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Canadian Music Trades Journal

FEBRUARY, 1919

JANUARY							FEBRUARY							MARCH							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
1	2	3	4	5	6	7	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
31																					

This is the Date.
Annual Convention
Canadian Bureau for the
Advancement of Music,
King Edwards Hotel, Toronto.
P.M. Live Business Talks.
Evening Big Banquet.
George W. Pound, Speaker.
I'm going

.....
Sign here

58

1919

FEBRUARY

Friday

28

28

February

No other engagements
this date. Big Convention
at Toronto. Takes in all
branches of Music Trades.
Everybody will be there.
It's important. I'm going.

.....
Sign here



WE believe this is a peculiarly appropriate time to remind the trade of certain features in the Columbia policy—fully established and in entirely successful operation.

This is really only by way of re-asserting our stand that there is and shall be no change in the Columbia principle of manufacturing the product that the people want and selling it with a liberal and standard margin of profit between the wholesale and the fixed, invariable retail price, subject to that one inflexible protective feature of absolute price maintenance.

PRODUCT—Model by model—dollar for dollar, part by part, Columbia Grafonolas are beyond compare. And Records the same—quality, durability, volume, repertoire and timeliness.

DEMAND—As evident as the face on the town clock. There never has been such an easy market for Grafonolas and Columbia records as there is right now, and we very confidently predict that there will be an enormous increase in your sales throughout 1919, provided you do your part.

SERVICE—Better than ever before, notwithstanding the wonderfully increased demand, and we confidently predict that there will be no disappointments in 1919.

Columbia Graphophone Co.
Toronto





Evidences of Sincerity

IF you had your choice of two beautiful vases, the one factory-made, stiffly and coldly correct; the other a hand-made vase, but making visible in its every graceful line the soul of an artist-craftsman, which would you select? We are very sure you would be charmed by the *sincerity and personality* of the skilled craftsman's handiwork. When you select your piano, remember it will be for a lifetime. Put your faith in a player-piano that is the personal achievement of a recognized genius in the art of tone-production.

Each individual Martin-Orme Player is the personal pride and enthusiasm of a master-artist-craftsman to whom anything short of the highest ideals in player-piano building would be unthinkable. Every Martin-Orme Player is made in sincerity *under the personal supervision* of Owain Martin, the creator of many innovations which have since become "standard" in high-class piano construction. We invite your critical inspection of these famous instruments in our warehouses.

The Martin-Orme Piano Co. Ltd.
OTTAWA

(The above is a sample of Martin-Orme publicity now appearing in many Canadian cities—our dealer's name being featured in each case. Correspondence solicited from dealers in open territory).

The **BELL PIANO**
& ORGAN CO., LIMITED

FOUNDED 1864



STYLE 14

BELL PLAYERPIANO

Made in Mahogany or Fumed Oak Casework.

Record Sales of
Bell Playerpianos
were made in 1918

Write for new art catalogue and current
quotations to

The **BELL PIANO**
& Organ Co., Limited
GUELPH, ONTARIO

and at
London, England

Not Much!

A THOUGHTLESS fellow was overheard to say that "after all, a piano is a piano." Yet that is not exactly true.

Food is food, it might be claimed. But a dinner eaten off a marble top at a quick-lunch is by no means the same as the well-cooked one you get at a good hotel.

Gourlay tone is far more than merely good piano tone. Gourlay designs are far more than merely good piano designs. Gourlay workmanship is far more than good piano workmanship. The Gourlay agency is far more than merely a good piano agency.

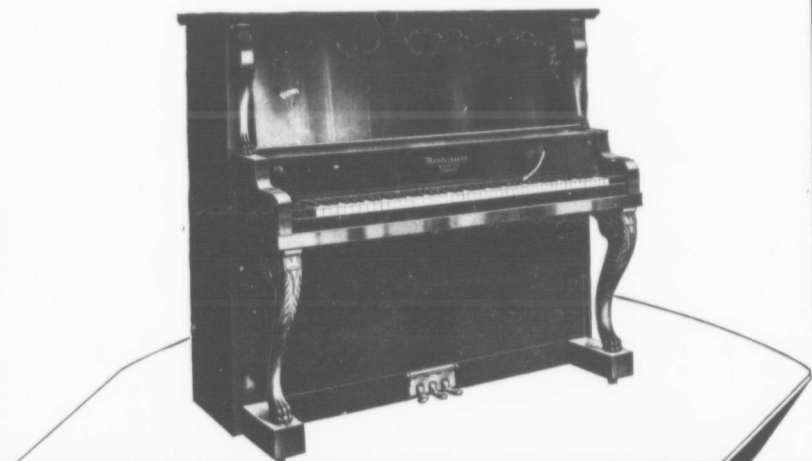
This Gourlay superiority is built-in at every operation the piano goes through from A to Z.



Gourlay, Winter & Leeming, Limited
Toronto, Canada

Head Office and Factories:
309-325 LOGAN AVENUE

Salesrooms:
188 YONGE STREET



QUALITY

For over 30 years the Mendelssohn platform

MENDELSSOHN

It is the highest type of Canadian Quality

- made in Canada.
- by Canadian workmen.
- by a purely Canadian firm
with Canadian capital.
- sold to Canadian homes.

The Mendelssohn proposition is thoroughly representative of Canada

MENDELSSOHN PIANO CO.

110 Adelaide Street West

Toronto, Canada

The Non-Piano-Playing People of this Country Form at Least 90 Per Cent. of Our Population.



That puts in a nutshell the field for the player-piano. The piano is a necessity in the home. Everyone would like to own a piano, but "what's the use" they say, "I can't manipulate the keyboard."

Then you've got a string of player arguments up your sleeve that are simply irresistible. **Push the Player.**

The Higel Player Action is the choice of the leading manufacturers in the world's markets because it is accurate, efficient, and always dependable. Whenever scientific research, capital or invention can add any improvement to the Higel action that improvement will be added. The wonder is that a mechanism so delicate, so dependent upon precision in operation, and one that is subjected to such unrelentless use can stand the pace for decades and then show upon inspection that its deterioration is nil.



THE OTTO HIGEL CO., LIMITED
KING AND BATHURST STS. TORONTO, CANADA

THE BRITISH EMPIRE'S
Largest Music Trade Supply House

Upright Piano Actions
Grand Piano Actions
Player Piano Actions

Player Piano Rolls
Piano and Organ Keys
Organ Reeds and Reed Boards

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

FORD PRICES

The policy of the Ford Motor Company of Canada, Limited, to sell its cars for the lowest possible price consistent with dependable quality is too well known to require comment. Therefore, because of present conditions there can be no change in the price of Ford Cars.



Runabout	-	-	-	\$ 660
Touring	-	-	-	690
Coupe	-	-	-	875
Sedan	-	-	-	1075
Standard Chassis	-	-	-	625
One-Ton Truck Chassis	-	-	-	750

These prices are F.O.B. Ford, Ontario

All prices subject to war tax charges, except truck and chassis.

Ford Motor Company of Canada, Limited

FORD - - ONTARIO



STYLE O
Height 4 ft. 7 in.
Mahogany only

Dealers who are desirous of securing the agency of a piano that will absolutely satisfy the most critical musical buyers, will find in our piano just the qualities and attractiveness required to quickly complete a profitable transaction.

Our pianos are an inspiration to the artist, musical student and amateur, and for splendor of tone and perfectly responsive touch, combined with beauty of veneers and finish, are unrivalled.

Are YOU interested? Write, wire or telephone for particulars.

National Piano Company, Limited

266-268 Yonge St., - - Toronto

Factory : Mozart Piano Company, Limited - 94-110 Munro St.

Sterling

**PIANO
ACTIONS**

**PIANO
KEYS**

THE confidence a dealer has in a piano equipped with a Sterling action and Sterling keys is the same as he has in his deposit in a chartered bank.

The investment in Sterling supplies is safe—it is always worth 100 cents on the dollar—and it pays interest in goodwill and satisfactory service.

Sterling Actions & Keys, Ltd.

Noble Street

Toronto

Canada





“Salesmen tell me that they have a larger prospect list than ever”

said a man who has made a survey of piano trade conditions.

The best way to convert these “prospects” into “buyers” is to demonstrate the

Evans Bros. Piano to the public

Quality and excellent value for the money are written all over Evans Bros. pianos, inside and out.

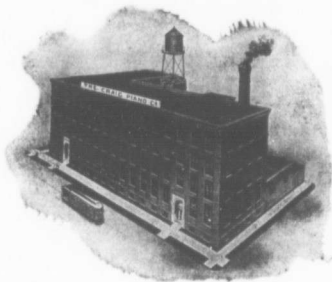
The actual piano value in the Evans Bros. line is equal to that of even some higher priced instruments. Correspondence is invited.

Evans Bros. Piano and M'fg. Co., Ltd. INGERSOLL ONTARIO

A Solid Wall of Good-Will

has been built up by Craig Pianos during the time since they were established in 1856. For that length of time they have represented the best in piano building. The dominant note behind the line has been always that of Quality—the maximum quality at the minimum cost.

You can therefore sell your best customers with a feeling of pride, knowing that they will be thoroughly satisfied with their Craig piano.



Nothing goes into the construction of our pianos and player pianos that we cannot thoroughly recommend.

Men in the Trade who know Pianos like a book, and musicians who understand tone in a critical way, recommend the Craig pianos.

The Craig Piano Co.

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

MONTREAL

QUEBEC

*Music is the Universal Language which
appeals to the Universal Heart
of Mankind.*

Weber Kingston

Are worthy of earnest consideration where quality counts and satisfaction guaranteed.

**The Weber Piano Co., Ltd.
Kingston**

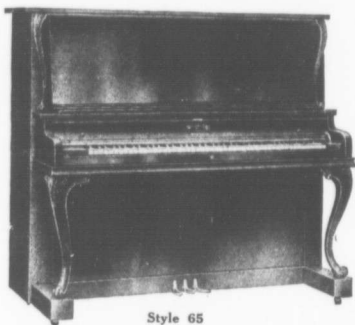
Successors to
The Wormwith Piano Co., Kingston
Pianos and Player Pianos



Style A Player

We have others to suit all comers.

Choose "Wright" and You Choose Right



Style 65

Details can make or mar a piano. It is the intelligent attention to the minutest constructional details, perhaps more than any other one factor, that has made the Wright Piano many a dealer's choice for his "leader."

This policy began with the making of our first piano thirteen years ago, and has continued in force week in and week out ever since.

The dealer's margin on Wright Pianos is ample, the retail price moderate, and their reputation the highest.

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

You are in Business for One Reason

—and that is to make money legitimately and in a way that will hold and build up your trade.

That is just the groove the Lonsdale proposition is designed to fit.

That is the need Lonsdale Pianos are meeting right now.

The ability of our pianos to do just that for you accounts for our steady progress to date.

Stock the Lonsdale Line. We offer four piano designs and two players.

LONSDALE PIANO COMPANY

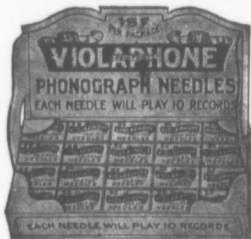
Office and Factory
Queen St. E. and Brooklyn Ave.
TORONTO - CANADA



Style "M Louis"

ECONOMY IN PHONOGRAPH NEEDLES

Each Violaphone gold point needle will play 10 records. A box of 50 Violaphone gold point needles equals 500 ordinary steel needles. Medium, loud and extra loud tones.



The Violaphone gold point phonograph needle is made of a special steel electrically tempered to give the point the desired wear resistance to do the work of 10 ordinary steel needles.

MY GUARANTEE

You are solely to be the judge. I will send you a sample package of 60 boxes on request, and if you do not find my claims as represented return it to me at my expense.

Retail price of sample package of 60 boxes..... \$9.00
Dealers' price of sample package of 60 boxes 5.85

PLEASE MENTION TONES REQUIRED WHEN ORDERING

H. A. BEMISTER

10 Victoria St., - - - Montreal, Canada
(Sole Agent for Canada)

Second Annual Convention

CANADIAN BUREAU FOR THE ADVANCEMENT OF MUSIC

Toronto, Friday, February 28th, 1919

KING EDWARD HOTEL

AFTERNOON SESSION—2.30. Live Business Discussions. Come with some ideas to present. The floor is yours.

BIG TRADE BANQUET—6.30 at the King Edward—informal. It's to be the biggest gathering of the music trades ever held in Canada. \$2.50 the plate.

EVERY man in every branch of the Music Industries should be mightily interested in what this Bureau is doing to get music into the lives, the homes, the schools. The demand for musical instruments of all kinds has been made more spontaneous, more ready through the Bureau's activities. Come and show by your presence that you endorse what the Bureau is doing and—that you notice what it is failing to do. Come along with some good helpful criticism. The Board of Directors want your active co-operation. The cause of music needs it.

This is the occasion for live discussions having in view general trade betterment and these might go beyond what is considered the Bureau's province. The Bureau's officers are to keep their reports very short, so that there will be time for the exchange of ideas that is so valuable to those exchanging and those listening. Come to this meeting—help to make it representative, interesting and useful.

At last year's dinner a hundred men sat around the same table and thoroughly enjoyed the occasion. This year—peace year—there should be three hundred. There will be a better dinner, better entertainment, music, snappy speeches, songs between courses, the mistakes of last year omitted and new features introduced.

George W. Pound, of New York, will be the guest of honor. He was with us last year and those of you who heard his magnificent address will want to hear him again. Those who didn't hear him have this opportunity on February 28. Mr. Pound is an attorney of international repute, an ex-Judge and gave up private practice to handle the Music Industries Chamber of Commerce. Most of 1918 he spent at Washington fighting legislation inimical to the interests of his clientele. He can tell us a lot we want to know. We are fortunate in his being free to come to Toronto again. Come and join in the trade's appreciation of Mr. Pound. Come anyway.

DON'T FORGET—February 28, Toronto King Edward Hotel, business at 2:30, informal trade dinner at 6:30, \$2.50 the plate. Let the Secretary know how many tickets to reserve for you.

E. C. SCYTHES, President,
220 Yonge Street, Toronto

JOHN A. FULLERTON, Secretary-Treasurer,
66-68 West Dundas St., Toronto.

C. F. GOEPEL & COMPANY

137 East 13 Street

SUPPLIERS OF

New York

High Grade Commodities

TO THE

PIANO AND PLAYER TRADE

**Player Accessories.**

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

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

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

Felts, Cloths, Punchings

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

Imported French and also Domestic Bushing Cloth——Hammers.

Optimistic

Business men are hatching bold plans to switch from war work to peace demands. Their aim is to help in filling the world's orders.

The home market requires a tremendous output of goods.

With the return of sufficient labor times should be good and the demand for **Doherty Pianos** will not only keep up but increase.

If you are not familiar with the Doherty Line write for particulars.

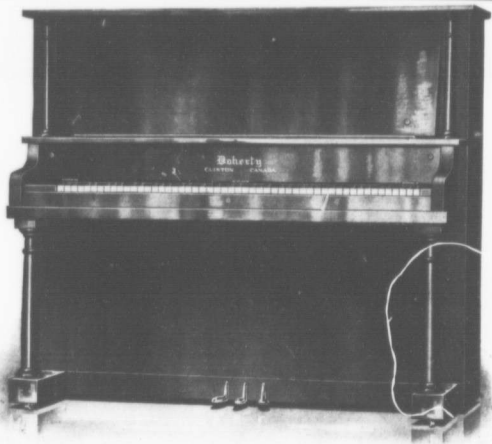
**DOHERTY
PIANOS**

Limited

Established 1875

Clinton

Ontario



Over 70,000 satisfied owners of Doherty instruments is undisputed evidence of Doherty quality.

TONE AND DURABILITY

are the two essentials in a piano to interest a purchaser.

Coupled with the well-finished, beautifully designed case work of our latest models, the **Stanley** is absolutely irresistible as a quick seller.

Write to-day for prices and catalogues.

STANLEY PIANOS

241 Yonge Street
TORONTO

(A Good Old English Name)

American Steel and Wire Company's

PERFECTED
— AND —
CROWN



PIANO WIRE

Complies with all mechanical and acoustic requirements; and the services of our acoustic engineer are freely offered to assist in bringing these together.

United States Steel Products Co.

Montreal New York New Glasgow, N.S.
Winnipeg, Man. Vancouver, B.C.

**Piano & Player
Hardware, Felts & Tools**

Ask for Catalog No. 182

**Phonograph Cabinet
Hardware**

Ask for Catalog No. 183

HAMMACHER, SCHLEMMER & CO.

New York, since 1848

4th Ave. & 13th St.

Julius Breckwoldt & Company

Manufacturers of

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

Sole Agents for Rudolf Giese Wire in Canada and United
States

J. BRECKWOLDT, Pres.

W. A. BRECKWOLDT, Sec.-Treas.

Factory and Office:
Dolgeville, N. Y.

Saw Mills
Fulton Chain and Tupper Lake

"Superior" Piano Plates

MADE BY

THE

SUPERIOR FOUNDRY CO.

CLEVELAND, OHIO, U.S.A.



Front View
Cathedral Model

Our Big Four line of benches have proved so popular with the trade that we are going to feature these for 1919. The styles are right and the prices are exceptionally low.

Let us have your inquiries.

The Goderich Organ Co., Limited
GODERICH, CANADA

**YOU WILL NEVER HAVE
ANOTHER CHANCE**

To get an organ of this class at the **Prices** we are asking for these.

We only have a few more left.

Ask us for prices that will astonish you.

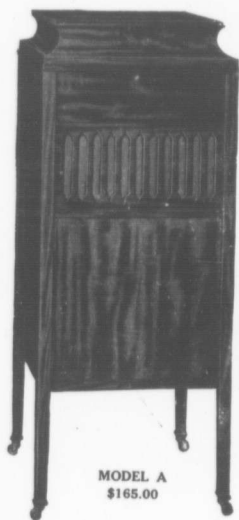


Back View
Cathedral Model

The Name

We could build just as good a phonograph, with the same compelling tone, the same magnificent piano-craft cabinet,—and leave the name off. But while explaining the one you could sell ten of the other. It's the name. The name you cannot buy. We give it to you in the

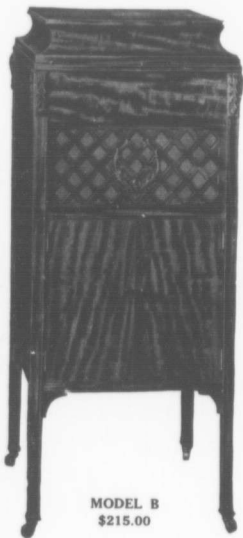
Gerhard Heintzman



MODEL A
\$165.00



MODEL E
\$450.00



MODEL B
\$215.00

The Gerhard Heintzman Phonograph is constructed with a painstaking zeal that knows no quality limitations. Like the Gerhard Heintzman piano—the household idol of over 40,000 music-loving Canadian homes,—it is built better than necessary.

Gerhard Heintzman Limited
 Sherbourne Street Toronto, Canada

Otto Heineman Phonograph Supply Co. Inc.



25 West 45th Street, New York

FACTORIES:

NEWARK, N.J.
PUTNAM, CONN.
SPRINGFIELD, MASS.

BRANCH OFFICES:

CHICAGO, ILL.
PORTLAND, ORE.
CINCINNATI, O.
TORONTO, CANADA



Only One of the **OKEH** RECORDS that are Real "Hits"



10 inch hill and dale
Music on both sides

Play with sapphire or steel needle
Popular and standard selections

LET YOUR EAR BE THE JUDGE

Canadian Branch:
172 John St.
Toronto

Otto Heineman
President

Otto Heineman Phonograph Supply Co. Inc.

25 West 45th Street, New York



FACTORIES:
NEWARK, N.J.
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BRANCH OFFICES:
CHICAGO, ILL.
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CINCINNATI, O.
TORONTO, CANADA



HAND IN HAND

Heineman products go hand in hand with Phonograph progress. Past experience, present conditions and future prospects all point to big and substantial developments in the phonograph field. And co-operating in this development are

HEINEMAN and MEISSELBACH MOTORS and TONE ARMS

known the world over as the highest quality and the best values on the market. Our output is primarily a quality production.

We are at your service.

Canadian Branch
172 John St.
Toronto

Otto Heineman
President



MEISSELBACH



TONE ARMS

MOTORS

SOUND BOXES

Which Appeals to You Most?

Banking Cash or Handling Dozens of
Small Monthly Accounts



FANTASIE

Oak or mahogany; 43 1/2 inches high; 19 3/8 wide; 19 1/4 deep; nickel plated trimmings.

Plays all types of records.

Double spring motor; plays 4 or 5 ten inch records with one winding; automatic stop; tone modifier; vertical racks for 90 records.

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



Sells for Cash



Look at the Sonora. The handsome "bulge" design, with lines of grace and individuality, is exclusively Sonora's.

Study the Sonora. Examine the long-running motor, the improved tone control, the accurate automatic stop, perfect sound box, universal tube, envelope filing system, etc.

Hear the Sonora. You'll understand why it is simply irresistible when you hear its magnificent tone. The Sonora plays all makes of disc records perfectly without extra attachments.

I. MONTAGNES & CO. - TORONTO
Sole Canadian distributors of the Sonora, RYRIE BUILDING

We are Sole Agents in Canada for the following celebrated lines:—

E. V. NAISH, Hammer Felts, Wilton, England.

LATCH & BATCHELOR, Music Wire, Birmingham, England.

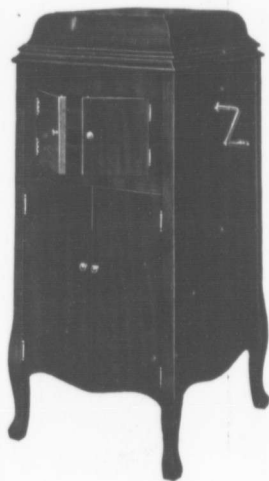
WEBB WIRE WORKS, Music Wire, New Brunswick, N.J., U.S.A.

In the manufacture of our Hammers and Strings we use the finest quality of material and made by expert workmen.

Shipments of Music Wire are now commencing to come in regularly.

D. M. BEST & CO.

455 King Street West . . . Toronto, Ont.



Are You Satisfied with Your Present Line of Phonographs?

Would you not consider a better proposition?

Would you not compare our new "DISC-O-PHONE" Phonograph with any other well known high grade and more expensive instrument and be convinced that a better and more profitable proposition is offered to you?

The "DISC-O-PHONE" is gaining confidence every day, and makes a salesman's time worth while. Try it if you have competitors.

Volume, definition and tone, as well as neat designs and artistic finish are worthy characteristics of this reliable phonograph.

We can also make a limited quantity of your phonograph cabinets on your own designs and specifications.

Write at once for your season's requirements.

J. DONAT LANGELIER, LIMITED

Exclusive Manufacturers

Pointe-Aux-Trembles, Que. (near Montreal)



LESAGE Style Louis XV

Coupled with the best of quality is price commensurate with good quality, but reasonable enough so that every dealer can display our pianos on his floor and sell them readily.

Deal in Certainties

You do not depend on "luck" when selling Lesage Pianos. You simply cannot fail in impressing upon prospective buyers the numerous points wherein Lesage "Quality" is outstanding. Inspection of a Lesage Piano reveals unusual quality at every turn.



A. LESAGE

*Manufacturer of Pianos and Player
Pianos of the very highest grade.*

ST. THERESE - QUEBEC

The Newcombe Piano

"Never suffers by comparison"

(A Leader since 1870)

The war has taught the Canadian people to buy durable "quality" goods. Newcombe pianos and players are made by piano makers of the old school who through years of experience know the high standard of workmanship required to please our customers.

Every Newcombe Piano has an important constructional feature possessed by no other piano, viz., the "Howard Patent Straining Rods." These give added strength and endurance to the instrument. Also they keep it in tune longer.

The Newcombe Piano

Company, Limited

Head Office, 359 Yonge Street

Factory, 121-131 Bellwoods Avenue

TORONTO

CANADA



TORONTO
516 Richmond St. W.

Established
1891

NEW YORK
134th St. and Brook Ave.

W. BOHNE & CO.

Manufacturers of

Pianoforte Hammers and Covered Bass Strings

For the better grade manufacturer
Proved by 27 years' experience



"CHOIR MODEL"

"THE CHOIR MODEL" has been designed to meet the demands of churches desiring an organ, artistic in appearance, and possessing those musical qualities which are most essential in a good Church Organ.

This design is in Quartered Oak. The finish, being the new Golden Oak, "Art Finish," not only enriches the appearance of the instrument, but is made to withstand the different climatic changes.

The actions are specially constructed and possess the variety of Tone, Volume, and Ease of Manipulation for which all THOMAS ORGANS are famous.

**Thomas Organ &
Piano Co.**

Woodstock - Ont.

Mandolins and Accessories



Mandolins

Number	Description	Wholesale	Price
1—	"Defiance," nine maple and birch ribs	\$3.75
3—	"Defiance," nine maple and walnut ribs	3.95
5—	"Artist," eleven mahogany and maple ribs	3.95
100—	"Jackson," eleven walnut ribs, white inlay between	4.50
2—	"American," eleven rosewood and maple ribs	5.50
9—	"Artist," eleven rosewood and maple ribs	5.75
90—	"American," eleven solid rosewood ribs	7.25
91—	"American," twenty-one rosewood and mahogany ribs	8.00
92—	"Butterfly," twenty-one rosewood ribs	9.30
101—	"Butterfly," twenty-one rosewood ribs, white inlay between	8.40
01—	"Newton," seventeen rosewood ribs, celluloid bound fingerboard	9.95
300—	"The Echo," twenty solid rosewood ribs	10.00
210—	"The Echo," eleven ribs, extension fingerboard	11.45
00—	"Martin," mahogany body, ebony fingerboard	11.50
250—	"The Echo," fifteen ribs, mahogany neck	12.25
0—	"Martin," eighteen rosewood ribs, celluloid guard plate	14.00

Mandolin Picks

Number	Description	List	Wholesale
128—	Imitation tortoise shell, usual model each	\$0.05 \$0.12 doz.
129—	Imitation tortoise shell, triangular model each	0.05 0.15 doz.
169—	Imitation tortoise shell, oval model each	0.05 0.15 doz.
131—	Genuine tortoise shell usual model, medium size each	0.10 0.47 doz.
130—	Slip-not-imitation tortoise shell each	0.10 0.60 doz.
124—	Imitation tortoise shell, medium size, patent spring grip, bevelled and polished points each	0.10 0.60 doz.
125—	Fine imitation tortoise shell, medium size, corrugated sides, bevelled and polished points each	0.10 0.60 doz.
132—	Genuine tortoise shell, usual model, large size each	0.15 0.72 doz.
134—	Genuine tortoise shell, triangular model, medium size each	0.15 0.80 doz.
133—	Genuine tortoise shell, usual model, extra large size, for mandola each	0.20 1.04 doz.

Mandolin Bags and Cases

Number	Description	List	Wholesale
164—	Felt Bag, green, best quality, patent fasteners each	\$0.75 \$0.35
165—	Canvas Bag, flannel lined, best quality, patent fasteners each	0.90 0.40
169—	Canvas covered case, leatherette bound, flannel lined, leather handle, very best quality each	2.50 1.20
171—	Black leather, embossed, flannel lined finest quality each	14.00 9.45
172—	Russett leather, embossed, flannel lined, finest quality each	14.00 9.45
173—	Maroon leather, embossed, flannel lined, finest quality each	14.00 9.45

*Above are trade prices plus equalization of
Transportation for Winnipeg and Calgary delivery*

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

CALGARY
308 Eleventh Ave. East

WINNIPEG
421 McDermott Ave.

MONTREAL
59 St. Peter Street

TORONTO
468 King Street West

Canadian Music Trades Journal

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

\$2.00 per year in Canada; 8s. in Great Britain and Colonies; \$2.50 in other countries.

British Representative:
DUNCAN MILLER
17 Little Tichfield St., Gt. Portland St.
London W., England.

PUBLISHED BY
FULLERTON PUBLISHING COMPANY
66-68 West Dundas St., Toronto, Canada

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Telephone
Adelaide 5434

VOL. XIX.

TORONTO, FEBRUARY, 1919

No. 9

Pianos are in Demand

THE Canadian public is rapidly accepting music at its face value as a necessity in the education of the child and as an essential in the home. Whether due to war, adversity, prosperity; the untiring missionary work of salesmen, the activities of the Canadian Bureau for the Advancement of Music, or a combination of all, does not now matter. The important fact is that music has distinctly increased its hold on public appreciation. It has passed the stage of being merely tolerated or courted as an accomplishment or a badge of family superiority. The market for musical instruments has become more receptive.

This is a logical and important reason why pianos shall continue in active demand, with prices a very secondary consideration. Ordinarily the law of supply and demand regulates prices, and while this law would at present apply in the piano trade to force prices still higher, this is not the element that is influencing prices. The piano trade can never be accused of profiteering, for prices are now no more than reasonable for the public to have paid before the war. Relatively piano prices have advanced less and with greater reluctance than dozens of commodities that the public is buying every day without a protest against increases ranging from fifty per cent up.

It cannot be expected that all materials shall continue at war rates, but the excessive demand for basic materials naturally preclude the expectation of pre-war levels for years to come, if ever again. The labor question is serious. The impossible demands of shorter working days for the same rate of pay represent enormous increases in cost that threaten to stagnate expansion. Wages had been forced to a point that political economists assure us is out of proportion to the wealth of the country. In spite of demobilization throwing a temporary surplus of workers on the market, for the most part unskilled, so far as the piano industry is concerned, the anticipated relief has not materialized. There is still a dearth of piano workers and the industry continues in competition with the activity in other lines for skilled men, which with the unabated high cost of living has kept wages up. Piano factory outputs reflect the shortage of man power.

It is of supreme importance that quality shall be kept uppermost in the minds of retailer and manufacturer alike. The desirability of the piano agency is based on quality—not price—and this war has strengthened the position of the instrument that has been forced into public appreciation on a basis of quality. It is only when people have not the money to buy the best that they are satisfied with an inferior article. The best in all lines is now in the greatest demand.

This is the time of all times in the history of the piano trade of Canada for a courageous, unwavering optimism. This does not mean a reckless daring in extending credits to increase volume, but in pursuing business with indomitable faith in the country that is more than justified by the way Canada has carried on during the years of war.

To continue referring to the magnificent manner in which the piano trade has held together during the war period is pardonable. In many ways perhaps, the period of reconstruction, however long or short, will be equally trying and the sympathetic co-ordination of all branches of the trade is more essential than ever. The inter-dependence of the one upon the other has been increased.

It is not necessary to burn up vitality in fruitless efforts to read the future. So far as the music industries are concerned there is money in the hands of the public, that even with the limited buying power of the dollar justifies all the pianos it is now possible to produce and at prices that allow a fair percentage to retailer and to manufacturer. The production and sale of musical instruments is more than ever a patriotic and righteous business and should be based on good prices, good payments and good profits.

Canadian Bureau for the Advancement of Music

THERE is no way of computing the dollars value that the Canadian Bureau for the Advancement of Music has been to the music industries of the country during the less than two years of that organization's existence. Its activities have done the trade an invaluable service in developing in the public mind an appreciation of music for music's sake. The Bureau's activities first of all impressed upon those in the trade the legitimacy of the business during war time. It secured the practical sympathy of the press and consistently agitated for music its rightful recognition in the home, the school and everywhere. Music is in demand as it never was. No gathering of people, large or

SECOND ANNUAL GET-TOGETHER
of the

Music Industries of Canada

2.30 p.m. 6.30 p.m.

Business Discussions. Informal Dinner.

Everybody will be there. See page 13.

small, for worship, entertainment or education is complete without music. Homes, churches, schools, hospitals, lodge rooms, club rooms, and even industrial plants insist upon music. The Bureau, of course, does not presume to claim all the credit for what has been done. Its services came along as a necessary link in the chain irrevocably binding public sentiment to this art which is truly practical as well as aesthetic.

The annual meeting of the Bureau, which is actually a convention of all branches of the music industries of Canada, is announced elsewhere in this issue. In addition to the asset that this Bureau is to the trade the greater necessity of co-operation urges a large and representative attendance. It is the one occasion in the year that provides a general get-together opportunity, and is most opportune at this period when isolated individual effort can accomplish so little.

Every member of every branch of the industry, whether he is in Canada, is not only invited but urged to attend and to bring along ideas for the general advancement of the industry.

On Taking a United Stand

AT intervals, the Journal hears of members of the trade associations kicking about something that the association left undone, or at some action that had been taken and to which they were opposed. Now, for anyone to fly off and condemn such an individual for his objections is unreasonable. Honest opposition has an important place in progress. Just as a wagon, to keep its balance, requires hind wheels as well as front ones, so a proposed change in policy may be the better for the advice of the cons as well as the pros.

But after granting the perfect legitimacy of the dissenting voices, it remains to be said that the time to dissent is before the motion is put. The place to dissent is at the meeting. It avoids nothing to remain passive in a discussion that is going contrary to one's judgment and then raise Cain about it afterwards. Thrash a thing out thoroughly when it is up for discussion. One's judgment may of course alter later to the extent of re-opening the question, for he is a small man who refuses to correct what his judgment says is not the best course.

The point is that the proper place to register an objection is at the meeting of the association. The right to disapprove of any action carries with it the obligation to attend the meetings at which these are talked over. The habitual absentee can hardly expect his extra mural expressions of opinion to carry the weight that they otherwise would.

While on the subject of association proceedings it is perhaps worthy of note that in lines outside our music industry more than one organized barque has come to grief on the rocks of discord because of the apparent desire of the majority to regulate the policies of the minority. The function of the trade association is not that. Its strength is in its power to crystalize the aims of all the men it represents and enable them to present a united front whenever an enemy or a difficulty bobs up its head, or whenever some reform is required. An agreement to do a thing should be a thing that it is in the interests of all to do.

TEAR OUT PAGE 13
and put where you can't forget it

For this reason there are times when, for a period there may seem to be no reasons for meetings or aggressive work. Yet there must ever be borne in mind that the organization must be kept not only intact, but with steam up all the time, for in the complexity of doing business-to-day one never knows when a common enemy may poke its nose above ground and then the advantage of preparedness counts for most.

A resumé of what trade associations have accomplished is the only defense they need. But no association should weaken its power by any attempt to regulate problems that affect its members in such a variety of ways unless there is absolute unanimity as to the course of procedure. There are exceptions to all rules, but this is the rule.

Letters that are Never Mailed

FUNNY papers have shown in cartoon form "Ads that are never printed." A Canadian piano man comes along now with a stock letter that he would very much like to send some of the prospects who submit offers to one of his salesmen, based on an allowance of from \$200 to \$350 for a thirty or forty-year-old piano that has become much prized as a family heirloom. He got the idea, he says, from a Mr. Ludwig, who wrote a series of similar letters for the New York Piano Journal. One of these he has altered to suit Canadian conditions. Should any of our dealers feel constrained to make use of this in their business, Canadian Music Trades Journal would appreciate hearing of the replies it brings. They would not, of course, be fit to print, but they would save us buying Life, Judge and Punch that week. The letter referred to follows:

"We note with great laughter and unbecoming glee your attempt to get a new piano, and the proposition you made to our Mr. ——— to turn in your venerable junk, together with 42 bucks, some of this to be cash, for a brand new outfit from soup to nuts.

"Your stuff is worth a lot of money, but not to us. There are historic societies in Canada which may make you a good offer for that prehistoric piano specimen, as they are interested in all hoary, bewhiskered antiques of a preglacial period.

"We admit that the piano business is very profitable and that we whizz by in upholstered limousines. And we make no secret of it—these machines were bought through ill-gotten gains from retail sales.

"Nevertheless, and notwithstanding, your prized relic will never stare us in the face when we enter our warehouse. Break it up, burn it up, assassinate it, but DON'T expect us to pay cartage on this poor specimen of an antediluvian period.

"Kindly dismiss this subject from your mind entirely. Our Mr. ——— will not annoy you for some time, for he has been sent back to the home of the feeble-minded, where we borrowed him for the time being.

"We can send you under separate cover the names of three or four other dealers who might be inclined to figure on your deal if you let us know at once, so that we can send a floral piece and also give three silent cheers for the opposition.

"Trusting that you will take our catalog and let your children cut out all the colored pictures, so that you have nothing to remind you of our house, we are

"Your Friendly Enemies."

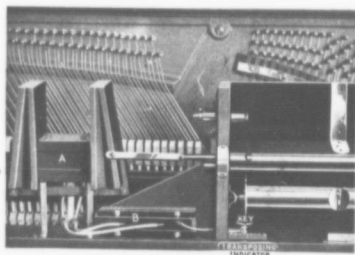
Occasionally a truthful man goes fishing.

The New Transposing Player

"Williams Made"

Alters the Key of Player Music at Will

With this device
player music can
be transposed to
suit the Singing
Voice.



In using the
player for accom-
paniment work of
any kind, the
transposing device
is indispensable.

Simplicity of Operation

To change the key of any selection simply move the small metal key shown in the lower left-hand corner of the music roll box (see illustration) to another hole in the transposing indicator, moving the key to the right to transpose to a higher key, and to the left to transpose to a lower key.

Each hole in the transposing indicator represents a different key to which the music may be transposed.

This Transposing Player is popular priced and is manufactured
exclusively by

The Williams Piano Company Limited

Canada's Oldest and Largest Piano-Makers

OSHAWA - ONTARIO



GEORGE W. POUND

COUNSEL AND GENERAL MANAGER OF THE U. S. MUSIC INDUSTRIES
CHAMBER OF COMMERCE, WHO WILL ADDRESS THE MUSIC
INDUSTRIES OF CANADA AT THE BANQUET OF THE
CANADIAN BUREAU FOR THE ADVANCEMENT
OF MUSIC, TORONTO, FEBRUARY
TWENTY-EIGHT

To-morrow is Never Good Enough if To-day is Physically Possible



An Acton dealer's post card tells the story of "His Master's Voice" service. This is an every day occurrence.



Acton, Ont. Jan. 16th, 1919.

Gentlemen:-

Just a line to tell you that you have, in conjunction with the Toronto Suburban R'y, given us pretty good service. Goods ordered by letter posted this AM. received here 8PM to-night. Thanks for promptness. It is appreciated.

Yours truly,

A. T. BROWN
ACTON, ONT.

A. T. Brown

Are YOU getting Record SERVICE or apologies?



HIS MASTER'S VOICE, LIMITED

Sole Ontario Distributors of His Master's Voice Products

196-198 Adelaide St. West

(Corner Simcoe)

TORONTO

TRUE TO TYPE !



**“A Lion has only one whelp at a time
---but it’s a LION”**

LIKE the king of beasts, the Sherlock-Manning Piano is absolutely true to type. One grade, and one only, is our firm policy.

One quality, and that the highest, is our standard of practice.

In the Sherlock-Manning piano, dealers are sure of the best at all times.

Write for particulars of our agency proposition. We assist dealers in every way.

Desirable sales result from possession of the Sherlock-Manning agency.

The Sherlock-Manning Piano Co.
LONDON - - - CANADA



Keeping the Piano "Fit"

THE Journal understands that the following data on the care of a piano on the warehouse's floor and in the home of the purchaser was compiled by Mr. Bert Nieman, of the Christian Piano Co.:

"After unboxing the piano, if the instrument has been exposed to cold or dampness, remove the front and with a soft old linen cloth wipe off the moisture from the case and from all metal parts, such as tuning pins, wire, bridge, screw-heads, etc.

Do Not Place Piano Near Heater

"In placing the piano do not put it over or near a heater, as hot air is very injurious to any cabinet work. Avoid placing a piano near a window, where one end of the instrument will be cold and the other warm. A sudden change of temperature, as from extreme heat to extreme cold, and vice versa, is very injurious. If a room is allowed to become very cold, do not at once build a hot fire near the piano, but heat the room gradually.

Select a Competent Tuner

"Keep the piano closed and cover it with a sheet or blanket when sweeping, cleaning or airing the room. A piano should be opened for short time at least every day to prevent discoloration of the ivory keys.

"A piano should be tuned at regular intervals, preferably after the beginning of each season. It becomes out of tune as much by change of temperature as by use. Too much stress cannot be placed upon the selection of a tuner, as an incompetent tuner can do great damage, and will usually magnify a slight trouble in order to justify a high price. It is best never to engage an unknown tuner, or if one is engaged, be careful to examine his references, and be satisfied that he is reliable and experienced.

The Sympathetic Vibration

"The jingling or singing sound at times noticeable when the piano is played frequently is due to what is called 'sympathetic vibration.' This is produced by an ordinary article in the room vibrating in sympathy with some particular tone in the piano. To ascertain the cause of this vibration, the key which seems to produce the difficulty should be struck by one person and another should go about the room listening carefully, and thus the article which vibrates can be discovered and the cause removed. Any hard substance, no matter how small, when dropped inside of a piano, will cause a rattle or jarring noise.

"Keys and action are sometimes found to stick or move sluggishly, especially in the summer, when humidity is greatest. This dampness causes the cloths and woods to swell. Sticking or sluggishness from any other cause will probably require the service of a tuner or regulator.

"If a pedal should squeak, remove the bottom panel of the piano and apply a little black lead, powdered from a pencil, at the part where friction exists.

Olive Oil for the Case

"Cleaning the case may be accomplished by wetting a piece of canton flannel and dropping upon it a few drops of ordinary olive oil. Rub a small portion of the piano at a time, wiping it off thoroughly with a dry piece of canton flannel. Afterward rub with a soft, clean chamois skin or another piece of clean canton flannel, always taking care to rub with the grain of the wood and occasionally to breathe on it in order to remove every particle of oily substance. A little flour rubbed with the grain of the wood will effectively remove all greasy matter remaining from the oil. Use no furniture polish or so-called piano polishes.

PUTTING MUSIC ON THE MAP

That's what Canadian Bureau for the Advancement of Music is doing. If you don't like the way it's being done, come along with your ideas. Come anyway to the Second Annual Meeting, Toronto, February 28, King Edward Hotel, Toronto. Business in the afternoon; Big Banquet at 6.30. George W. Pound is coming. Look up page 13.

Cleaning the Keys

"In dusting a piano it is preferable to use a soft brush of uncut feathers, such as is ordinarily called a coach brush, instead of a cloth, thus preventing scratches.

"To clean the ivory keys, which should be done at least once a week when a piano is very much used, employ a soft linen cloth, dampened with alcohol, being careful, however, that the alcohol does not touch the polished surface of the instrument, which would be fatal."

Mr. Nieman gives this easy method of guarding a piano from dampness. He said:

"A growing plant should be kept in the room with a piano. As long as the plant thrives the instrument will. The reason a piano is injured by a dry, overheated room is that all the moisture is taken out of the sounding board, which is forced into the case so tightly that it bulges up in the center."

You cannot make the truth last any longer by stretching it.

Keep your customers reminded that you have the music to make our home-coming boys happy—all the newest, brightest, snappiest songs, dances, jazes—on Columbia Records.

Columbia Graphophone Company
54-56 Wellington St. W.
Toronto - - - Canada



**A Splendid
Assortment
of
Fast Selling
Records**



**Including
Latest Hits
and
Best Sellers**

Afford you a wonderful opportunity to add to your profits. A small outlay provides you with a full assortment, and by re-ordering numbers sold and procuring new releases, you will be able to keep your record stock up-to-date and in a thoroughly saleable condition.

Gennett Records

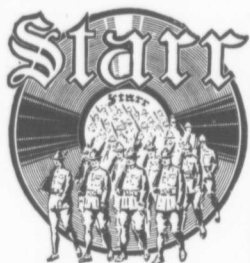
are of the hill and dale type, 150 lines to inch, double sided, each side playing from 3½ to 5 minutes; may be played on all universal phonographs.

We assume responsibility, which permits keeping stocks fresh and up-to-date.

Service

In New York our recording studios are so situated that we have ready access to all popular hits—thus we are able to offer the number the public demands while the demand is big, not three or four months later.

Our Service is the kind that builds a big, profitable and permanent Record Business



Gennett Records are made exclusively by The Starr Piano Co., Richmond, Ind., and show the same high standard of quality as found in Starr Phonographs, which have become such wonderful sellers for Canadian dealers during the past 12 months.



Gennett Records have the backing of a great and long established company, with a world wide musical reputation.

Many Canadian dealers already handling this line with profit.
If interested in a money-making record line, write to-day.

DELAY PAYS NO DIVIDENDS

THE STARR COMPANY OF CANADA
LONDON CANADA

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Copyright Act Again to the Front Composers and Authors Want Protection

RENEWED agitation for the passing of Canada's proposed copyright legislation is a matter that commands the interest of those in the phonograph, player-roll and sheet music branches of the music industry. It is understood that only the pressure of war measures prevented this question from coming up in the house before this. Now there seems no good reason why the act should not be proceeded with. It is the consensus of opinion that, with certain probable changes in minor details, the new copyright act will accord with the Imperial Act of 1911, although a claim is made that there should be a manufacturing clause requiring music to be printed in Canada to secure copyright in Canada.

Following the organization of a Canadian Authors' and Composers' Association, particulars of which appeared in the January issue of the Journal, the attention of the general public has been drawn to the matter by an editorial in the Toronto Globe, which was as follows:

Want Copyright Protection

"A movement has been started by a number of lyric writers and composers, who have organized the Authors' and Composers' Association of Canada, to secure the passage of a new Copyright Act. This is the result of the new mechanical means of disseminating ideas, which have been invented since the present laws are framed—namely, the phonograph and the moving picture. The authors and composers whose ideas are appropriated without compensation present a good case for protection.

"It may not be generally known that there are two separate and distinct copyright laws in force in the Dominion. First, there is the Imperial copyright law under the acts of 1842 and 1846, by virtue of which copyright is acquired by publication anywhere in the British Empire, and in aid of which the assistance of our Canadian courts can be invoked. Secondly, there is a copyright law of a local character under the Dominion Act of 1875 as amended, which confers copyright in Canada only, and in order to obtain this printing and publication must take place in Canada, and entry must be made at the Department of Agriculture. The only practical advantage which the local copyright possesses over the Imperial is that it enables the proprietor to invoke the aid of the customs authorities to stop the importation of piratical reprints in the customs house. This assistance is not granted by the Canadian customs authorities to the proprietor of Imperial copyright, who is left to seek his remedy through the courts. Canada as part of the British Dominions was bound by the Berne Convention of 1887, but when this was revised and enlarged by the Berlin Convention of 1908 it was arranged that the Imperial Government should not ratify it on behalf of a self-governing Dominion until the assent of the latter was obtained. The British Parliament then passed the British Copyright Act of 1911, but this does not apply to Canada. Hon. Sydney Fisher introduced into the House of Commons that year a bill to embody the provisions of the British Act of 1911, but owing to the change of Government it was never passed.

"Our copyright laws are therefore very much out of date. The author of a Canadian book cannot prevent moving picture companies from reproducing his ideas without payment of royalty. Phonograph com-

panies and player roll manufacturers are reproducing songs by Canadian writers without the payment of any royalty whatever, whereas the American Act of 1909 calls for the payment of 2c. per record or roll to the owner of the copyright, and the British Act of 1911 the payment of 5 per cent. of the retail price. Moreover, the United States music publishers are now refusing to consider a song by a Canadian writer on account of the fact that they cannot collect any mechanical royalties under their Copyright Act, because Canada, of course, has no such provision in her Act. It happens that most of the patriotic songs popular during the war were written by Canadians, and they do not altogether subscribe to the belief of a very wise man "that if a man were permitted to make all the ballads he need not care who should make the laws of a nation." The Association feels that the Government at the coming session should adopt the British Copyright Act of 1911 in order to prevent the abuses under which they suffer and to counteract conditions which tend to drive Canadian authors and composers to the United States, where they can secure protection for their work."

Great Writer Puts Good Argument into Hands of Player Piano and Phonograph Salesmen

There are a good many who consider Mr. Ernest Newman, of the Birmingham Post, the leading musical critic in England to-day. Mr. Newman places at the disposal of every player piano and phonograph salesman in the trade a forceful argument in this paragraph from his pen in the London Observer:

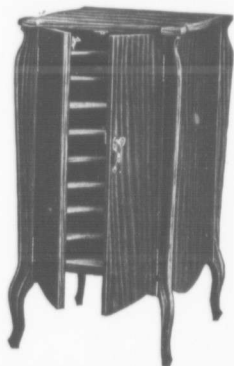
"There are two inventions of which probably our educationists have not yet heard, that could to a large extent make up the deficiencies of our public musical life. The pianola and the gramophone between them turned on for a quarter of an hour each day would give the average scholar in a month more idea of music, and more liking for music, than any dry system of 'education' will give him in a year. What is the use of stocking the school library with musical biographies, books on musical aesthetics, books of musical criticism, if not one of the works mentioned in them has ever the ghost of a chance of actually sounding in the scholars' ears? The gramophone and the pianola would familiarize them with first-rate music. They would fill the young scholars' minds with a sense of the sheer beauty of sound—imagine the effect on them, for instance, of a Caruso record—that would be unobtainable in any other way. They would break down the working classes' prejudice against 'classical' music as being something not for them. And so the gramophone and pianola would make audiences, without which composers and concerters can no more exist than author and books can without readers."

MORE MUSIC

—THE TRADE'S SLOGAN

"More Music" means—

More Pianos	More Phonographs
More Rolls	More Records
More Sheet Music	More Everything



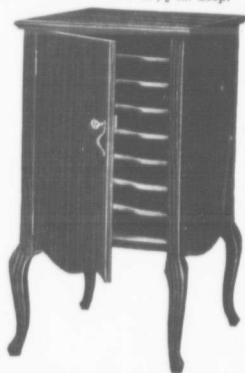
No. 83, GOLDEN OAK, No. 84, MAHOGANY,
No. 85, FUMED OR MISSION.
Top 18½ in. Wide, 21 in. Deep.
A fine Cabinet, with top shaped to fit base
of Victor No. 1K.
Fitted with shelves for albums.
Made also with top for Columbia.

Top 19 in. wide, 22½ in. deep.



RECORD CABINETS

FOR ALL MAKES OF
MACHINES



No. 80 Golden Oak, No. 81 Mahogany,
No. 82 Fumed or Mission.

NEWBIGGING CABINET CO.

LIMITED

HAMILTON, ONTARIO



A REAL MUSIC CABINET

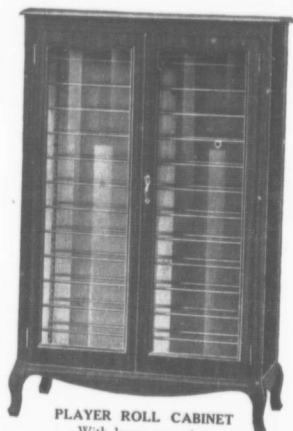
The lifting of the cover automatically throws forward the front of Cabinet, allowing the tilting forward of the music while selecting a number, the heavy leatherboard index sheets serve to classify the music, and the lowering of the lid closes up the front, and tilts back into its original position.

COULD ANYTHING BE HANDIER!

Player Roll Cabinets

are steadily increasing
in demand.

It is a wise plan to al-
ways have samples on
your floor.



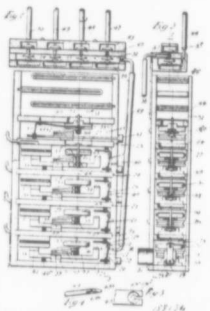
PLAYER ROLL CABINET

With large capacity.

No. 72 Mahogany, No. 73 Quartered
Oak

Recent Patents

The following particulars of recent patents are reproduced from the "Canadian Patent Office Record":
No. 188,134. **PLAYER PIANO.** Granted to The Cable Co., Chicago, assignee of Alfred Swensen, Cicero, Ill.

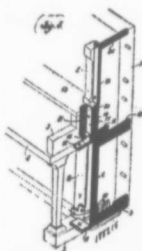


Claim.—5. An automatic musical instrument, comprising an exhaust air pump, and means for varying the degree of air tension produced by said air pump comprising a chamber in communication with said air pump and having an air admission port, and means for controlling said port including a lever, a valve, and yieldable means acting in one direction upon said lever and in another direction upon said valve, said lever being movable to move said valve from a position in which it does not materially obstruct the flow of air through said port to a position in which it is yieldably held by said yielding means to obstruct said flow.

10. An automatic musical instrument comprising an exhaust air pump, and means for varying the degree of air tension produced by said air pump comprising a chamber in communication with said air pump and having an air admission port, and means for controlling said port including a movable member, a valve, yieldable means acting between said member and said valve, a dashpot member for said valve to prevent fluttering of the valve, and means for actuating said movable member, said movable member being movable in one direction to move said valve from said port and in another direction to act upon said yieldable means to cause said valve to yieldingly obstruct the flow of air through said port.

25. An expression device for varying the degree of air tension produced by an air pump comprising a chamber in communication with said air pump and having an air admission port, and means for controlling said port including a valve, a member movable in one direction to open said valve, and yieldable means through which said member may upon movement in another direction, hold said valve to yieldingly obstruct the flow of air through said port.

Claims allowed, 25.
No. 188,215. **PIANO.** Granted John W. Meiklejohn, Pawtucket, R. Is.



Claim.—2. An upright piano comprising a vertical corner reinforcing frame provided with means of support for the toe block, keybed, arm and music rest of said upright piano, and means removably securing the aforesaid parts to their means of support.

3. A metallic frame for reinforcing the case of a piano comprising a standard having oppositely extending means at each end for supporting removably the end, toe block and keybed of said case.

6. A metallic frame for reinforcing the case and a back frame of a piano comprising a base having a forward toe block ledge, a rearwardly extending arm for connection with the back frame, a standard rising from

THE SUGAR BOWL IS ON THE TABLE
and Toronto's Hand is out to Greet You, February 28. See page 13, and let the Secretary know how many.

Make this your Biggest Year. You can do it—and you couldn't have any better goods to help you do it than Columbia Grafonolas and Columbia Records.

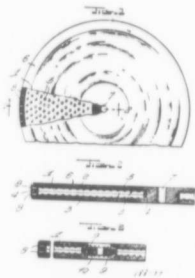
Columbia Graphophone Company
54-56 Wellington St. W.
Toronto Canada



the arm, a keyed supporting shelf extending forwardly from the upper part of the standard, a back frame arm extending rearwardly opposite the shelf, and means extending upwardly from the standard for connection with the arm of the piano.

Claims allowed, 12.

No. 188,189. PHONOGRAPH RECORD. Granted Otto Carl Schroeder, Detroit, and William M. Ford, Conneaut, Ohio, assignee of forty-nine one-hundredths of the interest.



Claim.—1. A loud tone phonographic record having a space in the interior thereof which acts in the capacity of a sound box.

3. A loud tone phonographic record having a hollow sound box disposed within the interior thereof, said sound box being composed of a pair of spaced metallic plates having their edges curved toward each other and crimped together.

4. A loud tone phonographic record having a hollow metallic sound box disposed within the interior thereof and being provided with a plurality of apertures at its outer edge leading into said sound box.

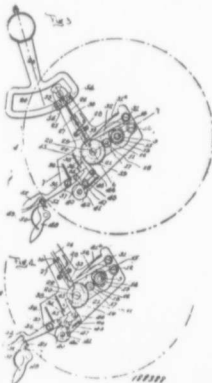
Claims allowed, 6.

No. 188,388. TALKING MACHINE. The Sonora Phonograph Corporation.

Claim.—6. In talking machine, the combination with a rotating element and a brake therefor, means for applying the brake, of a member movable across the path of rotation of the element, a slide carried by the member and frictionally engaging the latter, a pivoted arm resting on the slide and movable therewith, a master lever, a device for holding the brake in inoperative position, said device engaging the master lever, a rotating element carried by the master lever, a pivoted finger engaging the element and movable thereby to engage the arm when the latter is in a predetermined position, and swing the master holder and brake lever to release the brake, a trigger carried by the brake holder, means for holding the trigger in the path of the master lever to move the brake holder, and means for moving the trigger relatively to the brake holder to allow the master lever to move without applying the brake.

8. In a talking machine, the combination with a rotating element and a brake therefor, of a member movable across the path of rotation of the element, a slide carried by the member, stops for limiting the movement of the

slide, a pivoted arm resting on the slide and movable therewith, a bridge for retaining the arm in position, a master lever, a brake holding device engaging the master lever, a rotating element carried by the master lever, a pivoted finger engaging the element and movable thereby to engage the arm when the latter is in a predetermined position and swing the master lever and brake holder, means for holding the trigger in the path of the master lever to move the brake holder, and means for moving the trigger relatively to the brake holder to allow the master lever to move without applying the brake.



10. In a talking machine, the combination with a rotating element and a brake therefor, means for applying the brake, of a member movable across the path of rotation of the element, an arm moved by the member, a lever, a rotary element carried by the lever, a finger operated by the element, means for moving the lever, and means for applying the brake when the arm and finger are in a predetermined position, a second lever co-operating with the element, a brake lever and a trigger carried thereby, said trigger co-operating with the first-mentioned lever, a ratchet wheel, a pawl on the second-mentioned lever engaging the ratchet wheel, said ratchet wheel having a blank space in which the pawl rests, means carried on the trigger for rotating the ratchet wheel, and means for disconnecting the trigger and ratchet wheel.

Claims allowed, 10.

No. 188,393. SPRING MOTOR. The Thomas Manufacturing Company.

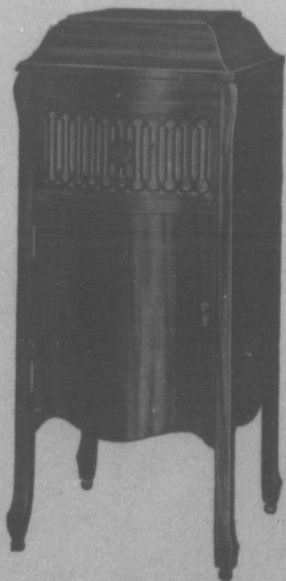
Claim.—1. In a spring motor, the combination with a governor shaft, a support therefor, a worm on said shaft, a bearing provided in one part of said support for one end of said shaft, a driving worm wheel adapted to be engaged by said worm, of a bearing for the other end of said worm shaft, transversely movable in said support, and adjusting means in said support adapted to shift the last-named bearing to fixedly adjust the lateral engagement between said worm and worm wheel.

3. In a spring motor, the combination with a governor shaft, a supporting plate having two downwardly extending portions, a bearing for one end of said shaft provided in one of said portions, a worm on the opposite end of said shaft, a driving worm wheel with which said worm is adapted to mesh, and a slidable bearing for the worm end of said governor shaft, adjustable along

POUND! PAGE 13

CECILIAN CONCERTPHONE

Cut Out your "Past Due" Paper



"Superb," \$164

by handling Cecilian Concertphones, —a line that attracts the desirable buyers. There has been considerable business in cheap machines. There still is. But we don't want it. The Cecilian is strictly a high-grade proposition. —and yet Cecilian prices are surprisingly moderate.

Cecilian Concertphones are equipped with our wonderful ball-bearing tone-arm; patented electric stop; modulating tone-control; and the all-wood amplifier. Our cabinets are the piano man's standard.

The "Apollo" Concertphone	\$ 75
The "Alexandra" Concertphone.....	\$124
The "Superb" Concertphone.....	\$164
The "Royal" Concertphone.....	\$250
The "Empire" Concertphone.....	\$325

Write for Catalogue.

The Cecilian Company, Limited

Distributors for Canada
of the Cecilian Concertphone

247 Yonge Street

Toronto, Canada

CECILIAN

World-Famous (Est. 1883)

GET your prospective buyer at the Cecilian player with his feet on the pedals. If you have a march roll on, show him how to accent the first beat of every 1-2-3-4—show him how easily and how quickly the action responds—and before you know it his interest is running high.

DEMONSTRATE THE CECILIAN PLAYER EVERY CHANCE YOU HAVE. The more demonstrations the more sales.

THE CECILIAN is the only piano with the **MAPLE INTERLOCKED BACK**, not depending alone on glue, for strength. It is the only upright piano with the **INDIVIDUAL GRAND AGRAFFE SYSTEM**, found in Grand Pianos of other makes. It is the only player with the **ALL-METAL UNIT VALVE SYSTEM** which makes the player absolutely leak-proof, and it is the only piano that is **CONVERTIBLE** so that at any future time the piano may be equipped with player action.

The Cecilian Company, Limited, Toronto

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

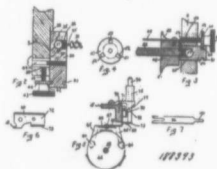
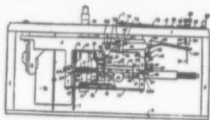
Head Office and Salesrooms:
247 Yonge St.

Factory:
89-93 Niagara St.



the inner face of the other downwardly extending portion of the supporting plate, to move the worm into and out of engagement with said worm wheel.

6. In a spring motor, the combination with a governor shaft, a support therefor, a bearing mounted in one part of said support for one end of said shaft, a worm



on said shaft, a driving worm wheel which said worm is adapted to engage, of a bearing block slidable in a recess provided in a flat portion of said support to receive the other end of said shaft, a screw insertible in said support in alignment with said bearing block, a head for said screw, a graduated annular collar on the latter adapted to loosely enter a peripheral groove in said block to move it transversely for the purpose of adjusting the engagement between the worm and worm wheel when the head of the screw is turned, and a second screw adapted to be passed into the bearing block from the support to hold it in its adjusted position.

Claims allowed, 16.

The only way to make piano paper worth 100 cents on the dollar is to have a past due that is nil.

"Die when I may, I want it said of me, by those who knew me best, that I always plucked a thistle and planted a flower where I thought a flower would grow."—Lincoln.

John Raper, Sr., Deceased

Ottawa has lost an old and highly respected citizen in the death of Mr. John Raper, Sr., father of the head of the John Raper Piano Co., of that city. Mr. Raper, Sr., who was eighty-two years of age was born in England and came to Canada forty years ago. For twenty-five years he was accountant with the C.P.R. at Montreal and Winnipeg. On retiring he took up residence in Ottawa. In addition to his son, Mr. John Raper, president of John Raper Piano Co., deceased is survived by a son in England. Interment took place at Mount Royal cemetery, Montreal, the funeral service of a private nature, being conducted under the auspices of the Anglican denomination, of which deceased was a member.

Sherbrooke House Buys Real Estate

"An interesting sale of real estate has taken place in the transfer of the property on Wellington street, known as the McKechnie property, to H. C. Wilson & Sons," says a Sherbrooke, Que., report. "This property has a frontage of some forty-two feet and lies between the McKechnie store and the H. C. Wilson & Sons' block. The ground floor stores are occupied by the Singer Co. and the Chez Suzanne store. The building is a substantial brick structure. It is understood Messrs. H. C. Wilson & Sons expect eventually to use it in connection with their growing business. The price is said to have been \$25,000."

Fire at Halifax

The warerooms of the Willis Piano & Organ Co., Ltd., in the Roy Block, Halifax, N.S., suffered loss by fire on January 7th. A large stock of instruments were on hand at the time, including a number of grands which were totally destroyed. Temporary quarters have been secured at the corner of St. George and Hollis streets. President Willis feels most keenly the loss to Mr. Roy, who was a partner of his some 40 years ago in Montreal, when their store was on Notre Dame street.

The recipe for good "copy" is to have something to say—say it—and stop.



A view in the warerooms of the Phonograph Division of the George McEgan Furniture Co., Ltd., Stratford, taken at the recent Furniture Exhibition.

Each "Jonofone" Plays 50 to 100 Selections
3 "Jonofones" per Package 15¢
ARTHUR K. KEMPTON MONTREAL CANADA

USE "Jonofone" ONCE
You will Never Again be Satisfied
with any other Needle

DEALER'S ORDER

Mr. Arthur K. Kempton,
8 McGill College Ave., Montreal
Please ship as soon as possible under your
"MONEY BACK" guarantee

.....cartons Tonofone needles (100 pack-
ages per carton), at regular dealer's price of
\$10.00 per carton.

Name

Address

FREE SAMPLE COUPON

Mr. Arthur K. Kempton,
8 McGill College Ave., Montreal

Without obligation to us, send samples of
Tonofone needles, with prices and full details.

Name

Address

Head office in MONTREAL, at 8 McGill College Avenue
Branch office in TORONTO, at 721 St. Clair Ave. W. Mr. J. E. Knapp, Manager
Branch office in WINNIPEG, at 521 Somerset Block. Mr. W. E. Corpe, Manager

MONTREAL PIANO TRADE TALK

THE branch managers of C. W. Lindsay, Ltd., recently met in conference at headquarters, and the occasion proved one of the most enthusiastic of a series of such gatherings promoted by the "House of Lindsay." Every three or six months the branch managers meet in Montreal to discuss among themselves conditions and methods and means of promoting better business. There is a morning session from ten to one and an afternoon session from three to six. Among those present were: Mr. Gordon, Brockville; Mr. Barret, Belleville; Mr. Hurteau, Quebec; Mr. Grace, Kingston; Mr. Brown, Ottawa; Mr. O'Reilly, Montreal East End Store. Owing to illness from typhoid fever the Three Rivers manager was prevented from attending.

In the evening the managers were entertained to a dinner at the Ritz Carlton.

The programme of the conference included several papers, including one on "Piano Sales," by Mr. J. A. Hebert, general manager; one on "Generalities," by Mr. Edward Hamilton, assistant manager and director.

The good advice of Mr. Gordon, of Brockville, on selling was listened to most keenly by all. His remarks were short, concise, but to the point. Mr. Barret, Belleville, spoke on Talking Machines and Records and their place in the piano business. No one is more qualified to speak on Salesmanship than is Mr. Brown, the Ottawa manager, and his remarks were listened to with more than usual interest. Mr. Grace, of the Kingston branch, took for his subject the Player Piano and its possibilities.

In an after discussion it was the opinion of those present that if the same amount of money was expended in advertising by the manufacturers of player pianos along educational lines similar to the taking machine manufacturers that more players would be sold and more easily sold. Every branch manager present, some of whom have been with the firm for years, has started 1919 on tip-toe with enthusiasm determined to make it the biggest the firm has ever known.

Mr. A. P. Willis, president Willis & Co., Ltd., accompanied by Mr. Chas. D. Patterson, wareroom manager and director, recently visited Toronto on a business trip which was somewhat curtailed by the indisposition of Mr. Willis which necessitated his coming home earlier than was expected, and thereby preventing many trade and personal visits that he had anticipated.

A large number of the former employees of Willis & Co., Ltd., have returned from active service at the front and have been given their positions back again, not only in the office but in the factory. In the matter of employment, Mr. Willis emphasized the fact that returned soldiers are given the preference every time, not only locally but at all of their branches. Signaller Inglis Willis, son of President Willis, who enlisted with the 7th Canadian Siege Battery, is at present visiting Brussels.

New Trustees elected to the Board of Zion Congregational Church at the recent annual meeting included W. W. O'Hara. "W. W." was also elected to the Board of Directors of the Central Y.M.C.A.

The Lindsay News Bulletin is the latest newspaper publicity put out by Mr. Brindamour, advertising manager of C. W. Lindsay, Ltd. It appears weekly in good sized space with splendid newsy pertinent readable and educational copy with reference to musical matters and the firm's representations in particular.

Edwin J. Howes, general manager of the National Piano Co., Ltd., Toronto, recently paid his respects to the local dealers. "E. J." is as usual showing a large measure of aggressiveness and never leaves Montreal with an empty order book.

"Business is and has been exceedingly good," said W. J. Whiteside, "and we have no cause for complaint. Player sales have been splendid."

Wm. Lee, Ltd., report no noticeable falling off in business during the month just closed and are well satisfied with returns in sales of Martin-Orme players and other models, and Bell Art pianos, also Lee instruments.

The volume of business with Willis & Co., Ltd., in their retail department as compared with the corresponding month a year ago was better by a handsome percentage and exceeds all former records for some time past for this particular month. Generally speaking, a better grade of instruments was sold than formerly which is more noticeable every year.

J. E. Turcot, importer and publisher of sheet music, during the short time he has been in business, finds his premises too small to handle a large and steadily growing business and will shortly remove to larger quarters.

W. W. O'Hara has branched out as a tenor soloist of some repute, his name appearing in large print as being featured as a special attraction at some of the leading churches of the city at their evening service.

Layton Bros. stock taking sale was an unqualified success, and they sold a large number of new and used pianos.

J. H. Mulhollin handled some good business for Evans Bros. the past 30 days and is very much pleased with the outlook for business for this year.

"While sales showed a falling off as compared with December, nevertheless we are satisfied with the number of Sherlock-Manning players and pianos we disposed of," said W. W. O'Hara.

At the meeting of the Board of Management of the Montreal Association for the Blind, Dr. Milton L. Hersey was elected president, Sir John Kennedy, first vice-president; James Ballantyne, second vice-president; P. E. Layton, hon. president; Mrs. P. E. Layton, hon. secretary.

The stork deftly wading through several feet of snow and ice, owing to the foresight of Dame Nature in equipping a stork with long legs, paused for a moment at an early hour the past week at the home of Mr. and Mrs. J. E. St. Cyr and left a parcel which upon investigation proved to contain a chubby girl. Mr. St. Cyr is head bookkeeper for Willis & Co., Ltd.

Business with the Leach Piano Co., Ltd., started out most auspiciously this year, and if the following months keep up to the same average we will have no fault to find, said President W. H. Leach, referring to the splendid month's business in the disposals of Gourlay and Leach pianos.

THE MORE MUSICAL THE PEOPLE THE MORE INSTRUMENTS THEY WANT

Doesn't it interest you? Then what are you doing to co-operate with Canadian Bureau for the Advancement of Music?

ANNUAL CONVENTION

February 28th, King Edward Hotel, Toronto

Business 2.30 p.m.; Banquet 6.30 p.m. The chef wants to know how many. Notify the Secretary. See page 13.

WILLIS

PIANOS

have recently received this testimonial
from the Great Prima-Donna Soprano

ALICE NIELSEN

Accept my many thanks for the beautiful WILLIS
PIANO sent me for my personal use in Montreal. This
instrument, indeed, was much admired for its fine sing-
ing quality and rich, pure tone.

Congratulating you as Canada's Premier Pianoforte
Manufacturers, believe me to remain

Sincerely yours,

(Signed) ALICE NIELSEN.

Willis & Co. Ltd., Montreal

Head Offices: 580 St. Catherine St. W.

Factories: St. Therese, Que.

Mr. Andrew, of Schermer's, New York, was a recent caller on the trade in the interest of his firm, who are known the world over as music publishers.

"Our first January discount sale was a hummer," said Tom Cowan, of the Cowan Piano & Music Co. Outside of the special sale they report sheet music, musical merchandise and small goods as immense. Mr. Cowan attributes much of the increased business to the effects of prohibition.

A memorandum for your desk calendar. See it on the front cover. More particulars on page 13.

Layton Bros. of Montreal Banquet Their Staff

BY way of celebrating the largest December business they have ever known and in appreciation of their work during the busy Christmas season, Layton Bros., the well-known Montreal music house, tendered their employes a banquet at Freeman's Hotel on the evening of January 27. The firm, the staff and their friends, to the number of 70, had a thoroughly enjoyable evening in song, speech, dancing and cards.

Mrs. P. E. Layton and Mrs. H. A. Layton received the guests on behalf of the firm in the rotunda of the hotel. The huge dining room, gay with special decorations for the occasion, made a magnificent banquet hall. Mr. P. E. Layton, who got out of his bed to be present, handled the chairmanship admirably, while H. A. Layton fulfilled the duties of toastmaster with charming grace.

The splendid programme of toasts and vocal and instrumental selections discovered a surprising amount of talent in the Layton Bros.' organization. The ready acquiescence of those, who were thus musically gifted, in the request to contribute to the programme was a feature of an enjoyable evening. The programme follows:

PROGRAMME

The King

Mr. P. E. Layton, Chairman.

Mr. H. A. Layton, Toastmaster

"God Save the King"

Piano Solo Miss M. E. Reid

The Army, Navy, and Air Force

Proposed by Mr. B. Clarke

Replied to by M. E. Hardestie.

Song Mr. P. E. Layton

Song Mr. D. Noons
 Recitation Miss C. Pigeon

The Firm

Proposed by Mr. A. Brown
 Replied to by Mr. P. E. Layton

'Cello Solo Mr. H. Brown
 Song Mr. B. Clarke
 Song Miss Prieur

The Ladies

Proposed by Mr. H. Brown
 Replied to by Mrs. P. E. Layton

Song Miss Masson
 Violin Solo Mr. A. Blacklock
 Song Mr. L. Charette

Our Guests

Proposed by Mr. G. H. Brennand
 Replied to by Mr. W. Clelland

Song Mr. Gilbert Layton
 Piano Solo Miss H. Brown
 Song Mr. W. Day

The Staff

Proposed by Mr. Gilbert Layton
 Replied to by Mr. G. H. Brennand

Song Mr. D. Noons

Following the Chairman's welcome and the singing of "God Save the King," Mr. Clarke, the secretary of the firm, read telegrams from the Thomas A. Edison Co., the Columbia Graphophone Company, and Mason & Risch, Limited, congratulating Layton Brothers on their business for 1918 and wishing them the best of good things for 1919.

At this place on the programme a pleasant surprise was introduced. The employes presented Mrs. H. A. and Mrs. P. E. Layton with handsome bouquets of flowers.

In proposing the toast to the Army, Navy and Air Force, Mr. Clarke spoke glowingly of the work of these great branches of the Imperial Service.

In replying, Mr. Hardestie, who is a returned soldier, told of some of the incidents and happenings in army life, and expressed a desire that when all the employes of Layton Brothers, who are overseas, return, that they should have another banquet or celebration.

Mr. Arthur Brown, the factory superintendent, in proposing the toast to the firm, told of how, when he started with Layton Brothers, the staff had numbered five people, and since then it had grown until to-day there are over forty on the staff.

Mr. Philip E. Layton, who had gotten out of his

French Army Band—Marche Lorraine! Your Customers will go out whistling this record—and carrying it. Columbia No. A-6083.

Columbia Graphophone Company
 54-56 Wellington St. W.
 Toronto - - - - - Canada



The Phonola Nationally Advertised

Model "Duchess"—\$88
Mahogany or Oak

Model "Duke"—\$108
Mahogany or Oak

"Grand Duke"—\$138
Mahogany or Oak

Model "Princess"—\$165
Mahogany or Oak

Model "Prima"—\$215
Mahogany or Oak

Model "A"—\$77
Mahogany or Oak

Model "B"—Oak \$55—Mahogany \$64

Model "C"—\$35
Golden Oak or Birch Mahogany

Model "G"—\$25
Golden Oak

Phonola 10-inch
Double Disc Records
50 cents

Model "Organola"—\$310
Mahogany or Walnut 45

Phonola
REGISTERED

A Wide Choice Is Given
you in the complete line of "Phonolas" we manufacture in our two large factories. From the attractive Cabinet at \$25 to the magnificent "Organola" Model at \$310, which is equipped with tone control pipes like a church organ, there are "Phonolas" to suit all requirements.

The most critical judgment will be satisfied with the tone, the construction and the beauty of the "Phonola."

All makes of disc records can be played.

The Phonola Company of Canada, Limited
Kitchener Canada

The original of this ad. (4 columns wide and 7 in. deep), has just appeared in Canadian Home Journal, Everywoman's World and 49 widely circulated daily and weekly newspapers. It is only one of a series that is telling the public everywhere about **Phonolas** and **Phonola Records**. This strong copy is running in 51 magazines, daily and weekly newspapers that have readers from Halifax to Victoria running into the millions.

You have here **one more good reason** for handling the Phonola line.

The Phonola Co. of Canada, Limited
KITCHENER :: CANADA

bed to attend the banquet, made a splendid address in replying to this toast. In speaking of one of the old employees, the father of Mr. Arthur Brown, the superintendent, he said he had always been loyal and faithful to Layton Brothers, as was also the son. "Loyalty is the oil that makes business run smoothly; that does away with the jar and grinding discords. Happy, indeed, is the firm who have a few faithful, loyal employees on their staff. Layton Brothers have been fortunate in this respect."

Mr. Layton then traced the growth of the business during the past thirty-one years, from its inception to its present standing, observing that there is another generation of Laytons to carry on, where he and his brother leave off.

Mr. Layton said that all those who are engaged in the piano and phonograph business should realize that they are identified with a business that tends so much to the uplift of humanity. "Music being the Sunshine of the Soul is a Divine Art"; therefore, anyone engaged in teaching music, manufacturing, repairing, tuning and selling musical instruments, or the delightful work of collecting for them, or working in the office of a music house, is doing their little bit in making the world happier and better."

When the war broke out, fourteen of Layton Brothers' staff enlisted, among them being the sons of the firm.

Mr. Layton struck the keynote of the future stabilizing of business when he said that the war of shot and shell and gas is over, but the wars of commercial, political, labor, capital and social questions were on. "Hence,

Isn't it an asset to get in touch with the boys in the Trade? The one real chance of the year. Particulars page 13.

the necessity of every firm being thoroughly united." "When the storm comes, we must be ready with the nose of our ship sailing before the wind and steering a right course."

In closing, Mr. Layton said that he was agreeably surprised at the talent which had been discovered in the staff, saying that Charles Harrison and Miss Anna Case are not in it with our own talent, and hoping that their sons would be home from the front before another banquet was held.

Mr. H. Brown, one of the popular outside salesmen, in proposing the toast to the ladies, said that during the past four years of war, and in every country of the world, women were the equal of men, mentioning the many industries in which labor by womankind had been a revelation.

Mrs. P. E. Layton, in replying to this toast, said that she could not understand why the toastmaster had conferred the great honor on her of replying for the ladies.

She said that not long ago she heard of a gentleman, who, in proposing a toast to the ladies, said: "Here's to the ladies—the best of God's creations." She said: "Man was God's first thought and woman was the second thought, and second thoughts are always the best."

Mrs. Layton said that women were quite willing to be placed beside the men; they did not ask to walk before them; but they are going to take care they will not follow on behind them.

"Although this toast is rather far down on the list, the gentler sex has been mixed up with every toast that we have had. 'The King'—where would he be without the Queen? Where would the Army be without the

women? Lloyd George said the women have won the war. 'The Firm'—where would they be without their ladies?"

In proposing the toast to the guests, Mr. Brennand welcomed the wives, sweethearts and friends of the employees to the banquet, and hoped that they were enjoying all the good things on the programme. He wished they might catch the enthusiasm that the employees of Layton Brothers' had, when it came to real interest in things musical.

Mr. W. Clelland, of the Royal Insurance Company, as one of the guests, replied to this toast, and having

GEORGE W. POUND IS COMING

If you heard him last year you will want to hear him again, and if you didn't here's another chance. Particulars page thirteen.

been a life-long friend of the firm of Layton Brothers, traced the growth of the business by comparing the amount of insurance now carried to the first policy of \$1,000.00.

He admonished the staff to take the firm into their confidence, whenever they had anything particular to worry over, saying that they would give them a sympathetic ear.

Mr. Gilbert Layton, the popular son of Mr. P. E. Layton, was referred to by Mr. Clelland as "The chip of the old block." Mr. Gilbert Layton being a talented musician had followed his father's footsteps in the study and love of music.

The toast to the staff was proposed by Mr. Gilbert Layton, who said that his father and uncle had noticed and appreciated the spirit of good fellowship and cheerfulness which existed amongst the staff. He exacted from his father, the chairman, his consent that the staff would not have to punch the clock the morning following the banquet. This was greeted with great applause.

Mr. Brennand, in replying to the toast to the staff, said: "In voicing the staff's appreciation for this banquet, would say it is a privilege for us to work with men who have been through the 'melting pot' and have not been found wanting. The staff sincerely wish the firm to know they appreciate their interest, kindness and sympathy."

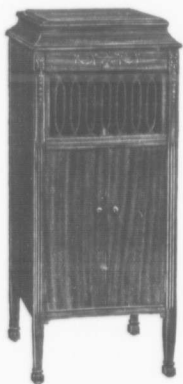
He said that when the history of the city of Montreal is written, it would not be complete unless it contained mention of the contribution which the heads of the firm had made to the city's happiness in selling the best musical merchandise obtainable.

WOULDN'T YOU LIKE A DAY IN TORONTO and a night; for a REASON, not an excuse. See page 13.

The musical programme was greatly appreciated. Many interesting numbers were given by the employees. Mr. Layton's song: "Soon You'll be Coming Home Lads," was sung by Miss Prieur, those present joining in the chorus.

Following the musical programme, dancing and cards were the order of the evening.

A good deal of advertising copy is like the small locomotive with the big whistle—too much noise and not enough power.



M 22
Quartered Oak and Mahogany



M 38
Mahogany and Walnut



M 40
Mahogany

The McLagan

phonograph has every feature that brings an instrument close to perfection.

Progressive dealers everywhere are quick to recognize the splendid profits, quick returns and satisfied customers to be obtained by selling this aristocrat of phonographs.

Write us to-day for catalogue and price list.

The George McLagan Phonograph Division
Stratford (The George McLagan Furniture Co., Limited) **Canada**

Talking Machine and Record Section

CANADIAN MUSIC TRADES JOURNAL—FEBRUARY, 1919

Endorsed by Government

PHONOGRAPHS and records are authorized by the Ontario Department of Education under certain conditions for use in teaching music in the public schools. This may not be generally known to the retailers who in the regular course of their business can perhaps, on occasion, use this fact to advantage, even if they are not endeavoring to sell equipment for school use.

According to the regulations of courses of study in the Ontario Public and Separate Schools, "A Board whose supervisor or teacher of music has earned the special legislative grant provided for shall spend, before the close of the current calendar year, at least an amount equal to this special grant (specified in the regulations, Ed.) for the purchase of equipment for the teaching of music approved by the inspector and selected from the list of equipment given. . . ."

This equipment includes "Phonographic instrument and records." The "instructions" relating thereto sagely observe that "Phonographic instruments provide an invaluable means of musical education. By their use pupils may become acquainted with a wide range of the best and most desirable music as performed by artists of recognized ability. The best way to cultivate a taste for good music is to hear good music."

Selling to the Schools

ALTHOUGH in the various provinces of the Dominion provision is made for the teaching of music in the schools, it is invariably a non-examination subject. Furthermore, the spirit of the regulations permitting music seems to be that it is a subject that adds polish rather than one of practical advantage to the child, or that it helps in developing good citizenship. The average parent is probably more interested that through music instruction the mind of the child shall be "disciplined through the simultaneous exercise, in sight-singing, of various mental faculties," than that "the aesthetic sense is thus awakened," desirable as that is.

This suggests that advocates of music in the schools will probably gain a more sympathetic hearing by presenting practical as well as aesthetic reasons why the children should be taught music as an examination subject. Music does more than amuse or develop lofty ideals. It is a training in accuracy, in quickness of thought and decision, and certainly with music in a child's mind and heart and his everyday life, there is less room for undesirable thoughts and less desire to waste time.

But with whatever encouragement or provisions there may be for music in the schools, the sale of phonographic outfits for school use is a slow and tedious process. Indeed, up to the present the working of schools as live prospects has not been good business. It may not be yet, but it soon will.

Not only has the dealer to canvass the individual trustees or members of the school board, whatever they may be called, but he has no assurance when he starts out that he can convince the majority, and anyway, while he is doing that he can be making individual sales elsewhere. Furthermore, the average school board has no more than enough money to pay its teachers, nor enough nerve to withstand the criticisms of the certain percentage of ratepayers that can be counted on to object to such an outlay as the purchase of a phonograph and records.

Perhaps an easier way of getting an equipment into a school is to start in with someone of influence and make him subscribe five or ten dollars toward its purchase, and with a selected list induce each one to subscribe a nominal amount, until the required sum is raised. A phonograph in use in a school is a mighty valuable asset to the dealer of a community, and it is an asset with an influence extending to manhood and womanhood of the children in the school.



This illustration from "Life" suggests to the Journal to suggest to the record manufacturers that a series of "training-in-the-home" records would be a ready market.

U. S. Phonograph Trade Joins Canada in Rejoicing Over the Benefit Coming to the Industry Through Abolition of the Liquor Traffic

PHONOGRAPH dealers all over Canada have almost without exception, told the Journal that much of their growing demand for machines and records is due to the ousting of the drink traffic. A certain proportion of the income of many homes used to be divided between music and booze, the latter usually getting the lion's share, and often getting both shares. Now music has a fair show. The phonograph dealers have a square chance to get their legitimate share of the millions of dollars that were formerly spent over the bar each year.

The phonograph dealers in the United States are now rejoicing over the prospect of a similar condition of things in their country. The Phonograph and Talking Machine Weekly reflects the judgment of the American trade when it says editorially: "After having been 'out of luck' for more than a year, the talking machine trade has reached a point where, appar-

February 28--See Page 13



It isn't necessary to dig for "talking points" to sell Pathephones—

You can't hide the BIG features—the Sapphire Ball instead of the scratchy, record-destroying needle, and the beauty of Pathe Exclusive Period Designs—with all-wood sound chamber, tone control device, and an ingenious equipment to play ALL makes of disc records as added points of merit.

So plain, so evident are Pathe advantages over other Phonographs that the customer grasps them instantly—so easy to SELL, and just as easy for people to BUY, for they cost no more than ordinary Phonographs!

And you don't have to acquaint people with Pathephones—from coast to coast they see our attractive advertising in the papers.

If you do not handle the Pathephone, write us TO-DAY for our confidential booklet, "A Word With You"—

It will convince you that handling the Pathephone is a source of profit and prestige.

Pathé Frères Phonograph Sales Co.
4-6-8 CLIFFORD ST., TORONTO

DISTRIBUTORS:
Ontario—Pathé Frères Phonograph Sales Co., Toronto,
Quebec—Pathé Frères Phonograph Sales Co., Montreal,
Manitoba, Saskatchewan, Alberta and British Columbia—
H. J. White & Co., Limited, Winnipeg, Man.

AGENTS WANTED EVERYWHERE

ently, every new national development is in its favor. To cap the climax of general prosperity comes the assurance of Prohibition, which will automatically amputate and shove over the phonograph counter a generous section of the increment of prosperity that would otherwise have gone to Billy's Place.

"Every one of the more rational recreations and amusements expects to benefit hugely by the constitutional amendment effective January 16, 1920. Especially opposed to good musical instinct has been an appetite for liquor; the man compelled by medical advice or private circumstances to quit wine, woman and song first quit singing, said the old quip. Seriously, to no element of clean, comfortable living was intoxication a greater enemy than to music.

"Now, as rapidly as the nation adjusts itself to the new moral order, which will probably be speedily and forthwith, abundant opportunity in new fields will be offered the phonograph trade. A powerful bar to the elevation of music to permanent prominence in all American home life has been destroyed. The complexions of thousands of installment accounts will be perceptibly cleared. Payments not only prompt but larger in countless cases will be made sure. The capacity of the individual for indulgence in home recreation and the education and cultivation of his household will be increased and a lion's share of the diverted patronage is the birthright of the music trades.

"In view of this auspicious development, the arrangements now under way for enlarged talking machine production should be amplified. Foresight dictates special provision for an increased record output. It is not going too far to say that the phonograph will take a predominant part, and possess an overwhelming appeal, in the new-born amusement in homes that have felt heaviest the weight of dissipation.

"The talking machine trade, we believe, has nothing at all to fear from the elimination of the liquor industry and the attendant economic shift. . . ."

THE BOYS ARE ASKING ABOUT YOU

Be there, Feb. 28. See page 13.

A Self-Service Record Cabinet

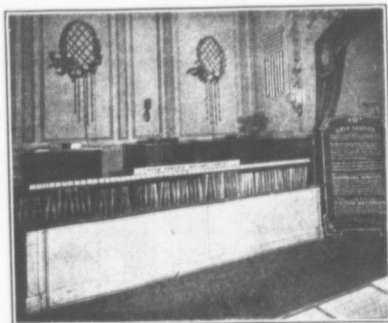
THERE is being tried out over on the other side of our southern border a self-service record cabinet which certain of the dealers are finding advantageous to supplement the service to record buyers that their salesmen and salesladies render. It is a one-tier record rack, much like those used in record stockrooms, in each compartment of which the dealer places four or five records of the same selection. A small card is tacked over each compartment or bin, on which is printed the catalog number of the selection contained on the records in that bin and the title of the selection. The cabinet should be placed on a counter—as shown in the illustration—or on a table, so that the customer will not be obliged to stoop when selecting records for it.

The customer who wishes to avail himself of the privilege can select his own records from the cabinet, take them into an unoccupied demonstrating room and play them over without any interference whatsoever. He then has merely to hand his selection of records to the cashier, who wraps them up and takes his money. Thus they are not only "self-service" but also "quick service" record cabinets.

The "Self-Service Cabinet" is not intended to—nor

will it ever—do away with the individual service of the record salesman, as there are many people who rely on the salesman's suggestions entirely in selecting new records. This extra means of providing service is reported by the dealers using it to be a great help, especially during a rush, and some of them contemplate adding another tier to the cabinet shown in the accompanying illustration. So far one dealer has only featured quick sellers and records of the current issue in the "Self-Service Cabinet," though undoubtedly some of the less familiar records will be added as soon as customers become accustomed to the new service.

In adopting such a cabinet care should be taken to place it in the part of the store near the demonstrating rooms. It is also of imperative importance to have some sort of sign—as the one shown in the illustration—to acquaint your customers with the fact that the service is only meant to supplement your regular individual service and that the records contained in the cabinet are only a few of the many records in your stock. Otherwise, many people, especially those who enter your store for the first time, will get the impression that you employ no clerks to wait on customers and that the records contained in the cabinet represent your entire stock.



The self-service record cabinet in one dealer's store

Use of Records by Tailoring Firms

THOUSANDS of leading men, from President Wilson down the line through the ranks of railroad executives and other captains of industry to common council men, have been measured and card indexed with infinitely greater care than is bestowed upon foes of society by Bertillon police experts," says a press despatch. "Under a new efficiency system adopted during the past year by members of the National Association of Merchant Tailors of America, with the use of dictaphone records, card indexes and other devices, without which no gentleman's tailoring salon to-day is considered complete, it is easy for anyone listed in merchant tailoring 'Who's Who' to order his raiment by wire at any distance, and have it delivered at the appointed time without even the formality of a trying on appointment. This has been made possible through the perfecting of efficiency bureaus. The dictaphone records constitute an embalmed history of each client."

Aristotle said that the way to learn to do a thing is by doing it.

Be done with the idea that to belittle a competitor is good business.

Edison Message No. 36

*"I went into a factory to find a job to do;
The superintendent up an' says: 'We got no work
for you.'
The guy they gave my old job to, he giggled fit to
die;
I went into the street again, and to myself said I:
'Oh 'twas Yankee this, an' Yankee that, an' Yankee,
lick the Hun!'
But it's 'Busy, call again, sir'; when the dirty work
is done."*

F. P. A. wrote this with apologies to Kipling. It is going to score many business men hard, during the next year, but it must not apply to any Edison Dealer. And you ought to do better than take back your former employees; you ought to take on extra men—make good for somebody else.

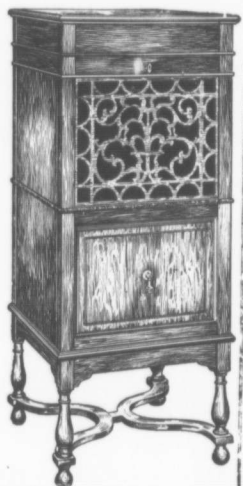
This is not only a patriotic obligation for you; it is good business sense. 1919 is going to be a year of booming business. The full tide of prosperity is rolling in. You need more salesmen and better salesmen than ever before.

And a soldier-salesman is the best salesman. He is a fighter and he will fight for you here as he fought for us all over there.

HIRE A SOLDIER-SALESMAN.

THOMAS A. EDISON, Inc.

Orange, New Jersey



Official Laboratory Model New Edison—
William and Mary Cabinet,
Executed in Walnut.

The Public is Taking a Keen Interest in the Development of the Phonograph Record

A CORRESPONDENT from Hawkestone, Ont., signing E. W. A., wrote the following letter to the Toronto Mail & Empire. It indicates how closely the musical public is watching the continued improvement in the science of recorded music.

Sir,—I would like to ask the various gramophone construction companies, by means of your columns, whether it is possible to increase the playing time of the gramophone record, or whether insurmountable technical difficulties stand in the way of so doing. Apparently the maximum time, at present, of records is about 4 minutes and 40 seconds. While this is sufficient to take in the majority of songs, monologues and other short forms of entertainment, it does not satisfy the requirements of musicians, who would be delighted to hear, in their own homes, the piano and string trios, quartets and other pieces of chamber music by the great masters; each movement rendered in all its integrity, and without abridgment. As these movements are more lengthy than the class of works first above-mentioned, a record of from 8 to 10 minutes' duration might be necessary.

I admit that this is a very drastic increase of time, but if it cannot be attained all at once, perhaps it can be done in easy stages. Any extension of time whatever will be welcomed as a step in the right direction. My record of the Nocturne in the "Midsummer Night's Dream" music has a few passages omitted that an extension of the record for another twenty seconds or so would suffice to include. The same company has undertaken to give us, on one side of a 12-inch disc, the long overture to the same work; and all who are familiar with Mendelssohn's great masterpiece must feel that this record presents a mere parody of the original. I believe there is only one of the old standard

operatic overtures short enough to be completely rendered on one side of a 12-inch disc, and that is Mozart's Overture to Figaro; yet we are offered a dozen or more of such works, professing by their titles to be complete, but which are, one and all, considerably abridged, in order to bring them within the time limit.

Without taking up your space with further details of this kind, I trust I have said enough to show the importance of this subject, from the musician's standpoint. The gramophone is no longer the mere toy that it seemed to be, in its first stage, when the fact of the possibility of the recreation of musical sounds, by mechanical means, first astonished the public. It may now be said to be in its second stage, affording delight and entertainment, it is true, in homes all over the civilized world; but still deficient, from an educational

"MUSIC IN THE HOME"

Page 13

point of view, for the reason above given. It will not reach the third and final stage in its development and the full extent of its usefulness, until a record of adequate length is forthcoming for the reproduction of the longer classical movements. If this can be accomplished the gramophone will cover the entire field of high-class music, and what this means to the musical fraternity can hardly be overestimated. Surely this is a goal well worth striving for.

Let the Salesmen Close

THE sentiment of the following, reprinted from His Master's Voice Bulletin, will appeal to salesmen and their managers:

"When a salesman is really successful in his work, he is so by virtue of his own personality and his own methods. Why then take the chance of spoiling sales by having a third party butt into the game?"

"Music has been called the language of the emotions, and while it has been called a variety of other things, that definition will suffice for the present. In any case, we all know that the music-loving public is made up quite largely of people who are essentially sensitive—and therefore easily offended.

"It stands to reason that if the salesman has been able to bring the customer up to the closing point, he must have been able to establish some sort of sympathetic understanding, and consequently it would seem that to introduce the credit man or the manager

NOTICE

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

Columbia Graphophone Company
Berliner Gram-o-phone Company Limited

The Co-operative Music Supply Company

73-75-77 Adelaide St. E. Toronto

Makers of the

Britannia Phonograph

—the leader in its class

NEEDLES

RECORDS

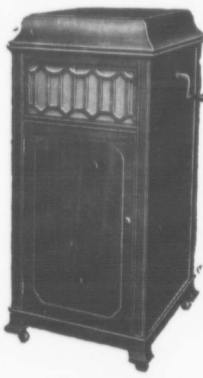
Factory: PARKDALE

The most wonderful Talking Machine of the present age at the price. An Instrument of Supreme Value, Tone and Quality.

Clearstone
SPEAKS FOR ITSELF



No. 250—\$125



No. 200—\$100



No. 150—\$85



No. 100—\$75

The Clearstone has become very popular because of its quality, splendid value and the advertising and sales campaign that now stands in back of it. Dealers! Watch us grow—write for our agency and grow with us.

SUNDRY DEPARTMENT

MOTORS—No. 1, double-spring, 10-inch turntable, plays 2 10-inch records, \$3.25; No. 6, double-spring 10-inch turntable, plays 3 10-inch records, \$4.00, with 12-inch turntable, \$4.25; No. 8, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame, \$5.85; No. 9, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame, bevel gear wind, \$6.85; No. 10, double-spring, 12-inch turntable, plays 4 10-inch records, castiron frame, bevel gear wind, \$7.85; No. 11, double-spring, 12-inch turntable, plays 7 10-inch records, castiron frame, bevel gear wind, \$9.75.

TONE ARMS AND REPRODUCERS—Play all records—No. 2, \$1.45 per set; No. 3, \$1.65 per set; No. 4, \$3.50 per set; No. 6, \$2.25 per set; No. 7, \$3.25 per set; No. 8, \$2.85 per set; No. 9, \$2.65—Sonora Tone Arm with reproducer to fit.

MAIN SPRINGS—No. 60, $\frac{5}{8}$ in., 9 ft., 29c. each; No. 01, $\frac{3}{4}$ in., 7 ft., 25c. each; No. 02, $\frac{3}{4}$ in., 8 ft., 25c. each; No. 1, $\frac{5}{8}$ in., 10 ft., 29c. each; No. 2, 13/16 in., 10 ft., 39c. each; No. 3, $\frac{5}{8}$ in., 11 ft., 49c. each; No. 4, 1 in., 10 ft., 49c. each; No. 5, 1 in., 11 ft., heavy, 69c. each; No. 6, 1 1/4 in., 11 ft., 99c. each; No. 7, 1 in., 25 in. gauge, 15 ft., 89c. each.

GOVERNOR SPRINGS—To fit all motors at low prices. Special prices on large quantities to Motor Manufacturers.

RECORDS—POPULAR AND GRAMMAVOX, new 10-inch, double-disc, lateral cut, all instrumental selections 32c. each in 100 lots. Columbia 10-inch double disc new records 35c. each; 12-inch 55c. each.

GENUINE DIAMOND POINTS, for playing Edison records, \$1.75 each.

SAPPHIRE POINTS, for playing Edison records, 15c. each, in 100 lots.

SAPPHIRE BALLS, for playing Pathe records, 22c. each.

NEEDLES, steel, 50c. per thousand in 10,000 lots.

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

Special quotations given to quantity buyers in Canada and other export points.

Write for our 84-page catalogue, the only one of its kind in America, illustrating 33 different styles of talking machines and over 500 different phonographic parts, also gives description of our efficient Repair Department.

LUCKY 13 PHONOGRAPH CO., 46 East 12th Street, New York

at this point would be more likely to result in a discord than in added harmony.

"We human are not built according to the same specifications by a long shot. A credit man by the very nature of his business has to be of the cold type, and there's something of the hard-shell crab about managers—otherwise instead of managing their business their business would soon be managing them. Neither of them will usually possess the infectious enthusiasm that is so necessary to the salesman. Circumstances compel them to be judicial rather than ardent—and there you are!

"It would seem, then, that the way to capitalize the capabilities of the salesman for all they are worth would be to keep a credit man in the office—with the door shut.

"The salesman is already on friendly terms with the customer, and when it comes to the question of terms, references and so on, there is a reserve fund of friendliness on both sides of the fence sufficient to withstand a number of jolts.

"Having progressed that far, we may be pretty sure that the salesman is much less likely to put questions the wrong way, and when it comes to the real facts concerning credit—well—people don't pick up a Victrola and walk off with it, and the salesman will have ample opportunity to talk things over himself with the credit man long before the instrument in question is actually delivered to the customer.

"Selling musical instruments to music-loving people is not at all the same thing as establishing credit at a bank. Do you suppose it would add anything to the audience's enjoyment of an opera if the management put the box office on the stage?

"Personally, we would think it would result in a considerable loss of appetite."

The customer who thinks more of the question of time than he does of price is the one that makes a poor customer.

"Tonofone"

SEE PAGE 40

Arthur K. Kempton, 8 McGill College Ave., Montreal

Loading up the Customer

HARD and fast rules that characterize army life are impossible in business, though large employers doubtless find that in some respects only definite regulations are practicable. In the matter of records on approval, for example, some dealers are unreservedly opposed to the principle that all comers can have access to their stock without advancing money. Other dealers again see no way of doing record

WHAT IS IT

That goes on eight feet and sings? Find out at Toronto, February 28. Big—See page 13.

business successfully without the approval system. There is a happy medium between all extremes so it is the dealer who has help sufficiently dependable or a business still within the scope of his personal supervision whereby profitable judgment can be exercised in refusing or extending approbation privileges who does not need to make definite rules.

So it is in the policy of the store toward selling customers just what they ask for or all that they can be induced to buy. In this too there is a happy medium if the dealer who appreciates the happy medium can instill his ideas into the minds and activities of the respective members of his selling force. The same treatment will not apply to all customers with the same results. Most people resent the attentions of a salesman or saleswoman anxious to make a showing and will avoid the store employing such. On the contrary there are people who will patronize certain stores because of the service and attention which is another way of saying that the salesman's help in making a selection of whatever is being bought is appreciated.

Because a customer indicates that a box of needles is all he requires it does not follow that he should be importuned to buy a half dozen records nor does it mean that he should be allowed to enter and depart without some other advantage being taken of his visit if there is any opening at all for advances and which advances should be of a nature that they cannot be resented. A customer, for example, might be glad to have handed him a piece of literature with a courteous suggestion that it might interest him at his leisure. The chances are that he will glance it over while his parcel is being wrapped and his manner will indicate whether any further attention is desirable.

There are even times when it pays to advise a customer not to make certain purchases, depending upon future regular business more than justifying a friendly restriction of what might be injudicious buying. In this case, however, the seller would naturally know his customer well.

Stracciari—and the "Long, Long Trail." A wonderful combination of grand opera star and popular song, with a powerful double selling appeal.

Columbia Graphophone Company
54-56 Wellington St. W.
Toronto - - - - - Canada



One Idea of Service

SO that any customer who has a grievance may have a reasonable opportunity to present it, a certain merchant encloses a "satisfaction slip" with purchases from the talking machine department. This reads:

WE ASK A FAVOR

Does this purchase please you?
Is it just as we represented it to be?
Have we given you your money's worth?
If your answer to any of these questions is "no," will you do us the favor of coming to the store and saying so?

If anything is wrong, now is the time to have it made right and we want you to let us know; but unless you do, we cannot make it right.

Some complaints are adjusted; but more expressions of good will than of dissatisfaction are received because of this slip.

Ediphone and answer those arguments into the machine making a record of them.

"That night, then, when we hold our sales meeting the records are played one by one, and as they are played they are criticised by us all very carefully. We argue and debate the slightest little question. We criticise dictating delivery and everything that enters into selling. In other words, we are indeed thorough in these meetings.

"This method of holding sales meetings enables the sales ladies and the salesmen to hear themselves as the customer hears them. It enables them to correct little defects in their sales talk that they possibly never even thought existed before.

"Not only that, this method of holding a sales meeting enables us to get at the salesladies' or salesmen's defects as no other method would.

"If we did not use Ediphone in our sales meetings, and if we merely called upon each salesman to get up and hand



An attractive grouping of machines in a recent window display by The Phonograph Shop, Ottawa.

Training Salesladies by Staff Meetings

DOWN in Dallas, Texas, there is an Edison dealer whose salesmen had, with one exception, gone into the army. He realized that he must depend upon salesladies to replace the men. He took four young ladies on his staff, and this is how he described his experience in training them:

"We began by taking these young ladies through a thorough course of salesmanship through the medium of sales meetings which we hold regularly in our shop, and each and every one of these ladies is now turning in as many or more sales than the men whose places they took.

"There is no doubt, of course, but that our sales meetings, which we have been conducting regularly now for over a year, have had a great deal to do with the success of these young ladies, but I believe any dealer who will select carefully his salesladies, and then try to tell them just what he knows about selling phonographs, and keep it up consistently, will be able to get just as good results as I have. Our sales meetings have grown to be decidedly the most interesting part of our work. To give you an idea of how much advantage these sales meetings are to all of us, I will explain to you how we conduct them.

"We hold our sales meetings at night; so the day of the sales meeting I write out, say, six or eight questions or different objections that are brought up by customers, and give them to the sales force, and some time that day each one separately must go into one of our parlors with the

subject in front of us, they would no doubt feel a little abashed and awkward, and would not always say exactly what they would say if they were actually talking to a customer. But when a saleslady or salesman is alone in a room talking to a dictating machine, with only a certain number of minutes in which to get his record made, then get the talk he delivers to the customer just as really delivers it, so therefore we are able to get his mistakes and correct them."

If you can't see business in it come for the sociability. Toronto, Friday, February twenty-eight. See page 13, and write the Secretary.

"Tonofone"

SEE PAGE 4

Arthur K. Kempton, 8 McGill College Ave., Montre



The Realisation of Service

We extend our sympathy to those dealers who spent eleven months trying to build up a record business that should bring them a harvest in the month of December, and then were unable to obtain record supplies to fill orders on which they had spent much hard work. The only thing that brightens this gloomy thought is the fact that not one 'His Master's Voice' dealer in the Dominion of Canada waited more than twenty-four hours during that great Christmas rush, but received 100% record service, the same then, as throughout the year.

If we are not actively represented in your locality you, too, may enjoy the famous 'His Master's Voice' Record Service.

BERLINER GRAM-O-PHONE COMPANY, Limited

HEAD OFFICE AND FACTORY

MONTREAL

The Famous Victrols

Victor Records

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PAGE 4
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HIS MASTER'S VOICE PRODUCTS

are Wholesaled by the Following Firms:

ONTARIO:
His Master's Voice, Limited,
196 Adelaide St. W.
(Corner Simcoe St.)
Toronto, Ont.

QUEBEC PROVINCE:
Berliner Gramophone Company,
Limited,
Montreal, Que.

BRITISH COLUMBIA:
Walter F. Evans, Limited,
Vancouver, B.C.

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

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

NEW BRUNSWICK:
NOVA SCOTIA:
PRINCE EDWARD ISLAND:
J. & A. McMillan,
St. John's, N.B.

BERLINER GRAM-O-PHONE COMPANY, Limited

HEAD OFFICE AND FACTORY
MONTREAL



My Certy! He's a Braw Braw Lad

When in Toronto on his Canadian tour, Harry Lander was entertained at a luncheon by the local Rotary Club. At each of the 650 plates was a cut-out of the famous comedian, supplied by the R. S. Williams & Sons Co., Ltd., that was eagerly carried off as a souvenir. The printing was in two colors. On the reverse side was a list of the twelve inch records at "150 Bawbees each" and a list of the ten inch at "90 Bawbees each." This was pointed out as Harry's "donation tae mony an e'nein' at hame o' muckle fun and laughter." The members were told "ye can get a' o' his records at R. S. Williams & Sons Co., Ltd." and were invited to "ca' in an' hear twa'ree o' these braw songs."

Phinney Annual Convention

The annual convention of the salesmen, branch managers and department heads of N. H. Phinney, Ltd., with headquarters at Halifax, and branches throughout the Maritime Provinces, was this year of a specially interesting character. It was their peace convention and also celebrated the 48th consecutive year of the existence of this business. The reputation of the Phinney firm, the largest in the Eastern Provinces, extends to the extreme western boundaries of the Dominion.

The convention referred to above occupies two days and is an event looked forward to. It is much in the nature of a family gathering for social features are plentifully interspersed through the business of the two days. Some of those who gathered at the head office at Halifax were: W. L. Saunders, William Demone and G. A. Jondrey, of the Bridgewater Branch, E. A. Phinney and F. W. Levy of the Windsor Branch, F. W. Whitman and C. S. Spinney, of the Kentville Branch, and T. H. Faulkner, who looks after the firm's interest throughout Halifax County.

The star event of the convention was of course the banquet at the "Green Lantern," at the conclusion of the second day, when there were sixty members of the office, sales and travelling staffs present. This evening belonged to the travellers and the programme following the dinner was marked by enthusiastic, optimistic addresses. The keynote of the remarks was greater business and a continuance of the "fair dealing" that has marked the past forty-eight years of the firm's existence.

It is the intention of the company to make still fur-

The Best Business in the World—the Music Business. Show that you're proud of it by your presence. Toronto, Feb. 28. See page 13.

ther expansion and open additional branches during the present year.

The various travellers and branch managers returned to their homes at the conclusion of the convention more proud than ever of being in the music business and particularly of being connected with the firm of N. H. Phinney, Limited.

During 1918 the Phinney main store at Halifax was subjected to extensive alterations and improvements. The interior was entirely remodeled and finished in dark oak. On the first floor are six sound-proof demonstration rooms with records stored on the mezzanine floor. On the second floor is a large general phonograph display room.

The piano repair department is also on the second

floor where a staff of expert workmen are employed in repair work, polishing, etc.

The general offices of the company and the phonograph repair department occupy the third floor, while on the fourth floor is a spacious and handsome piano



Mr. H. W. Phinney.

salon and recital hall finished in oak, with ivory tinted walls and hung with old rose draperies.

The firm have a branch store in Halifax in addition to their numerous branches throughout the province.

Sonora Phonograph and Needles

A new model of the Sonora phonograph is announced. This is the "Fantasia," and of which an illustration appears in the advertisement of I. Montagnes & Co., the Canadian distributors of the Sonora line. The "Trovatore" is another addition to the Sonora family. This retails in the United States at one hundred dollars and will shortly be available for Canadian dealers.

"What are your ideas of phonograph trade for 1919," inquired the Journal of Mr. Montagnes.

"That this year will be greater than any yet," was the ready reply. "Before Christmas we had to refuse orders because of a shortage and the condition has been the same ever since. We are still short every day. We have now several factories in Canada turning out Sonoras and deliveries of these are coming more freely. Shipments are becoming also more regular from the United States factory and by April we expect to be in a position to take on new Sonora agencies. Look at the warehouse," as with a comprehensive wave of the hand he took in the emptiness that it has been impossible to remedy.

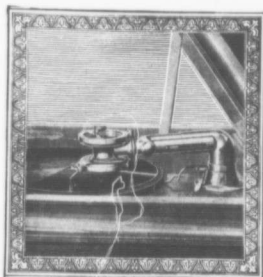
"We have many requests for Sonora agencies but at the present time these cannot be taken on. You will notice," as the Journal's attention was directed to a list of Sonora dealers, "that our line is featured by the best music houses in the country. One of the newest additions to the list is H. C. Wilson & Sons, of Sherbrooke, Que."

The Journal's attention was then invited to the Sonora semi-permanent needle, a big success in the United States and already in active demand here as a result of the United States consumer advertising campaign. "Already dealers who have had samples have ordered quite heavily of this needle," remarked Mr. Montagnes, "and many mail orders have come in, so many indeed

Here Are The Secrets of

The Brunswick

ALL PHONOGRAPHS IN ONE



The Ultona

THE ULTONA

This wonderful innovation in the phonograph world has the public talking about it, and that's the secret to increased sales. They want the Brunswick because of the convenience of the three-in-one "Ultona." This exclusive feature is a unique advantage of the versatile Brunswick. The "Ultona" plays **all records** correctly because it provides the exact weight, proper needle and diaphragm. This New Brunswick method plays all records at their best.

No other Phonograph in the World possesses these exclusive and superior features

"PLAYS ALL RECORDS CORRECTLY"

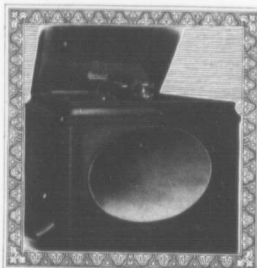
The All-Wood Oval Amplifier

This exclusive Brunswick feature illustrates the "Reason Why" this super-phonograph brings out "Tones Hitherto Lost." The All-wood oval tone amplifier, built-like-a-violin, is a new idea in tone reproduction. In our advertising we state how the Brunswick Tone Amplifier attains superior reproduction by complying with acoustic laws. It is pure selling talk copy—straight from the shoulder. We say to the public, "Let your Ears be the Judge." We say to you, "Find Out for Yourself."

Agency is still open to a few live dealers. Represent this Final Phonograph and increase your profits.

Send TO-NIGHT for sales plan.

The Oval Tone Amplifier



The All-Wood Oval Amplifier

THE MUSICAL MERCHANDISE SALES CO
TORONTO MONTREAL WINNIPEG

General Offices: Excelsior Life Bldg., Toronto
 Branches: Montreal and Winnipeg

enclosing postage in payment that we no longer need to patronize the local post office."

These Sonora semi-permanent needles retail in Canada at 35 cents for a package of 5. "The profit for the distributor is insignificant," observed the distributor, "but there is a good margin for the dealer."

Music Should be Used to Make the Working People's Leisure More Attractive

Let the Band Play in Canada, too

Spring will be here before we know it. The following remarks by a writer in the London, England, Daily Express, therefore, are very timely, pointing out how the conditions, under which working people spend their recreation hours, can be improved. Music in this proposal plays a big part. Speaking of sports and amusements, this party says:

"It is to be hoped that the programme will be extended to include other than purely physical exercises, and that the art and practice of music will be given the attention they deserve. In this respect the London County Council should not only be reviewing the situation in the light of the lessons taught by the war, but actually laying their plans so that by the time the sap begins once again to stir, our parks and playgrounds may echo with the joyous strains of bands of all kinds and conditions.

"Let the band play," in fact, should be the motto of all guardians of the public purse, and let it play often and long. Let us have a band every Saturday in every open space worthy of the name, and, if necessary, two or more bands. Hyde Park and Kensington Gardens, for instance, could easily accommodate three. Let us have kiosks and buffets where the working man and his family can get a light meal at cost price, and large shelters in which to take refuge in case of rain.

"There should be no thought of profit connected with the people's amusements other than the profit that accrues from contentment of body and spirit. Let us make our parks and playgrounds a rendezvous where the toilers of the city can bring their wives and families to spend a long afternoon in the open, soothed and refreshed by the inspiring and humanizing strains of music.

"Do not let us forget that music, ranging from that made by the mouth-organ and accordion to often really high-class effort, has been practically the sole solace and amusement of the men in the trenches throughout four long terrible years. Politicians and city fathers may smile at the idea of increasing our overwhelming financial burdens by the addition of free music, but it will not be long before the demand for free amusements will have to be faced, and free music will be one of the first forms to materialize.

"Everyone knows that the worker has a right to a share of the sunshine that warms the heart of his more easily circumstanced brother. Everyone feels that something must be done, and that quickly, to make his leisure hours less dour and grey. How can we offer him and his family a counter-attraction to the public house and the public street? Why, by letting the band play!"

You have an important appointment at Toronto on February 28. See page 13.

NEW RECORDS

"His Master's Voice" Records for March

- 216051 Kisses (Sullivan-Cowan), 10 Inch, 90c.
Hindustan (Wallace-Weeks), Henry Burr.
216053 The Admiral's Broom (Solo), H. Rutven McDonald.
Up from Somers, H. Rutven McDonald.
216052 That's What God Made Mothers For (Loo Wood), Henry Burr.
In Her Fickin' Time (Yellen-Wenrich) (Duet), Albert Campbell, Henry Burr.
18523 In the Land of Beginning Again, Charles Harrison.
I Found the End of the Rainbow, Charles Harrison.
18525 I'm Waiting for You, Lisa Jase, Vernon Dalhart.
Mummy Mine, Sterling Trio.
18519 1. Old Folks at Home; 2. Juanita (Instrumental), Conway's Band.
1. Old Black Joe; 2. Massa's in de Cold, Cold Ground (Instrumental), Conway's Band.
18520 Out, Out, Maria, Medley One-Step (Piano-Accordian Solo), Pietro.
Sweet 'n' Pretty, Fox Trot (Saxophone-Xylophone-Piano), All Star Trio.
18521 Rockin' the Boat, Fox Trot, Joseph C. Smith's Orchestra.
The Girl Behind the Gun, Medley One-Step, Joseph C. Smith's Orchestra.
18520 Tell Me What I Mean, Waltz, Nicholas Orlando's Orchestra.
Beautiful Ohio, Waltz, Waldorf-Astoria Dance Orchestra.
263015 Mon Soleil (A. L. Hettich & J. Sappas) (Vocal) (Basse avec Orchestre), Enzo Bozano.
Le Jour Divin (Carrie Jacobs-Bond) (Vocal) (Basse avec Orchestre), Enzo Bozano.
263016 Ma Comairie (Ladebauche) (Vocal), Du May D'Amour.
La Benediction d'un pere porte bonheur (Ladebauche) (Vocal), Du May D'Amour.
10 Inch, \$1.25
45161 Beautiful Ohio, Olive Kline-Marguerite Dunlap.
Dear Little Boy of Mine, Elsie Baker.
45158 Serenade (Violoncello), (Instrumental), Fernand Pellin.
The Buttery (Le Papillon), Fernand Pollain.
64775 God Bless You, My Dear (Ariadne Holmes Edwards) (Baritone).
Giuseppe de Luca.
64795 Kiss Me Again (Blissom-Herbert) (Soprano), Mabel Garrison.
64790 My Irish Song of Songs (Dubin-Sullivan) (Tenor), John Mc-Cormack.
64563 Songs My Mother Taught Me (Gypsy Song) (Dvorak-Kreiser) (Instrumental), Fritz Kreiser.
35682 Head Over Heels, 12 Inch, \$1.50
Medley Fox Trot, Joseph C. Smith's Or-
chestra.
I'm Always Chasing Rainbows, Medley Fox Trot, Joseph C. Smith's Orchestra.
70119 There is Somebody Waiting for Me (Vocal), Harry Lauder.
74573 Faust-Salat, demours (All Hall, Thou Dwelling Lowly) (Gounod) (Tenor) (French) (Vocal), Giovanni Martinelli, instrumental, Efrém Zimbalist.
74582 The Lark (L'Alouette) (Romance) (Glinka-Auer) (Violin) (Instrumental), Efrém Zimbalist.
12 Inch, \$2.50
88599 Pieta, Signore! (Lord, Have Mercy!) (Tenor) (Italian) (Vocal), Enrico Caruso.

Make It a Red-Letter Day—Feb. 28, 1919.
Particulars page 13.

New Columbia Records for March

- 10-INCH VOCAL—90c.
A2680 You're So Pretty Doll, Samuel Ash, Tenor.
Sarah, Come Over Here, Arthur Fields, Baritone.
A2681 Have a Smile, Louis James, Tenor Solo.
Don't Cry, Little Girl, Don't Cry, Henry Burr, Tenor.
A2679 Jim, Jim, I Always Knew You'd Win, Arthur Fields, Baritone.
You'll Be Sure to Put Him to Sleep with the Marseillaise and Wake Him with an O-La-La, Irving Kaufman, Tenor.
A2674 Why Do They Call Them Babies? Van and Schenck.
I Always Think I'm Up in Heaven (When I'm Down in Dixieland), Van and Schenck.
A2676 Kisses (The Sweetest Kisses of All), Campbell and Burr, Tenor Duet.
I Found the End of the Rainbow, Samuel Ash, Tenor.
A2677 Mother, Here's Your Boy! Sterling Trio.
The Navy Will Bring Them Back! Arthur Fields and Peerless Quartette.
A2678 Good-Bye France, Nora Bayes, Comedienne.
My Barney Lies Over the Ocean (Just the Way He Lied Here to Me), Nora Bayes, Comedienne.
10-INCH INSTRUMENTAL—90c.
A2673 Hawaiian Frescos, Louise, Ferera and Greens, Hawaiian Guitar.
Le Train, Hawaiian Banjo and Ukulele Trio.
Kawaihan Waltz, Louise, Ferera and Greens, Hawaiian Guitar.
Hawaiian Banjo and Ukulele Trio.
A2682 Blinn' the Blues, Jazz Fox-Trot, Wilbur Sweatman's Original Jazz Band.
Bingling Blues, Fox-Trot, Wilbur Sweatman's Original Jazz Band.
A2675 Quind Madelon, French Army Band.
Le Train, French Army Band.
E4133 Jewish Wedding Dance, Yiddisher Orchestra.
Dance On, Dance On, Yiddisher Orchestra.

10-INCH, SINGLE—\$1.00

- 7780 Trampler, Toscha Seidel, Violin Solo.
 Kiss Me Again. Hilda Lashanska, Soprano.
 8690 Sylvia Ballet (Cortège De Bacchus). French Symphony Orchestra.
 Sylvia Ballet (Les Bacchantes). French Symphony Orchestra.
 7535 Spirit of Victory. Prince's Band.
 8691 Old Black Mare and Columbia Starlet Quartette.
 Carry Me Back to Old Virginia. Barbara Maurer and Columbia Starlet Quartette.
 8698a Out, Out, Marie. Medley One-Step. Introducing: (1) "I'm Going to Fight My Way Back to Carolina"; (2) "Everything is Hungry Dory down in Herky Tonky Town." Yerkes Jazamba Orchestra.
 Stick in the Mud. Fox-Trot. Yerkes Jazamba Orchestra.
 8698b Sentimental of the Past. Part I. Prince's Orchestra.
 Memories of the Past. Part II. Prince's Orchestra.

New Aeolian-Vocalion Records

OPERATIC SELECTIONS (Single Face)

- 30018 Madame Butterfly (Puccini) (Death Scene). Florence Easton, Soprano. In Italian. Vocalion Orchestra Accompaniment.
 54111 La Bohème (Puccini) (Mi Chiamano Mimì). (My Name is Mimì). Mlle Peterson, Soprano. In Italian. Vocalion Orchestra Accompaniment.
 54112 Aida (Verdi) (Celeste Aida) (Heavenly Aida). Giulio Crimi, Tenor. In Italian. Vocalion Orchestra Accompaniment.
 STANDARD SELECTIONS (Double Face)
 22011 Forgotten (Cowles). 12 Inch. In Canada, \$2.25.
 She is Far from the Land (Lambert). Colin O'More, Tenor. Vocalion Orchestra Accompaniment.
 22012 Waters of Venice (Von Tilzer). Sara and Nellie Kouns, Duet. Vocalion Orchestra Accompaniment.
 Forever is a Long, Long Time (Von Tilzer). Sara and Nellie Kouns, Duet. Vocalion Orchestra Accompaniment.
 12050 When You Come Home (Squire). Henry Burr, Tenor. Orchestra Accompaniment.
 Laddie in Khaki (Navelle). Helen Clark, Mezzo Soprano. Orchestra Accompaniment.

INSTRUMENTAL SELECTIONS (Double Face)

- 46003 Hejre Kati (Hubay). Maximilian Pilzer, Violin. Piano Accompaniment.
 Nocturno (Sarasate). Maximilian Pilzer, Violin. Piano Accompaniment.
 32007 Ave Maria (Bach-Gounod). Maurice Dambois, 'Cello. Piano Accompaniment.
 Nocturne in Eb (Chopin). Maurice Dambois, 'Cello. Piano Accompaniment.
 12061 General Pershing March (Vanderloot). Played by Vocalion Military Band.
 Prepare for Action (Blank). Played by Rogers' Band.
 12062 Christmas Echoes (Christmas Carols, Hymns, etc.) Vocalion Military Band, Glasser and Shannon Four.
 Southern Medley (Folk Songs). Shannon Four, Male Quartet. Unaccompanied.

POPULAR SELECTIONS (Double Face)

- 12063 Micky (Moret). 10 Inch. In Canada, \$1.25.
 I Love You More for Losing You Awfully (Egan-Whitting). Arthur Burns, Orchestra Accompaniment.
 12064 Oh, Susie Behave (Osman). Irving Kaufman. Orchestra Accompaniment.
 Tell Me Why You Went Away (Alexander). Irving Kaufman. Orchestra Accompaniment.
 12065 Sweet 'n' Pretty (Creamer-Layton). Collins and Harlan. Orchestra Accompaniment.
 I'm Too Tired to Make Love (Creamer-Layton). Arthur Collins. Orchestra Accompaniment.

DANCE SELECTIONS (Double Face)

- 12066 Swinging Along (From Ziegfeld's Midnight Frollic (Buck and Stamper) (One Step). Played by Dabney's Band.
 Springtime (From Ziegfeld's Midnight Frollic) (Buck and Stamper). Played by Dabney's Band.
 12067 Stick in the Mud (Winni) (Fox Trot). Played by Yerkes Jazamba Band.
 The Girl Behind the Gun (Carlyle) (Waltzes). Played by Yerkes Jazamba Band.
 12068 Just Eine (Wadenorth-Arden) (Fox Trot). Played by Dabney's Band.
 Medley (Berlin-Huby) (One Step). Introducing: "Oh! How I Hate to Get Up in the Morning"; "You Keep Sending 'Em Over"; "They're All Out of Step but Jim." Played by Vocalion Military Band.

Gennett Records

Sole Canadian Distributors: The Starr Company of Canada,
 265 Dundas St. East, Ont., Canada.

- 8525 Break the News to Mother (Harris). Harry McCluskey.
 8524 Watch, Hope and Wait, Little Girl (Brown-Clayton). Chas. Hart, Smiles (Tom McLeon). Chas. Hart.
 8525 When You Come Back (And You Will Come Back, There's a Whole World Waiting for You) (Cohan). Irving Gillette.
 I'm Waiting for You, Liza Jane. Collins and Harlan.
 8526 Where is My Boy To-Night (Gospel Hymn) (Lowry). Henry Burr.

- Onward Christian Soldiers. Percy Rawlinson.
 8528 Kohala March. Malani Ann Ka Makani. Louise, Ferera and Green.
 8529 My Paradise. Waltz (Zamecnik). Conklin's Society Orchestra.
 Kiss Me Again (Grogan's Little Symphony). Conklin's Society Orchestra.
 11007 After You've Gone Medley (Creamer and Layton). March-One-Step. Intro: "Good-bye Alexander"; "Au Revoir, but Not Good-bye, Soldier Boy." Cody's Band.
 11008 Everything is Peaches Down in Georgia Medley. Gennett Band.
 Columbia (Fantasia Polka). Pietro Capodiferno.
 "Faut"—Soldiers' Chorus. Dante's Concert Band.
 \$1.25

- 55002 "Fagiaccio" (Leonavalle) Vesti la giubba (On with the Play) (In Italian). Andrea Aronson.
 "Africana"—48 Paradians (Art Tonne). Andrea Aronson.
 55003 Famous Variations (In Italian) (Pruch) (Art Tonne). Mme. Nadina Legat, Soprano with Orchestra. (Art Tonne). Mme. Nadina Legat, Soprano with Orchestra.
 \$1.00
 8531 Those Songs My Mother Used to Sing (H. Wakefield Smith). Harry McCluskey, Tenor with Orchestra.
 The Sweetest Story Ever Told (Stuller). Tonika Fresse, Soprano with Orchestra.
 8533 Wee Wee Marie (Oui Oui Marie) (Fisher). Arthur Hall, Tenor with Orchestra.
 I Ain't Got Weary Yet (Wenrich). Arthur Fields, Baritone with Orchestra.
 8532 Colored Telephones the Gas Company (Comic Monologue). George Thompson.
 Cohen in a Restaurant (Comic Monologue). George Thompson.
 8534 The Rose of No Man's Land (Breman). Henry Burr, Tenor with Orchestra.

- Oh! How I Wish I Could Step Until My Daddy Comes Home (Lewis & Young). Henry Burr, Tenor with Orchestra.
 \$1.25
 11011 Berceuse from "Joelynn" (Hoffman). Gennett Trio, Violin, Flute and Piano.
 Intermezzo Elegante—"Tales of Hoffman" "Les Contes D'Hoffman" (Offenbach). Gennett Trio, Violin, Flute and Piano.
 11010 Aloha Oe (Parrelle to Thee) (Lilikokalani). Pietro Capodiferno, Cornet Soloist with Dante's Concert Band.
 Coronation March from "The Prophet" (Meyerbeer). Dante's Concert Band.
 11012 Some Lonesome Night Medley Fox Trot—Intro: "You'll Find Old Dissident in France." Cody's Band.
 When You Come Back Medley One Step—Intro: "Some Day They're Coming Home Again." "Daddy Mine"; "Good-bye Mother Macker." Gennett Band.

- 8535 Everything is Peaches Down in Georgia (Ager and Meyer). Conklin's Novelty Orchestra.
 Motor Boat One-Step (Chiapparelli). Italian Dance Orchestra. Conducted by Chiapparelli.
 856.
 7500 Under the Double Egg. Gennett Military Band.
 Blase Away. Gennett Military Band.
 8518 Oh! How I Hate to Get Up in the Morning. Arthur Hall, K-K-K-Katy. Arthur Hall.
 8526 Where is My Wandering Boy To-night? Henry Burr.
 Onward Christian Soldiers. Percy Rawlinson.
 8524 When You Come Back. Irving Gillette.
 I'm Waiting for You, Liza Jane. Collins and Harlan.
 7636 Honolulu March. Louise and Ferera.
 Kilima Waltz. Louise, Ferera and Greenou.
 8520 Beautiful Isle of Somewhere. Hart and Shaw.
 Over the Stars There is Rest. Hart and Shaw.
 7634 I Hear You Calling me. Harry McCluskey.
 Sing Me Love's Lullaby. Harry McCluskey.
 \$1.10

- 11007 After You've Gone Medley. Gennett Band.
 Everything is Peaches Down in Georgia. Gennett Band.

- 55002 Pagiacci. Andrea Aronson.
 Africana. Andrea Aronson.
 \$1.50

New Brunswick Records

- 5274 Love's Old Sweet Song. Ruth Lenox.
 Dear Little Shamrock. Chas. Hart.
 5275 Flower of My Heart. Vernon Dalhart.
 In the Gloaming. Ruth Lenox.
 5276 Alice Where Art Thou. Hart and James.
 Duna. Vernon Dalhart.
 5277 Coconut March. Van Eps Trio.
 L'Infanta Darg. Van Eps Trio.
 5278 Then You'll Remember Me. Reed Miller.
 I Love You Truly. Ruth Lenox.
 5279 A Perfect Day. Ellen Keller.
 Ave Maria (Schubert). Ellen Keller.
 5280 Hawaiian Nights. Louise and Ferera.
 My Hawaii You're Calling Me. Louise and Ferera.
 5281 Outlaw's Song. Fred Wheeler.
 All Through the Night. Reed Miller.
 5282 Nona Waltz. Brunswick Orchestra.
 Venetian Love Song. Brunswick Orchestra.
 5283 Stradella Overture, Part 1. Brunswick Military Band.
 Stradella Overture, Part 2. Brunswick Military Band.

It is a poor policy to feel you haven't time just now to look into those past due collections.

A wise man is he who, before telling a big brute what he thinks of him, ascertains whether the hospitals are full.

Pathé Records for March

POPULAR "HITS" OF THE MONTH

- 29231 Oh! To-morrow Night. Jack Norworth, Baritone, Piano Acc.
12 Inch, \$1.40
Can You Tame Wild Women? (Von Tilzer). Jack Norworth,
Baritone, Piano Acc.
29234 You'll Have to Put Him to Sleep with the Marseillaise (Von
Tilzer). Arthur Field, Baritone.
29235 Sweet and Pretty (Creamer-Leighton). Louis Winsch, Baritone,
Harrison.
29236 You Don't Know (Roberts). Harry McClasky, Tenor
and Charles Hart, Tenor.
29237 I Must Go Home To-night (Hargreaves). Billy Williams, Comedian,
Comedian.

STANDARD BALLADS SUNG IN ENGLISH

- 29238 Sing! Sing! Birds on the Wing (Nutting). Grace Hoffman,
Soprano.
29239 Joyous Love (Spencer). Grace Hoffman, Soprano.
29242 Good-bye (Tooti). Craig Campbell, Tenor.
I Mind the Day (Willby). Craig Campbell, Tenor.
59066 Come Back to Erin (Claribel). Eleonora de Cisneros, Mezzo-
Soprano.
Ben Bolt (Kneass). Eleonora de Cisneros, Mezzo-Soprano.

- 29233 Irish Eyes of Love (Hall). Desmond O'Connor, Tenor.
The Heart of Molly Malone (Shaw). Desmond O'Connor, Tenor.

PATHE "DE LUXE" DANCE RECORDS

- 29230 Stern "Hit" Medley. Intro.: (1) "I'm Glad I Can Make You
Cry"; (2) "Belinda"; (3) "Tubomings Blues"; (4) "I'm
Crazy 'Bout My Daddy"; Fox Trot, American Republic Band.
Contentment (Penn). Waltz, American Republic Band.

- 29231 Rocking the Boat (Frey). Fox Trot, American Republic Band.
Ching-a-Ling (Penn). Chinese One Step, American Republic
Band.

- 29232 The Laddies Who Fought and Won (Harry Lauder). Medley One
Step. Intro.: "I Love to Be a Sailor"; American Republic
Band.

- The Canary (Berlin). Medley Fox Trot. Intro.: (1) "I Wouldn't
Give 'Em That for the Money"; (2) "Tubomings Blues"; (3) "It's the Little Bit of Irish"; American Republic
Band.

- 29238 The St. Louis Blues (Handy). Fox Trot. Wadswoth's Novelty
Dance Orchestra.
Yellow Dog Rag (Handy). Fox Trot. Wadswoth's Novelty Dance
Orchestra.

OPERATIC VOCAL RECORDS

- 54025 William Tell (Rossini). "Romance" in Italian. Claudia Muzio,
Soprano.
54026 L'Africaine (Meyerbeer). "O Paradis" (Oh, Paradise), in
French. Lucien Muratore, Tenor.
54027 Le Roi D'Ys (Lalo). "Aubade" (In Vain, Beloved), in French.
Lucien Muratore, Tenor.
59065 L'Africaine (Meyerbeer). "Chœur des Matelots" (Chorus of
Fishermen), in French. MM. De Pommarac, Nansra, Danges
and Belhomme.
Aida (Verdi). "O Terra Addio" (Farewell, Oh, Earth). Mme.
Lenzi and M. Venerandi.

VOCAL

- 29228 What the Chimney Sang (Parks). Hudson Male Quartet, Un-
accompanied.
Sunset (Vanderwate). Hudson Male Quartet, Unaccompanied.
29229 The Phantom Band (Thayer). Hudson Male Quartet, Unaccom-
panied.
The Mulligan Musketeers (Atkinson). Hudson Male Quartet, Un-
accompanied.

INSTRUMENTAL

- 52081 Hungarian Dance No. 2 in D Minor (Brahms). Violin Solo.
Emily Gresser, Piano Accompaniment.
Hymn to the Sun, from "Le Coq d'Or"; Violin Solo. Emily
Gresser, Piano Accompaniment.

- 59064 Liebestraum (Love Dream) (Liszt). Piano Solo. Rudolph Ganz.
I Love Thee (Grieg). Piano Solo. Rudolph Ganz.

- 29226 Keep Going Rag (Sak). Accordion Duet. Peppino and Perry.
Spring of Love (Waldteufel). Accordion Solo. M. Perry.

- 29240 Valse Classique, Adapted from "Humoresque" by Dvorak (Dab-
ney). George H. Green.
One Fleeting Hour (Lee). George H. Green.

BAND AND ORCHESTRA

- 40149 Coppelia (Delibes). Ballet, Part I. Garde Republicaine Band of
France.
Coppelia (Delibes). Ballet, Part II. Garde Republicaine Band of
France.

- 40150 The Masquerade (Fletcher). "Valse Caprice." Imperial Sym-
phony Orchestra.
La Blondina (Bord). "Waltz." Imperial Symphony Orchestra.

- 29237 The Stars and Stripes Forever (Souza). March. Pathe Military
Band.
Old Faithful March (Holman). Imperial Infantry Band.

NEW FOREIGN RECORDS

- 4540 V. B. March. Sokolska hudba.
Ve Stinu Lesa. Waltz. Sokolska hudba.

- 4541 Oud. Waltz. Sokolska hudba.
Spavotta. Mazurka. Sokolska hudba.
"HEBREW JEWEL"—10 Inca. \$1.6
5336 Minkomcha. Rev. M. Kanewsky.
Beroh Hasano. Rev. M. Kanewsky.
5337 Halel. Rev. M. Kanewsky.
Gesheim. Rev. M. Kanewsky.

- SLOVAK (Slavish)—10 Inca. \$1.00
4006 Hej Slovaci! (National hymn). Jozef Kalman.
Nitra, Mila Nitra. Jozef Kalman.
4007 Jahody, Cernice a Maliny. Jozef Kalman.
Mlynarska a Huska. Jozef Kalman.
4008 Tecie Voda Z Javora. Jozef Kalman.
Zajacko Co Robia. Jozef Kalman.
4009 Svadobne Hody. Jozef Kalman.
Nevadavaj Sa Ti. Jozef Kalman.

- SPANISH-MEXICAN—10 Inch. \$1.00
6556 Pica-Pica. Polka. Pathe Orchestra.
Mis Bells. Waltz. Pathe Orchestra.
6557 El Canario. Polka. Pathe Orchestra.
La Deseada. Habanera. Pathe Orchestra.

SWEDISH—10 Inch. \$1.00

- 7009 Iroskiska Kligan (Gonie). Paul Tromp.
Ivand Det Ar Skont Aidda (Duet). H. Frey and E. Backmann.
7010 Rygtan Difer. Waino Solo.
Se Kristan Skolvter. Waino Solo.

INTERNATIONAL INSTRUMENTAL—10 Inch. \$1.00

- 6013 Woodcutting Ländler. Accordion Solo.
Lanser Rheinländer. Accordion Solo.
6014 Treman's Polka. Accordion Solo.
Bohemian Waltz. Accordion Solo.
6015 Thousand and a Night. March. Accordion Solo.
That's the Life. Waltz. Accordion Solo.
6016 Get Busy. March. Accordion Solo.
Spring. Waltz. Accordion Solo.

Swap an idea with another fellow and you each
have two ideas. Come and swap ideas. See
page 13.

New Okeh Records

- 1119 The Rose of No Man's Land (Caddigan-Brennan) Tenor, with
orchestra accompaniment. Henry Burr.
Dear Little Boy of Mine (Brennan-Hall). Tenor, with orchestra
accompaniment. Sam Ash.
1122 Good-Bye, France (Irving Berlin). Tenor, with orchestra ac-
companiment. Irving Kaufman.
1125 The Navy Took Them Over and the Navy Will Bring Them Back
(Arthur Schuster). Baritone, with orchestra accompaniment.
Royal Dadman.
Watch, Hope and Wait Little Girl (Brown-Clayton). Tenor, with
orchestra accompaniment. Sam Ash.
1130 Don't Cry, Little Girl, Don't Cry (M. Pinkard). Tenor, with
orchestra accompaniment. Henry Burr.
Tell Me Why You Went Away (Edna Alexander). Tenor, with
orchestra accompaniment. Irving Kaufman.
1131 Come on Papa (Leslie-Ruby). Contralto, comic song, with orchestra
accompaniment. Elaine Gordon.
You are Just a Little Fanny (Fink-Silver). Tenor, with orchestra
accompaniment. Arthur Hall.

New Okeh Record Catalogue

Upon the occasion of a recent visit to the Toronto office of the Otto Heineman Phonograph Supply Co., the Journal man was just in time to see the arrival of a big shipment of Okeh records, covering all the titles in their catalogue. Enthusiasm over the musical and commercial worth of the Okeh record is running high among the growing list of dealers who are strongly featuring this make.

A new record catalogue is just out, listing the issues of Okeh records to date and presenting photos of the various artists who made the records. A clever reference to the spelling of the name appears on the inside front cover, viz.: "Your dictionary will of course tell you that Woodrow Wilson is correct, for Okeh is Choctaw Indian for 'all right,' 'correct.' You will perhaps continue to write your approval O.K., but you will put your O.K. on Okeh records if you let your ear be the judge." "Let your ear be the judge" is being widely used as an Okeh record slogan.

Mr. A. F. Meisselbach, of the Newark division, is expected to pay a visit to Canada this month, calling on his friends in the trade.

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MATE O' MINE
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LOVE WILL CALL YOU HOME
Bayly Ransom

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EVERY HOUR MY PRAYER SHALL BE
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Music and Musical Merchandise Section

CANADIAN MUSIC TRADES JOURNAL—FEBRUARY, 1919

It is Real Melody that Counts

SOME concert singers claim to prefer this kind of a song and others that kind, but a successful tenor said the other day. "If the song has a real melody—whether it is Irish, Scotch or Arabic—it will appeal to me. Now that we have really hit the topic, I might as well tell you that I am always on the lookout for the simple melody—the song that the public wants. There are plenty of these, and still they are not always 'cheap' as some people think. The singer must be able to discriminate between the two. As we all know, there are ever so many songs that one can sing to a musical audience that it will get—but not so with the other kind of an audience! Take the kind whose love of the sentimental is very strong; the singer should give it a taste of what it wants, for, after all, be it an orchestra, a singer or a pianist providing the music, the audience must be pleased. Songs that appeal is the world but he can't say, as a famous railroad president once did, 'The public be d—'."

"Personally, I think my ambitions are as high as almost any one's in the matter of musical things, but I realize the singer has to tell the audience something. An artist with a great reputation can sing any kind of a song and the audience will accept it as wonderful. It should be the same with less well known singers. By all means, give me the song with a melody!"

The Song that Irons Out the Furrows of Life

EVERY once in a while there springs up a little song which sweeps over the country like a message of love and irons out the furrows of life and smooths away the aches in the heart," says the Musical Courier. "For a period everyone sings, and whistles, and listens to the song that has twined itself about everybody's soul. Usually such a composition is a melody ballad in which the words express sentiment of a simple, universal kind, and the music falls on the senses with a direct, tuneful, honeyed appeal. Such a song cannot be written to order, for its text must strike the man and woman and laborer and millionaire with the same force, and its tonal measures must conquer alike the unsophisticated lover of mere melody and the knowing expert in musical science. Fame and fortune always await the writer and composer of such a song."

Advice on Drums

REPLYING to a query, "What size drum is best for a six-piece orchestra, and is it not true that a moderately large sized drum is being used for orchestra more than the smaller drum—say of 3, 4 or 5 inches deep?" a drum expert states: "Opinions differ as to what size snare drum is best suited for small orchestra work. I believe, however, that you will find the 14 by 3 (or 3¼) to be the most popular size for general orchestral work, especially for combinations of from three to seven men. The 15 by 4½ and 15 by 6 are used to a large extent for orchestra work in combinations of from ten to twelve men."

A One Act Opera

THERE are mortals who always see the silver lining in every cloud. One of them is the man whose contributions to Musical America appear under the name of Cantus Firmus. One of Mr. Firmus' latest effusions is "An episode in the history of the New Musical Republic," the underlying points in which will appeal to many of the Journal's readers.

SCENE I: Palace of President Minuettski, new president of the brand new European Republic of Bohemiaiva. The President is seated at his grand piano, disposing of his left-hand arrangement of "Don Giovanni," while he affixes his signature to state documents with his right.

PRESIDENT: Sordinawrenski!
SORDINAWRENSKI (reverently): Yes, Your Virtuosity?

PRESIDENT: I have appointed you Secretary of State because I have always been a warm admirer of your art, as you know. You are a marvelous violinist—no, don't grovel in the dust before me—you are not a pianist.

SORDINAWRENSKI: My Virtuosity's words touch my heart.

PRES.: Don't mention it. I can't help it, it's my pleasure. Now Sord., we must talk about state affairs a little, as much as I dislike to interfere with your prac-



The "Music in the Home" movement is also helping the small goods trade. This picture from "Life" is submitted as proof.

... Have you prepared a list of Cabinet officers?

SORD.: Here, Your Virtuosity.

PRES.: Stamoski, Zghbkamski—um-m-m what's this, Elavatski?

SORD.: The conductor of the Blimski Symphony, you remember, the leader who accompanied the Liszt E Flat Concerto miserably—

PRES. (wildly): Who spoiled my cadenza by coming in a bar too soon, who overwhelmed me at the finale! And you suggest this owl of a conductor as a member of

The Season's Success

IVOR NOVELLO'S

(Composer of "Keep the Home Fires Burning")

New Song

"The Home Bells Are Ringing"

IN KEYS TO SUIT ALL VOICES

This timely song of Home Coming has been steadily growing in popular favor, as it is being taken up by the leading singers all over Canada.

CHORUS:

The home bells are ringing,
 "No longer we'll roam."
 Our hearts are all singing
 "There's no place like home."
 When wanderings are ended,
 And sad days are o'er,
 It's worth all the waiting
 To be home once more.

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my Cabinet—you assassin of art, you ingrate—you whom I dragged from your Wieniawski and Spohr—you defamer of the Paganini—

SORD. (*hoarsely*): Don't go too far, Your Virtuosity! I may be only a violin virtuoso, but I have a heart! Listen to me further, Your Virtuosity!

PRES. (*somewhat calmly*): What excuse is there on earth for such a proposal—speak!

SORD.: I have proposed Blavatski as a member of your Cabinet—but listen. Your Virtuosity said himself that he wanted a new office created, a Master of State Music, whose business it will be to reconcile all the musicians of the land and form them into one great body, to act as the arbiter of all disagreements of our pianists, violinists, opera singers and concert artists with their managers; to select the best technical methods for our newly founded National Conservatory; to decide on the merits of our composers' works.

PRES. (*seeing a great light*): And you have proposed Blavatski as the man to fill this place?

SORD. (*modestly*): I have, Your Virtuosity, and what is more, I have proposed that he be named Official Judge of All Prize Competitions.

PRES. (*in great glee*): Sordinawrenski, come to my heart.

(Tableau)

PRES.: And now, my dear fellow, get your fiddle and we'll look over the last movement of the "Kreutzer" Sonata.

(Curtain)

ACT II.

SCENE: *Cabinet Room of the Presidential Palace. A long, rectangular mahogany table in centre; two dozen piano stools are grouped about the table.*

As the curtain rises a score of long-necked gentlemen are entering the chamber.

PRESIDENT MINUETSKI (*seating himself in the throne chair at the head of the table*): Gentlemen, I will have the honor of calling the first meeting of my newly appointed Cabinet. The session is now open. (*Raps on table with his baton.*)

CABINET MEMBER (*seated opposite President, absent-mindedly muttering*): He's rapping two-sixteenths—

HIS NEIGHBOR: You are wrong, sir, he rapped five-eighths, so (*illustrates*).

CABINET MEMBER (*acidly*): My ears, sir, tell me two-sixteenths, and—

HIS NEIGHBOR (*somewhat excitedly*): And my ears, sir—trained not (*sweetly*) in Wien, but in Warsaw—

PRESIDENT MINUETSKI (*sharply*): Order, order in the room, gentlemen! I will now call on Mr. Slarewski, our Minister of Finance and Industries, for his first report with recommendations.

SLAREWSKI: Your Virtuosity and fellow Cabinet members, I need not say how honored I feel to be able to stand before you in my new official robes. My appointment (*feelingly*) came altogether unexpectedly. I was playing my flute in the Posene Opera orchestra when the call came. Your Virtuosity (*overcome with his emotion*), I thank you!

PRESIDENT: A mere nothing, my dear fellow.

SLAREWSKI: I will make my report as Minister of Finance and Industries. For years I have been making a profound study of the possibilities of the flute. We flautists have too long been musical outcasts! We are laughed at because we demand that our instrument be given the same recognition as the violin and the 'cello, we are not permitted to give recitals, we are made slaves

of a miserable foreign system! Gentlemen, in the name of our new republic, in the name of holy patriotism, I propose that we abolish this Boehm system and establish our own, our national school of flute playing!

OWNERS: Hear! Hear! A national system! Hoorah for the new republic!

PRESIDENT: Slarewski, I am proud of you. Rest assured that your masterly report shall be favorably acted upon. Now I will call for the report of Mr. Tawski, our Minister of Food, Fuel and Transportation.

TAWSKI: I will come to the point at once. I believe in brevity. Twenty-two years as tympanist in the leading symphonies of the Continent, not to mention my long engagement in the best orchestras of New York and Boston, have made me realize the value of time. Gentlemen, you have listened with deep interest to the story of the flute player. Now, gentlemen, while we feel sorry for such persons, we all know that they have something wrong here (*tapping head*), otherwise they wouldn't study the ridiculous instrument in the first place (*general laughter*)—

SLAREWSKI (*enraged*): Sir! Sir! You noisy drum beater! You—

PRESIDENT: Order, gentlemen! Remember this is an important meeting in our history!

TAWSKI: I will ignore the interruption of the flute-blowing creature. Pooh! We tympanists have been too long the subject of persecution—insultingly ignored by the recital managers, deliberately seated in the very rear of the orchestra! We will never have our full rights until the public sees us and can judge our art as it judges the string players. I ask, in the glorious name of our republic, gentlemen, that legislation be enacted making it obligatory for every orchestra leader to double immediately the number of tympanists and to have them placed in the first row of the orchestra!

PRESIDENT: Tawski, I am touched by the conscientious thoroughness and devotion with which you have made your report. Be assured, your tympani law shall be enacted. We will now hear the report of Mr. Arawski, Minister of Public Health and Agriculture.

SEVERAL VOICES: He slipped away a little while ago, said he had to give a couple of lessons right away.

PRESIDENT (*reared*): That's what I get for appointing a singing teacher a member of my Cabinet. Well, never mind, I give the portfolio to Ratski. Ratski, I want to give you another appointment. I have always admired your saxophone—

RATSKI (*dancing in his indignation*): Sir, I am an oboist!! A graduate of the Conservatoire, ten years with the Opera, five years in Brussels, six years, nine months with—

PRESIDENT: Quiet, my dear Ratski, I didn't mean to hurt you. I know that you are an artist of the first rank—

RATSKI: I prove to you here what Ratski, oboe, can do. (*Plunges hand into back and pulls out his instrument.*)

RATSKI (*still excited*): I shall prove if I am what I say. (*Sounds A.*)

(*Tumult in Cabinet room. Tawski draws flute from his sleeve; another fumbles in coat and produces a bassoon; others run outside room a moment and return with their instruments.*)

PRESIDENT: Gentlemen, the cabinet meeting is adjourned for rehearsal. (*Touches button and a grand is wheeled in.*) First, if you don't mind, we'll run over my new Concerto (*distributes parts*).

TAWSKI (*biting Slarewski, the flute-player, on his ear*): Don't crowd me! From now on the tympani are seated at the front!

(*As the rehearsal begins the curtain falls.*)

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Excerpt from The HOME-COMING SONG By WILFRID SANDERSON

No. 1 in G No. 2 in A

I SHALL MEET YOU

(THE HOME-COMING)

Words by E M CHESHAM

Music by WILFRID SANDERSON

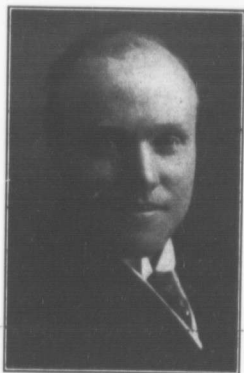
Andante *mp* *cresc.* *poco rit.* *mf a tempo.*

I shall meet you in the morning, When at last shall rise the sun; — And he wait-ing and the long-ing And the weary-ing are done — Though the

we) be cold and drear-y, And the jour-ne-y be long, When I meet you in the morn-ing 'Twill be sum-mer-time and song —

molto rit. *molto rit.* *tempo.*

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My Dear Mr. Murray:

I wish to thank
you most sincerely for your
splendid song "I shall meet you"
It is full of excellent harmony
has a soul stirring message, and
breaths the victorious spirit of
the times all thro' the song, ending
in a wonderful climax. I
sincerely commend it to all
vocalists and shall have pleasure
in using it on my programmes.

Yours faithfully,
Albert Downing.

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Writing Popular Songs—A Knack or an Art?

Being a glance at the inside of things in popular songs production by E. M. Wickes. Published under arrangement with the Writer's Monthly, for which magazine the article was written.

(Continued from January issue.)

A GOOD title—that is, a striking title—plays a big part in a song's success. And good titles are mighty scarce in the music business—so scarce, in fact, that publishers are always ready to buy them. While it is an old story about publishers and writers buying titles, it is in all likelihood news to most beginners. Listen:

Last spring a young woman, a subscriber to the *Writer's Monthly*, sent in a number of titles, including one called "You've Been Your Mother's Baby Long Enough." A few days later I went into Gilbert and Friedland's office and found Gilbert pacing up and down the room trying to think of an idea that would fit a melody that Friedland was playing.

"That's a baby-tune," Gilbert said, stopping in his walk, "and I'd give a whole lot to be able to get a baby-idea. Now where are all these new song writers who say they never get a chance? I'd like to see one with a real baby-idea." Turning to me, he went on. "I could write twenty lyrics between now and the morning, but I can't get an idea to fit Friedland's melody."

When I told them of the baby title they jumped at it, and within ten minutes they were working on it. For the title and idea they gave the woman a royalty contract and a start in the song game.

Popular songs are about as uncertain as anything in life. Not even the writers and publishers with years of experience behind them can foretell just what will hit the public fancy. Very often the songs that publishers look upon as sure-fire hits turn out to be the worst kind of "flivvers," while the so-called joke songs become overnight sensations.

Just to show what happens at times I will give an illustration. A few years ago a well-known lyric writer—his name, let it be Jones, for several reasons—wrote a lyric and gave it to Ray Walker, a composer, telling Ray, who was playing the piano at the Garden Restaurant, to put a melody to the lyric and sing the number to the crowd of performers and song writers that used to gather there nightly. Ray did, and while he was singing it one night Stella Mayhew heard him. She asked him for the words and a "lead" sheet, saying that she thought it would be a great joke to sing it back of the stage of the Winter Garden, where she was the star.

A week later a publisher asked Walker who was going to bring out the new number that Miss Mayhew was rehearsing for the Winter Garden.

"That's the first I heard it is going on at the Winter Garden," Walker smiled. "Why, that's a joke song!"

"But she's going to feature it," the publisher said. "Why not let me publish it?"

"I'm satisfied," Walker replied, "but you'll have to see Jones first."

Jones was perfectly willing to let the publisher bring out the song, which by this time had become the hit of the Winter Garden show.

"But I can't have my name on the thing," Jones said, "because I'm under contract to a house across the street from you. Put Miss Mayhew's name on for the lyric."

A few days later Jones was asked by his publisher why he hadn't turned the song into the house, and his alibi was that he had been waiting to see how it would go first. The next day Jones was held up by a Broadway comedian, who wanted to know why Jones hadn't given him first crack at the song.

"To be candid," Jones answered, "I thought the song was so bad that I was ashamed to put my name on it, so I let her name go as the lyric writer. You wouldn't want me to hand you that kind of lemon."

The Broadway comedian, who had been somewhat put out to think that Miss Mayhew had been given the preference, went to her and told her why she had been given the first chance at the song and credit for the lyric.

"Is that so?" she snapped. "Well, if that's the case, the song goes out now."

And it did. She never used it again—notwithstanding the fact that it had been her "hit number." Professional jealousy practically killed the song's chances.

Of course, the fact that Miss Mayhew had made a hit with the number does not mean that it would have become nationally popular. It had an excellent chance, however. The song may have made a hit in the East and never have been heard of in the West. This condition is not a rarity in the song game. The same holds true of songs that become popular in the West. Frances White made "M-i-s-s-i-p-p-i" in and around New York. One hundred thousand copies of the number were sold, and had Miss White toured the country at the time she was using the song it would in all likelihood have sold half a million copies. Any number of well-known performers used the song, but none appeared to be able to put it over as did Miss White. Theatre crowds that come to New York from neighboring towns help to make a song locally popular, but before it can become a national hit it must be exploited all over the country at the same time by hundreds of singers and musicians.

Frank Wood, Ltd., Presents "Pierrot Players" in Canada

"Pierrot Players" is being presented in Canadian centres by Frank Wood, Ltd., and this troupe has in its company a well known Toronto boy, Eugene Lockhart. So far they have done well in Aylmer, Ridgetown, St. Thomas, Blenheim, Leamington, Petrolia, Strathroy, Clinton, Lucan, St. Marys, Brantford, Galt, Owen Sound, Stratford, and London.

The tour is now being extended to Hamilton, Trenton, Smiths Falls, and Ottawa. The musical numbers comprise three excellent songs: "The World is Waiting For the Sunrise," and "In Your Wedding Gown," by Eugene Lockhart and Raymond Roberts; also "A Modest Little Thing," by Eugene Lockhart.

There is also introduced the two popular numbers: "Roses of Picardy," by Haydn Wood, and "Waiting," by Leo T. Croke. The foregoing music is published by Chappell & Co., Ltd.

Fringes of the Fleet

The large audience that greeted the National Chorus of Toronto at their recent concert gave an enthusiastic reception to Elgar's "Fringes of the Fleet." This cycle of four songs is founded on recent Kipling poems, which are typical of the humor, courage, and cheerful stoicism of the men on the mine sweepers and similar small boats connected with the British Navy. Frank Oldfield as soloist did full justice to these very interesting numbers.

The shrewd merchant figures on how many times a year he can turn his capital over.

A piano may be sold on short time, but if collections are not made promptly, it becomes a long time sale.

If a customer does not pay promptly the first few months' installments he is not likely to improve as time goes on.

Two Good Larway Songs

Mr. J. H. Larway, the London publisher, lost no time in following up the success achieved by the publication of "God Keep You in His Care" with Frank T. Latham's "Follow the Golden Star." This song has a cheery, optimistic verse and a good swinging chorus that are catching on wherever it is sung. The song is in four keys—C, Eb and F.

Also there comes along from the same house another cheering ballad, "The Sun is Shining Somewhere," by Kathleen Forbes. The chorus goes:

The sun is shining somewhere
Beyond the night I know;
The birds are singing somewhere
And life with love's aglow.
There's hope and gladness waiting
Beyond this time of care,
For you and me the gold sun
Is shining, Love, somewhere.

This is in four keys—C, D, E and F—and it as the former, is handled in Canada by the Anglo-Canadian Music Co.

Chappell Dance Music

Believing that the present year will bring a resumption of dancing throughout the country Messrs. Chappell & Co., Ltd., have addressed the following letter to the retail trade: "Our dance numbers are being played by all the prominent dance orchestras from Coast to Coast and several of them, especially "The Waltz We Love," and "Sphinx Waltz" show every sign of becoming popular. We should, however, like you to become acquainted with our other numbers and in order that you may do so we are offering a sample copy of each of our ten best instrumental numbers at the special price of \$1.25 complete, with the privilege of a re-order for any of them at the 18 cent net rate for a limited period. We should strongly advise you to take advantage of this very exceptional offer.

"The title pages of many of the numbers are by artists of international repute and although we do not think that a title will sell a number, we are told that sometimes it may help."

The numbers referred to are: "Amarillis Waltz" (Armand Vescey), "Belgium Waltz" (M. Massart), "Bone Dry" Fox-trot (Van Campen Heilner), "Clinging Arms Waltz" (Louis Colmans), "Evenson Waltz" (Easthope Martin), "Medusa Waltz" (Armand Vescey), "No Conversation" Fox-trot (C. Previn), "The Perfect Melody" Piano Solo (G. O'Hara), "Sphinx Waltz," (Francis Poppy), and "The Waltz We Love" (Armand Vescey).

Ascherberg, Hopwood & Crew Numbers

One of the jolliest ditties of its kind produced within recent years is Geoffrey Shaw's "Roundabouts and Swings," a certain hit in the keeping of an enthusiastic baritone. Wisdom and humor are herein happily blended. And the composer has set about his task more than energetically; since wedded to a racy, impetuously moving melody, he gives us an accompaniment which will put to shame many a far bigger and more pretentious song. We cannot overlook Patrick Chalmers' contributory share of the undertaking. His lines, snarkling and brimming over with fun, have doubtless fired the composer to the realisation of a more than ordinarily successful effort.

What more right and proper than that the pen which

gave us "Till the Boys Come Home" should also give us the actual "Welcome Home"! Ivor Novello's "Welcome Home"—written on the same lines as his "Till the Boys Come Home"—contains all the well known ingredients of the popularly applauded song, even to the limit of the regulation sixteen-bar chorus.

By way of a peace offering, Harold Samuel contributes a staid expressive song, "God's in His Heaven, All's Well," the words of which have been written by Arthur Anderson.—*Music Opinion.*

New Chappell & Co. Issues

"Every Hour My Prayer Shall Be, God in Heaven Watch O'er Thee" (the tremendously popular Australian ballad), Hall L. Campbell; "Some Other Day," Teresa del Riego; "Out on Deep Waters," Ethel Barnis; "Lie There, My Love," Hamish MacCunn; Wild Flowers," Montague F. Phillips; "The Little Place For You," Fred W. Sparrow; "Only Seven," Lillian Grey; "The Legend," the American Novelty in the Repertoire of the Metropolitan Opera Co.; "Selection" Piano Solo, by J. C. Breil; "Intermezzo," by J. C. Breil; "Vocal Scores" ready shortly.

NEW MUSIC Copyrights entered at Ottawa

- 50572 "Hurrah for Our Heroes." Words and Music by W. A. Philip, Thorold, Ont.
- 50574 "Won't You Come Along and Baby Me?" Words by Arthur J. Lamb. Music by Fred. K. Howers.
- 50578 "Among the Fir Trees," Reverts. By W. O. Forsythe, Op. 44, No. 2. F. W. Gales, Toronto.
- 50579 "God Protect My Daddy." Words and Music by John D. Curran. Arranged by Jules Brazil, Muggare Bros., Toronto.
- 50580 "Naomi." Words by J. R. Shannon. Music by F. W. Vandergroot.
- 50581 "General Pershing." Words by J. R. Shannon and Ray Sherwood. Music by Carl D. Vandergroot.
- 50591 "Dawn Dreams." (Reve de Matin.) By Anatol Egidland, Whaley, Royce & Co. Limited, Toronto.
- 50592 "Call Me to the Hills." Words and Music by Lee Davids, Whaley, Royce & Co. Limited, Toronto.
- 50593 "You're the Fairest Little Daisy that Grows in the Garden." Words by L. Wolfe Gilbert. Music by Kerry Mills, Whaley, Royce & Co. Limited, Toronto.
- 50598 "France Our Sweetheart of the World." Words and Music by Florence M. Benjamin. Arranged by Jules Brazil, Florence M. Benjamin, Toronto.
- 51011 "Allies' Victory March." For Piano. By Giuseppe Costa. (Music.) Giuseppe Costa, Winnipeg.
- 51016 "Sweet Leonore." Song. Words and Music by A. H. Eastman, Whaley, Royce & Company, Limited, Toronto.
- 51017 "Her Kiss." (Son Basile.) Valse Sentimentale. By Fred Helman. Whaley, Royce & Company, Limited, Toronto.
- 51018 "I Believe I'm in Love with You." Words and Music by Thos. M. Bowers.
- 51019 "Flower of My Heart." Words by Fleta Jan Brown. Music by Herbert Spencer.
- 51010 "My Chocolate Soldier Sammy Boy." Words and Music by Ebert Van Alstyne.
- 51011 "You Cannot Shake that 'Shimmie' Here." Words by Gill Wells. Music by Van Schenek.
- 51012 "Afters All." Words by J. Will Callahan. Music by Lee S. Roberts.
- 51013 "Poor Dixieland." (Dixie's Broken-Hearted Since Carolina Went Away.) Words by Danny O'Sell. Music by Billy Haskette, Jean Schwartz.
- 51017 "Two Lips in Georgia." Words by Alfred Bryan. Music by Jean Schwartz.
- 51018 "You're Living Right Next Door to Heaven." (When You Live in Dixieland.) Words by Alfred Bryan. Music by Jean Schwartz.
- 51019 "Uno My Honeycomb Girl." Words by Alfred Bryan. Music by Jean Schwartz.
- 51020 "When Those Mason-Dixon Minstrels Hit the Town." Words by Alfred Bryan. Music by Jean Schwartz.
- 51021 "Shimmying Everywhere." Words by Alfred Bryan. Music by Jean Schwartz.
- 51022 "These Dixie Melodies." Words by Alfred Bryan. Music by Jean Schwartz.
- 51023 "The World is Waiting for the Sunrise." Words and Music by Raymond Roberts and Eugene Lockhart. Chappell & Co. Limited, Toronto.
- 51023 "In Your Wedding Gown." Words and Music by Raymond Roberts and Eugene Lockhart. Chappell & Co. Limited, Toronto.
- 51034 "A Modest Little Thing." Words and Music by Eugene Lockhart. Chappell & Co. Limited, Toronto.
- 51035 "One Leg Step." Song. Words and Music by Keith Handyside, London.
- 51036 "A Minuet of Long Age." Words by Stanley Meredith. Music by Keith Handyside, London.
- 51037 "The World is Simply Mad on Uniform." Song. Words by Stanley Meredith. Parody and Music by Keith Handyside, London.
- 51038 "Forever Will be a Day." Song. Words by Stanley Meredith. Music by Keith Handyside, London.
- 51039 "When the Boys Return." Words by Ernest A. Ryan. Music by Harold V. Pym. Ernest A. Ryan, Toronto.

- 35143 "When I Get Back Home to You." Song. By Anita Owen.
 35144 "Mother's Tears." Song. Words by Sam M. Lewis and Joe Young. Music by Bert Grant.
 35145 "Don't Forget the Boys." (Who Fought for You and Me.) Words by Al Jolson and Harold Atteridge. Music by Fred. E. Ahlert.
 35146 "When the Robert Emmett Comes A-Sailin' Down the Shannon on St. Patrick's Day." Words by Bobby Jones. Music by Lynn Cowan.
 35147 "Waltzing the Scales." By Joe Rosey.

HERE, THERE AND EVERYWHERE

Phonographs have been added to the list of British manufactures put on the list now requiring no export license.

Mr. Paderewski, who is an adept at pounding the ivory, should be able to direct the heads of the Bolsheviks in Russia to some better purpose.

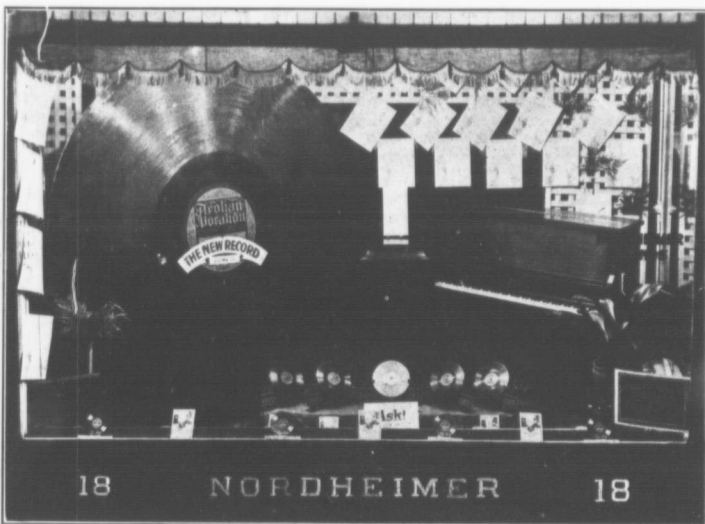
The assignment of Leonard Markels, New York phonograph motor manufacturer, is announced in an American paper. The Markels motors had been introduced to the Canadian trade.

C. S. Martin, Edison supervisor in Canada and who, some six months ago, resigned to join the United States army, is again in civil life. Edison dealers in Canada will be glad to have Mr. Martin among them again and extend him a cordial welcome.

It should be interesting to musicians to know that at the present time the demand for plain upright pianos has dwindled considerably on the part of the purchasing public, the market being confined largely to grands and player instruments.—*Musical Courier*.

At the invitation of the New York piano manufacturers, Frank E. Morton, of the American Steel & Wire Co., is to conduct a series of technicians' conferences in that city. These meetings will be similar to those conducted by Mr. Morton in Chicago a short time ago.

Mr. Walter R. Winter, of Gourlay, Winter & Leeming, Ltd., Toronto, does not share the popular conception that Friday is an unlucky day. On the contrary, he considers Friday, especially when its the last day of January, 1919, the luckiest day in his career. A boy.



A recent window display by the Hamilton branch of the Nordheimer Piano & Music Co., Ltd. Mr. C. Evans, of the selling staff arranged the window, which shows the eight foot Vocalion record.

Frank Stanley, Toronto, is spending a midwinter vacation in the enjoyment of warm Florida breezes. F. A. Clark, who last year enlisted in the aerial service of the army, has returned to civilian life and is back again with the Stanley house.

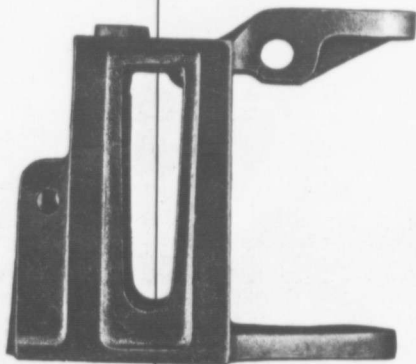
The Edison disc record catalogue includes two recordings by the late Rev. J. Wilbur Chapman, a widely known evangelist, lecturer and preacher. These are Scripture readings, "Calvary" and "Peace Be Still," and are on record number 80192.

Thomas A. Edison, Inc., have prepared an Interest Table Booklet as an assistance to their dealers in computing interest charges on deferred payment sales. These tables are devised so as to be made applicable to any price instrument. If any Edison dealer has not already made use of one of these booklets, he may obtain them from his jobber.

Mr. J. E. McClellan, of Vancouver, formerly in the music business in Moose Jaw, was a recent visitor to Toronto, where he called on several of the music publishers and musical instrument firms. Mr. McClellan is interested in an engine for western farmers which uses straw for fuel and produces gas for heating and lighting and also several valuable by-products.

Among recent visitors at the offices of the Columbia Graphophone Co., New York, was Louis M. Nathan, of the firm of Arthur H. Nathan, Ltd., Auckland, New Zealand, which handles the Columbia Grafonola and Dictaphone lines through the London office. Mr. Nathan was en route to San Francisco after spending two years in the British army. He stated that during the past year he had received splendid reports from New Zealand regarding the business outlook, and that the demand for Columbia products is growing steadily in that country.

Perfect Alignment'



*The Stephenson
one piece frame*

of bearings is an absolute necessity in a phonograph motor *if* the motor is always to run smoothly and quietly . . . perfect alignment not only when the motor is *new* but after it has seen years of service.

Drilling of all bearing holes in one operation makes perfect alignment possible when the motor is new

. . . the same operation on a *one piece solid frame* casting insures that perfect alignment *shall always be maintained.*

And the solid frame, the one piece casting is *exclusive* with the Stephenson Precision Made Motor.

One reason why it is a Precision Made Motor.

STEPHENSON
INCORPORATED
One West Thirty-fourth Street
New York City



Maiscotte & Renaud, Montreal, dealers in talking machines, have dissolved partnership.

D. R. Gourlay, vice-president of Gourlay, Winter & Leeming, Ltd., Toronto, is on a business trip through the west.

Gingras & Frere, Montreal, manufacturers of pianos, have dissolved partnership and are succeeded by Gingras & Co.

Mr. McWha, music dealer of St. Stephen, N.B., was a recent visitor to the Sherlock-Manning factory at London.

J. A. Doyon, Thetford Mines, Que., has recently taken on the representation of the Pathephone and Pathe records.

The Ontario Furniture Co., Montreal, have added the Pathephone and Pathe records to their talking machine department.

H. G. Stanton, vice-president and general manager of the R. S. Williams & Sons Co., Ltd., was elected president of the Toronto Rotary Club.

Mr. G. L. Stanwood, of Winnipeg, recently paid one of his periodical visits to Toronto, calling on his business and personal friends in the trade.

The postmen of Toronto evidently appreciate the Brunswick phonograph, for they have selected the \$188 Brunswick model for their clubrooms.

Harry C. Workman, 84 Waverly St., Ottawa, is featuring with much success the Brant-ola, and in addition handles pianos, organs and tunings.

New agents handling the Gerhard Heintzman phonographs in Quebec City include Gauvin & Courchesne, 142 St. John Street, and M. L. Dohan, 29 Palace Hill.

The Phonola Company of Canada, Limited, Kitchener, have appointed Charles Culross their Montreal representative. He will handle their complete line.

The Brunswick is well looked after in Ottawa City by Charles Robertson, of 137 Flora St., who is a strong admirer of this make, as the large number of sales testify.

C. Edgar Sibbitt, of the Ottawa Phonograph Co., 312 Bank St., Ottawa, is most optimistic over the future of the talking machine business, and the Pathe line in particular.

During the appearance of Alice Neilsen in Montreal "His Master's Voice" dealers took advantage of the opportunity and ran heavy copy featuring this singer's recordings.

J. E. Maloney, of Perth, Ont., a member of the music firm of Maloney-Connolly Co., who have stores at Windsor and at Perth, has gone to Los Angeles for the balance of the winter.

W. H. Alfring, assistant general manager of the Aeolian Co., New York, spent a day in Toronto recently with the Canadian distributors of the Vocalion, The Nordheimer Piano & Music Co., Ltd.

The Phonograph Shop of Montreal, Regd., during the recent appearance in Montreal of Jacques Thibaud, ran large space in the newspapers, with large copy featuring his selection of Columbia records.

Arthur K. Kempton, Montreal, phonograph specialty specialist, has opened an office in the Somerset Building, Winnipeg, Man., room 521, under his own name, and installed Mr. W. E. Corpe as branch manager. Mr. Kempton has applied for Canadian and American rights for a new reproducer which will play any record without the necessity of having to turn, twist or change it.

Mr. R. H. Murray, assistant manager "His Master's Voice," Ltd., has returned to Toronto from a business trip to Winnipeg, where the demand for "His Master's Voice" products is as insistent as in the east.

Thieves broke into the store of J. J. Flynn, phonograph dealer, 8 McGill College Avenue, and stole two talking machines valued at \$80.00. They entered by smashing a small window in the front door of the store.

A repossessed piano, two years old, of reliable make is the equal in value to-day of the same piano, new, two years ago. You may disagree with this statement when you first read it, but think it over.—*Music Trade Indicator*.

The Association of Music Industries of Milwaukee is establishing a credit bureau for the use of members. It is proposed to compile a complete list of customers of local music houses, with their financial status and trade desirability.

Melville E. McCurdy, Ottawa, is handling a large number of tunings in both pianos and players, and is planning the opening up of a store where particular attention will be given to repairs. A line of phonographs probably will be added.

Harry Dean is conductor of the recently re-organized Halifax Philharmonic Society, which succeeds the Orpheus Club. It is proposed to present the Oratorio "Elijah" in the spring. Members of the society will constitute both chorus and orchestra.

Arthur Pellerin & Co., Ottawa, are the only accredited French dealers in Ottawa handling "His Master's Voice" products, and they hope to build up a substantial business in machines and records. Their demonstration rooms present at all times a busy appearance.

The Mendelssohn Piano Co., Toronto, have completed the onerous duties of stock-taking. H. Durke, proprietor of this firm, while pleased with the demand for Mendelssohn lines, observes that cost of production as compared with pre-war figures has reached serious proportions.

Commenting on trade and prospects E. P. Burns, manager of The Phonograph Shop, Ottawa, remarked that the inquiry for the better class of goods continues, and that from present appearances business this year will be large. This firm feature Edison and Columbia.

Wallace Brown, the exclusive Detroit phonograph dealer who is known to the Canadian trade through having put the Brunswick on the Detroit map, and for his original advertising, has been appointed wholesale manager of the Brunswick interests for the State of Michigan.

Business during January was unusually brisk with Willis & Co., Ltd., Ottawa branch, and all indications point to a season of uninterrupted activity. The transactions of the past month covered a wide range, the high grade goods being especially prominent, said Norman Brownlee, manager of this branch.

At the request of Miss Beth Lydy, the leading lady of the Rainbow Girl Company, playing a week's engagement at His Majesty's Theatre, Montreal, a new Lench upright piano was delivered to her suite at the Windsor Hall for her personal use. After testing the piano she wrote a strong endorsement of the instrument.

E. E. Nugent, who last year resigned the management of Heintzman & Co.'s Fort William branch to join the army, has returned to Canada, and after a flying visit to Fort William spent a holiday with relatives in Toronto. Mr. Nugent was gassed and wounded, and was convalescing in England when the armistice was signed.



60 boxes in a carton, retails at \$9.00; dealer's price \$5.85. You can have these needles in

EXTRA LOUD, LOUD or MEDIUM

"GOLDENTONE"

Noiseless Phonograph Needle

THIS IS IT!



The only permanent phonograph needle manufactured for Victor or Columbia records, each needle guaranteed for 5,000 records, or will be replaced.

Retail price \$7.50 each; dealer's price \$5 each.



Head Office:

IN MONTREAL, at 8 McGill COLLEGE AVE.

Branch Office:

In Toronto, at 762 St. Clair Ave. W.

MR. J. E. KNAPP, Manager

Branch Office:

In Winnipeg, 521 Somerset Building

MR. W. E. CORPE, Manager



From the office of Arthur K. Kempton.

Montreal, Feb. 19th, 1919.

To the Trade.

My Dear Friends:—

You as a dealer in talking machines, desire to offer your customers the best procurable. Needles are undoubtedly the most essential part of a talking machine, and if you wish to satisfy your customers it will pay you to write to me. I am a specialist in that line and can offer you a better and a more complete selection than anyone else in Canada.

Yours sincerely,

Arthur K. Kempton



100 packages on an attractive enamel back card. They retail for 15c. a package; the dealer's price is 10c. per package.

NEEDLES

Big stock of regular steel needles. These I make up in special envelopes, with your name.

Good stocks of Pathé, Edison and Brunswick Sapphires, also genuine Edison Diamond Points.

Send for low prices and samples of steel needles. Please state quantity required.



AEOLIAN-VOCALION PUBLICITY

AEOLIAN instruments are natural leaders in their various lines by right of intrinsic superiority. At the same time, Aeolian advertising has contributed essentially to the widespread and ready acceptance of this leadership.

Aeolian-Vocalion publicity is typically Aeolian. Strong, dignified and convincing, it is as far above the level of ordinary phonograph advertising as the Vocalion itself towers above ordinary phonographs.

Dealers who handle the Aeolian-Vocalion and new Vocalion Record, are aware of this. They are directly benefitted by the national publicity of the Vocalion and indirectly by the newspaper campaigns conducted in mediums with large spheres of influence outside of their immediate environments. Likewise, the provision made by The Nordheimer Company, whereby dealers may profit through participation in the national publicity is an added advantage to those who handle the Vocalion.

The unquestioned superiority of the Aeolian-Vocalion; its many advantages and selling features; the extraordinary character of the new Vocalion Record; the exceptional service rendered to dealers; and the unapproached quality of Vocalion publicity, make the representation of this instrument an invaluable asset to every progressive music merchant.

Complete information sent upon request.



Nordheimer Piano and Music Co., Limited
Corner Yonge and Albert Streets - TORONTO

Canadian Distributors for the Aeolian-Vocalion

H. M. Hands, 95 Bank St. Ottawa, has opened up a first class exclusive music store, where he is catering to the better class of sheet music buyers with an extensive stock of musical publications. It is Mr. Hand's purpose to add small goods, musical merchandise and phonographs. A Willis piano in fumed oak is used for demonstration purposes.

Dohan's Music Shop, 29 Palace Hill, Quebec City, advertises that they will trade a New Edison Diamond Disc for any make of phonograph, old or new, allowing full cost for the phonograph and records turned in. This firm are also featuring the Reginaphone, a combination phonograph and music box. They have added the full Pathe line of machines and records.

On Friday, January 31st, N. H. Phinney, Ltd., Halifax, N.S., commenced a series of twilight recitals, to be continued throughout this season each Friday at 4.30. This firm have given weekly recitals for a number of years, and this year also local artists will assist at each performance. The local papers every Thursday contain the programme for the recital the day following.

That returned soldiers invariably insist upon the classic selections when buying records, is the observation of Miss Vezina, who is in charge of the Grafonola department at Almy's Ltd., Montreal. The patriotic and war listings, Miss Vezina notices, are favorites with the soldiers' wives. Because of polite and civil attention Almy's Ltd. have a large patronage from returned soldiers.

A. C. Barg, of the Aeolian Co.'s wholesale Vocalion department, visited Toronto recently and with T. C. Wright, manager of the Nordheimer Co.'s wholesale Vocalion department, visited a number of Western Ontario points. They also called at Detroit, arriving there in time to hear Mary Peterson, one of the Vocalion list of sopranos, who appeared in a recital in that city with Louis Gravenue.

In the recent Salvation Army drive R. H. Easson, vice-president of the Otto Higel Co., Ltd., was chairman of one of the districts into which the city was divided. H. G. Stanton, vice-president of the R. S. Williams & Sons Co., Ltd., was chairman of another division. E. C. Seythes, vice-president of Nordheimer's and Holmes Maddock, of Whaley, Royce Co., Ltd., were also among the energetic music trade workers who helped to make the drive a success.

By a rearrangement of some of their factory departments Gerhard Heintzman, Ltd., are enlarging the output of their phonograph division. Mr. A. N. Heintzman, vice-president of the firm, reports that the extensive newspaper advertising of the Gerhard Heintzman phonograph has been productive of good results. Among the more recent Gerhard Heintzman agencies opened up is J. S. Rivard & Co., of Three Rivers, Que., who now have the local representation of both pianos and phonographs.

"Tonofone"

SEE PAGE 40

Arthur K. Kempton, 8 McGill College Ave., Montreal

Fowler Piano Co.

Mr. H. F. Fowler, president of the Fowler Piano Company, Winnipeg, whose portrait is here shown, is one of the well known business men of that city. He is secretary of the pianoforte dealers' section of the Retail Merchants' Association, and his name is also to be seen on many committees taking part in any deserving campaign of a patriotic or philanthropic character.

Mr. Fowler came to Winnipeg seven years ago from Grand Forks, where he had considerable experience in the piano business. Securing a small store on Edmonton Street, and with the agency of the Knabe and Willis pianos, he soon developed a business requiring larger premises. These in turn gave way to a better and more spacious store, and at present he is located at 432 Main Street, opposite the Canadian Bank of Commerce, where thousands of people pass by the store daily. The store is the last word in taste for piano display, and is an admirable background for the large number of the varied styles of Knabe and Willis pianos.



Mr. H. F. Fowler.

Mr. Fowler is a great believer in advertising, as the space used in the daily press in Winnipeg by his firm indicates. Being an enthusiast in the lines he features, Mr. Fowler will no doubt continue to make substantial increases in sales from year to year.

Songs by Miss Heintzman

Miss Cornelia Gerhard Heintzman, daughter of Mr. Gerhard Heintzman, and sister of Mr. Armand Heintzman, has taken three poems of Irene Rutherford McLeod and made them the basis of three short, melodious, appealing songs. They are entitled, "Lullaby," "To Victory, Arise," and "The Wind's Laughter." The melody and accompaniment together in each case are well conceived tone pictures faithfully mirroring the sentiment expressed in the words.

Another song by Miss Heintzman is one for high voice, "To My First Love," which is really a sonnet "to my mother." This is a simple number with a direct appeal, and like the three foregoing pieces, is well printed in attractive form. All four songs are copyrighted by Miss Heintzman.



We predicted that 1919 would be the greatest year that exclusive Columbia dealers had ever experienced----and sales so far are even ahead of expectations.

Record deliveries are improving and Columbia selections for the first month of the year are the best ever issued.

MUSIC SUPPLY CO.

LARGEST COLUMBIA DISTRIBUTORS

36 Wellington St. East

TORONTO

Piano Tuner Wanted for China

Representative of S. Moutrie & Co. Visits Toronto

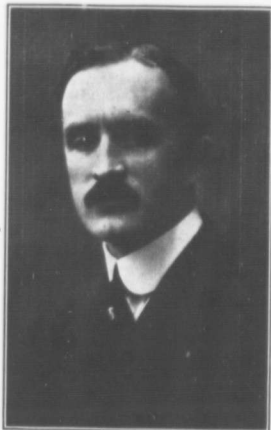
A quiet and unostentatious, nevertheless interesting visitor to Toronto was Mr. J. H. Hinton, of the piano manufacturing firm of S. Moutrie & Co., whose factory is located at Shanghai, China. The firm have four different branches in different parts of the country, their output being for the most part absorbed by the English speaking or "foreign" residents of the country.

Asked by the Journal as to the piano market with the natives of China, Mr. Hinton pointed out that but relatively a small part of the native population was financially capable of purchasing pianos, even if they had use for them. Supplies are imported from Canada, England and the United States and the company, which has been established in China for thirty years, looks forward to the time when the Government is stabilized and the vast resources of the country are developed.

Mr. Hinton requires a piano tuner for China, as will be noticed by reference to the Journal's service column on the last page of this issue.

Beare & Son Branching Out

An advance step of considerable magnitude has been taken by the old established firm of Beare & Son, as a natural outcome of their progress in Canada in the old violin and musical merchandise field. Mr. Walter Beare in London, has inherited from his father, Mr. John Beare, the genius of a buyer of musical merchandise in the world's markets, which with five years' residence in France, makes him regarded as one of the keenest and most resourceful in the trade. Through his periodical visits to Canada and his consequent knowledge of com-



Mr. John Dinsmore.

mercial and musical conditions here, Mr. Beare has established a strong connection which in the past few years, under the management of Miss Jessie Plaxton, has grown very materially.

The road supervision of the Canadian territory is now being divided. The East is to be in charge of Mr. John Dinsmore who, after 19 years with the house of R. S. Williams & Sons Co., Ltd., has joined the staff of

Beare & Son. Mr. Dinsmore has had 26 years' experience in the music business. He started as a messenger boy with Whaley, Royce & Co., Ltd. In 1900, after 17 years with that house, he accepted the position of senior clerk in the wholesale small goods department of The R. S. Williams house. Later he became traveller for them in Quebec and the Maritime provinces. After completing two years on the road he was brought in to take the position of assistant manager of the department, of which he shortly was made manager and given



Mr. William J. Stumpf.

charge of the buying for Toronto warehouse and the various branches. Dr. Dinsmore knows the trade from all angles, and his many friends are confident that he has a very bright future.

The West will continue in the hands of Mr. William J. Stumpf, who since the summer of 1916 has been representing Beare & Son from coast to coast. Mr. Stumpf was born in Toronto in 1882. He started with Whaley, Royce & Co. in 1899, learning the music engraving trade, and believes that he has the distinction of being the first Canadian to learn and finish his trade in Canada. Leaving the engraving department, he entered the small goods department several years later. Then he toured United States and Canada as "solo cornetist" with various musical organizations for seven years, returning to Whaley, Royce & Co. in 1912, as manager of their small goods department, and as mentioned, joined the Beare & Son staff three years ago.

With a combination of that calibre the house of Beare & Son is equipped to play a prominent part in the development of the music trade in Canada.

House of Enoch & Sons Inaugurate Series of Concerts

Messrs. Enoch & Sons, the London publishers, have inaugurated a new series of concerts at the Central Hall, Westminster, which seats almost three thousand people. The initial concert was a phenomenal success. The daintier and more delicate type of ballads that Enoch & Sons publish were featured. A big innovation was the request that the public refrain from encores. Another feature was the attendance of representative composers to accompany. Those present for this purpose were Landon Ronald, Easthope Martin, Mrs. May Brahe and Arthur Meale, organist of the Hall.

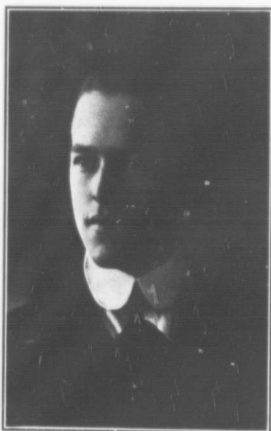
Mr. Willis Taken Ill in Toronto

Mr. A. P. Willis, of Willis & Co., Ltd., Montreal, with Mr. C. D. Patterson, director of the same firm, spent some days in Toronto recently visiting the local supply houses. Mr. Willis, however, became ill and the house doctor at the King Edward, where they were guests, insisted that his patient return to Montreal, where he would be in the hands of his own physician. Mr. Willis and Mr. Patterson therefore reluctantly cut short their stay in this city.

Gossip Heard Around the R. S. Williams Store

Mr. T. A. Dillon, of the Edison sales department, is the proud father of a fine baby daughter, who is almost certain to be one of the grand opera stars that the coming generation will clamor for on Edison records.

Mr. Inurie is now confining his time to the wholesale advertising. The retail end of that department is being looked after by Mr. A. L. Robertson, who has lately received his discharge from the army. Mr. Robertson had former experience with the Mendelssohn Piano Co., The Montreal Star and Smith, Denne & Moore.



Mr. R. S. Mason, a new member of the R. S. Williams piano sales staff.

Mrs. I. G. Lakin, of Los Angeles, and whose father is in the music business there, is a recent addition to the retail Edison department. Mrs. Lakin was formerly Miss Johnston of Hamilton. To Mr. Robertson and Mrs. Lakin is due the credit for the recent attractive window displays in the main window. Mrs. Lakin says you can't beat red and black for trimming record windows.

Recent acquisitions to the retail piano department's selling staff are Nat Lewis, formerly of the player roll room, R. S. Mason, son of the manager of J. M. Greene's Lindsay branch, and G. E. O'Neil, son of William O'Neil, the veteran canvasser.

Miss Peacock has taken over the supervision of the player roll room, formerly in charge of Mr. Lewis. Miss Fax, daughter of Jimmie Fax, the comedian, has joined that department, too.

This month saw the tenth annual piano club sale by the R. S. Williams & Sons Co. Mr. J. A. Hassall, manager of the retail piano department, and his staff, who were responsible for the preparation and conduct

of the sale, were more than delighted at the results. On the third day of the sale they made this announcement to the public: "Everyone interested has been closely studying the possible effects on business during the immediate period following the armistice, and its general bearing on business possibilities during the reconstruction period.

"We submit as a barometer to the public generally, that during the opening of our Tenth Annual Piano Club on Saturday last, and the bona fide sale of 120 Pianos to the residents of Toronto, in a single day, indicates the citizens of Toronto believe as we believe, that if Canada was worth fighting for, she was worth working for, and that this country is settling down to its industry, commerce, and general development with all the optimism of a strong, hardy, young citizenship, with full knowledge of her wonderful resources, and an optimism and spirit that will be one of the big factors in the successful development of our country, and the prosperity so needed to meet the future successfully.

"We believe the sale of 120 pianos in a single day, in one city, is the biggest piano sale record in the history of Canada. It further shows that the people of Toronto intend to express their appreciation of what their boys have fought for and won, and making this world a better place to live in, through Music in the Home, and, best of all, to add to the education of their children, this inspiring medium.

"The buying of so many pianos by the people of Toronto is not a mark of extravagance, that some have claimed. Rather it is a sign of good judgment and practical economy. . . ."

John Dinsmore Gets Fine Send-off

To the other members of the staff of the wholesale goods department of R. S. Williams & Sons, Ltd., the word of Mr. John Dinsmore's resignation to accept a position with Beare & Son came as a great surprise. Mr. Dinsmore had been with the house for nineteen years, and during that time had become a real friend to everyone in the house. The day before his departure the young ladies arranged a luncheon in his honor during the noon hour. The tables were set in the warehouse on King St. West, and the pretty decorations transformed the premises temporarily into a pretentious banquet hall. The department of which Mr. Dinsmore had been the head, and the office staff, were out in full force, and several of the heads from Yonge street headquarters went over for the dinner.

On behalf of his fellows, Mr. H. Y. Claxton, in a nicely worded speech told Mr. Dinsmore how much he meant to them personally, how sorry they were to see him leave them, but expressing the hope that fortune would follow him in all his activities. Then Mr. Claxton made the presentation of a handsome suit-case as a slight token of their good will, which was really beyond outward expression. Mr. Dinsmore was scarcely able to reply, but in a few simple and sincere words thanked the staff for their kind treatment and for this expression of their good will.

On calling at the head office to say good-bye, Mr. H. G. Stanton presented Mr. Dinsmore with a C 150 New Edison. The following night a group of the heads of departments spent the evening at Mr. Dinsmore's home. During an enjoyable evening of cards and music Mrs. Dinsmore was presented with a cut glass flower bowl. The best wishes of the whole R. S. Williams staff for success in his new position, follow Mr. Dinsmore.

5,000,000

Steel talking machine needles, regular tone; they are of the very best quality, and reasonably priced.

Let me know your requirements. I will be pleased to send you samples and quotations.

If you can order 250,000 needles, or more, I will make these up in special envelopes for you.

Arthur K. Kempton

8 McGill College Ave., Montreal

Branch Offices:

In Toronto, at 762 St. Clair Ave. W.

Mr. J. E. Knapp, Manager

In Winnipeg, at 212 Somerset Block

Mr. W. E. Corpe, Manager

New Catalogue Coming

A new classified catalogue of the best sellers is being prepared by the player roll department of the Otto Higel Co., Ltd., Toronto, and will be mailed to the trade in the near future. The January supplement is a desirable list of choice titles, as follows:—

SOLODANT MUSIC ROLLS

No.	Name	Composer	Price
015454	Allied Victory (March)	Zieckel	\$0.80
015383	Columbian Patrol (March)		.65
015415	Dashing Cavaliers (March)	Pauli	1.00
015464	March of the Tanks (Descriptive March)	Roberts	.80
015673	My Belgian Rose (Fox Trot)	Garton	.65
015403	Mennet in G	Beethoven	.65
015404	Officers on Review (Waltz)	Harcourt	.80
015274	On a Battle Field in France (Waltz Song)	Bowell	.80
015693	Rose of No Man's Land, The (Song)	Brennan	.65
015474	Rose Waltz	Powell	.80
015394	Tom Brown's Saxophone Waltz	Brown	.80
015444	Twentieth Century (March)	Messina	.80
015484	Under the Banner of Victory (March)	Blon	.80
015683	Woe, Wee, Marie (One Step)	Fisher	.65
015425	Zemla (Waltzes)	Witmark	1.00

STAR MUSIC ROLLS

No.	Name	Composer
X486	For the Two of Us (Fox Trot)	Ruby
X487	Kock-a-Bye Your Baby (Fox Trot from "Sinbad")	Schwartz
X489	I Hate to Lose You (Fox Trot)	Gottler
X490	When I'm Thru' with the Arms of the Army (One Step)	Carroll
X491	Oh, Min (One Step)	Olsen
X492	Bye and Bye (Fox Trot)	Van Tilzer
X493	Some Day They're Coming Home (Fox Trot)	Hilbert
X494	I've Got a Ten Day Pass for a Honeymoon (Jazz One Step)	Hanley
X498	That Jasbo Dixieland Band (Fox Trot)	Hill & Williams
X499	Paul Revere (One Step)	Mohr
X500	Regimental Spirit (March)	Borovsky
X501	My Belgian Rose (Fox Trot)	Garton
X502	Woe, Wee, Marie (One Step)	Fisher
X503	Rose of No Man's Land (Song)	Brennan

Around the Whaley-Royce Store

All departments at the Whaley, Royce & Co. headquarters are in good humor over business swinging along in steady strides. Bulletin No. 12 is out, listing special offerings in quick selling lines at popular prices. The bulletin is another four-page sheet, being a combination circular and order form.

Among the songs itemized is a list of Harry Lauder's most popular numbers that were brought to the public's attention by the recent visit of the Scotch entertainer, and also a list of Lee S. Roberts' successes, such as "Smiles" and others.

In the wholesale musical merchandise department a special inducement is being made on a limited quantity of Besson band instruments.

Prima Donna Enjoyed Vocalion

Mr. P. G. Armstrong, manager of the Nordheimer Co.'s retail phonograph department, is the proud possessor of an autographed photo and a letter from Miss Beth Lydy, prima donna of the Rainbow Girl Co., which recently appeared in Toronto. Miss Lydy requested that her apartments at the King Edward Hotel during her stay be furnished with a Vocalion.

Of the instrument Miss Lydy wrote: "I want to thank you for your kindness in sending me one of your wonder phonographs. The full, round, natural tone of the Aeolian-Vocalion is most remarkable. The pleasure it gives me is unlimited."

Vancouver Musician Deceased

A Vancouver despatch announces the death of Mrs. Mabel C. Holmes, for over fifteen years in charge of the music department of Walter F. Evans, Ltd. Of the deceased lady the Vancouver Daily Province said: "The death of Mrs. Mabel C. Holmes, which occurred last Wednesday in influenza, removes from our midst one of the best-known women authorities on musical literature, in fact, there were few that were her equal in her profound knowledge of the various and numberless editions of music and their composers that enter so much into the life of the musical public. She had charge of the music department of Walter F. Evans Limited, for over fifteen years, and during that time she had gained a marvelous insight into all matters musical. In her business life she freely gave of her store, and there are few musicians or students in Vancouver who have not benefited some way or other by knowing her, and who will not feel her loss. She was a splendid pianist and critic. She had a quiet, dignified manner that won hearty respect from the multitude of people she was always meeting. Mrs. Holmes lost her husband in the forepart of the war, he having left here with the 72nd Highlanders. She also lost her only sister about two weeks ago, she also being a victim of influenza. Her father and mother, who survive her, live in North Vancouver."

In Charge of Kitchener Factory

Mr. John Ullman, who has resigned the superintendency of the Doherty Pianos, Ltd., at Clinton, and been given full charge of the Foster-Armstrong factory at Kitchener, was presented with a Masonic pin and cuff links by his late associates in Clinton on Saturday, February 8. Several kindly speeches were made assuring Mr. Ullman of the good-will and best wishes of the Doherty workers. Mr. Ullman assumed charge at the Kitchener plant on Monday, February 10.

Back Again at Simpson's

Mr. F. Irving Brown is again in charge of the Victrola parlors of the Robert Simpson Co., Ltd., Toronto. Mr. Brown, who is thoroughly conversant with "His Master's Voice" lines, through his extensive experience last year, resigned his position to enter the army. He was succeeded by the late A. L. E. Davies, whose decease



Mr. F. Irving Brown.

was reported in the last issue of the Journal. Mr. Brown, receiving his discharge about that time, was again available for his old position, which he so ably and creditably filled. His many friends are glad to see him back in the local talking machine field.

Martin-Orme Dealers Welcome Him

Mr. A. E. Switzer, salesmanager of the Martin-Orme Piano Co., Ltd., Ottawa, called on the trade in Toronto and Western Ontario points recently with good success. Mr. Switzer, formerly in the insurance business, was persuaded to enter the piano line by his predecessor, Mr. W. F. C. Devlin, who reluctantly relinquished his active connection with the music industries owing to the death of his father, necessitating his taking charge of an old established and extensive fur business. The R. J. Devlin Co., Ltd. Mr. Devlin's experience in the trade was so pleasing that he did not hesitate to persuade his friend, Mr. Switzer, to take up his line. The latter has had a severe training in intensive selling and in the principles of clean salesmanship. Mr. Switzer is welcomed to the industry as the class of man that it is desirable to see actively representing so essential and patriotic a business as putting music into Canadian homes. Martin-Orme dealers and others extend a cordial welcome to Mr. Switzer.

"Your daughter has a great deal of savoir faire, Mrs. Comeup."

"Yes, we imported it for her all the way from Paris."—*Baltimore American.*

Sonora

Semi-Permanent, Silvered

Needles

Preserve the Records

They are the result of long and successful experimentation, and once tried they will always be used, because of their

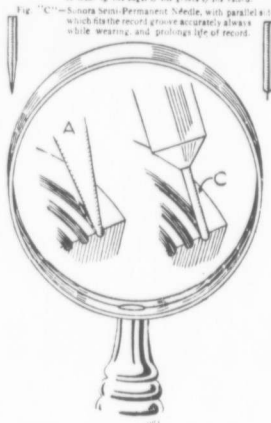
1. **Improved Tone:** They mellow the tone and eliminate harshness.
2. **Greater Economy:** Carefully used, they play 50 to 100 times before wearing out, and give the maximum of service and satisfaction.
3. **Increasing Life of Records:** The record engaging point does not enlarge as it wears, having the same diameter throughout.
4. **Convenience:** They save constant needle changing.

Three grades: Loud, Medium, Soft
35c. for Package of FIVE

Fig. "A"—Ordinary steel Needle fitting record groove.

It is quite logical that the ordinary needle becomes of larger diameter at the engaging point as the needle wears down (owing to its taper form) and distributes its wear on the edge of the groove of the record.

Fig. "C"—Sonora Semi-Permanent Needle, with parallel sides, which fits the record groove accurately always while wearing, and prolongs life of record.



I. MONTAGNES & CO.

Sole Distributors for Canada of the Sonora
Phonograph and Sonora Needles

Ryrie Bldg.

TORONTO

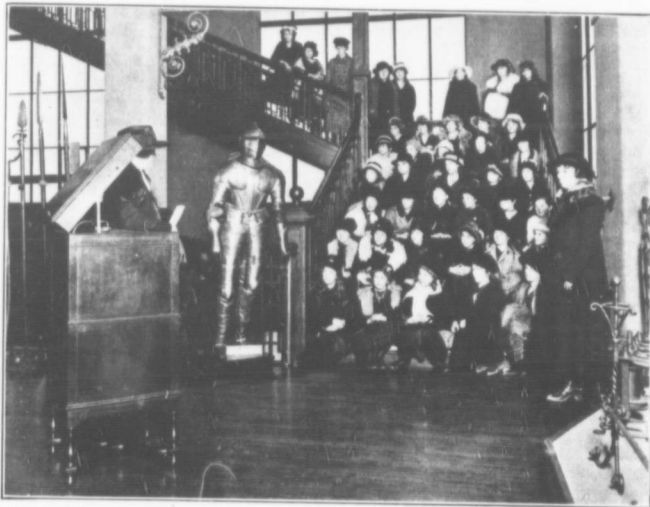
George E. Dies, Deceased

The death of Mr. George E. Dies, which occurred suddenly at St. Michael's Hospital, Toronto, on February 11, was a shock to his many trade friends and acquaintances. An internal trouble from which Mr. Dies had suffered for some years necessitated his removal to the hospital on the day preceding his death. Intermment took place from his late residence, Ben Leonard Ave., East Toronto, to Norway Cemetery.

Until the early autumn of last year Mr. Dies was connected with Doherty Pianos, Ltd., of Clinton, previous to which he was for many years a member of the

have been appointed representatives for London and district of the Cecilian Concertphone line. The Langford Co. have started with a substantial order for the complete range of designs, and are going energetically after business.

Down in the Maritime Provinces there are few firms whose name is better known than the C. H. Townsend Piano Co. This house has also taken on the Cecilian agency for their St. John and Moncton stores, a fact that assures a vigorous pushing of Cecilian instruments in the Province of New Brunswick in those districts of which St. John and Moncton are the centres.



This illustration shows the Edison phonograph in the Royal Ontario Museum of Archaeology, Toronto, to which institution it was presented by Mr. Edison. One development of its use in the Museum is that instead of being used merely as a means of raising the mental and physical strain of the pupils between museum classes, the practice has developed of turning these musical recesses into short musical studies where musical history, composition, etc., are explained to the school classes with the assistance of the New Edison and the further illustrative uses of the various musical instruments on exhibit. The class shown in the photograph being forwarded to you are listening to Marie Rappold and Albert Spaulding in their rendition of Ave Maria. Note the expressions on the faces.

Every musical instrument or device in the Museum, with the exception of the New Edison, is from the collection of the R. S. Williams & Sons Co. Ltd., Toronto, being commenced and developed by the late R. S. Williams and carried on by his son, now President of the Company.

Williams Piano Co., Ltd., representing that firm in the east, with headquarters at Oshawa. Last fall he opened up a manufacturers' agency, with headquarters in the Kent Building.

A widow and daughter survive.

Have Taken on Cecilian Line

The well known London firm of A. A. Langford Co., Ltd., wholesale stationers, who have a well established separate phonograph store, known as Harmony Hall,

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

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

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

SAMPLES and PRICES furnished on request
Refer all enquiries to Dept. T.



Violaphone Needles

Each needle plays 10 records. They come in three tones,—medium, loud and extra loud. A sample package of 60 boxes in assorted tones is yours for \$5.85, to retail at \$9.00. Write for them to-day.

ARTHUR K. KEMPTON

8 McGill College Ave. - MONTREAL

TELL YOUR WANTS IN THIS SERVICE COLUMN

This column is open free of charge for advertisements of Help Wanted or Situations Wanted.

For all other advertisements the charge is 25 cents per line per insertion. If you want to buy a business or sell one, buy or sell a truck, show cases, store fittings, second hand pianos or organs, use this column.

WANTED 50 second hand organs in good playing order. Will pay cash for any quantity offering. Musicians' Supply Co., Royal Stores Furniture, St. John's, Newfoundland.

BRANCH Manager wanted. Must be high class man with good references and a business getter. Steady position and good wages. Apply E. G. Milligan, Heintzman & Co., Ltd., Windsor.

WANTED—First class Salesman for each Province to sell high grade Phonographs, on commission—splendid opportunity for Piano Salesman to work the two lines. Address Box 69, Canadian Music Trades Journal.

PIANOS WANTED

PHONOGRAPH concern, who has a large connection and a great demand for pianos, wish to communicate with reliable piano manufacturers re purchase of the above. Apply Box 74, Canadian Music Trades Journal.

PIANO TUNER WANTED

WANTED by an old established British Co'y for China, a young piano tuner, single, who has had practical factory experience. Good salary, with commissions. Passage paid both ways. Good prospects for advancement. Apply to J. H. Hinton, 912 St. Patrick St., Victoria, B.C.

FOR IMMEDIATE SALE

FIRST class piano, sheet music, musical merchandise and Victrola business in Western Canada. Buyer to take over as going concern. Staff of five; lease on premises, and good opening for further advancement. Owner short of Capital. Would assist if necessary. Will sell outright for \$5,000. Fullest particulars to prospective buyer. Apply Box 220, Canadian Music Trades Journal.

WANTED—Men in every branch of the Music Industries of Canada to attend the Second Annual Convention of Canadian Bureau for the Advancement of Music, King Edward Hotel, Toronto, Friday, February 28. Business at 2.30 p.m. Big Trade Dinner at 6.30 p.m. John A. Fullerton, Secretary, 66-68 West Dundas Street, Toronto.

RECORD STOCK WANTED FOR CASH

WANTED—A small stock of Victor or Columbia Records and Machines. Modern stock. Will pay cash for same. Box 14, Canadian Music Trades Journal, 66-68 West Dundas St., Toronto.

WANTED experienced Piano Traveller for Winnipeg city; also one for Saskatoon district; liberal remuneration. Write stating experience. Box 53, Canadian Music Trades Journal.

PHONOGRAPH REPRESENTATION WANTED

A WINNIPEG firm of manufacturers' agents is open to handle a line of phonographs, or a specialty in this line. Box 8 Canadian Music Trades Journal.

PHONOGRAPH expert repair mechanic desires change. Vancouver or B.C. preferred. Reed organ and pipe organ tuner 20 years' experience. Highest references and testimonials. Correspondence invited. Box 92, Canadian Music Trades Journal.

SALESMAN WANTED

HIGH class salesman required for marketing phonograph specialties. State experience and remuneration required. Arthur K. Kempton, 8 McGill College Ave., Montreal.

NEEDLES

55 cents per thousand F.O.B. Toronto, in lots of 500,000 packed 100 to an envelope. Freight, customs and all expenses paid by us.

LUCKY 13 PHONOGRAPH CO.

46 East 12th Street - - NEW YORK, N.Y.

DIAMOND POINTS & SAPPHIRES

in any quantity

LUCKY 13 PHONOGRAPH CO.

46 East 12th Street - - NEW YORK, N.Y.

"Tonofone"

SEE PAGE 40

Arthur K. Kempton, 8 McGill College Ave., Montreal



Symphony Violin Strings

Best Italian Gut. Full 3 Lengths.
Every String Guaranteed
E \$5.75 bdl. A \$5.75 bdl.
D \$6.75.

Silver Violin G Strings
Guaranteed to give satisfaction
\$7.50 and \$9.00 per doz.

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(Wholesale Only)

117 King St. W. and London, Eng.



Never has there been

Gerhard Heintzman Pianos

built as a business speculation. They are the life-work—the spontaneous accomplishment—the hobby of a master piano mind who for over half a century has concentrated on but one thing, the production of

Canada's Greatest Piano

No wonder the Gerhard Heintzman agency is sought by scores of Canada's leading retail stores!

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The guarantee behind the
Mason & Risch Piano is
absolute---the workmanship
is of a quality that knows
no betterment.

The Mason & Risch Piano
will earn you profit and
satisfaction.



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