B.) and "Rule Britannia," also for mixed chorus. Both are published by Whaley, Royce & Co., Ltd.

Talking machine record trade is reported up to the mark by Whaley, Royce & Co., who have experienced active demands for Jack McCormack's "I Hear You Calling Me," with the Spanish serenade, "Lolita," on the reverse side. This is a 12-inch double sided Odeon record at \$1.25. The Jumbo patriotic records are also going well, especially Paul Rubens' "Your King and Country Want You," "Bulgarian Patrol" (Stephanoff), played by the Empire Military Band. The Jumbo patriotic records are 10-inch double-sided, at 85 cents.

As intimated previously, the Whaley, Royce house are wholesaling Odeon, Jumbo and Fonotipia records, as also Phonola talking machines, in Ontario and the Maritime Provinces.

WESTERN DISTRIBUTORS OF PATHE LINES.

The Canadian Phonograph and Sapphire Disc Co., of Winnipeg, which firm was organized by Mr. J. W. Poisson, are western distributors of Pathe disc records and Pathophones. The firm have removed to new premises at 204 Builders' Exchange Building, at the corner of Portage Ave. and Hargrave Street.

This new location is in the heart of Winnipeg's musical district, and easy of access for out-of-town visitors. The company have extensive show windows, surrounded by 400 electric lights, so that the Pathe machine and records can be displayed to good advantage.

In referring to business since taking the Pathe agency, Mr. Poisson said, "Our business so far has been very satisfactory, in fact, our sales of machines and discs during the month of December have by far exceeded our expectations."

NEWS NOTES.

A motor truck has been added to the service department of the R. S. Williams & Sons Co., Ltd., for Toronto deliveries. The car has a handsomely designed body with piano carrying capacity.

Mr. R. P. Newbigging, president and manager of Newbigging Cabinet Co., Ltd., Hamilton, said to the Journal, "Business for November and December broke all records with us. It was a talking machine Christmas all right."

A New York report states that Charles K. Harris, the music publisher, is putting a miniature talking machine record on the market that can be retailed at ten cents.

The Aeolian Co., of New York, have entered the talking machine field. Their product is to be known as the Vocealon. This is not yet announced to the general public, although samples of the various designs have been shown in the New York warehouses of the company.

Mr. Otis C. Dorian, assistant manager for Canada of the Columbia Graphophone Co., was a recent visitor to the firm's headquarters in New York.

To meet the needs of those persons requiring a cheap machine, the Music Supply Co., of Toronto, have featured the "Marvel" to retail at \$12.50. The "Marvel" also fills a want among persons who desire a second machine for language studying purposes, or for transporting to the camp or country home.

A liberal use of space in a recent issue of the "Weekly Statesman" was made to feature Columbia patriotic records and the National Hymns of the Allies, by S. R. Davey of Bowmanville.

The Music Supply Co., of Toronto, distributors of Columbia lines, have adopted a system of bulletins to make announcements to their customers. These are on cards three and one-half by six and one-half inches. The first one said: "Whenever we have anything important to tell you we are going to use one of these cards. Watch for them. Read them—they will help you in your business. You should keep a small file for these for future reference."

TREATY OF GOODWILL.

This was the legal sounding title of a particularly appropriate greeting sent out by the Sherlock-Manning Piano & Organ Co., of London. The contents read, "Just 'a scrap of paper' to wish you 'Christmas as usual.'"

Other greeting cards that brightened the atmosphere of the Journal office and that we take pleasure in now acknowledging, were from:

- Mr. Robert S. Gourlay, Toronto.
 E. E. Nugent, Fort William.
 E. C. Thornton, Woodstock.
 Willis & Co., Ltd., Montreal.
 H. G. Stanton, Toronto.
 Horace B. Bilby, Liverpool.
 Fred H. Wray, Winnipeg.
 Arthur Baxter, Toronto.
 Mendelssohn Piano Co., Toronto.
 Willard F. Wallace, Universal Music Co., Chicago.
 I. Montagnes & Co., Toronto.
 Harry Sykes, Woodstock.
 W. M. Dunlop, Thomas Organ Co., Woodstock.
 David A. Taylor, Calgary.
 W. Bohne & Co., Toronto.
 John A. Fisher and Wm. Hartman, Imperial Music Co., Chicago.
 A. L. Ebbels, American Felt Co., New York.
 D. M. Best, Toronto.
 Martin-Orme Piano Co., Ltd., Ottawa.
 W. K. Elliott, Brampton.
 W. D. Stevenson, Sherlock-Manning Piano Co., London.

COLUMBIA.

"Christmas only leaves us much better intimately acquainted," was the keynote of a handsome three colored Christmas card sent out by Messrs. J. A. Sabine and C. R. Leake, proprietors of Music Supply Co., Toronto. The initials of the words, it will be noticed, spell "Columbia," the line of which this firm are wholesalers, and regarding which they sometimes become poetic, as per the following:

"Let the sounds of music ring
 Clear as song of bird in spring.
 'Note every note' with joy and glee,
 'Columbia' means harmony."

A Toronto druggist was fined \$50 and costs for conducting a game of chance, and a cabinet of silverware was confiscated. Customers of the store, according to a placard in the window, were given an envelope with each fifty cent purchase containing a key, which might chance to be the one that would unlock the cabinet of 50 pieces, valued at \$50. A \$5 camera was to be given the holder of the largest number of keys. The representative of the firm who sold the proposition to the dealers was also fined \$50. If you are considering any kind of a contest scheme make sure of its legality.

PIANO SUPPLIES WANTED.

A Glasgow manufacturer wishes to purchase piano actions and parts. Apply Enquiry No. 1202 Department Trade and Commerce, Ottawa.



Style 772

Royal Model**KEEP GOING**

Don't let nervousness about war conditions overcome your good common sense. Keep moving. Don't sit down and mope and decide that the country is going to the dogs; that hard times are here and there is no business to be done. Our crops are larger this year and prices received for them higher. Our country is all right. It is producing more than during the time of our biggest prosperity. So get busy, it is your duty to your country to keep things moving as usual. There is prosperity for us all if we keep going. This is the time for courage and action.

Have you seen our new Model Style 772?
 Catalogue mailed on request

**Thomas Organ & Piano
 Company**

Woodstock - Ontario

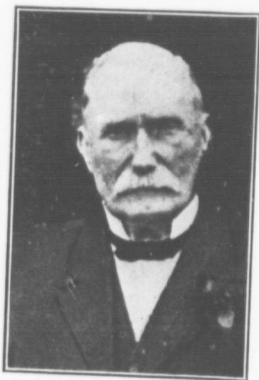
Veteran of Piano Trade Passes Away

James E. Cairnes, Representative of Karn-Morris Lines Succumbed After Brief Illness.

A veteran in Canada's music industries has passed away in the death of Mr. James E. Cairnes, the well known representative of the Karn-Morris Piano & Organ Co., Ltd., of Woodstock and Listowel. Mr. Cairnes was a highly respected citizen of Woodstock, where he died at his home on Dec. 24, after a very brief illness.

For the past ten years he had suffered at intervals from heart trouble, and while in Guelph, exactly a week previous to the day of his death, became ill. He returned home expecting the complaint to pass away as usual, and planned to visit Galt on the next day. He became worse, however, and on the day before Christmas expired.

Deceased had an extensive personal acquaintance in Western Ontario. This territory he had been covering



The late James E. Cairnes.

for 35 years; first in the interests of Karn pianos and organs, and then with Karn and Morris lines, when the amalgamation of the Morris Piano Co. and the Karn Piano & Organ Co. was brought about some years ago.

Visitors to the piano and organ exhibits at the Canadian National Exhibition in Toronto will miss "Jim" Cairnes, as he was known to his intimate friends. As regularly as the Toronto Exhibition came Mr. Cairnes was on hand with his firm's lines, and was a regular attendant ever since Karn instruments first became a part of this annual exhibition.

Deceased was born in the County of Perth in 1850, and resided in Western Ontario almost all his life. For 40 years his home was in the County of Oxford, where he taught school. He became acquainted with Karn lines, and a little experience in selling them soon caused him to lose interest in teaching, and he became a regular representative of the Karn firm. Few men had the opportunities to know Western Ontario as he knew that part of the Province. His genial and affable manner had won him hosts of friends, who were greatly shocked to learn of his sudden demise.

Deceased is succeeded by his widow, two daughters and one son. The latter is a druggist at Hespeler. One daughter is at home, and the other is Mrs. A. H. Crupe of Toronto.

In an appreciation of the late Mr. Cairnes, Mr. E. C. Thornton, general manager of the Karn-Morris Piano & Organ Co., said:

"Away back in the year 1889, shortly after I entered the employ of the old Karn Company as office boy, I became acquainted with Mr. J. E. Cairnes, and this acquaintanceship was not long in ripening into an esteem and friendship such as rarely exists between two men so closely identified with one business as we were. "Mr. Cairnes was a man in the truest and best sense of the word, which it seems to me is the highest praise which can be accorded to anyone; a man with strong convictions and capable of expressing himself intelligently, strictly upright and honest in all his dealings with his fellow-men. I would have trusted him with uncounted gold, and I would have staked my life on his word when once it was given. He was energetic, ambitious and absolutely loyal to his friends and associates, whether in business or socially. Any hour of the day or night when he was needed was the time he was ready to go out and look after the interests of his employers, and his death leaves a blank which I feel will be difficult to fill."

NEW UNIVERSAL MELODY ROLL PUT ON MARKET THIS MONTH.

The Universal Music Co., of New York and Toronto, have just advised the trade of the introduction of a new player roll to be known as the Universal "Melody" Roll, commencing with the January bulletin. The distinctive feature of this roll is the style of perforation for the melody notes. Of it the makers say: "The proper emphasis of melody or theme is, of course, of prime importance in all piano music. A simple but wholly effective method of cutting has been adopted, in which the melody notes are represented by interrupted perforations, while the accompaniment notes are the regular open cutting. This arrangement enables the performer to immediately distinguish melody from accompaniment, and by means of the expression devices with which his player piano is equipped, to give the melody the prominence so necessary for a proper rendition.

"No extra charge is to be made for these new rolls, and they will be marketed to the trade at the same list price as heretofore have prevailed for the regular Universal roll. The new Melody roll will not be a separate line of music, but will take the place of the regular Universal roll, and is listed in the January Bulletin. In order that the Melody roll may be easily and quickly distinguished from the ordinary roll, a new box, label and label design have been adopted."

PLAYER PIANO SUPPLY FIRM MOVE.

A despatch from Boston says: Owing to the increasing demand for the products of the L. J. Mutty Co., maker of player piano rubber cloths and tubing, larger quarters were necessary. The company has, in consequence, removed from its former location at Nos. 91-93 Federal Street to No. 175 Congress Street. The latter location will afford considerable additional space for the distribution of piano rubber goods.



The Crest
of Quality



*For whatever cause you
have stopped doing your
best—you're on the wrong
track.*

SMILE AND GO AT IT WITH THE WILLIS LINE.

PEOPLE really need pianos and players more now than ever. While Canadians are far removed from the war arena there is an overhanging suspense caused by this gigantic fight.

For the good of all more music is needed—music everywhere. In the home where someone can play you can confidently recommend a WILLIS PIANO. If no one has had the advantage of music lessons, show them a WILLIS PLAYER, which every member of the family can play.

Any investor in a piano could not help but be highly pleased with the purchase of Willis tone, Willis design, Willis quality, Willis service and he will years after find out Willis endurance, at the reasonable Willis prices.

WILLIS & CO.

Limited

Factories: ST. THERESE, P.Q.

Head Offices:

550 ST. CATHERINE ST. W.

Montreal, . . . Que.

Montreal Letter

FORECASTING is more difficult than retrospection, but there are amongst music houses dealers whose forecast as to the trend business is liable to assume is usually marked by an interesting degree of accuracy. Experience and accurate sense of business indications permit them to diagnose conditions correctly and make deductions as to the wisest course to pursue.

Among Montreal dealers no one is entitled to speak more authoritatively than Mr. A. P. Willis. Though naturally conservative, his views are optimistic. The piano business, in his opinion, is bound to grow better. The hand to mouth buying which has been one of the characteristic features of the past year, will make room for more liberal purchases. Influences are at work to bring this about. In the first place the business depression is wearing off and the manufacturer can anticipate an increased output. Money is more plentiful. Accommodations by the banks are less difficult to obtain, and he feels safer to order more liberally.

The prediction of several weeks ago in these columns that holiday business would probably be near normal has come true, judging by reports from local dealers. "It came late but we had it," replied one dealer. "Sales were not as large as usual, but the volume of sales showed an increase, and our profits are slightly larger in my estimation," he said.

The window and store decorations during the holiday season were more elaborate and presented a more conspicuous appearance than for some years.

A petition for a winding up order has been granted The Delmar Music Co., Ltd., of this city.

Hurteau, Williams & Co., Ltd., had a continuation of their sale of player pianos previous to the holiday. To confine a piano sale purely to instruments of the self-playing variety marks a completely new departure in the firm's policy, and is a striking indication of the popularity the player piano has achieved for itself in Montreal.

One of the most striking examples of a successful piano warehouses anywhere is to be seen on St. Catherine St. West, where C. W. Lindsay, Ltd., holds sway. The splendid clientele of this establishment keeps this firm busy every minute of the day. Their window displays are always of the best here, and originality of style is an asset that makes this establishment a credit to busy St. Catherine St. West.

Layton Bros. closed a good year's business and this firm are predicting a banner twelve months' business for 1915. The entire sales force is enthused with the prosperity idea and have all promised to "bring home the bacon," so therefore larger sales may be looked for in the disposal of Mason & Risch pianos, Sherlock-Manning pianos, Thomas organs, and other lines represented.

W. H. Leach, head of the Leach Piano Co., Ltd., when interviewed, said: "In my opinion the year 1915 will be a better business year in general than 1914, and of course, incidentally, also for the piano business. My reasons for so believing are several. In the first place the European war greatly interfered both in a commercial and financial way with business during the latter part of the year, which nearly always shows the better results. While of course the war is still going on, at the same time we have regulated our business so

that it isn't the scarecrow any more than it was at the beginning, and irrespective of whether it will be ended soon, or be of longer duration, we have gotten more or less away from it, and it will not have near the influence that it had in the beginning." Taking these conditions into consideration, there is no doubt in my mind that 1915 will be a good year all round. As far as we are concerned we have no particular new policies which we intend to inaugurate, but will push our leading lines, if anything, stronger than ever before.

W. J. Whiteside, of Gervais & Whiteside, is one of the smiling sort. With him Karn-Morris instruments are a password, and he is loud in their praises. He reported a good year for these goods, and continued, "I can't report any changes so far. Still, a firm that is progressive never fails to grasp an opportunity to improve," said he. "I must say a good word for The Canadian Music Trades Journal, which should be in the hands of every piano dealer throughout Canada."

George Badder, one of Willis & Co.'s top notch salesmen, distributed to his clientele a very handsome calendar, which was greatly appreciated by those who were lucky enough to receive one.

Willis & Co., Ltd., following out their usual precedent, gave to each one of their agents scattered throughout Canada, also to their factory, office warehouse and branch houses, and in fact all employees connected with the house, in any manner, shape or form, the present of a turkey at Christmas. This firm has a large number of employees and agents, which makes its generosity more marked.

J. W. Shaw, manufacturers of Shaw pianos and the local representatives of Gerhard Heintzman instruments, have the situation down to a science. As manager A. E. Moreland says: "There is no trick in the manufacture of pianos if you see that they possess merit. We are working to build up a business that will be an institution of which we can feel proud, and I am sure that we are reaching our aim."

J. H. Mulhollin, the able exponent of Evans Bros. goods, appeared well pleased with the business transactions of his firm during the year past, and was certainly very optimistic as to 1915, and remarked that this make had kept up to record during 1914.

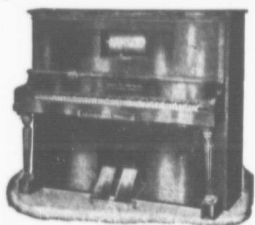
Prof. Arthur Letondar, organist of Eglise du Jesu, and teacher of piano, is among the recent purchasers of Leach pianos in Montreal. As this firm has decided for various reasons to vacate their present premises, they are holding a removal sale.

"Uniformity of quality is absolutely essential to the maintenance of sales of any talking machine proposition," said the Canadian Graphophone Co., wholesale Columbia distributors for the Province of Quebec, "and that's why our sales are showing a daily increase."

One of the liveliest of local concerns is Willis & Co., Ltd. During the past year Willis players and pianos have steadily gained in popularity, and the output of this make has been about doubled during 1914. This surely is a good record when the general depression is taken into consideration.

J. A. Hurteau & Co., Ltd., wound up a very good year's business in all departments, and are looking forward with confidence to still greater results during

ARE WE DOWNHEARTED?



Style 120

Not while business keeps up like it did during 1914.

The year just closed proves beyond doubt that



Style 80

The Sherlock-Manning Piano is the ideal proposition for the dealer

During ten months of 1914 more Sherlock-Manning 20th Century Pianos were sold by the Dealers than during the same months in 1913.

With the exception of two months, every month in 1914 shows a substantial gain over 1913.

Sherlock-Manning Pianos created business and made money for the dealers who pushed this line in 1914.

What about your 1915 Business?

The piano that sold during the last few months of 1914 must have qualities which make a direct and strong appeal to the buying public.

The Sherlock-Manning is Canada's Biggest Piano Value

Get a good start for 1915 by pushing this line.

Don't lull yourself to sleep while your opposition digs round and gets the business.

There is business to be had and the Sherlock-Manning puts business getting profit boosting help within your reach.

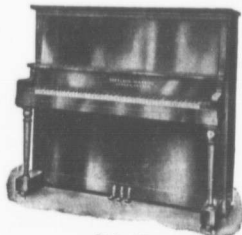
To hit your prospect you need the Sherlock-Manning



Style 130

The Sherlock-Manning has the grip that holds and the hook that pulls.

SAVE 24 HOURS
do it to-day instead of to-morrow



Style 75

The Sherlock-Manning Piano Company
London Canada

this year, both in the piano and talking machine departments.

Mrs. B. A. Sugden, wife of Dr. Sugden, of this city, has written two songs, one of which is entitled, "I Love This Dear Old Town." This composition was sung publicly for the first time at the Orpheum, by Gus Edwards.

In "The Triple Entente," a flag song, the words of which were composed by Mr. David E. Anthony, of Montreal, with music by W. E. MacClymont, has placed on the market a marching song. In the melody Mr. Anthony has introduced a stirring marching measure which should make the composition very popular.

Winnipeg Letter

LOCALLY there is nothing of special moment to record. A fairly brisk Christmas business has been succeeded by the customary slump, but which has not at all dimmed the optimism of our dealers. There is business to be had, though not with the same ease, nor as much of it as in more prosperous times, but every dealer is going to more than make up for it as rapidly as returning confidence and resultant increased demand will permit.

Sheet music sales have also dropped off, but the interest in the many splendid patriotic numbers that have been introduced or re-introduced during the past six months, has been a wonderful stimulant in this branch of the music trades.

December business locally, was characterized by good talking machine business, and the gift giving custom took greater cognizance of records as appropriate Christmas presents. The lower cost of talking machines as compared with pianos, and at the same time easy terms of payment, brought many talking machine buyers to the local dealers.

Mr. Merrill, local manager for the Karn-Morris Piano & Organ Co., Ltd., has found country trade good, with city business less brisk.

As announced elsewhere in this issue, The Canadian Phonograph & Sapphire Disc Co., who are western distributors of Pathe lines, are now in new premises in the Builders' Exchange Building, at the corner of Portage Ave. and Hargrave Street. Mr. Poisson of this firm is well pleased with the demand for Pathe records and Pathophones since they have been placed on sale in this city.

Babson Bros., who handle Edison lines exclusively, report a very satisfying Christmas trade, both in store sales and mail order business. As they always carry a large stock, the disastrous fire at the Edison plant did not disturb their business.

Mr. F. H. Wray, the well known sheet music dealer of Winnipeg, expects to go to the battle front with the second contingent band.

Mr. "Jock" Smith of the Winnipeg Piano Co., who has been in poor health for many weeks, is now very much improved. He is getting down to business again as of old, and to the delight of the salesroom and office staff.

The Winnipeg Piano Co. report fair business and collections for December, with more sales of player pianos and pianos than would have been expected under existing conditions. Their Christmas trade in Columbia

Grafonolas and Edison Phonographs was chiefly confined to the larger and higher priced models.

Mr. Shaw, western manager for Columbia Phonograph Co., has no complaints whatever in regard to Christmas trade, styles "Comet" and "Patricia" being oversold; also a splendid sale of "Non Pariel" and new style "De Luxe," the latter having to be procured from Bridgeport by express, owing to the demand for same.

Messrs. Fowler Piano Co. claim they did about two-thirds the Christmas trade they did last year. Collections are reported as fair. Another carload of Willis pianos arrived in time for the Christmas trade.

Mr. O. Wagner, western manager of the R. S. Williams Co., is at present recovering from an attack of tonsillitis.

PIANO MAN OFF TO THE WAR.

Mr. Wm. Child, of Child & Gower, the well known Nordleimer and Steiny dealer of Regina, and who is a Captain in the 28th Battalion, is off to the front with the second Canadian Contingent. Captain Child, after ten weeks of drilling at Winnipeg, spent a few hours in Toronto on his way to London, where his mother resides. He made a few business calls in Toronto, and returned at once to Winnipeg. Regina is supplying no less than fourteen officers. The Journal joins with "Billy" Child's many friends in wishing him a safe return.

STRING MAKER DECEASED.

The death occurred in Toronto on January 4, of Mr. Charles A. Harvey, for the past two years manager of the piano string department of W. Bohne & Co., the well known supply house. Prior to the purchase two years ago of the string manufacturing business of A. E. Coates & Co., by W. Bohne & Co., Mr. Harvey was manager of the former concern. That business was established by the late A. E. Coates, on whose death, some years ago, Mr. Harvey took over the management of the business, and remained in charge until the sale of it to W. Bohne & Co., when he went with that firm.

Death was caused by tuberculosis, against which Mr. Harvey made a plucky fight for nearly a year, but finally succumbed at his home, 21 Bellefair Ave. His remains were interred in the Norway Cemetery. Deceased is survived by a widow and one child, a little girl.

NEW TALKING MACHINE COMPANY. To Manufacture "Pure-o-Phone" to Retail at Ten Dollars.

A talking machine company is being formed in Toronto to manufacture a hornless disc machine of small cabinet design to retail at ten dollars. This is to be known as the "Pure-o-Phone," and it is proposed to have machines ready for delivery in February. It is proposed to furnish the "Pure-o-Phone" in mahogany, walnut or fumed oak. Mr. G. P. Sharkey, well known in the music trade, is connected with the new company, and will have charge of the selling.

When interrogated by the Journal he declined for the present to disclose the names of the personnel of the company, but states that it will have a large cash capital. At a later date they purpose putting a 25 cent record on the market.

ASCHERBERG HOPWOOD & CREW, LTD.

January and February List

SONGS

Tiny Toes	(Key F, G.)	Kathleen Evans
Mignonette	(G Minor, F, Sharp Minor)	A. Harris
Come to Me		E. Newton
O Night Divine	(D flat, E flat, F)	Calamanti
Little White Gate		F. Waddington
My Heart's Own Song		Percy Elliott
Rose Love		S. Mann
Cap'n Gargie		Merlin Morgan

DANCE AND PIANOFORTE

Allied Forces' March		Flex Godin
Mauresque		GIN
The Russian Patrol		B. Lestrang
Fidgety Feet		Grace Hawkins
Life of a Soldier		J. Ord Hume
Promenade Militaire		Alfred West
Prince of Wales' March		Archibald Joyce

PATRIOTIC SONGS

Till the Boys Come Home	(Key F & G)	I. Novello
The Day	(E flat and F)	G. d'Hardelot
Hip-Hip-Hooray	(E flat)	H. Matheson
Mother England	(B flat)	Merlin Morgan
Boys of the Ocean Blue	(F, G, B flat)	Theo. Bonheur
Shoulder to Shoulder	(G)	Arthur Wood

A Special Number

MATE O' MINE Percy Elliott

OF ALL MUSIC SELLERS OR

16 MORTIMER ST., LONDON, ENG.

THE MARCH OF THE MOMENT

"The Allies"

MARCH FANTASIA
FOR THE PIANOFORTE

By VALENTINE HEMERY

Introducing the NATIONAL AIRS of
GREAT BRITAIN, FRANCE
BELGIUM and RUSSIA

Price 1s. 6d. Net

Special novelty rate charged for all orders
mailed THIS MONTH

EVANS & CO.

24 Castle St., Oxford St., London, W.
England

BUSINESS AS USUAL

And you still want good songs

Here's a list of some of the best sellers of the day in Canada or elsewhere:—

"For You Alone" - Henry Geehl
The world-wide success. Sung by Caruso and all the leading singers.

"For All Eternity" - Angelo Mascheroni
The ever popular song. Sung by Caruso and Adelina Patti.

"Love is Mine" - Clarence Gartner
Sung by Caruso.

"Tatters" - Gerald Lane
It still holds the public.

"Awake!" - H. G. Pelissier
An enduring example of this gifted composer's talent.

"Farewell to Summer" - Noel Johnson
An established success and a really beautiful song.

"The Garden I love" - Godfrey Nutting
Sung by Alice Esly, John Harrison and a host of known singers.

In Keys for All Voices.

Gould & Co.

25 Poland Street, Oxford Street, LONDON, W.
ENGLAND

And of all Music Dealers. Write for complete lists.

Red, White and Blue Series

National Songs of the Allies

And Others.

Arranged for Voice and Piano, Piano-Solo, or Chorus and Tonic Sol-fa. With Illustrated Title Page and Border of Golden Crosses. Comprising National Songs of the United Kingdom (including those of Wales, Scotland, and Ireland), Russia, France, Belgium, Japan, Serbia, Montenegro, Poland, etc. Cable Code: 100 copies, Red Songs; 250 copies, White Songs; 1,000 copies, Blue Songs. Price 1/- net cash.

National Songs of the Allies

Arranged for American Organ or Harmonium. Cable Code: 100 copies, Redharm; 250 copies, Whiteharm; 1,000 copies, Blueharm. Price 1/- net cash.

Cheap Folio Music Edition

National Songs of the Allies

Great Britain, France, Russia, Belgium, Japan, Serbia. For Voice or Piano. Cable Code: 100 copies, Cheap I.; 250 copies, Cheap II.; 1,000 copies, Cheap III.; 5,000 copies, Cheap IV. Price 3d.

Patriotic Airs of all Nations

For Piano-Solo. Comprising all the popular National Tunes of European Countries, etc. Price 1/- net cash. Cable Code: 100 copies, Redairs; 250 copies, Whiteairs; 1,000 copies, Blueairs.

Separate Violin Part, price 6d. net. Cable Code: 100 copies, Red-violin; 1,000 copies, Whiteviolin.

Kitchener March Album

Containing 1. Play the Game (Recruit March); 2. The Band Passes; 3. Japanese Patrol; 4. Colonial March; 5. Aerial Scout March; 6. Cavalry March; 7. Baxtas on Parade; 8. March of the Allies; 9. John Brown; 10. British Grenadiers; 11. Cock of the North. With Illustrated Title and Portrait of Lord Kitchener. Cable Code: 100 copies, Redkitch; 250 copies, Whitekitch; 1,000 copies, Bluekitch. Price 1/- net cash.

Naval Song Album

With Portrait of Admiral Lord Fisher. Containing Twelve Good Patriotic Sea Songs. Cable Code: 100 copies, Red Fisher; 250 copies, White Fisher; 1,000 copies, Blue Fisher. Price 1/- net cash.

JOSEPH WILLIAMS Limited

Publishers of Music Books and Dramatic Works

32 Great Portland St., London, Eng.



Traveller's Reply to Salesman.

SAID a sheet music salesman: "Competition forces us to carry music that we actually lose money on." Replied the traveller: "Granting that is true, you can reduce your unprofitable stock to a negligible minimum without hurting your department. Then refrain from displaying these unprofitable lines. Keep just a few to meet possible contingencies. For all window and counter displays, for all selling plans direct your energies upon more remunerative and equally good, if not superior music."

Do Orchestras Pay?

SOME interested parties answer "No." The reasons given are: (1) Orchestras are expensive to produce. (2) They are mostly received gratis by musicians. (3) As another saleable form of the composition they are crippled by the "free copies." (4) Talking machine records and player piano rolls are accomplishing what band arrangements and orchestras are designed to do indirectly in popularizing certain issues.

The Other Side of It.

OTHERS accept the brief of the orchestration and argue that performances of the number by a band or orchestra supplement the necessary advertising as type alone is scarcely convincing as to the merits or demerits of a melody. A bandsman submits that usually a talking machine record is heard by a few persons at a time, an orchestra number by a few hundred, and a band piece by a few thousand. Therefore he concludes that while the influence of records and player rolls is granted, neither of these forms of music nor the two combined, can take the place of the orchestration.

Thinking of Stopping the Practice.

AT the present time it is understood that a number of American publishers are seriously considering the doing away with the promiscuous distribution of free orchestras. And why not? Do leather manufacturers send broadcast free boots to popularize the use of leather? Do typewriter companies give away ribbons to increase the sale of machines? Do electric light corporations furnish gratis toasters, irons, heaters, reading lamps to get their electricity used? Do talking machine companies give away records to advertise their makes of talkers?

They are Worth Paying For.

A SHET music wholesaler pointed out to the Journal that the leader of a popular orchestra is more apt to play what is asked for than to choose a programme of certain titles because they are sent him gratis by some publishing house. Music lacking in merit does not deserve to live. Music of merit that wins its way and takes hold is worth paying for. Some dealers who maintain a close connection with the publishers are working

up a good trade in orchestras. The Journal believes that a movement should be launched to put orchestras on the basis their importance warrants, viz: sold in the regular way.

Could More Revenue Be Produced?

LIKELY the average member of the trade believes in the helpfulness of orchestras, but all are not convinced that the indirect results overbalance the loss in revenue to the dealer through orchestra and band arrangements not being generally sold in the same manner as songs and piano numbers. There are those who believe that by concerted action the dealer's revenue from band and orchestra music could be materially increased. A discussion of the pro's and con's of the questions raised in this and the preceding paragraphs would be profitable to the retail trade and publishers too, and would be welcomed by the editor.

Overproduction Again.

THAT his chief difficulty was the "flood" of new music issued by the publishers, was the information given the Journal this month by a Western Ontario dealer. He said: "Some publishers must work night and day grinding out dozens of new issues, hoping occasionally by luck to strike one that will really 'take hold' and 'sell big.' This experimenting at the dealers' expense is a huge evil in the trade." Overproduction is an evil. In the popular music field there are scores of songs that should never have been published, let alone foisted upon the dealer. Some of our American cousins are guilty of introducing into Canada this evil, which is playing havoc with the business in their own country. Again this Journal counsels the avoidance of overproduction, which as an evil cannot be for the good of either publisher or dealer. If persisted in the inevitable reaction from overproduction will work incalculable harm.

IS THE MUSIC ENTERING CANADA DUTY FREE IN THE FORM OF "SUPPLEMENTS" IN MONTHLY MAGAZINES FAIR COM. PETITION FOR THE CANADIAN TRADE?

AFTER repeated enquiries the Journal has yet to receive one single reason why United States musical publications containing "music supplements" of from 16 to 32 pages a month, should enter Canada as other than parcels of music, i.e., dutiable goods. Perhaps the greatest injustice with which the music dealers of Canada are contending to-day is the loss of legitimate sales of piano, vocal and orchestral music through supplies of the very same goods entering Canada duty free because they are between the covers of a monthly publication. Some of the monthlies against which dealer after dealer has registered his objection to Canadian Music Trades Journal, if not house organs, are generally considered such by music dealers in this country.

For years the Canadian trade has suffered immensely from the public being educated to such an extent to cheap music. "Free music" offers, music with magazines, dirt-cheap copies, and other methods have put an unthinking public into such a frame of mind that it became very difficult for the dealer to obtain a reasonable price. Many a person paying 30 cents

for a song thought he was being robbed. Fortunately the situation is improving in Canada, but progress is hindered by the business methods of some of the American mail order houses.

In one district a dealer says that the ordinary music purchased from all the local stores and ordered direct from foreign houses combined, is not one-sixteenth of the music going into that community. The percentage is only an estimate, of course, and yet the injustice is so apparent that one can scarcely conceive of its having gone on for so many years without a strong united protest from the dealers in Canada.

Then again this music entering duty free is unfair to the United States publisher, who has not control of a paper of the kind under discussion, and has to submit all his parcels of music despatched to Canadian customers to the customs offices of our Government for duty to be collected thereon.

Numerous teachers and music students, and many persons who can play the piano for their own amusement, make no secret of the fact that they buy such-and-such a magazine "for the music that is in it." Indeed a perusal of the papers lead one to suppose that some of the publications themselves lay great stress on the value of the music in each issue.

That the American magazines with music supplements are good publications, is not for a moment denied. The merit of the music itself on the whole is freely admitted. Those who have been buying these papers containing music, have been getting excellent value for their money. But the point is music is music. All imported music should be dutiable, or all imported music should come in free. As our tariff calls for duty on music entering from the United States, music in magazines should not be allowed to escape.

Also a very serious complaint frequently mentioned to the Journal is the nature of some advertisements contained in the magazines objected to by Canadian sheet music men in their present form. Apart from the question of illegal reprints of copyrights protected in Canada appearing in the music supplements themselves, more than one dealer has claimed that some music books have been advertised to readers, many of which are in Canada, the said books containing reprints, making them illegal for the dealer to sell in this country, and yet individuals are invited to buy them direct.

To anyone making a fair and square examination of this question it must be patent that the regular music dealers of this Dominion, from one coast to the other, are seriously handicapped. The unjust competition presented by enormous quantities of music entering the country as magazine matter saps the sheet music departments of our stores of their rightful trade. Retail merchants are in competition with foreign trade, about which the Journal has nothing to say in this article. But let music come in as music, not as something else. Let the dealer have a fair show.

No time should be lost by the Canadian Music Dealers' Association in making a vigorous protest against the use of the Canadian mails by foreign concerns to get such quantities of music into our country on the basis on which it now enters, viz., as supplements in monthly magazines.

Attention to the Violin Bridge.

THE London Strad advises "that a bridge bent by age or humidity be replaced by a new one. This can only be done by the instrument maker, for it is of no use to a player to buy a bridge and imagine that all he has to do is to put it on, as it is a difficult matter to fit a bridge properly, owing to the rounding of the belly to which the feet of the bridge must be made to fit exactly; also the exact proportion of its thickness and height has to be considered. The degree of hardness in the wood of the bridge is again a matter of importance, as the tone is much affected by it. If the natural tone is too soft, a hard bridge will tend to counterbalance this by imparting some brightness to it. If, on the other hand, the tone is hard and loud, a soft bridge will often modify it.

"The bridge should stand in the middle of the belly in a line connecting the V cuts of the *f* holes. This is its proper place, and should be found to answer, if the instrument has been made to proper proportions, and the neck and fingerboard properly adjusted. In many cases, however, this rule cannot be strictly adhered to owing to some slightly defective proportions, and here again the help of the instrument maker must be sought. The player should often look at the bridge to see that it stands straight, especially at the top. Owing to the continual tuning up of the strings the top part of the bridge is liable to be pulled over in the direction of the fingerboard, instead of standing perpendicularly, as it should; the bridge is then in danger of tipping over altogether."

NEW MUSIC

Copyrights
entered at
Ottawa

29594. "Got Over Sal." Fox Trot—One-Step—Two-Step. By Wallie Herzer.
29595. "Dance with Me." Hestiation Waltz. By Wallie Herzer.
29596. "I Love to Have the Boys Around Me." Words and Music by Irving Berlin.
29597. "I Hate You." (Duet). Words and Music by Irving Berlin.
29598. "What is Love?" Words and Music by Irving Berlin.
29599. "Move Over." Words and Music by Irving Berlin.
29600. "Let's Go Around the Town." Words and Music by Irving Berlin.
29601. "Settle Down in a One Horse Town." Words and Music by Irving Berlin.
29602. "Show Us How to Do the Fox Trot." Words and Music by Irving Berlin.
29603. "When It's Night Time in Dixie Land." Words and Music by Irving Berlin.
29604. "The Minstrel Parade." Words and Music by Irving Berlin.
29605. "Look Me in Your Harlem and Throw Away the Key." Words and Music by Irving Berlin.
29609. "Three Cheers for Canada." A Patriotic Song. Words and Music by H. H. Desbarres.
29615. "Italy Round!" March Song. Words and Music by John F. Leonard, Salmon Arm, B.C.
29617. "You are the Rose that Will Never Die." Words by Edgar Leslie and Bert Kalmar. Music by Ted Snyder.
29728. "Everybody Rag with Me." Words by Gus Kahn. Music by Grace Le Boy.
29729. "I've Got a Moving Picture in My Heart of You." Words by Stanley Murphy. Music by Henry J. Marshall.
29730. "I Couldn't Keep Away from You." Words by Gus Kahn. Music by Grace Le Boy.
29731. "When the Roses Bloom in Avalon." Words by Alfred Bryan. Music by Jack Wells.
29732. "The Hero of all My Dreams." Ballad. Words and Music by Jean Havez and Louis Silvers.
29733. "On the 5.15." Words by Stanley Murphy. Music by Henry J. Marshall.
29734. "Come Over to Dover." Words by Stanley Murphy. Music by George Rotoford.
29735. "Lose Your Little Lovin' Heart to Me." Words by George J. Moravitz. Music by Richard A. Whiting.
29736. "I was Thinking of You." Words by Gus Kahn. Music by Richard A. Whiting.
29737. "Russian National Hymn." For Mixed Voices. Music by Alexis Lvoff. Anglo-Canadian Music Publishers' Association, Limited, London, Eng. and Toronto.
29738. "Russian National Hymn." For Male Voices. Music by Alexis Lvoff. Revised and Arranged by Alf. E. Whitehead. F.C.G.O., Anglo-Canadian Music Publishers' Association, Limited, London, Eng. and Toronto.

BOSWORTH & CO.

All Works in Print

"Brothers in Arms"

(LOUIS EIBEL)

For Septet, Piano Solo, Etc.
Very fine Coloured Title. 2s. net.The Great War
The Most Stirring **March****HEART'S DESIRE** by **ROMANOFF.** A charming dainty Intermezzo, equal to "Rendezvous," "Hearts and Flowers," &c. 1s. 6d. net.

Princess Album of National Tunes <small>With Words. Very easy. SOLO.</small>	6d.	Bosworth's Baden-Powell Album <small>Great Public School and Boy Scout March Album.</small>	1/0
Princess Album of National Tunes <small>With Words. Very easy. PF. DUET.</small>	6d.	Thorpe Album for the Young <small>This collection of attractive Teaching Pieces has a large sale and is a revelation of earnest work.</small>	1/0
Bosworth's Album of the Nations <small>Twenty-second thousand.</small>	1/0	Graham Moore Album Arabesque <small>Contains gems as perfect in their way as those in Schumann's Album for the Young.</small>	1/0
Bosworth's Kitchener Album <small>A moving collection for the Home, and with moving Pictures.</small>	1/6	Travers. Miniatures <small>A delightful Album for the very young.</small>	1/0

Ask for the — BOSWORTH HEMY'S PIANO TUTOR. — It is the Best.

BOSWORTH & CO. 8 Heddon Street, Regent Street **LONDON, W., ENG.**

Music

You Want Intelligent Service and Reliable Goods

Then—Think Whaley, Royce—and write,
phone or wire Whaley, Royce.Phonola Distributors you want to talk business with?
That's Us

"Imperial" Guitars
 "Imperial" Banjos
 "Imperial" Mandolins
 "Imperial" Violins
 "Imperial" Harmonicas
 "Imperial" Strings
 "Imperial" Rosin

Band Instruments

"Imperial"
 "Ideal"
 "Sterling"

Anything you require at any-
 time in music, music books or
 musical instruments can be
 obtained from this house at
 lowest prices.

Every Dealer in Ontario
 and the Maritime
 Provinces should get
 our list of

**ODEON PATRIOTIC
RECORDS**

Jumbo, Odeon and Fonotipia
 Records are the best record
 proposition on the market.

Write us for details.

WHALEY, ROYCE & CO., Limited

237 YONGE ST., TORONTO

WINNIPEG, MAN.

Getting your small goods, music and talking machine supplies from this
 House means one freight or express bill



29739. "1914." Marche Militaire pour le Piano. Par Madame W. Fortin, Montreal, Que.
29660. "Put it on, Take it off, (Wrap it up, Take it Home)," Words and Music by Edgar Leslie and Joe Young.
29661. "Winter Night." Lyric by Grant Clarke. Music by Jean Schwartz.
29662. "Little Princess." March Two-Step. By Harry J. Lincoln.
29663. "Flying Fairies." (Waltzes). By F. H. Looby.
29664. "Frolic of the Crickets." Caprice. By Raymond Edwards.
29665. "Marching to Victory." (The Call to Arms). Words and Music by Frank Oliver. Arranged by Frank Watkins. Frank Oliver, Toronto, Ont.
29672. "Buff Johnson's Harmony Band." Words and Music by Shelton Brooke and Maurice Abraham.
29681. "Marche du Quebec." (War March). Sur Les Airs Nationaux des Pays Allies. Arrange par Victor Parent, J. E. Belair, Montreal, Que.
29687. "Historics." By Paul Biese and F. Henri Rickmann.
29688. "When I was a Dreamer." (And You Were a Dream). Words by Roger Lewis and Geo. A. Little. Music by Egbert Van Alstyne.
29689. "Wrap Me in a Bundle." Words by Gus Kahn. Music by Egbert Van Alstyne.
29690. "Daddy." Words by Sophie Tucker. Music by Fred Strassner.
29691. "Potash and Perillator Wedding." By Richard Malchison.
29692. "Nos Deux Patries." Chanson Marche Patriotique. Paroles de R. Brisson. Musique de Louis Foyette, Montreal, Que.
29693. "Rite Britannia." Words by Thomson. Music by Dr. Vegt, Whaley, Royce & Company, Limited, Toronto, Ont.
29694. "Our Motherland is Calling." Patriotic Song. Words by Isabella B. Watson. Music by Cameron Craig. Mrs. Isabella B. Watson, Toronto, Ont.
29716. "Fergee You." Words and Music by Virginia Roadhouse. Arranged by S. G. Smith and Frank Khorral.
29719. "The Inn." Intermezzo. By Neil Moret.
29724. "The Mustard Boy." Words by Thomas Moore. Arranged by Dr. A. S. Vegt, Whaley, Royce & Co., Limited, Toronto, Ont.
29725. "Saturday Afternoon on Broadway." From "The Beauty Shop." Words by Channing Pollock and Fenwood Wolf. Music by Charles J. Giebel.
29726. "I Don't Want to Go to War." Words by Edward Madden. Music by Henry J. Marshall.
29727. "Marry the Girl You Love." Words by Gus Kahn. Music by Joe Cooper.
29633. "Britann Cella." Words and Music by E. J. Archibald.
29644. "I've Got the Sweetest Little Baby." Words and Music by E. Ray Goetz, Grant Clark and Bert Grant.
29645. "My Heart's To-night in Erin." Words by Tom Henry. Music by Henry Lodge.
29652. "Providing." Words by Alfred Bryan. Music by Herman Paley.
29653. "This is no Place for Me." Words by Seymour Brown. Music by Albert Gimble.
29654. "He's My Cousin if She's Your Niece." Words by Alfred Bryan. Music by Chris Smith.
29655. "Rose of My Garden." Words and Music by E. Lester Krieger.
29656. "A Wonderful Thing." Words and Music by Charles Kummer.
29657. "The Soldier's Parting Home." Words by Alma Pondexter Hayden. Music by Harriett S. Taylor MacCall.
29658. "At the Panama Pacific Fair." Words by Sydney Carter. Music by Chas. S. Daniels.
29742. "The Heroes Left Behind." Words by Ken Finlay. Music by M. Concia.
29743. "Stand by the Union Jack." Words and Music by W. E. Delaney, Montreal, Que.
29762. "The Triple Entente." Words and Melody by David E. Anthony. Arranged by W. E. MacLymont.
29764. "Triple Entente." Valse. Par Philippe Larchane, Saint-Jean, Que.
29766. "We're from Canada." Patriotic Song. Words and Music by Irene Humble, Toronto, Ont.

COMPOSITIONS BY BONHEUR, HUTCHINSON, NOEL JOHNSON, AND DELACOUR.

Following up the vocal and instrumental numbers in the catalogue of W. Morley & Co., London, publishers since 1816, to which references have been made in these columns, are these others: *Songs*—"Clang of the Hammer" and "The 'Prentice Lad," by Theo. Bonheur; "For King and Comrade," "Old Jim the Pilot," "Sunshine," "Donald's Reproof," "Shall We Meet Again," and "Within and Without," by Thomas Hutchinson; "Behind the Mask," "Prills," "My Heart Was Once a Garden," and "The World's Awakening," by Noel Johnson.

Instrumental pieces of moderate difficulty (issued with both English and foreign fingering), by Claude Delacour: "May Breezes," "Fleurs d'Amour," "Pastorale," "Bijoux d'or," "Morning Glory," "Autumn Leaves," "Doux Reves," "Iris," "Camelia," and "Chrysanthemum."

GLASGOW HOUSE ANNOUNCES PIANO ALBUM.

Bayley & Ferguson of Glasgow, Scotland, whose music books are well known throughout the Empire, are calling attention in this issue to their "Salon Album of Piano Music," containing 64 popular and classical piano solos, in both paper and full cloth covers. This firm's initial announcement to the Canadian sheet music trade will give one a good idea of the contents of the album.

It will be remembered that in July last Mr. Ferguson of this firm paid his fifth visit to Canada, on his way home from Australia.

ENGLISH OPERATIC ARTIST COMING.

Miss Maggie Teyte, whose coming to Toronto for the National Chorus concert on January 19, was arranged by Dr. Albert Ham, worked night and day during the early days of the war for patriotic and recruiting agencies. This operatic prima donna will sing Paul Ruben's great recruiting song, "Your King and Country Want You" (Chappell & Co., publishers), and also will take the solo parts in "Le Marseillaise" and "Rule Britannia."

The widespread popularity of "Tipperary" is reflected in the quantity of band arrangements of that number already sold by Chappell & Co.

SOPRANO SOLO "FAITHFUL UNTO DEATH" TOOK WELL.

The programme rendered at the annual recital by the choir of St. John's Presbyterian Church, Toronto, under the direction of Mr. W. R. Young, included three excellent solos, "The True Shepherd (Herridge)" by the bass soloist, "Faithful Unto Death" (Adams) by the soprano soloist, and "Lead Kindly Light" (Pinsuti) by the contralto soloist. The soprano solo mentioned was especially well received.

RUSSIAN CONDUCTOR PERFORMS THEM WITH SUCCESS.

A glance over the contents of Kerr's collection of Reels and Strathspeys for the piano reveals a long list of titles that are ever popular. It is interesting for sheet music salesmen to note that a selection of these has been specially arranged for the Scottish orchestra and used by them with unusual success, conducted by the eminent Russian, Mr. Emil Mlynarski.

COVERS THAT CATCH THE EYE.

For counter or window displays the neat attractive covers on the patriotic books, "Kitchener March Album," "Patriotic Airs of All the Nations," etc., referred to in last issue among the new publications of Joseph Williams, Ltd., London, do excellent service in commanding attention.

"WHEN YOU COME HOME," ETC.

Boosey & Co., who announce their "National Anthems of the Allies," arranged for S.A.T.B. by the great English choral conductor, Arthur Fagge, recently introduced a song, "When You Come Home," that promises a good run as a drawing room number. The music is by W. H. Squire, in four keys. This firm's "In an Old-fashioned Town," by the well known composer, W. H. Squire, which was introduced last September, has taken hold well, and is proving a ready seller.

THE SONG OF THE MOMENT.

A SENSATIONAL SUCCESS.**"We're All Plain Civilians."**

The *Daily Telegraph* November 2nd.—"Mr. Thorpe Bates aroused his audience at the Alhambra to great enthusiasm with Ernest Hastings' 'We're All Plain Civilians,' which is surely one of the best of all war inspired ballads."

Sung with the Greatest Success by:—

MR. THORPE BATES	MR. STANLEY KIRKBY
MR. ROBERT RADFORD	MR. D'ARCY WOOLVEN
MR. JOSEPH CHEETHAM	MR. A. H. GEE
MR. TOM KINIBURGH	MR. VINCENT O'REILLY
MR. GEORGE BAKER	MR. ALBERT CHANDLER
MR. W. TOPLESS GREEN	MR. DAVID THOMAS
MR. BERTHAM MILLS	MR. WILFRED ABOE
MR. HERBERT PICKETT	MR. STANLEY BENDALL
MR. ADOLPH FOWLER	MR. DAVID SMITH
MR. ANDREW E. BRITTON	MR. JACK DUNCANSON
MR. HUMPHREY BISHOP	MR. W. EGGIE
MR. JACKSON POTTER	MR. WILLIAM PEACOCK
MR. HERBERT HEYNER	MR. LESLIE WALKER

And by THE COMPOSER at all his engagements.

"We're All Plain Civilians."

Words by FODEN WILLIAMS. Music by ERNEST HASTINGS.

The *Daily Telegraph* November 2nd.—"Mr. Thorpe Bates aroused his audience at the Alhambra to great enthusiasm with Ernest Hastings' 'We're All Plain Civilians,' which is surely one of the best of all war inspired ballads."

Through all Music Sellers. Price 1s. 6d., or from

Cary & Co.,

13-15 MORTIMER STREET, LONDON, W.

Publishers of DOROTHY FORSTER'S FREDERICK DRUMMOND'S

popular songs	popular songs
"Come—for it's June."	"The Lover Hills."
"A Wild, Wild Rose."	"Home that is Calling for Me"
"Your Daddy was a Soldier."	"Dawn Skies."

TWO NEW CHAPPELL PIANO NUMBERS.

"Petrograd" is the title of a captivating valse by M. Michel, issued by Chappell's with a view of the Imperial Palace by way of frontispiece.

A flowing song-without-words of the expressive type is Adrian Hope's "Autumn Memories," which Musical Opinion says is of special service for the acquirement of the cantabile touch.

Orchestral accompaniments of "The Call of the Motherland" and "We'll Never Let the Old Flag Fall," are now obtainable from Anglo-Canadian Music Co., Toronto.

Established 1852 Call Telephone M. 55

Musician's Demands

Satisfied in every way at our store.

We have a most complete stock of String, Wood, and Brass Instruments, also a full stock of Sheet Music.

Don't forget, too, our expert repairing.

CHAS. LAVALLEE

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

35 St. Lambert Hill - Montreal

Successful Songs

Fall In!	-	Sir Frederic Cowen
The Call to Arms	-	By Jack Thompson
The Home Flag	-	By Harold Craxton
Land of the Red, Red Rose	-	Sylvia Lynd
Only a Little Box of Soldiers	-	Fred Leigh
Motherland's a Calling	-	By Gordon Temple
Our Island Home	-	Jack Trelawny
The Women Who Stay at Home	-	Jack Trelawny
His Majesty the King	-	Edward St. Quentin
Hail! King George	-	Edward St. Quentin
For King and Country	-	W. H. Jude
The Lads of the Red, White and Blue	-	Edward Jones

Songs by Canadian Composers

The Call of the Motherland, (5th Thousand)
We'll Never Let The Old Flag Fall,

(4th Thousand)
We are Coming Mother England (Just Issued)

Anglo-Canadian Music Co.

144 VICTORIA STREET, TORONTO

Sole Agents for: Edwin Ashdown, Ltd., "The Ashdown Collection," Enoch & Sons, The Litoff Edition, Leonard & Co., Elkin & Co., J. H. Larway and other houses.

The
National Anthems
of the Allies

ARRANGED FOR

S. A. T. B.

BY

Arthur Fagge

(England's Leading Choral Conductor.)

PRICE 15c.

Special Rates Given on Quantity Orders

BOOSEY & CO.

Ryrie Bldg., Yonge St.

TORONTO

NEW YORK

AND

LONDON

GETTING READY FOR EASTER MUSIC ORDERS.

Easter is not too far away for sheet music men to begin thinking of Easter anthems and solos. The most can never be made of such a special occasion without taking time well in advance to formulate plans for it. Think of Easter music now.

"THE CALL TO ARMS" AT FANTASTIC EXTRAVAGANZA.

Under the patronage of H.R.H. the Duke and Duchess of Connaught and Princess Patricia, there will be held in Massey Hall, Toronto, the "Fantastic Extravaganza," January 28 and 29, in aid of the Red Cross Fund. At this important social event, "The Call to Arms," by Jack Thompson, will be used as a solo and chorus.

LETTER TO THE EDITOR.

The Editor Canadian Music Trades Journal:

In your December issue, Mr. Fred H. Wray asks "why was it necessary to enter at Ottawa: 'It's a Long Way to Tipperary'; 'Balancelle Mazurka,'" Paul Wachs; 'Troisime Mazurka,' Godard; 'Second Mazurka,' Godard; 'Salut D'amour,' Elgar."

It was of course not necessary to enter these compositions at Ottawa. They were, as Mr. Wray suggests, fully protected under the Imperial Act, but by entering at Ottawa we are enabled to institute proceedings, should we desire so to do, under the Canadian Act. Some of our works we print in Canada, these we enter at Ottawa.

There is, too, another advantage we get by taking out a Canadian copyright. In some of the musical periodicals published in the United States, books are offered through the advertising columns which contain some of these works. If we have a Canadian copyright, the advertiser (if this periodical is offered for sale in Canada) is offering to do an illegal thing,—he is offering to sell in Canada, something that cannot be legally sold in Canada. It therefore follows that the circulation of this periodical is illegal, and the Minister of Customs can stop the importation into Canada of a periodical making such illegal offers.

FREDERICK HARRIS.

TWO BALLAD ANNOUNCEMENTS BY CARY & CO.

Two important new ballad issues are announced by Cary & Co. The one is "Your Daddy Was a Soldier," by Dorothy Forster, in four keys. This song, with words by Harold Simpson, follows two particularly fine productions by Dorothy Forster, viz: "A Wild, Wild Rose" and "Come—for it's June."

The other new song is "Dawn Skies," Teschemacher's words, with music by Frederick Drummond, composer of "The Lover Hills" and "Home that is Calling for Me." Drummond also composed a cycle of four songs, "Songs from Love's Garden," published by Cary & Co., whose "We're All Plain Civilians," continues to go well.

LONDON MUSICAL COMEDY INTRODUCED.

"To-night's the Night," the latest London musical comedy success, has been presented on this side the Atlantic in both New Haven and New York City by a London company. The critics report that the musical selections made a most favorable impression in both cities. These include: "The Only Way," "When the

Boys Come Home to Tea," "You Must Not Flirt with Me," "To-night's the Night," "Round the Corner," "Boots and Shoes" and "Pink and White." The music of the production is by Paul A. Rubens, who has many successes to his credit, and is published by Chappell & Co.

NEW PIANO MUSIC INTRODUCED BY GOULD & CO.

The following new piano numbers, published by Gould & Co., London, are received for review:

"The Bells of Rheims," solo by Auguste Cons, the frontispiece being a large half-tone cut of the splendid Rheims cathedral on coated paper. "Original Hesitation Waltz," by McNair Ilgenfritz, on the inside front cover of which are complete instructions regarding the steps, by Alice Martin.

Two solos, "Pastorella" and "Petite Valse Française," by Henry Geehl, under one cover—Royal College Edition No. 78.

"Reverie" and "Valette," by Wilfrid Sanderson, also in one cover—Royal College Edition No. 73.

A piano duet, "Chansonne," by Wilfrid Sanderson—Royal College Edition No. 74. This piece is also obtainable in piano solo, organ solo, or orchestra form. "Blossoms," series of four easy numbers for violin and piano, by Theo. Bonheur—Royal College Edition No. 70.

PATRIOTIC MUSIC IN NEW BRUNSWICK.

Word comes from New Brunswick that the Thompson Musical Comedy Co. scored a great success in St. John in presenting "The Battle-Scarred Hero" at the Opera House. In a lengthy report of the performance a local paper said: "One outstanding feature was the singing by Ralph Austin of the patriotic number, 'We'll Never Let the Old Flag Fall.'" He was assisted by the whole company and two detachments of kilted cadets. Mr. Austin was dressed in soldier uniform, and the Union Jack that was let down as a back drop brought the audience to its feet."

Also at the Imperial Theatre, St. John, a reception was recently given in honor of the visiting minister of Militia. The report of this function reaching the Journal says General Sam made himself most congenial and was quite at home. At the conclusion of the programme he called for "Tipperary," and when Miss Blenda Thompson sang, "We'll Never Let the Old Flag Fall," he waved the Union Jack and joined in the chorals.

"LIFE'S SHADOWS" AND OTHERS.

"Life's Shadows," by H. Ashworth Hope, in 3 keys, with violin accompaniment ad lib.; "Salute the Allied Flags," by Joseph Gillott, also in 3 keys; and "Songs of the West," three of Teschemacher's lyrics, "Devon Mine," "In Sunshine and Shadow," "A Yeoman's Yarn," with music by Henry Geehl, are Gould & Co.'s song offerings of the month.

NEW PART SONGS. SIX UNISON SONGS.

Arthur E. Godfrey has set to music the words of six songs by May Gillington, and these have been published by Gould & Co., London, with staff and tonic sol-fa notations. The titles are "Jack and the Beanstalk," "The

Willow Wren," "Little Brooklet," "Knights and Dames," "Outward Bound" and "Good Night."

Three important additions to Gould & Co.'s part song list are "Till Dawn," by Gilbert Loeve (S.A.T.B.) "Awake," by H. G. Pélissier (S.A.T.B.) and the latter also for 1st and 2nd soprano and contralto or baritone. The last two are arranged by Wilfred Sanderson.

ASCHERBERG LIST FOR JANUARY AND FEBRUARY.

Songs—"Tiny Toes," Kathleen Evans; "Mignonette," A. Harris; "Come to Me," E. Newton; "O Night Divine," Calamuni; "Little White Gate," F. Waddington; "My Heart's Own Song," Percy Elliot; "Rose Love," S. Mann; "Cap'n Garge," Merlin Morgan.

Dance and Piano-fort.—"Allied Forces March," Felix Gadin; "Mauresque," Gino; "The Russian Patrol," B. LeStrange; "Fidgety Feet," Grace Hawkins; "Life of a Soldier," J. Ord Hume; "Promenade Militaire," Alfred West; "Prince of Wales March," Archibald Joyce.

Patriotic Songs—"Till the Boys Come Home," I. Novello; "The Day," G. d'Hardelot; "Hip-hip-horray," H. Matheson; "Mother England," Merlin Morgan; "Boys of the Ocean Blue," Theo. Bonheur; "Shoulder to Shoulder," Arthur Wood.

PATRIOTIC RUN NOT CROWDING OUT STANDARD PIANO NUMBERS AND SACRED SONGS.

Amid the patriotic rush sheet music men should not forget that other classes of music are still being consistently asked for. In discussing general business with

the Journal, Anglo-Canadian Music Co. of Toronto, mentioned the following standard piano compositions as actively on the move all the time: Hunting March (Aletter), Capricante (Wachs), Song Without Words (Holzel), Brise d'Ete (Sanderson), Lady Betty (Olivier), Djarah (Janowski), Melodie de la Foret (Janowski), Matinee de Printemps (Wachs), Evensong (Martin), Chanson du Soir (Wachs), Chanson d'Amour (Ambroise), and Danse Caracterisque (Ambroise).

Occasions requiring sacred songs are increasing, and there is noticed a wide use for such numbers as these, in addition to others mentioned in the Journal: Father of Mercies (Milton), Jesus, Lover of My Soul (Hemery), Just as I Am (Jude), The Lord is Full of Compassion and Mercy (Marchand), Rock of Ages (Hemery), and Sun of My Soul (Hope).

A selected list of choice songs and piano music, taken from the syllabus of the Toronto Conservatory of Music for primary, junior and intermediate grades, is being specialized in by the Anglo-Canadian Music Co. This music includes the chosen works of such composers as Cyril Scott, Chaminade, Landon Ronald, Liza Lehmann, Noel Johnson, and many others.

This company is featuring "Patriotic Memories," a medley of favorite melodies, arranged for piano by Ed. St. Quentin; also piano duets, piano solos, fantasias, and transcriptions for patriotic concerts.

The London Chronicle says Fred Winter, author of the words of the well-known song "The Rosary," died this month. He had been a patient in the Royal Hospital for Incurables at Putney Heath for nearly ten years.

THE SALON ALBUM OF PIANO MUSIC

Containing 64 Popular and Classical Piano Solos.

(Continental Fingering)
224 pp., Royal 4to, in Paper Cover, Price 25c. net. Full Cloth, 75c. net.

CONTENTS

Abtschied	Schumann	Melodie	Rheinberger
Barcarolle in G	Rubinstein	Melody of Love	Engelmann
Berceuse	Gade	Moments Musicaux No. 3	Schubert
Bridal Song	Lysberg	Moments Musicaux No. 5	Schubert
Canzonetta	Jensen	Nocturno	Field
Canzonetta	Gade	Novel'te	Field
Consolation	Jadassohn	Ondine	Rubinstein
Crepuscule, Le	Liszt	Parfait Amour	Hime
Chant du Soir	Musiel	Pearl of the Sea	Merz
Dozia	Ketterer	Polonaise	Spohr
Dreams on the Ocean	Ascher	Prelude No. 1	Bach
Echoes from Green Isle	Gung'l	Radetzyk March	Strass
Elektra	Rockstro	Romance in F	Rubinstein
En Troika	Jadassohn	Romance in B Minor	Henselt
Eri-King, The	Jensen	Romance in A Flat	Mozart
Fiammina, La	Tschoukowsky	Romance, Op. 44	Rubinstein
Galatea	Schubert-Heller	Romance	Gade
Grace	Ascher	Rondo Militaire	Burgmuller
Hour of Prayer	Jensen	Rosebud	Mayer
Hungarian Dances No. 6	Mayer	Sailor's Dream	Pridham
Hungarian Dances No. 7	Lefebvre-Wely	Scherzo	Jadassohn
Idylle	Brahms	Serenata, La	Braga
Impromptu	Lysberg	Song of a Hero	Volkmann
Junge Tanzerin, Die	Henselt	Souvenir de Varsovie	Wallace
Lied	Jadassohn	Still is the Night	Abt
Magie Bells	Mayer	Tempo di Ballo	Scarlati
Matador March	Oesten	Victoria Nocturne	Richards
Mazepka	Ervitte	Walters Preislied	Wagner-Bendel
Mazurka	Quindt	Wanderer, The	Schubert-Heller
Melancolie, La	Mayer	Whispers from Erin	Rockstro
	Wallace	Woodland Whispers	Stanley

Copies supplied to trade without marked price.

BAYLEY & FERGUSON
54 Queen St., - Glasgow, Scotland
Aldo London, Eng.

BEARE & SON

VIOLIN EXPERTS and
MUSICAL INSTRUMENT DEALERS
TO THE TRADE ONLY

117 King St. W. - TORONTO



To our many and respected clients: Please read an extract from a letter from England of Dec. last:

"Even at the cost of losing some of our business over here, we shall send to you all the stock we can, whatever the cost may be to

us, so that you may, as far as possible, execute all orders received from the Catalog."

So reliable have Beare & Son's Strings become that we have recently trebled our sales. Do you carry our lines? If not send immediately for a Trade Catalog.

CANADIAN PIANO PROSPECTS IN ENGLAND.

CANADIAN piano manufacturers have not been confronted heretofore with the necessity of seeking foreign buyers for their products. Limited as the home market is, it has been sufficient to absorb all the instruments that could be turned out, except during those recurring "dips" in the trade level, such as now being experienced.

The necessity of an export outlet is not now conceded, though the desirability of it is. The consensus of opinion among Canadian piano manufacturers in that English trade for them is no less practicable than before Germany's ships were put off the routes of commerce. There has always existed a decided conviction that the low prices of both German-made and British-made instruments in Great Britain and other countries, were insurmountable obstacles. This conviction has not been removed by the cessation of German exports. It is desirable that Canada should be an exporter of pianos, and some of the houses would welcome foreign trade. But the fact remains that cost of labor, cost of materials and Canadian standards of manufacture make competition with British products and German prices in the British or other markets impossible, without such a revision of manufacturing methods, as would reduce the cost of making and of selling, alter the designs and lower the standard. The seriousness of this latter feature was emphasized by one of the firms whose letters were published in the issue of this Journal for November. The firm in question stated that they would not care for foreign trade if it meant the lowering of their standard here, and this attitude is a commendable one.

Of more serious import to the Canadian piano manufacturers than the immediate profits of foreign business is the possibility of competition in their home market from British manufacturers. The latter are confident that they can make pianos suitable in design, tone, materials and workmanship for this market, when the size of the market warrants their attention. This, they believe, will be at no far removed date.

The impetus now given piano manufacture in England, as a result of the upheaval in international relations in Europe, has additional force in the belief that after the war the Government will look after manufacturing interests to an extent that fears of future competition from Germany need not hamper their present enterprise and plans for the future. Plans for the future include trade with all the colonial units of the Empire.

Granting the impossibility of Canadian manufacturers shipping to Britain it is at least interesting to know the opinions of representative British retailers as to the possibilities in the British Isles. Some of these are here appended.

A large firm of exporters in Glasgow state that they "see no reason why Canadian pianos should not sell in Britain if the quality and price show an advantage over English pianos, as the Germans certainly did." This correspondent, remarking on the large imports from Germany, added, "we regret to say they are much better value than our own instruments." In conclusion this importer said, "If Canada can turn out as good value in pianos as Germany, they should certainly get the preference."

The prices that the correspondent above referred to paid for German instruments are such that no Canadian manufacturer could meet.

"The market is undoubtedly a wide one here," comments one London firm, referring to the British market, "but we should doubt whether Canadian or American manufacturers can have much hope of meeting our needs, because the same difficulty applies to them in entering this market, as applies to us in entering theirs, the local requirements apparently being very different.

"The English manufacturers are fully alive to the necessities of the trade; both in the cheaper and the better classes they are making very strong efforts to meet the needs here, and as far as can be foreseen at the present moment, there is not likely to be any shortage of piano supply.

"As is well known, 'there is always room at the top,' and if any of your Canadian makers is manufacturing a piano superior to what is being made in this country, he will no doubt be able to find a market, but when it comes to the medium grades, we consider we are already well supplied, and efforts will be made by the British manufacturers to seek export markets for themselves, in all grades."

Another Glasgow dealer, who has some knowledge of Canadian instruments and conditions, as a result of a visit here, opines that fewer German pianos will be sent either to Great Britain or the colonies after the war is over, and this will give the Canadians an opportunity to export their pianos, "if they can manufacture them at suitable prices," this latter clause being at present the insurmountable condition. This correspondent quotes prices quite impossible in Canada. A number of catalogues and price lists which he courteously forwarded the Journal are a very definite argument against exporting Canadian pianos to the British Isles. "Since the war," this dealer adds, "there has been an advance in prices of from five to twenty shillings."

A firm of importers who point out that the piano for which there is the greatest demand is about 4 feet 2 inches high. "The Canadian pianos we have seen, are too large and heavy for the English trade, and not of such a pleasing quality of tone as the Germans are. England is, we are pleased to say, now more than holding her own against the Germans, in the art of piano making. The only really satisfactory way, would be for the Canadian manufacturers to visit England, and investigate the styles most saleable in this country, and also investigate the conditions of sale and payments."

A British dealer considers the "Canadian and American pianos too big and massive for moderate sized homes," and as far as the English market is concerned, prices have been prohibitive.

"BROTHERS IN ARMS" AND "HEART'S DESIRE."

Messrs. Bosworth & Co., whose first announcement to the Canadian trade in the Journal appeared in November last, call attention this month to "Brothers in Arms," a stirring war march, a pleasing intermezzo, "Heart's Desire," by Romanoff, and a number of important albums.

WILLIAMS PLAYER DEPARTMENT SUPPLIES PLAYER ACTIONS USED IN FIRM'S PLAYER PIANOS.

Five years ago the player department of the Williams Piano Co.'s factory at Oshawa was contained in one small room ten by twelve feet. It is a matter of gratification to Mr. F. W. Bull, vice-president of the firm, and under whose direct management the player piano branch is, that it now occupies the whole of the west wing of the factory formerly devoted to the manufacture of pipe organs.

The company now manufacture their own player actions as a result of Mr. Bull's experiments in endeavoring to produce an automatic tracker device. Before his active connection with the Canadian trade Mr. Bull was wholesale traveller with Smith & Nixon of Cincinnati.

Returning to Canada seven years ago he became connected with the Williams Piano Company, of which his



Mr. F. W. Bull and Mr. Arthur Freidham, the pianist (seated) in the Williams Piano Co.'s factory at Oshawa, Ont.

brother, Mr. Fred Bull is president, in the capacity of Ontario wholesale manager. He shortly afterwards became a director of the company, later elected secretary-treasurer, and in 1914 was elected to the vice-presidency. He was interested in player pianos from their introduction, and his interest grew until this branch of the music industries became his hobby as well as his business specialty.

The New Scale Williams player piano is equipped with the Meistertouch player and a special single valve action is made for the Ennis. The newest production of the Williams player department is a simplified action for the regular piano case. The idea is to make possible the addition of the player in the piano case at any subsequent time—and in exactly the same position as the regularly built and equipped player piano. A special Ennis case is now being made to provide for the addition of the baby-player, as the new one is termed, at any time the purchaser of one of these instruments may

wish the player mechanism added. This is a 4 ft. 3 in. case.

Prior to entering the manufacturing field Mr. Bull was a pianist and vocalist and prepared pupils for the Toronto Conservatory of Music. He studied the pipe organ under the late Dr. Fisher of Toronto, and harmony under Dr. Anger. He taught in the College of Music in Indianapolis, and also wrote a number of musical compositions and an opera, though he did not publish these.

Being anxious to personally invent a player that would reproduce his own touch he began a series of experiments, and as he went along secured a number of patents now embodied in the Meistertouch player. He has a number of other patents pending. He is now at work on an electric player, the evidences of which are kept under lock and key in his own experimental room.

The player actions used by the Williams Piano Co. are built by Mr. F. W. Bull, and supplied by him on a royalty basis.

In bringing his player piano inventions to a successful completion, Mr. Bull fully experienced that there was no royal road to the attainment of his ambitions, earning for him many midnight sessions at the bench. In discussing his work he pointed out the necessity he found for delving into the studies of several branches of science, and remarked, "I have been a student all my life, and it seems the more I study the less I know, yet I suppose I will keep on studying as long as I live."

STERLING PIANO ACTIONS IN ENGLAND.

F. T. Quirk Visits English Manufacturers.

Mr. F. T. Quirk, manager Sterling Actions & Keys, Ltd., Toronto, has returned from a visit among the piano manufacturers of England. His return trip was on the Adriatic, which took nine days to make the voyage, the owners evidently figuring the cost of feeding passengers less than the supply of fuel necessary to make speed.

Regarding conditions in the English piano trade, Mr. Quirk stated there was a strong feeling of optimism among the manufacturers now that German competition has been eliminated. Conditions are gradually readjusting themselves, and new sources of supplies are being created and found.

Asked as to the possibilities for Canadian piano manufacturers in England, Mr. Quirk expressed the opinion that their standards were too high for the British market, where the public has been accustomed to very low prices as a result of competition from Germany, and from where exceedingly small and cheaply made instruments have been coming in thousands.

Regarding a profitable trade with England in piano actions, Mr. Quirk pointed out a number of difficulties to be overcome, but nevertheless was well satisfied with the results of a personal investigation of the English market.

Mr. M. J. Comiskey, of the Evans Bros. Piano & Mfg. Co., Ltd., was re-elected to the town council of Ingersoll at the January election.

Mr. H. H. Fitch, Canadian manager of the Universal Music Co., spent Christmas with his parents in Niagara Falls. Mr. Fitch remarked to the Journal that he saw this year the most picturesque ice bridge over the Falls he has ever seen.

PROMINENT PIANO MANUFACTURER WEDS.**W. N. Manning Marries London Lady.**

Congratulations and best wishes are forthcoming from the many friends in the trade of Mr. W. N. Manning, of the Sherlock-Manning Piano & Organ Co., London, Ont., on the occasion of his marriage to Miss Minnie Trebilcock, youngest daughter of the late Mr. and Mrs. Geo. Trebilcock, of London. The marriage service took place at First Avenue Methodist Church, at eleven o'clock in the forenoon of Thursday, January 14, and was of a private nature. Mr. Manning and his bride, who was born in London, left immediately on a trip to Buffalo and New York.

VICE-PRESIDENT OF OTTO HIGEL CO. BACK FROM ENGLAND.**R. H. Easson Visited British Manufacturers.**

After a seven weeks' absence on a business trip to England, Mr. R. H. Easson, vice-president of the Otto Higel Co., Ltd., Toronto, returned in time to spend Christmas at his home. Mr. Easson experienced a rough voyage, the Lusitania, on which boat he sailed, being delayed a couple of days, and reaching port with one of the life boats battered in.

Mr. Easson's visit to England was in connection with the possibilities of export business in piano actions, now that the German source of supply has been cut off. He had the satisfaction of opening some new accounts, and of having his visit followed by cable orders for actions. The prices the English manufacturer has been accustomed to pay for actions at home and in Germany, makes the handling of this business by the Canadian manufacturers a very difficult proposition.

Concerning the Otto Higel player action, which is well known in the European countries, Mr. Easson heard many compliments among firms visited by him. The way it withstands climatic conditions of any country in which it is sold was particularly remarked, in addition to all its musical and mechanical advantages.

Asked by the Journal as to the possibilities of Canadian piano manufacturers doing business in England, Mr. Easson expressed the opinion that even though they made designs suitable, and succeeded in producing the tone that met the British requirements, they could not compete on a price basis. The standard of living here demanded a wage much higher than paid to the British workman, so that competing on a price basis would be impossible. The Australian and New Zealand markets he thought more within the reach of the piano manufacturers of this country. Again, the English manufacturer he found to be alive to the situation confronting him, and while a possible importer of supplies, he would develop into a more important exporter of pianos than he has ever been.

PUSHING FRENCH AND BELGIAN LINES; ALSO CANADIAN-MADE AUTOHARPS.

Some large shipments of musical merchandise have been received recently from England by Beare & Son, Toronto. This firm are featuring certain attractive French and Belgian lines at the present time, and also a Canadian-made autoharp, which they are manufacturing. Mr. S. A. P. Clarke, the Beare & Son manager for Canada, has recovered fully from the severe illness referred to in the last issue.

E. C. SCYTHES GOES WITH NORDHEIMER FIRM. Director of Williams Piano Co. Makes Change.

Mr. E. C. Scythes, for the past ten years connected with the Williams Piano Co., Ltd., of Oshawa, and latterly a director of that firm, goes on February first, with the Nordheimer Piano & Music Co., Ltd., Toronto, in an important capacity.

For some time Mr. Albert Nordheimer, head of the latter firm, has felt the need of some one to relieve him in handling the details of a growing business, and the organization of which will be enlarged, and has been casting about for a man with experience and ability, such as Mr. Scythes has had.

Mr. Scythes' first experience in the piano business was gained with Mason & Risch, Ltd., from which firm he went to the Williams Piano Co., on the reorganization of that firm about ten years ago. For the last three or four years he has resided in Winnipeg, having charge of the western business of the Williams firm.



Mr. E. C. Scythes

In addition to an unusual experience in marketing pianos and organizing, Mr. Scythes has a genial personality, and has a great many friends in and out of the trade, whose best wishes he carries with him in his new sphere. The completion of the new Nordheimer building in Toronto now in course of erection on Yonge Street, will bring about a reorganization of the selling staff and a widened scope of activities on the part of the firm. With this in view, as well as an expansion of wholesale trade, Mr. Nordheimer is confident that his choice of a lieutenant is a most desirable acquisition.

Mr. R. S. Gourlay, of Gourlay, Winter & Leeming, Toronto, accompanied by Mrs. Gourlay, visited New York during the holiday season. Mr. Gourlay has many personal and business friends in that city, and enjoyed a week with them.

Messrs. R. D. Montgomery and M. Paul, of Woodstock, Ont., were among the successful candidates for the council of that city.

Mr. W. T. Small was in Toronto recently in the interests of his firm, the B. F. Wood Music Co., Boston.

RYTHMODIK RECORDS IN CANADA.

Hand Played Music for Player Pianos.

From the announcement of the American Piano Co. on page 26 of this issue, it will be seen that Rythmodik record music rolls for player pianos are now being manufactured in Canada.

Since their introduction to the trade in the United States Rythmodik records have made a hit and are being sold in every section of the country where player pianos are being marketed. These records have many advantages that will appeal to the retailer and to his customer. In the first place they are hand played, so that playing in wrong time is impossible. The manner in which, by a special and patented system of perforating, they bring out the rhythm and tone color of the selection being played is the salient feature of Rythmodik records.

Anything that will improve player piano playing and demonstrating will be appreciated by retailers, who should at once investigate the merits of Rythmodik records.

FORMER CANADIAN MANAGER NOW GENERAL SALES MANAGER.

James P. Bradt Takes on Greater Responsibilities.

Mr. James P. Bradt, formerly Canadian manager of the Columbia Graphophone Co., is now general sales manager of the Columbia Graphophone Co., with headquarters at New York. Mr. Bradt's many Canadian friends will learn of this elevation to so important a position with a great deal of pleasure. In his new capacity Mr. Bradt will be directly interested in Canada as a part of the extensive territory under the guidance of his office.

A PATRIOTIC VOCALIST.

On interest to Columbia dealers in general, and those of Toronto in particular, is the visit to this city on Jan. 19, of Miss Maggie Teyte, who will be the soloist at Massey Hall with the National Chorus. Her patriotic and recruiting work in London was highly commended. In view of the proceeds of the above concert going to the Red Cross Fund, she readily agreed to add an extra to her programme, and will sing "Your King and Country Want You." This she has recorded for the Columbia Co., and is on record P502. She will also sing the solo parts of "Le Marselloise" and "Rule Britannia."

Record Number P502 is the one issued in response to the request of Hon. Geo. E. Foster, whose letter to the Columbia Graphophone Co. is reproduced in their advertisement on the inside front cover of this issue.

SILLY BILLY BROWN.

The phenomenal success of "Cohan at the Telephone" in the Columbia list of artists, has caused many requests for other samples of humor. The Music Supply Co. are this month emphasizing a couple from the Columbia Rena list. R1825 shows how funny an English comedian can be.

Jay Laurier, in the character of Silly Billy Brown tells of his farming experience. Ordered to get some milk from the brown cow he searches all over the village and reports that he can find no such "pub," though he saw the "Blue Lion" and the "White Horse."

The farmer shows him the real brown cow on the field, and sends Mary to show him how to get milk from

the cow, which refused to serve him or to sit on the stool. Mary had the advantage. She knew where to look for the blessed stuff." He got two quarts, but the farmer only—oh, play it for yourself, also "Sneezing" on the other side.

R2068 is a piece of real Cockney wit. "Anything to Sell My Papers" will appeal to anyone who has ever lived in or visited England.

HERE AND THERE IN THE TRADE.

Mr. W. R. Fosdick, vice-president and general manager of Canadian Vitaphone Co., Ltd., Toronto, was a recent visitor to New York in the interests of his firm.

Mr. A. G. Farquharson, Canadian manager of Columbia Graphophone Co., with headquarters at Toronto, was a recent visitor in Montreal and Ottawa.

Percy Stalter, Jr., of Oshawa, Ont., has taken over the local Columbia agency, and is now featuring Columbia Grafonolas and records in attractive premises.

Mr. George W. Pringle, tuner and player expert of Ottawa, spent a few days early in the month in Bowmanville looking after some work in his line there.

Mr. Geo. H. Suckling, well known to the music trades in connection with Nordheimer and Steinway lines, is now in Winnipeg in connection with these makes. He expects to be in that city a couple of months.

The Sherlock-Manning factory is running full time and full force, with the retail department making excellent returns. Mr. W. N. Manning of this firm, who was married on the 14th inst., as stated elsewhere in this issue, is absent on a visit to Buffalo and New York.

The students of University of Toronto are trying to raise enough money to buy instruments for a drum and bugle band. The Government, despite the many drains on its coffers, supplies the essentials for the university officers training corps, namely, uniforms and trained instructors, but does not supply funds for band instruments.

Mr. M. W. Glendon of Toronto, who has the Ontario agency of Pathephones and Pathe records, spent a few days in Detroit during the Christmas holiday season, visiting relatives. The coming summer will see Mr. Glendon flying around the country roads in the vicinity of his country home at Bronte, in a brand new car purchased by him while in Detroit.

The Aeolian Company of New York have announced their Vocalion, a new musical instrument of the phonographic type. The announcement shows several designs of the new instrument which will range in price from \$90 upwards. In addition to other features the vocalion provides personal control. The "Graduola" allows the playing of a record partly by automatic means and partly by the operator, who may interject his or her own musical expression.

A grand opera star on the Columbia list of artists has passed away in the death of Mme. Gerville-Reiche, who was heard in Toronto last season with the Montreal Grand Opera Co. Her glorious contralto voice was a discovery of Mme. Calve, through whose persuasions she took up an operatic career. Mme. Gerville-Reiche did much concert singing in addition to her work with the Boston Opera Co. She was the wife of Dr. Raumbold, director of the Pasteur Institute, by whom and two little children she is survived. Her death was caused by blood poisoning.

Trade in Toronto What Some of the Firms Report

PREDICTIONS at this time as to the future of trade are impossible to secure. Even the most astute observers of the music industries and those with long and varied experience in this and other avenues, hesitate to volunteer any opinion concerning the future. It is generally agreed that a successful termination of the war within the next six months would restore confidence to an extent that would cause next fall's harvest to usher in a season of great commercial and industrial activity.

An early cessation of hostilities is not entering into the calculations of conservative houses, who will continue to trim their sales according to the breeze, and it becomes a question of judgment, as always, in how rapidly it is desirable to endeavor to push forward or as to when it is a safer policy to simply "mark time."

Sales and collections both continue erratic. One firm reports collections never better, and shows a larger bank balance than for years, while another firm bewails the scarcity of cash among its debtors. Cash, like business, seems to be in "spots."

Local piano and player trade for December crept up to figures that at the beginning of the month looked impossible. The business is variously estimated at from one-half to two-thirds of normal, and "normal business" is usually defined by referring to 1912. January has reverted to the necessity of going out after business, and there is less business for the "floor man." Salesmen are having a trying time, though by nature the good man is an optimist always.

At the Goulay, Winter & Leeming warehouses the last couple of weeks before Christmas brought out an unexpected number of buyers, who revamped their decisions made earlier in the season. Consequently a goodly number of player sales were booked to people who were able to pay cash notwithstanding the financial stringency. Since the holiday season there have been more sales than could have been expected, and collections are being well maintained.

"It is by no means all gloom," said the head of Mason & Risch, Ltd., when asked concerning Christmas trade. Though there had been less spontaneity all along, as compared with previous years, his firm noticed more cash sales and larger payments. The business ran more largely to the higher priced lines. The amount of business, too, proved larger than they had hoped for under existing conditions.

For some weeks previous to Christmas the R. S. Williams & Sons Co. made an extra strong drive for business through their advertising department. Large and well displayed advertisements, with reasonable arguments, had their effect in all departments. The phonograph department particularly showed up well, and in total sales passed by a good margin the record established during the previous year. All lines of small goods also were moved out in a manner to prove the contention of this firm that music is a necessity and not a luxury.

When the Journal man dropped into the office of Gerhard Heintzman, Ltd., Mr. Gerhard Heintzman, head of this firm, was just completing a perusal of December figures for the retail warehouses. "Not quite up to last year," said Mr. Heintzman, in reply to the Journal's query regarding the returns, "but very good indeed considering the general state of trade. The last week before Christmas was very pleasing. In the Edison department sales ran almost entirely into the higher priced types." Asked about export business, Mr. Heintzman replied that they were in touch with Australian and South American firms, but could see little prospect for Canadian manufacturers in England.

Harder work than ever at the Newcombe warehouses resulted in a better fall trade than the management expected was possible. While wholesale trade was somewhat erratic, showing hand to mouth purchasing by dealers, there seemed more regularity in local retail business with those persons at all interested showing a disposition to pay more cash than conditions would cause one to expect.

In reply to the Journal's query regarding fall and Christmas trade, Mr. Albert Nordheimer, head of the House of Nordheimer, agreed that the volume was perhaps one-third less than the previous year, but was at the same time characterized by so liberal a percentage of Steinway buyers, as to make the net results very pleasing. This firm is now

planning for extended operations when their new building is ready for occupation, and in the meantime Mr. Nordheimer is well pleased with the results to date of the policy of his firm, which is marked by a degree of conservatism.

The securing of an adequate supply of hammer felt of the right quality would seem to be the problem of W. Bohne & Co., but they are not worrying on this score. Their policy, as always, is to provide the very best felt that money can buy, and this is the only quality that will satisfy the Canadian piano manufacturers. Fortunately they had a large supply on hand before the war broke out, and can take care of all business.

William Long, the Queen Street West dealer, who has the local agency of Karn, Morris and Evans lines, stated that while his sales for November and December were fewer in number than for the same months of 1913, the proportion of cash was greater. "The sales were in every way better," he said. Mr. Long has given the occupants of his Yonge Street store a six months' extension of their lease, so that he will not remove from his present location until October.

"Christmas trade was quite a surprise to us," said Mr. A. R. Blackburn, of A. R. Blackburn & Sons. "October and November were fairly busy months, but in small sales, and we had no reason to hope for the sudden improvement that materialized in December, giving us a better Christmas trade than in 1913. Since then it has slowed down again, and as in the fall, has become uncertain and erratic."

Mr. R. F. Wilks, who handles Haines Bros. pianos and Columbia Grafonolas at 11 Bloor St. East, had a fairly satisfactory fall trade, but December fell below other years, and was a disappointment. Since the holidays, however, he reports an improvement, and is working on a number of good "prospects" that have been "hanging fire." Mr. Wilks has a large tuning business, but this has kept up well, with all men busy. Mr. Wilks looks on the bright side and is working for better results. Collections are being well maintained and, said he, "so far I have not had to cut wages or lay any one off."

Concerning last year's business Frank Stanley said, "I am glad to say for 1914 that we will be grateful if 1915 is as good. There have been times since the war began that naturally gave concern as to the future, but there seems no reason to doubt that we will continue to do business as usual, and it remains only to those who are in business to display confidence."

The optimism of Mr. Higel, head of the Otto Higel Co., Ltd., amounts almost to enthusiasm that the present "dip" will be followed by greater activity and prosperity in this country in general, and the music trades in particular, than Canada has ever known. While not a time for expansion, he considers the present the appropriate time to plan for the future, though acknowledging the necessity of sails being well reefed.

J. M. Loose & Sons, Ltd., action and key manufacturers, had no trade prophecies to offer when spoken to by the Journal. "We have no complaint to make regarding collections, and have no doubt as to the ultimate return of prosperity," said Mr. Loose, who thought the English market, when a little more settled, would offer an opportunity for Canadian action manufacturers.

Mr. P. T. Quirk, manager of Sterling Actions & Keys, Ltd., is by nature conservative, and is not anticipating heavy business. The fall trade, however, was better than indications earlier in the season warranted him in expecting. He recently returned from a visit to the English manufacturers, and as a result hopes to export Sterling piano actions.

Mendelssohn Piano Co., though reporting a shrinkage of sales last year as compared with the year or two previous, find collections surprisingly good. Their retailers show a disposition to buy only as necessity compels, and from the country come reports that the farmers admit good prices and a good year in 1914, but are lacking in confidence, and are purchasing little that can be done without.

Mr. H. E. Wimperly, local manager of the Bell Piano & Organ Co., Ltd., which firm has just completed a half century in business, stated in regard to Christmas trade that though they curtailed in advertising, sales of small goods and talking machines were about three-quarters of the year before, when they advertised heavily. Piano trade was, of course, less than

in former years, and Mr. Wimperly was not disposed to talk of the future.

D. M. Best & Co., hammer and string manufacturers, see no reason to be downhearted, though everyone admits a material difference between the net results of 1914 and 1913. He is looking forward to better conditions, and in the meantime considers trade quite creditable to those in it. He is specializing on English-made hammer felt.

The breaking out of war cut off the source of supply for J. Montagnes & Co., who had the Canadian agencies of a number of lines of German musical merchandise. They at once set about arranging for agencies with English, French, Italian and Holland firms. They have goods now on the way, but in the meantime have been unable to supply many lines required. Collections they report slow.

M. W. Glendon, who has the Ontario wholesale rights of Pathe Perreux products, has specialized on retail business from quarters in the new Ryrie Building, at the corner of Yonge and Shuter Streets. Christmas business he reports beyond anything he had reason to expect, with sales including mail orders from numerous points throughout Ontario, from persons previously acquainted with Pathe's merit. A new list of records is now in preparation, and Mr. Glendon has just recently forwarded a substantial order to London for Pathe best titles.

Murray-Kay, Ltd., Toronto, are enlarging their Grafonola department. They are adding three new sound proof demonstration rooms, and will give Columbia lines even stronger representation than before. They had an excellent Christmas trade.

Four of the newest rolls issued by his firm are particularly recommended by Mr. H. H. Fitch of the Universal Music Co. These are: Nevin's "Narcissus" op. 13 No. 4, Faure's famous sacred song "The Palms" (Les Rameaux), "Millicent" hesitation waltz, all three played by Felix Arndt, and "Song of Songs," the song and piano solo which has entered upon a good run in sheet music form.

Mr. Paul Hahn said, "of course the war has knocked all our calculations endways, and no matter what Christmas trade we had, it was not enough. However, it was of a good quality, and the sales I have been making for the last six months are at least 90 per cent. cash, or within three months, and an odd one six months. People are careful and wish to buy for cash, which is quite agreeable to the piano man."

CONCERNING EDISON DOINGS.

The manner in which order has been brought out of the chaos that resulted from the destruction of the Edison plant, is remarkable in the enterprise exhibited. It is reported that a great deal of the machinery used in the manufacture of the phonographs was almost unharmed, and therefore was promptly put into operation.

The master records were all saved, and the process of manufacturing new disc records is under way. Amberola records were shipped within three weeks of the day of the fire.

In a letter to Edison disc dealers the company said, "We find that the fire is not as bad as at first supposed. Most of the machinery is intact, and only has to be cleaned up."

Fortunately, the large building recently constructed for the accommodation of the storage battery department were not touched by the fire, and as these buildings had not been equipped it has been possible to install many of the departments, including the clerical, sales, advertising and stenographic, in temporary quarters.

Among the scores of letters Mr. Edison personally received from persons all over the United States, was one from President Wilson, as follows:

"My Dear Mr. Edison: I cannot deny myself the pleasure of sending you a line to say how greatly I admire your action in the matter of your business after

the loss of your plant. It is very fine not only, but shows a degree of courage and of public spirit which excites my most earnest admiration. Cordially and sincerely,

"WOODROW WILSON."

The action the President refers to, it is believed, is that of Mr. Edison in immediately beginning the reconstruction of his plant, so that his employees might not be without employment.

THIS IS GOING SOME.

On December 9 the Edison plant at Orange, N.J., was practically wiped out by fire. Twenty days later records were turned out as per the following message wired to Edison distributors:

"At 8:30 p.m. December 31st, 1914, we turned out finished Blue Amberol records at the old stand, which was practically wiped out by fire on night of December 9th. Getting back in the ring in twenty days is going some. A happy and prosperous New Year to you all."

For the 12 months ended September, 1914, Canada's imports in musical instruments were invoiced at \$1,864,000, as against \$2,204,000 the year previous.

In a couple of stores on Yonge Street, Toronto, not in the music trade business, disc records are on sale at fifteen cents each. These are single side and only five and one-half inch size.

The John Davenport Foundry Company of Stamford, Conn., is establishing a branch plant in Montreal, Canada, where, according to Benjamin Ogden, manager of the Stamford plant, it is starting upon an extensive order for its Canadian trade. The company makes a specialty of piano plate manufacture.

"I was very agreeably surprised at the nice Christmas trade I was favored with this year," said Mr. W. K. Elliott of Brampton to the Journal, regarding last month's business, "it surpassed anything I have had in the last five or six years, and while the prospects do not seem any too bright, I believe the opening of spring will see an improvement in trade." Among Mr. Elliott's most recent sales was one of a Haines Bros. to a prominent choir leader of Brampton, and a cabinet grand "Dominion" piano to St. Paul's Methodist Church.

PIANOS LOST.

Tuners and carters look at the number of every piano you tune or move. If you find Mozart piano No. 14,104 in walnut case, forward particulars to Canadian Music Trades Journal, 58 Agnes Street, Toronto, and receive reward. Also send particulars if you locate Columbia No. 714, for which a similar reward is offered.

SMALL GRAND PIANOS WANTED.

A customer requires 50 small grand pianos, ranging in price from two hundred to two hundred and fifty dollars F.O.B. New York, of C.I.F. Buenos Aires. Six months' credit is asked from date of bill. Particulars should include weight of instrument, packed and unpacked. Cases should be either black or mahogany. Adolfo Apfelberger, 1215 Bartolme Mitre 1221 Buenos Aires, Argentina, South America.

PLAYER PIANO LOST.

Reward will be paid for location of Stanley player piano, walnut, No. 5390, which was and likely is located in Alberta. Address replies to Canadian Music Trades Journal, 56-58 Agnes St., Toronto.

The Gerhard Heintzman

BUILT IN CANADA FOR OVER HALF-A-CENTURY

FROM the original GERHARD HEINTZMAN Factory, where the first eight pianos of the name were made, the plant has been enlarged and improved until now it has assumed proportions familiar to the trade.

It is a desirable policy for a dealer to so carefully choose his lines that after having sold his customer an instrument, no matter how much longer he or she might have searched among good makes, it would still have been impossible to improve upon the choice made.

Such a position is that in which every GERHARD HEINTZMAN dealer is placed as a result of his completing negotiations for the representation of that line in his community.

The same wonderful skill, the same fine materials and the same painstaking methods which have built the world-wide reputation of the **GERHARD HEINTZMAN** are maintaining it now.

Gerhard Heintzman, Ltd.

Factories: 61-75 Sherbourne Street

TORONTO - CANADA



WHY SELL
A MASON & RISCH ?

Sound reasoning guides the people who are *buying* Mason & Risch Pianos.

Sound reasoning guides the Dealer who is *selling* them.

For *both*, buyer as well as seller, discriminate between popularity that is meteoric and success that is merited — won through the experience of more than forty years of piano making in a factory where craftsmanship counts *high!*

That's why Dealers sell the Mason and Risch. Have *YOU* ever thought of it in that light before?

Mason & Risch Limited
Toronto