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Canadian Music Trades Journal

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56-58 Agnes St., Toronto, Canada



The Most Significant Trade Mark in the World of Music

As a trade mark the Columbia music notes are nearly ideal.

They infallibly suggest music. There is eye-arresting value in their combination of black spots, verticals and diagonals. They can be remembered.

But what has made it the most significant trade mark in its field?

Not merely its value as a symbol. It is what's back of it. It is the vision and the men behind it. It is the product itself. It is the hundreds of thousands of people buying Columbia goods again and again on the strength of the "music note" trade mark.

Accordingly, one of our biggest problems in the past has been to provide for the colossal Columbia demand. Addition after addition to plant after plant has been made, and it is only now that we are really satisfied in our minds that the 1917 demand can be properly handled.

Columbia advertising plans are bigger and better than ever. If YOU are not a Columbia Dealer you are missing the most significant opportunity in the world of music for making big, quick profits.

Let us hear from you to-day.

Columbia Graphophone Company

Office and Factory,

Sorauren Avenue,

TORONTO

Originators of the Continuous Bridge

Cross section of the Martin-Orme Scale and Sounding Board, showing the "Continuous" laminated Bridge, invented by Owain Martin.



The bridge is the member which carries the vibrations of the strings back and forth upon the sounding board. It plays a part of vital importance in the production of that absolutely "even" scale—so much desired and so rarely achieved.

The old fashioned construction contains one or more actual breaks in the length of the bridge.

The Martin-Orme bridge is built up of many strips of Rock Maple, bent and laminated under high pressure, and running completely across the sounding board—without a break.

The Martin-Orme Bridge, the Martin-Orme Duplex Bearing Bar, the Martin-Orme Violoform System, are a few of the vital features which assist in producing the exquisite Martin-Orme tone—clear, refined, and powerful when called upon.

NATIONAL LIBRARY
CANADA
BIBLIOTHEQUE NATIONALE



Under side of Martin-Orme Bridge, showing laminated strips of rock maple running from end to end—WITHOUT A BREAK

The MARTIN - ORME PIANO CO. LIMITED

OTTAWA

"Manufacturers of Pianos and Player Pianos of the highest grade only."

*The Bell Piano and Organ Co., Limited,
extend to Trade Friends Heartiest Seasonal Greetings*

BELL PIANOS



are endorsed by
musicians as the
acme of tonal
quality and dura-
bility.

and

ensure the enthusi-
astic recommendation
which a satisfied cus-
tomer invariably gives.



The Bell Piano and Organ Co., Limited
GUELPH, ONTARIO, and LONDON, ENGLAND

A British Company employing British Workmen.

Established in Canada for over 50 Years.

The Gourlay Piano Will Live On



For the Gourlay is a life-time achievement—
built with care and skill of a life experience
founded on highest ideals.

Long as your customer's life may be, his praise
for the Gourlay will continue. Each day will
enhance pride in its possession.

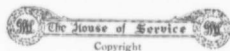
Its never-failing presence will provide the
opportunity and the influence that enriches the
refinement and distinction of the home—

And because this is so no agency is quite so
desirable for immediate business and for assur-
ance of future returns as the Gourlay agency.
There is some territory available for the right
dealer.

GOURLAY, WINTER & LEEMING, Ltd.

Head Office and Factories:
309 to 353 LOGAN AVE., - TORONTO

Salesrooms:
188 YONGE STREET, - TORONTO



An Idea May or May Not Be Sound

But when an idea has been adhered to for almost 50 years, when it has stood up to the requirements of both manufacturers and successful retail dealers in every province of Canada, it is pretty certain to be a sound one.

That has been the case with the Karn idea of quality in the piano field. For nearly half a century our high ideal of tone and construction has been honestly lived up to year in and year out.



Karn-Morris
Trade-Mark

Christmas 1916 Greetings

The members of the Karn-Morris organization desire to convey to the entire Canadian trade their best wishes for a happy Christmas season, and to express their appreciation of the loyalty of Karn and Morris dealers during the year that is closing.

Take Thought For the Future

The business you will do a year or two or three years from now depends in large measure on how you satisfy customers now. There is no surer way of selling genuine and lasting satisfaction than in giving your customers Karn Pianos.

As the demand grows for something more than an artistic and durable case—as people dwell more on the musical trueness of tone, Karn Pianos will be sought even more widely than they are now.

The KARN-MORRIS Piano & Organ Co., Limited

Head Office—WOODSTOCK, ONTARIO
Factories—WOODSTOCK and LISTOWEL



Karn-Morris
Trade-Mark

New Year 1917 Greetings

The members of the Karn-Morris organization wish for the piano men of Canada a goodly share of happiness and financial prosperity in the New Year, Nineteen Hundred and Seventeen.

The Wheel of Progress

The Karn-Morris quality about which we have been speaking is the hub—and Karn-Morris service the spokes—in the front wheel of piano and player piano progress. It is such a wheel that goes and gets you somewhere. Get it under your piano business and sales will move. There will be something doing throughout the New Year.

—And When You Face The Problem of a Customer

who wants a really good piano or player, one that will be a creditable acquisition to any home, where the price of the Karn is more than they care to expend, you have the **Morris** line.

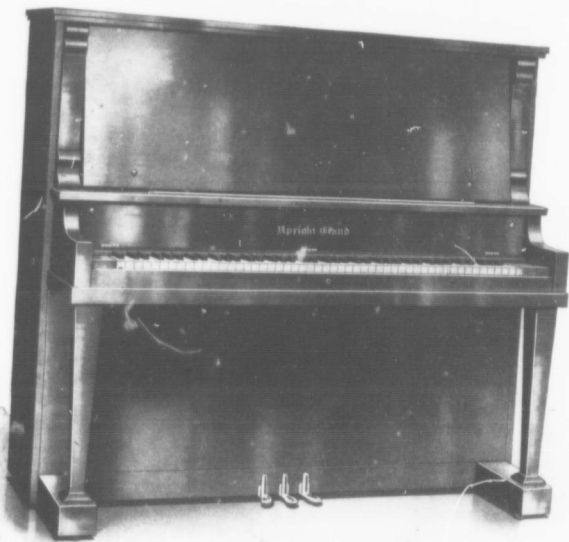
Those experienced piano men—those skeptical "Show me" men who know pianos from start to finish, agree that the "Morris" is **great value**. Many of them are meeting with fine success in handling the "Morris."



The KARN-MORRIS Piano & Organ Co., Limited

Head Office—WOODSTOCK, ONTARIO

Factories—WOODSTOCK and LISTOWEL



One
Thing
Is
Sure

The
Just-Looking-Around Party

who is so familiar to every dealer and salesman will be the name of at least nine out of every ten of your prospective customers in 1917. Seldom do you meet the person whose mind from the start is set upon one make—and one alone.

The great majority of people "look around." They get prices and hear the arguments in favor of a dozen makes. To be out in the thick of this competition successfully—to be a man among men—you want to be selling "a Piano among Pianos."

That is precisely what the Doherty Piano is. In the quality of action, keys, case, hammers, strings, sound-board, hardware,—everything from casters to top you can more than hold your own in any competition.

The **Doherty tone** is one that people "pick" rather than ponder over.

The **Doherty prices** are on your side.

Doherty Piano Co. Ltd.

HEAD OFFICE and FACTORY

CLINTON : ONTARIO

Established
1875

Over 70,000
Doherty Owners

We Wish You
The Compliments of the Season

The management and wholesale representatives of this Company join in sending to all members of the trade in Canada the season's compliments.

Will you kindly accept this expression of our sincere appreciation of the pleasant business relationships during the past year and our best wishes for a merry Christmas and a happy and successful life in the approaching New Year.

Yours faithfully,

Clinton, December, 1916.

THE DOHERTY PIANO CO., LTD.



You Owe it to your
Bank Book

to investigate the advantages of the complete line of Doherty Pianos, Clinton Pianos and Doherty Organs.

It must not be overlooked in the busy days of piano selling that organs are still in demand. For 40 years Doherty Organs have occupied the premier place in the Home, the Church, the Sunday School.

And a clean organ record of 40 years is capital as good to-day as cash to you.



Doherty Piano Co. Ltd.

Established
1875

HEAD OFFICE and FACTORY
CLINTON : ONTARIO

Over 70,000
Doherty Owners



LONSDALE STYLE M

Office and Factory:
Brooklyn Ave.
and Queen St.
TORONTO
 Phone Gerrard 61

A Big Factor in the Cost

of producing pianos is the finishing touches. By taking chances on a superficial inspection little flaws, places not just quite up to standard may get past.

When your order is for LONSDALES there is no worry on that score. Our final inspection makes sure that the instrument ready for shipment is up to specifications in every conceivable way.

A LONSDALE piano is no blind buy—it is the high quality you expect, and a little extra. Do you want to experience what a LONSDALE buy is?



Lonsdale Piano Co.

(REGISTERED)
 TORONTO.

Manufacturers of the highest grade
 Upright and Player Pianos

Entrench Now for Spring, 1917

In these days when the piano merchant has to look farther ahead, plans made now ensure business weeks and months hence. If you are endeavoring to make sure of a supply of really high-grade pianos and players for next spring, you will find it will pay to familiarize yourself with the LESAGE Line **now**.



The LESAGE Piano gives a business-impelling power to a store that you should not underestimate.

It will enable you to close sales with discriminating buyers to their satisfaction and your own profit.

It is just the style, quality and price of piano that will help you to build up from the first half-dozen sales the steady trade that as a shrewd business man you are planning for.

Find out all about
 the LESAGE to-day.

A. LESAGE

Established in 1891

ST. THERESE - QUE.

Manufacturer of Pianos and Players of
 the very finest grade

Universal Music Rolls and Service

*Right Music Service for the Successful
Player Department*

TO-DAY the trade is standing on the threshold of the largest Player business ever. What have you done, Mr. Dealer, in the matter of preparedness for this increase?

Now is the time to "take stock," as it were, and have the Roll Department in readiness for the coming onslaught of the Fall business. A fresh, new stock of up-to-date rolls to greet your customers will be a profitable compliment to pay them. If they are confronted by antiquated stock, months old, picked over and too familiar—don't blame them for going elsewhere.

With bright, up-to-date assortments of Universal Music Rolls and with Universal Service the dealer makes his player customers satisfied Player-Owners—the foundation of Player Department Success.

Perhaps you are already prepared and are building your player business on this solid basis.

If you are **not** you should be interested in knowing how The Universal Music Company is aiding dealers to increase player sales by making their Roll Departments better and more profitable.

WHAT UNIVERSAL SERVICE DOES FOR YOU

The Universal Company makes without exception the finest music roll on the market.

They are pioneers in roll manufacturing—their product is the result of a development beginning with the advent of the Player itself. A development which is being constantly carried forward by the foremost experts in the Roll industry, working with superior facilities and equipment.

Universal rolls are rightly called the "Standard for Comparison"—every part and material in their make-up is the best obtainable.

The use of Universal Music Rolls is a guarantee against player troubles traceable to music roll deficiencies.

Universal Arrangements are conceded to be the most attractive, brilliant and musically correct.

Universal recording pianists—artists of highest ability, who through training and temperament have achieved the greatest recording capability—play for us exclusively.

Universal Bulletins containing, not a hit-and-miss collection of riff-raff, but a careful selection of the best new numbers of every class of music are published monthly.

Wall Bulletin Hangers of a most artistic design, giving the complete Bulletin for each month, are supplied.

Universal List Prices are as low as the lowest. Universal Discounts are high as the highest consistent with quantity of purchase.

Universal Orders are shipped with unequalled promptness and precision.

The Universal Music Co.

The oldest and largest Music Roll Company in the world

29 WEST 42nd STREET, NEW YORK

CANADIAN BRANCH—10½ SHUTER STREET, TORONTO

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.

In a description of "STERLING"
Actions and Keys the dominant note is

Reliability

Running up and down, in and out, around and through every section of Sterling Piano Actions is that reliability of materials and workmanship which are always associated with the expression **Sterling quality**.

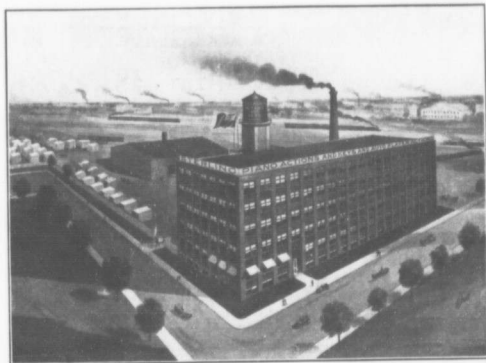
Piano men know what is required of the piano action of to-day, especially when it is subjected to the continuous extra playing the player piano receives. The most exacting of these requirements are met by Sterling Actions—and more. This fact makes Sterling Actions worthy of the oldest piano supply manufacturing house in Canada, and worthy of the highest standard pianos maintained by the Canadian trade.

Sterling Keys are a guarantee of the best quality of ivory money can buy: skillful matching and durable workmanship.

Sterling Actions & Keys

LIMITED

Noble Street :: Toronto, Canada



THE HOME OF STERLING MADE-IN-CANADA PIANO KEYS AND ACTIONS

MATERIALS FOR

PIANO MANUFACTURERS

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

CORRESPONDENCE INVITED

HAMMACHER, SCHLEMMER & COMPANY
NEW YORK, since 1848
4th AVENUE and 13th STREET

We can also give you perfect satisfaction in piano benches, record, player roll and sheet music cabinets.

Leave Your Piano Cases To Us

Don't worry over your case department. You have troubles enough getting help. Use those men for other work and let Brantford make your cases.

You then know your cost to a cent and it saves tying up capital. We can submit designs or work from your own drawings.

Brantford Piano Case Co., Ltd.

M. S. PHELPS, President and General Manager

BRANTFORD

CANADA



In the Manufacture of

Piano Hammers and Strings
OUR AIM IS PERFECTION

Our reputation has been made and is being maintained by supplying Hammers and Strings of the highest quality for the Canadian Trade.

D. M. BEST & CO.

455 King Street, West, TORONTO

Sole Agents in Canada for

FELTS

E. V. Naish Felts, Made in England. These goods are the "last word" in the felt market. They are positively the most even and finest quality procurable.

WIRE

The celebrated Latch & Batchelor English wire, which is unexcelled by any other for perfectness in tone and uniformity in every particular.

SOLE AGENTS IN CANADA FOR

E. V. NAISH FELTS
WILTON, ENGLAND

HAINES BROS.
PIANOS

Greetings

MARSHALL & WENDELL
PIANOS

Christmas Greetings to the Trade

At this, the close of a year, which has been a crisis one in the country's commercial life, we rejoice with you in the measure of success you have had.

The management wishes to extend warm personal thanks to all Haines Bros. Dealers who have so loyally co-operated in making the year's business such a great success.

We wish you the best of the season's joys and continued prosperity in the New Year.



How Our Problem Meets Your Problem

To some manufacturers their product is—something to make. To some salesmen it is—something to sell. Our viewpoint of it is as—something to use.

We make your problem our problem and go back of the making and the selling to the using, in which sphere lies the fate of the product.

It is because Haines Bros. Pianos are so made that the consumers' experience with them is highly satisfactory in every way, that the chain of sales goes on and on.

Within the past few weeks thirteen great institutions—colleges, Y.M.C.A.'s, etc.—have been supplied with new equipment of Haines Bros. Pianos.

Make your 1917 programme a Haines Bros. one.

Foster-Armstrong Co., Ltd.

J. W. Woodham,
Gen. Man.
E. Birch,
Fact'y Supt.
Jos. Betzner,
Accountant

Manufacturers in Canada of Haines Bros.
and Marshall & Wendell Pianos. : : :

HEAD OFFICE: 4 Queen St. E., 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.

**To Build a Piano**

—and build it well is most commendable. But to build a piano well and so that it may come within reach of the masses is a double achievement.

The entire Craig Line conforms to this high aim. Each instrument has that dependable quality—that distinctive tone—and that subtle appeal of style which command attention.

Mechanically, musically and commercially, Craig Pianos are worthy of your best sales efforts. The instruments placed will create new prospects for you to work on and the immediate margin of profit is most attractive to the business man.

We would cordially urge the claims of the Craig Line upon your attention believing that now—this month, is the time for you to take up the matter with us. We can come to terms with responsible agents wanting a clean, straightforward piano proposition.

The Craig Piano Company

Established 1856

Manufacturers of all Styles of Pianos and Players

Montreal

Canada

Bohne Piano Hammers and Strings



If you think of the finest Canadian hammers and strings every time you see this trade-mark, you will be impressed with the strength of our registered trade-mark.

For over 33 years—a generation—the management of this firm has been engaged in the hammer industry, 25 years of which have been spent in making high-grade hammers for Canadian pianos.

For that length of time we have produced the finest goods possible in a manner that has meant real service.

Our string department, added early in 1913, is conforming to the same policy, which policy, and none other is ever linked up with the name of Bohne & Co.

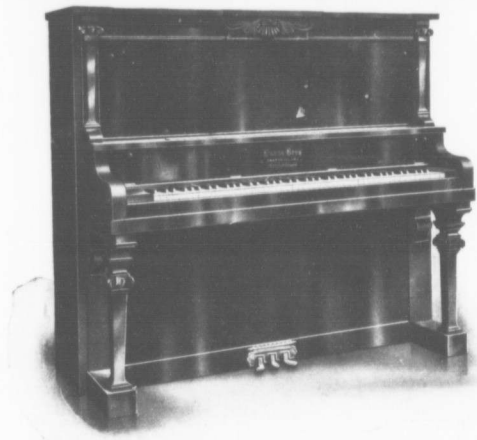
W. Bohne & Co.

516 Richmond St. W.

TORONTO, CANADA

and also at 134th St. and Brook Ave., New York

What is the Meaning of "Your Own Idea of What a Piano Should Be"



It means that when your customer thinks of a piano, he pictures what it will do for him.

It means further, that in some one of the Evans Bros. designs he can get just what he wants—his "own idea" of a piano or a player.

That point, upon which too much emphasis cannot be placed, makes the Evans Bros. agency proposition an offer, the acceptance of which has opened up big business with the best class clientele for leading Retailers in all parts of the country.

Give Evans Bros. Pianos a Show—and they will Show You.

**Evans Bros. Piano and
MFG. COMPANY, LIMITED**

Ingersoll - Ontario

O



UT of the past pleasant business relationships with members of the piano trade of Canada, grows the desire to extend to all our customers and friends there our best wishes for a Merry Christmas and a Happy and Successful 1917

L. J. MUTTY CO., Boston

Manufacturers of High Grade Player Piano Cloths, "Excelior" Tubing, Rubbers Coated Silks and Nainsooks for Primaries, Pouches and Pneumatics, No. 3W Bellows Cloth, etc., etc.

The Goderich Organ is still the favorite.

More selling this season than ever.

DO NOT LEAVE YOUR CHRISTMAS ORDERS UNTIL THE LAST DAY. WE HAVE A GOOD STOCK AHEAD, BUT THE WAY ORDERS ARE COMING SOMEBODY IS GOING TO BE DISAPPOINTED

We have a fair stock of

Stools, Benches and Music Cabinets



THE HOME OF THE GODERICH ORGAN

Our CANADA MODEL and CHAPEL GRAND MODEL are suitable for schools and churches.

Our GEM MODEL, CLASSIC MODEL and PIANO CASE MODELS for the home

The Goderich Organ Co., Ltd.

GODERICH, ONTARIO

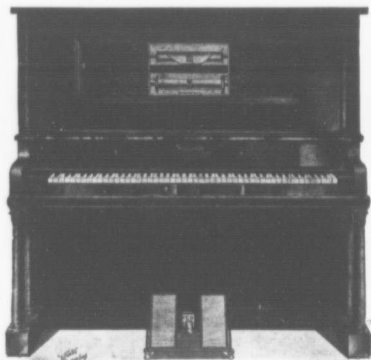
The Newcombe Piano

"Never Suffers by Comparison"

THE Newcombe Piano Company, Ltd., takes this opportunity of wishing its many agents and business friends in the trade a very happy Christmas; good health and good business through the New Year.

There is one piano standing out against the background of competition—one that does not suffer by comparison.

That piano is the Newcombe, which since 1870 has been steadily working its way into the musical life of the Canadian people through sheer merit. You might go wrong in choosing some article of merchandise that is in vogue with a fickle public now, because to-morrow popular fashions change. You might go wrong in choosing an employee, for there the human element comes in.



NO piano, other than the Newcombe, is built with the "Howard Patent Straining Rods." These rods add strength and keep the piano in tune longer.

But you can select the Newcombe Agency and you get serviceable pianos with mathematical certainty.

You know that back of the Newcombe Piano is our up-to-date, efficient plant.

The name Newcombe is firmly planted in the public's mind as the name of the old established pianos of quality.

Every time you sell a Newcombe you reap the maximum benefit from the truth that "a satisfied

customer is an investment." Find out if your territory is open—it may not be to-morrow.

Newcombe Piano Company Limited

Head Office
359 Yonge Street

TORONTO, CAN.

Factory:
121-131 Bellwoods Ave.

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

and the

Higel Metal Player Action

- Accurate
- Dependable
- Efficient

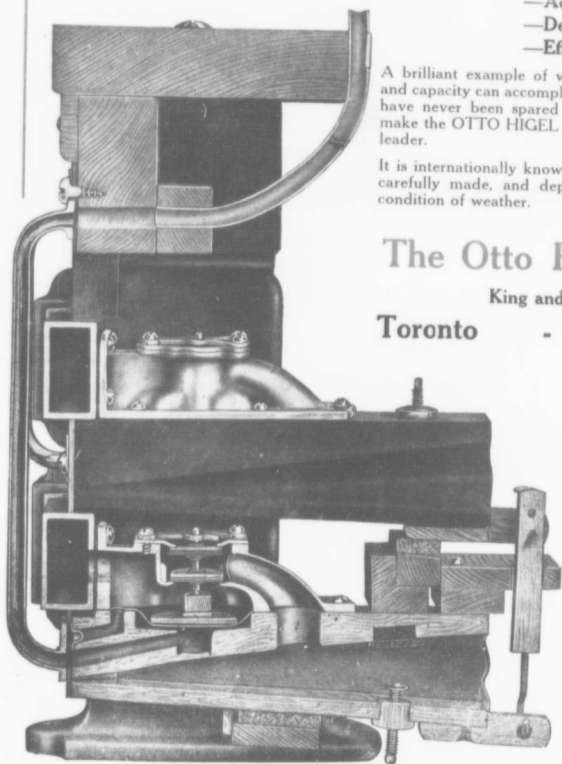
A brilliant example of what resourcefulness, initiative, and capacity can accomplish when time, labor and money have never been spared in research and experiment to make the OTTO HIGEL PLAYER ACTION the world's leader.

It is internationally known for its being easy to operate, carefully made, and dependable in every climate and condition of weather.

The Otto Higel Co., Ltd.

King and Bathurst Sts.

Toronto - - - Canada



The Otto Higel Single Valve Metal Action, Model K.





RIGHT heartily do we extend to
the Trade the season's greet-
ings. May this be your mer-
riest Christmas, and may 1917 be
your brightest and happiest year.

The Season's Greetings

The Otto Higel Co., Ltd.
 Toronto, Canada



Symphony Model

Thomas Organ & Piano Co., WOODSTOCK, ONT.

Thomas Pipe Tone Single Manual Reed Organ

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

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

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

STANLEY PIANOS

Established 1896

TORONTO

Mr. Dealer:

Have you ever wished you could build a good piano yourself, so you would know positively that every detail was just right?

Twenty years of successful retailing in Toronto has given us a thorough knowledge of your needs, and this valuable experience is back of the Stanley and for your benefit.

Our prices are surprisingly low, but there is no secret behind it, as we will gladly explain, if you desire. **WHY PAY THE HIGH PRICE** for intangible value?

Write us now.

FRANK STANLEY

STANLEY PIANO BUILDING

241 Yonge St.

Toronto

WHY DON'T YOU PRICE MARK YOUR PIANOS WITH OUR

PRICE TRANSFERS?

Once you test out this modern method of permanently applying the selling price under the lide, you will be just as enthusiastic over the results as hundreds of other dealers.

ASSORTMENT CARRIED IN STOCK
 Same exact quantity of each wanted.

225, 250, 265, 275, 300, 325, 345, 350, 375, 395, 400, 425, 435, 450, 475, 500, 525, 550, 575, 600, 625, 650, 675, 700, 750, 800, 825, 900, 1000, 1050, 1100, 1200.

Sold, assorted to suit customer, as follows:

100, \$3.00—250, \$6.25—500, \$10.00

Dozen assortment, \$1.00

Remit by Money Order, check or draft.

Our complete illustrated price list covering every style of development for the musical instrument trade will be ready Jan. 1st, 1917. Better get your name on our mailing list at once.



Price \$425

**GLOBE-
DECALCOMANIE
~ CO. ~**

Above is actual size of transfer. When applied it appears in gold face like makers name on fall-board.

76 MONTGOMERY ST.
JERSEY CITY, N. J.

DEALERS FALL-BOARD NAMES

"Superior" Piano Plates

MADE BY

THE

SUPERIOR FOUNDRY CO.

CLEVELAND, OHIO, U.S.A.

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

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

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

SAMPLES and PRICES furnished on request.

The 8-Cylinder Piano Line For 1917

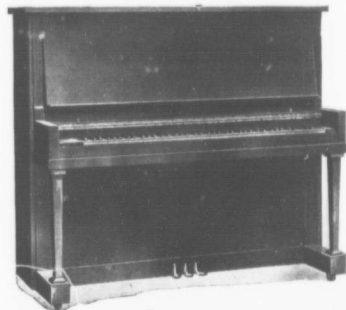
When you drive an 8-cylinder car—you make every cylinder work. You don't creep along at 5 miles an hour—with only one cylinder on the job. You spin along at 40 per, with you engine hitting on 8.

You've got the 8-cylinder piano line for next year in the **Wright**. With a variety of upright and player designs and finishes, each hitting harder and pulling stronger together for you, than any merely good piano.

The people of your community will soon learn to rely on the Wright Piano because after a few instruments are placed they will see the value they represent.

Value—unsurpassed value—has put the Wright Piano in the 8-cylinder class, and made it a **Leader**.

Wright Piano Co., Limited
 STRATHROY - ONTARIO



HARDY WILLIAMSON

ON SECOND CANADIAN TOUR

FOR a second time within the past two months, Hardy Williamson, leading tenor of the Century Opera Company, New York, has toured Canada demonstrating Mr. Edison's wonderful new Art of Music Re-Creation by singing in direct comparison with the Re-Creation of his voice on

The NEW EDISON



This second tour extended over eight days, all the way from Windsor to Sudbury. He sang before crowded houses in every town, assisted by the well known Cellist, Siegert. The thousands of music lovers who attended these concerts were astonished at the unheard-of test of an artist singing and playing with his own records, and came away convinced that Mr. Edison had indeed created a New Art. The artists sang and played in direct comparison with the instrument, and the audiences confessed their inability to distinguish between the actual singing and playing and Mr. Edison's Re-Creation.

Applications for Edison Dealerships, both Diamond Amberola and Disc, in certain territories, will still be considered before Christmas. If you are interested, write to-day and we will explain the requirements.

WINNIPEG
CALGARY

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

MONTREAL
TORONTO

Canadian Music Trades Journal

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

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

PUBLISHED BY

British Representative:

DUNCAN MILLER

17 Little Tichfield St., Gt. Portland St.
London W., England.

FULLERTON PUBLISHING COMPANY

56-58 Agnes Street, - Toronto, Canada

JOHN A. FULLERTON } Editors
HARVEY A. JONES

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No. 7

CANADIAN PIANO AND ORGAN MANUFACTURERS' ASSOCIATION

OFFICERS FOR 1917

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C. A. Bender, Toronto, President.	T. J. Howard, Toronto, 2nd Vice-Pres.
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Music in the Home

"MUSIC in the Home" propaganda has received an other important move forward. The Canadian Piano and Organ Manufacturers' Association has officially approved of the trade co-operating to foster and develop a musical atmosphere in the home. It has been decided to put carefully considered plans into execution. It is proposed to enlist the co-operation of the press in influencing the public to give music its place in the home.

Every firm or individual having an interest in Canadian music trade development, or in musical education should give moral, active and financial support to the movement it has been decided to inaugurate. If those who are going to benefit will not do so on the basis of the moral and educational advantage it will be to the homes and the nation, they might at least do so for selfish reasons.

Immediate and effective action is necessary to counteract the influences that are so surely weaning the public from a natural inclination to musical advancement. The pace at which the present generation lives does not make musical education easy. In the pursuit of business and of other pleasures there is a grave danger that music is being neglected. Perhaps there is no competition for the public's money quite so forceful as the automobile. This modern industry is pampered and petted by the press to a point that in thousands of homes the problem of problems is always the new motor car.

Behind the activity that it is proposed to inject into the "Music in the Home" movement is the financial advantage to the trade and to the profession. The underlying principle is the creation of a musical atmosphere in the home, thereby developing a larger market for musical instruments and education. The matter is too vital to the best interests of the trade and to everyone in it to be passed lightly over. Make up your mind to do your bit.

Music a Human Essential

SEVERAL United States papers have joined hands with the industry over there to create musical atmosphere. The work is being done systematically and in a large way after many months of consideration and planning.

At the top of the "Music in the Home" page of one New York daily the fact that music is a necessity is being impressed by the regular repetition of Bovee, who said, "Music is the fourth great essential need of human nature—first food, then raiment, then shelter, then music."

The sentiment of Bovee is one that the trade should thoroughly impregnate its system with. Dealing in luxuries! For too many years has the trade deluded itself with inwardly believing this and outwardly posing as a necessity. Too many pianos and organs have been sold on a "keeping-up-with-the-Joneses" basis. Children are not clothed nor fed on that basis. They are not taken to the dentist or oculist because a neighbor's children have filled teeth or wear glasses. The farmer is not sold a motor car or a tractor for ploughing because Jones has one. His wife does not have a sewing machine on that plan. They are all sold on merit as necessities. Why should musical instruments be on any other basis? Let your slogan be "Music a Necessity in Every Home."

Facing a Year of Oversold Conditions

CONFRONTED with a year of oversold conditions manufacturers may be tempted to consider their advertising of less importance. A number of opinions have been noticed by the Journal which show that leading manufacturers are determined on a "no let-up" advertising policy.

The head of one firm says: "Roughly speaking, there are two viewpoints toward advertising: (1) As a necessary evil—like medicine—which is to be taken only when we are sick—and then under protest and with

sundry curses and mental reservations. (2) As a business food—three square meals a day for 365 days.

"The average man isn't always equally hungry—but he eats three meals a day, believing that such systematic eating will be more productive of good health than any feast and famine policy. This company takes the latter view toward advertising."

An officer of another large manufacturing concern says: "We do not see anything unusual in our policy to advertise irrespective of the fact that at the present time our problem is mainly one of production rather than sales. The impulsive, and likewise forgetful public is not approached efficiently unless approached continually; only a short period is required in these modern times to forget the now unadvertised product and try the 'just as good' brand.

"It is frequently difficult to stir up interest in a common commodity to the point where sales will come along satisfactorily. When this point has been reached, it seems to us that it would be poor business to permit the interest to wane simply because the problem of a manufacturer is one of production; such a condition is, generally speaking, only temporary. When one figures the energy and values that are required to obtain the impetus that means continuous or growing demand, it seems like just ordinary good business sense to keep this energy going. Of course, there is a difference between keeping your name before the public just sufficiently to keep up the demand, and trying to force the public to buy your products more abundantly and frequently."

A third manufacturer says: "Advertising is the most serious business on earth. It is like getting married. It must not be gone into too lightly. When once you begin advertising in a medium, you can never stop without a tremendous injury in every way.

"We are in a number of the leading trade papers, and if we should withdraw our weekly preachment from the poorest one of all the papers we are in, it would strike us a blow that we cannot afford to take. It would say to every reader of that paper, even though there were not very many, 'Blanks have gone out of business.' Every man has his friends and acquaintances, and when our product is named they would say, 'Yes, that used to be a very good instrument, but I guess it is played out.' And as you know, nothing can catch up to that kind of news. If we should stop that space right now, because we are busy, I am satisfied it would give us a 'knock-out' that we would not get over for many and many a day.

"It is just like going to church, as long as you keep on going to church you go, but if you drop out a few Sundays you soon get to be a heathen."

German Piano Prices Go Up 35 to 50 Per Cent.

The London Music Trade Review says: "A report of the recent meeting of the German Piano Manufacturers, 'Verband,' has reached us through a neutral source. There were 300 works represented. Discussion turned mainly on the many difficulties arising from the dearth of raw material, depletion of staff and the Government requisitioning of numerous materials needed in the trade. It was stated that prices of metals, ivory,

shellac, felt and glue had risen to five and six times their peace level. Supplies of felt in particular were said to be most difficult to obtain in consequence of State requirements.

"The conference was unanimous regarding the necessity, in view of increased costs, of raising selling prices for medium quality pianos by 35 to 50 per cent. The suggestion was also made that selling prices would probably need to be further advanced, as difficulties in manufacture were so great as to threaten the very existence of the industry."

The Player In Its Infancy

LAST issue the Journal quoted the remark of a young dealer who said: "Until the time comes when players can be retailed for less money I am not interested in pushing them. The older generation of dealers bought an organ, went out and sold it at a certain profit. Later we get a piano, sell it, but the profit is not proportionately more. Now we buy a player—it represents a much larger investment. I feel sure the average dealer gets so little more on the monthly payments that his money is out a good deal longer than in the case of a straight piano. A player sale is a corker to tie up capital and I have been forced to the conclusion that as long as player prices remain what they are it is good business to concentrate on straight piano sales."

Upon this subject the editor of Musical Courier Extra has this to say: "There are some in the piano trade who seemingly feel that the player piano has reached the top notch of its popularity, and that the future will show a decline in the demand. But as one goes through factory after factory in this trade, as he digs into the actual production of these various factories, the belief is created, and that strongly, that the player is in its infancy. As one interviews the various piano manufacturers, the belief is strengthened that the production will approach close to sixty per cent. Always there is going to be a demand for the strictly high-grade player instrument, just as there is always a demand for the strictly high-grade straight piano. The grand piano is going to hold its own as the instrument for those who play the piano manually, and in the expansion of the player there will be but few upright instruments demanded of the straight upright character.

"It is accepted by some in this trade who are optimistic and believe in the future of the player, that it is only a question of time when every piano manufactured will carry with it a player mechanism. It is believed that the improved machinery that is being utilized for the making of the parts that go toward the creating of a player mechanism and other factory economies, etc., will so reduce the cost of production of the player mechanism that any manufacturer will be able to buy and install it, just as is the piano action installed, and the price will be brought to a selling possibility that will practically obliterate the straight piano.

"If one questions the popularity of the player piano, he has but to study the production of music rolls for the player piano at the present time. The music-cutting establishments are turning out hundreds of thousands of player rolls. Does not this mean that the player piano is becoming more and more the instrument of the public? It certainly follows that if the music rolls are



Greetings

MAY THIS CHRISTMAS bring to you Happiness, Health and Success.

WE WANT to thank all our friends in the trade who have done so much to make 1916 a "banner year."

MAY 1917 prove to be even brighter, bigger and better for all—and bring victory to the Allies.

Accept our sincere wishes for a really truly "Merry Christmas and Happy New Year" to all.

THE WILLIAMS PIANO CO., LTD.

Established 1849

Oshawa, Ont.

Makers of the Maester-Art Reproducing Piano

The Story of a "Truly Canadian" Achievement



ART, SCIENCE and Industry have given to Canada probably the greatest musical invention of the age—an instrument that will enable one to have the great artists come to your home—to play whenever one desires, to play whatever one wishes. A few years ago this was impossible. TO-DAY it is a Canadian accomplishment.

This wonderful piano allows its possessor to have the music of the Masters reproduced exactly as the great pianists have played in one's own home—where in your dull moments you can sit and listen to this perfect playing and enjoy the music that nightly calls forth thousands to the great concert halls.

This is the mission of

The MAESTER-ART (ELECTRICALLY DRIVEN) PIANO

Made in Canada by
Canadians and for
Canadians



Can you imagine anything more strikingly wonderful than that you possess a Canadian-made piano that will play for you in your home the music of the masters?

This invention is the result of years of exhaustive study by the manufacturers who make the famous WILLIAMS' New Scale Pianos and Player Pianos. The Maester-Art Piano is three instruments in one. It may be played as an ordinary piano. Also as a player piano with levers to shade the music as desired. There is no pumping necessary. The pneumatics are electrically driven—and most important of all, you have an instrument that will play your choice to suit your mood—played by the greatest pianists as perfectly as if the artist were present in person.

The agency is still open for this wonderful instrument in many towns throughout Canada. Write for particulars TO-DAY!

"Williams is the 'truly Canadian' Name"

The Williams Piano Co., Ltd.

ESTABLISHED 1849

Oshawa, - Ontario

being sold, the player piano is being used. It is not too great a stretch of the imagination to understand and comprehend that the more each player piano is used the greater will be the demand for player pianos.

"It is useless to contend against the conditions that are presented when one studies the player field. The player piano is here. It has been accepted. There is a demand for it, and the manufacturers and the dealers should realize these conditions and should plan their business to meet this growing expansion of the player."

Imports Increase \$800,000

FOR the twelve months ended August, 1916, Canada's imports in musical instruments were \$1,901,500. The previous year they were only \$1,147,600. All but \$135,000 came from the United States.

The Italian Trade

IN a despatch from Venice the American Consul there says 3,431 upright and 138 grand pianos were imported into Italy in 1914. Germany furnished 3,026 uprights and 119 grands, while the United States sent in 195 uprights and one grand. Italy exported that year 246 upright pianos and 10 grands.

In the Italian customs tariff the duty on upright pianos is assessed at 90 lire (\$17.37 at mint rate) per unit, and on grand pianos 180 lire (\$34.74 at mint rate) per piano.

Swiss Pianos

ACCORDING to a consular report from Berne, "the piano market of Switzerland is now virtually in the hands of Swiss manufacturers, a natural result of war conditions and the excellence of the Swiss product. Since the beginning of the war the demand for pianos has been very limited, and this small demand is covered almost entirely by the domestic product. Of the twelve piano factories in Switzerland the leading three are in this consular district. These factories produce about 2,000 pianos annually. The total production of Switzerland is variously estimated at from 3,000 to 3,500. Swiss pianos are about 10 per cent. higher than those from Germany. German pianos have been sold in the past because of their cheapness and the heavy advertising campaigns of the Germans. But in quality the Swiss article is of the same standard. Doubtless we shall hear more of Swiss pianos after the war."

Attempt to Regulate Valuation of Used Pianos Given Up by San Francisco Dealers

OCCASIONALLY in a discussion of valuating pianos taken in exchange one hears it argued that a standard of prices might be agreed upon for pianos, in the same manner as in the case of typewriters, i.e., according to serial number. The experience of the dealers in San Francisco in attempting to work this out as outlined by the editor of Musical Courier Extra, is interesting. He says: "Every dealer realizes the difficulty of the trade-in, when it comes to the upright piano in part payment for a player piano. If the dealer has sold the straight piano, and the price was \$350 or \$400 or more, the difficulty of adjusting the value of the trade-in so that the player sale can be made profitable, is a thing that presents many difficulties.

"The San Francisco dealers endeavored to adopt

practically the same plan that is utilized by the typewriter concerns in the trade-in, deciding it by the number of the piano. For instance, the first thousand of any make of piano would be valued at so much, the second thousand at so much, and so on.

"The difficulty, however, was in getting the piano manufacturers to give the numbers of their pianos, and the years in which they were produced. This, naturally, in many instances, would work to the detriment of the piano manufacturers, especially as to those that have a small production.

"The manufacturers with a large production, and this generally that of the cheaper grade of pianos, would not object to giving the serial numbers and the years in which they were produced. But the manufacturer turning out 600 or 800 per year, even though producing a good piano of the medium grade, would hesitate in the making known the number of pianos turned out each year, which would naturally be shown if the serial numbers and the years when they were produced were given to the dealers.

"It is a difficult proposition to regulate this question of values on a trade-in, especially where there is a good upright piano, purchased, probably, within two or three years, and offered as part payment on a player piano.

"The good piano salesman realizes the various turns and twists that can be made to belittle the value of the player piano, and at the same time the effort to reduce the value of the trade-in brings about many conflicting propositions.

"It is a pretty hard matter to convince the prospective purchaser who wishes to trade in his straight piano for a player piano of the same make, that the second-hand piano is not worth almost as much as he paid for it. Also, it is difficult to convince the prospective purchaser with a good, honest upright piano that is in good condition that the player piano is worth several hundred dollars more than his own piano.

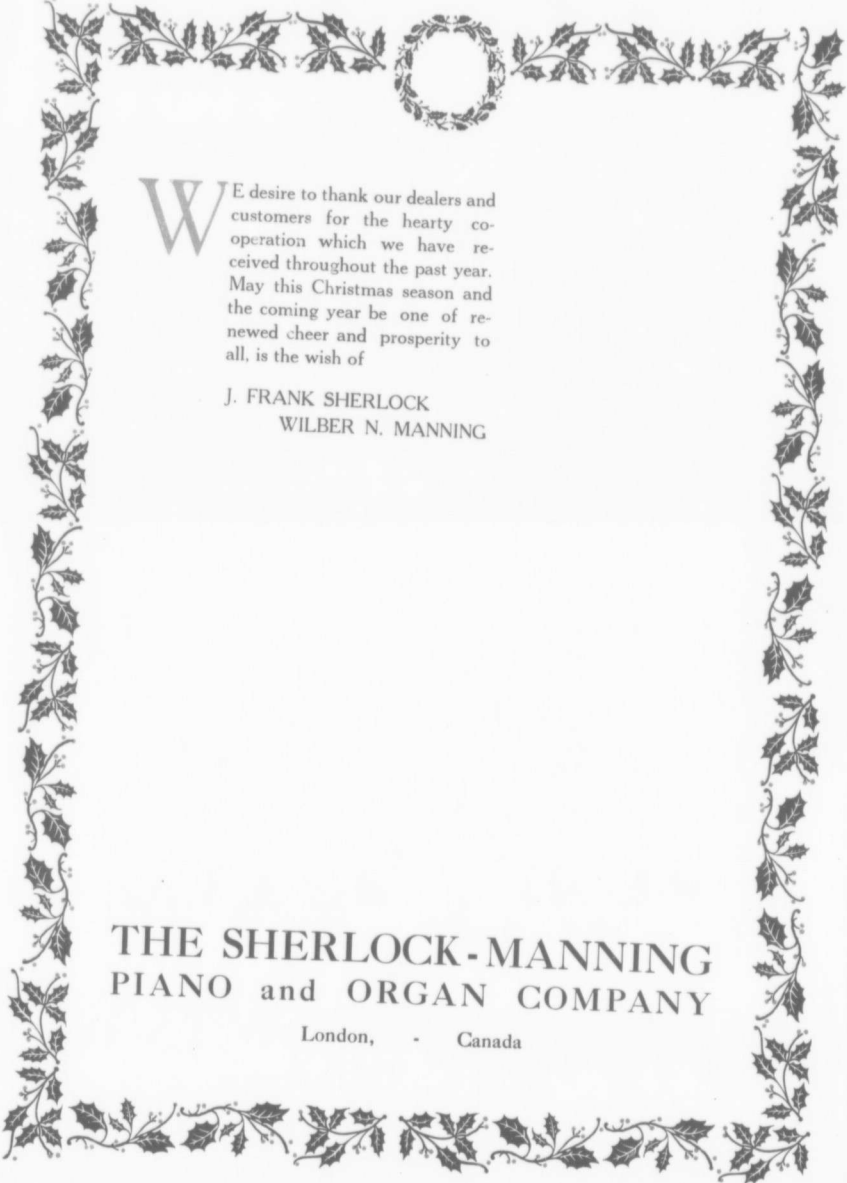
"This is all the more difficult where the piano has been sold by the house that is endeavoring to effect the trade. The San Francisco dealers had to give up the effort to so regulate the values of trade-ins that there would be some hope for profit-making in the sale of a player piano where there was a good upright piano to be traded in. This difficulty presents itself to-day. Again, there is presented that same old difficulty in piano selling—each individual sale is something that belongs unto itself, and no two sales can be handled in the same manner. That is what makes piano selling such a matter of specialization. The good piano salesman is one who cannot be trained to work in a regular groove—each sale is special, unto itself."

The People Want Good Music.

CHEAP rolls got battered with some red-hot shrapnel in an address at a meeting of Ohio dealers by a speaker who said in part:

"You fellows have overlooked the importance of the music roll. You have been preaching discounts and constantly hammering away at manufacturers of music rolls to produce a cheap roll, which will play rotten music, because you say the public will not pay more than 25 cents for a music roll of any kind.

"There is no market and never will be a market for



WE desire to thank our dealers and customers for the hearty co-operation which we have received throughout the past year. May this Christmas season and the coming year be one of renewed cheer and prosperity to all, is the wish of

J. FRANK SHERLOCK
WILBER N. MANNING

THE SHERLOCK - MANNING
PIANO and ORGAN COMPANY

London, - Canada

25-cent music rolls. There is no excuse for making music rolls that will sell for 25 cents. Think of it—big, solid, substantial music dealers to-day will say the public will not pay more than 25 cents for a music roll.

"Imagine the automobile manufacturers of to-day spending huge sums to build the Lincoln Highway. They know if they make it possible for a man who owns an automobile to use this road and enjoy it to his neighbor could see him racing down the street, hair blowing back, he would say to himself: 'By gracious, I'll make any sacrifice to own an automobile.'

"Why do we have to argue with you not to sell a roll for 25 cents? I say to you 99 per cent. of the population of the world, including the heathen enjoy music. Why haven't we the greatest institution in the world when 99 per cent. of the people enjoy this music? It's up to us. It's slipping, because we are not taking advantage of our opportunities. One reason is because we are not paying enough attention to the details. I call upon a piano dealer and try to sell him a good music roll. He doesn't take the time to talk to me, that is, the big man. The little man, you know, does it to pass the time away. The big man sends Lizzie to do it. Says he doesn't care anything about it, and he doesn't stop to think that the whole foundation of business depends upon good music in the home. You don't want neighbors to say they want you to move. You want them to say that it is good music, only 'we're not close enough. Let's have it in here.'

"What I mean by creating is this. How many here to-day who are hammering away at the manufacturers for discounts are going after insurance men? And if the insurance man hasn't a player piano, he is still a prospect, because he hasn't got a player piano when he needs it. How many of you go to offices of these big men? They can't keep you out, even if you have to go as messenger boy. And when you get to him say: 'Now, by gosh, your job depends upon people taking insurance. Ninety-nine per cent. of insurance is obtained on the basis of some prospect listening to your men.' He will say: 'I do not want a player piano.' But who wants insurance, yet they sell you life insurance.

"We need publicity along these lines. Here is what a publicity proposition is going to do. It is going to spend some time telling people why they should have music in their homes. We are not going to start out by telling people that the other fellow's player piano is rotten, that ours is the one he should buy. We want to tell people they want music in their homes. Creating a demand. You fellows get together, and instead of \$2,000 you spend in advertising in newspapers of Cleveland, spend \$1,000 in one page. Tell them they must have some kind of music in their home.

"This industry is slipping. Get hobnails into the industry. When you put a player piano into a man's home, pass a law that will prohibit you from selling a music roll for 25 or 50 cents. Papers are full of golfing, fishing and automobiling, and even the real estate man puts a picture at the top of his ad.

"We do not go at it right. We are not putting hobnails into it. All you men know is: 'What is your discount, and how cheap can we sell it to the public?' You force us to give you what you ought not to have. It is impossible to play a player piano without a music

roll, and a music roll means to play it right or wrong. This depends entirely upon the grit of the dealer to pay us enough to make a good roll.

"It is my opinion, and the rest of you can think as you please, that we must all start out to try to change the public mind and give the people who have children a player piano to educate them with. They should have the best to create a desire on the part of the child to want good music, and this is accomplished only by good music rolls.

"The man that buys a player piano does not go into the question of whether it has solid ivory keys or forty-pound hammers. What he wants to know is whether the music is good. But if you sell him 25-cent rolls, you are not going to sell player pianos. There are a few who have to get away from the idea that they must sell cheap music rolls to make money, because, when you buy a good roll and put it in the home, the neighbors hear it and they want a roll of the same character. That is the only thing that will satisfy them. Just remember that the whole thing depends upon a good music roll. If you do not believe it get dirt into your gasoline. It's the details that count. Good music rolls are just a detail. But it is the whole thing."

Bradstreets have compiled statistics to prove that 84 per cent. of the failures are among the non-advertisers.

Ease and honor are seldom bedfellows.

There is a wrong kind of optimism, the kind in which a man thinks that the thing will come right without his doing it.

An American piano traveller claims that it costs 40 per cent. more to travel for his house to-day than it did two years ago.

"It's better to agree wif a man as much as yo kin," said Uncle Eben. "It makes him feel good-natured an' you don't have to listen to so much talk."

Totalling the results of his last sixty sales a certain piano salesman claims that he obtained between 40 and 50 per cent. in cash payments, and that not one contract was drawn to run for longer than twenty-four months.

"The piano was the first real luxury that became a necessity," says the editor of Canadian Courier. Note it became—has become—and therefore now is a necessity. Are you going about your daily work as if you believed you were selling a necessity?

It is recorded that a piano salesman whose sales for a recent month were \$18,800 believed that music is the foundation of piano selling. He is an organist, a "mixer" among musicians, and a believer in music. A man like that does not mesmerize people into buying pianos but he goes about advocating the necessity of music in every home, every church, every club, music everywhere; then the selling of musical instruments follows logically.



One of the finest compliments being paid the Willis Piano regularly is that sons and daughters starting housekeeping choose the Willis because that make was the one in their father's home. The selling power of Willis Pianos is their **satisfying** power.

The Season's Greetings from the House of Willis

Gentlemen
of the Piano Trade :

At this season of the year when the good will that fills men's minds is given expression to more than usual, we greet you each one with the season's compliments.

Our wish is that you and yours may experience a Christmas of real joy, and that 1917 will bring you personally and in a business way, the best year yet.

Yours faithfully,

WILLIS & CO., Limited.

Montreal, Canada.



This Willis Trade-mark does not stand for a **thing** so much as it is the mark of guaranteed **Piano Service**.



The fact that the Willis Piano is constantly being used in musical institutions and by distinguished professionals, and that it is constantly before the highest musical circles throughout the land, gives the Willis dealer a position and a prestige that it is difficult to estimate in dollars and cents.

MONTREAL LETTER

THE piano trade is brisk and steadily improving, despite the upward trend of living expenses. The general prosperity about is bringing piano and talking machine sales up to normal, and as one prominent dealer remarked, "it will be no trick to dispose of stock, but the vital question is: Will we get enough goods?" All firms interviewed stated that they fully anticipated a larger holiday trade than for some time past.

Early on the morning of Nov. 20, the business office of Senechal & Quidoz, piano manufacturers, St. Therese, Que., was broken into and over \$1,000 in bills stolen from the cash box. The night watchman, who was making his last round, reports that he heard a noise coming from the direction of the office, and upon making investigation he saw a man making for the yard door of the factory. The watchman fired his revolver at the man, but the shot went wide, and the thief made his getaway. There was over \$1,300 in the cash box when the employees left for the night, but the thief, in his haste to escape, left his overcoat behind, and three hundred dollars was found in the pockets. A search party was immediately organized and men armed with rifles are scouring the surrounding districts.

100

W. J. Whiteside is loudly proclaiming the merits of Karn-Morris lines, and says that business has been more than satisfactory the past thirty days. Phonola and Columbia lines reported as brisk.

Gervais & Hutchins state that Cecilian goods are fast becoming the password in Montreal, and that the Mendelssohn is running the Cecilian a close race for first honors.

The G. A. Holland & Son Co., 519 St. Catherine St. West, have taken on the representation of the Aeolian-Vocalion for Montreal.

At the request of Al Jolson a Leach upright piano was sent to his apartments at the Windsor Hotel for his personal use during his recent week's engagement in Montreal. The following complimentary remarks, with reference to the Leach piano, were received by the Leach Piano Co., Limited, from Al Jolson, who made such a tremendous hit and had capacity houses all week, with the S.T.O. sign displayed nightly: "I had the pleasure of using one of your Leach pianos during my stay in Montreal, and I want to tell you how much I enjoyed it. The beautiful quality of tone makes it an ideal instrument, and it deserves the highest praise."

The engagement is announced of Miss Marjorie Orme, daughter of the late Mr. George L. Orme, and of Mrs. Orme, Ottawa, Ont., to Major Gault McCombe, Royal Montreal Regiment, 14th Battalion, son of the late Mr. Alexander McCombe, M.A., and of Mrs. McCombe, Prince Arthur Street West, Montreal.

James A. Ogilvy & Sons, Limited, the large department store people, have opened a new department for the sale of sheet music.

Gervais & Hutchins are now featuring the Cecilian Phonograph, which they are showing in three distinct types, and so far have placed a number of cabinet models in Montreal, with prospects for additional sales as most promising.

Wally O'Hara of Layton Bros., is now the proudest papa in Montreal. The stork presented him with a bouncing boy last week in recognition of his good work in disposing of Mason & Risch, Sherlock-Manning pianos and Thomas organs for the last few years. That beautiful smile he wears, however, is not alone traceable to the excellent business he is doing, the main cause is the arrival of as above. This being his first son his happiness is easily understood.

November was prolific of much business in Mason & Risch instruments and December looks even better, according to Layton Bros. This firm are looking forward for a big month, and believe that December will show a volume of sales that will make the last quarter of 1916 loom up as the banner period of the house.

As a result of window demonstration Layton Bros. phonograph department disposed of almost fifty sets of "Dancing Rastus."

J. A. Hurteau & Co., Limited, report a fair month's business in Sonora, Pathe and Phonola lines.

C. W. Lindsay, Ltd., have been made the up-town ticket office for the St. Denis Moving Picture Theatre de Luxe.

George Badder, one of Willis & Co., Ltd., top notch salesmen, is a good natured fellow, but he gets more or less peeved when his Canadian Music Trades Journal is late. He almost admitted it when he met the correspondent the other day.

H. G. Stanton, vice-president and general manager of the R. S. Williams & Sons Co., Limited, Toronto, and which firm have a branch in this city, paid his respects to the Montreal trade the latter part of November.

The great popularity of Victor products in Montreal is reflected in the magnitude of the business done by the Berliner Gram-o-phone Co., Ltd., stores. The big factory is probably one of the busiest of Montreal manufacturing industries. It is here that His Master's Voice products are turned out in enormous quantities for distribution in every section of the country. This firm's trade has expanded with a rapidity little short of marvelous.

J. W. Shaw & Co. report November showing up with improved business in Gerhard Heintzman and Shaw pianos.

J. H. Malhollin was active in November trade with Evans Bros. product.

The Sonora Phonograph, through its Canadian representatives, is receiving strong publicity in the local dailies. Charles Culross is the Montreal dealer and his, by the way, is the only store in which talking machines exclusively are featured, with the exception of the Berliner stores. He states that inquiries are numerous and demonstrations frequent, with a number of good sales closed and pending.

William Lee, Limited, says, "Investigate Before You Invest," and furthermore states that the reputation of the Martin-Orme piano in the trade is a pretty safe guide as to where you get a square deal for a round dollar—i.e. (if you prefer to pay for them in American money when you buy this make). Local business reported as splendid, and as regards Edison Amberolas, sales could not be better. The same refers to Columbia Grafonolas.

Cecilian

World Famous
ESTABLISHED 1883



The Satisfaction of Ownership

—makes the delighted owner point out to her friends that the Cecilian Player is the secret of their happy evenings at home. We say "her" friends because the growth of Cecilian sales to women is significant.

Women buyers "shop" long and widely. They investigate many makes. They are critical. It means a good deal then, when records show an increasing proportion of sales to this class of buyers.

When you arrange for an agency be particular—you can't afford to be otherwise. Select a make of acknowledged reputation, one which wins the approval of the most difficult buyers.

To secure such you can't make any mistake with the "Cecilian." Dealers who have "picked" the Cecilian agency have done so to their profit. You can do so to your profit.



QUITE frequently we are called upon to correct the impression that Cecilian Pianos are expensive. They are not only economical in the sense of an excellent instrument that will give a lifetime's service, but our designs are so reasonably priced that the good taste which prompts customers to purchase them will not be overruled, but rather encouraged by their pocketbooks.

The Cecilian Co. Limited

MAKERS OF THE WORLD'S FIRST
ALL-METAL PLAYER PIANOS

General Offices and Factory: 1189 Bathurst Street, Toronto
Retail Salesrooms: - - 420 Yonge Street, Toronto

Layton Bros. phonograph department is conclusive evidence of prosperity. The month of October was productive of a greater volume of sales than that of December, 1915, which was looked upon as a record breaker month in the number of Edison and Columbia machines and records disposed of.

"Business is good in all our established reputation lines, Gourelay, New Seal Williams and Bell goods, with the amount of money now in circulation we anticipate a record December business, and from then on," said president W. H. Leach of the Leach Piano Co., Ltd.

Willis & Co., Ltd., are enjoying their share of trade in Newcombe and Dominion lines, which has been most gratifying of late. Willis & Co. factory at St. Therese is kept constantly busy filling the orders of a multitude of dealers in various parts of the country, and the frequency of repeat orders provides ample proof that their product is meeting with favor throughout Canada.

C. W. Lindsay, Limited, in their various branch stores give the talking machine part of their business perhaps as much publicity as they do pianos. A casual observer would judge from the displays of Victrolas continually in the windows of all their stores, that they have high regard for this department. Business with this house is particularly pleasing, and gives promise of increasing as it nears the holiday selling, both as regards Nordheimer pianos, Victrolas and other makes handled.

The Canadian Graphophone Co. report having sold 500 records in one week, of the new French-Canadian Series of Montreal artists featured in the Columbia list for November, No. E3023, ten inch disc entitled La Debauche, by the favorite French-Canadian comedian, Elzear Hamel.

The Berlind Phonograph Co., Limited, have been incorporated with a capital stock of \$20,000, to manufacture and deal in Art-Ophone talking machines, repairs, specializing in parts, and deal generally in all sorts of instruments, pianos, sheet music, etc. They have opened a store at 153 St. Catherine St. East.

The D. H. Hogg Co., 496 St. Catherine St. East, are now handling Columbia Grafonolas and records.

The John Raper Piano Co., Ottawa, Ont., in order to ascertain (for business reasons), which Ottawa newspaper is giving them the best results, decided to give to contemplating purchasers of a piano or player piano \$60 reduction on any new piano or player which they handle provided the buyer cuts the advertisement from the newspaper and brings it in, or mails it on or before December 15th. To out-of-town purchasers they prepay freight to any point within 150 miles of Ottawa.

OUR HOLIDAY WISH:

May all our friends, both near and far, partake plentifully at Christmas time of the following tempting meal:

MENU

	Grace	
	Conscience Clear	
Kindness	Good Cheer	
	Tender Memories	
	Charity Served with Discretion	
Peace	Love	Truth
	Long Life, Stuffed with Usefulness	

Heart, Fond and True

(A large portion)

Affection	Sweet Thoughts	Happiness
Best Wishes for Absent Friends		
Mizpah		

D. R. Gourlay in the West

Mr. D. R. Gourlay, vice-president Gourelay, Winter & Leeming, Ltd., Toronto, recently visited Gourlay agents in the West, going as far as Regina. Present business and prospects he found decidedly encouraging, with the financial status of the West showing a healthy improvement over two years ago. With the Calgary branch of the firm October and November were two of the best months in the history of that branch.

A Farmer Piano Man

Mr. H. E. Wimperly, Toronto's pioneer "upstairs" piano man, is one of the many members of the music trade with a strong partiality for country residence. He has just added eleven and one-half acres to his holdings at Oakville, where he has resided for the past couple of years. His new purchase lies just out of the town limits but with a frontage on one of the town streets, giving the farmer-piano-man a cement sidewalk at his back door.

Mr. Wimperly does not give all his time to farming by any means but during business hours is at his salesrooms located on the fourth floor of the Ryrie Building. His "upstairs" location has exceeded his expectations and appeals to a surprising number of people.

Piano Man's Son Wounded

Mr. H. E. Wimperly, music dealer, Toronto, has received official notice of the wounding of his son, Lieut. Claude C. Wimperly. No particulars of the wounds or the officer's whereabouts were given.

Lieut. Wimperly trained at Toronto, going overseas with the 116th Battalion. In England he was given a commission in the 75th Battalion, and went to the front with a draft from that unit.

He was born at Belleville, Ont., 23 years ago, and was in his second year at the School of Practical Science when he enlisted. Lieut. Wimperly is well known both in Toronto and Oakville.

Charles Ruse Visits Western Canada

Mr. Charles Ruse, manager of the Gerhard Heintzman wholesale department, Toronto, who is absent on a flying trip to the leading Western centres just recently returned from a visit to the Maritime Provinces. He was well pleased with business activity in the points visited and which had all the ear-marks of a healthy stability.

Mr. Ruse observes among dealers a growing sentiment in favor of the same conditions of fixed prices that has made the talking machine business, being adopted in the marketing of pianos. With scarcely an exception dealers who have expressed themselves in this connection have favored getting away from the sliding scale of prices that has characterized the piano business for so many years.

Talking Machine and Record Section

CANADIAN MUSIC TRADES JOURNAL—DECEMBER, 1916

A Multiplicity of Machines

ATTRACTED by the conspicuous success of the leaders in the industry; by the clamorings of the trade and the public for machines, a multiplicity of makers have hobbled up in the talking machine industry of the United States and Canada. Furniture manufacturers, munition makers and others have been attracted to this field by the phenomenal growth of the older houses and by the size of the resultant industry.

The margin between factory costs and established retail prices when considered *per se*, is doubtless alluring enough. But more than a superficial delving into the problems of this particular business will strip the alluring margin of much of its glamour. The new or would-be manufacturer must realize that this industry is not fundamentally different from other legitimate fields of enterprise. It is not the field of magnificent profits and easy selling that so many appear to have convinced themselves that it is, and as time goes on the competition must be insufferably severe for the weaker concerns.

The manufacture of the product is one proposition and the marketing of it another, and a greater. In the effort to meet and defeat the setbacks, discouragements, disappointments and competition in this particular proposition many of these new makes are destined to expire by the way even as many have already done.

The person or firm contemplating a new line or having already introduced it is in need of extraordinary foresight. Overproduction is possible. Overproduction is probable. The result will be the same as always, price-cutting and "the survival of the fittest." The older established manufacturers do not propose to let their outputs remain so far behind the demand as at the present time. Their enlargements will be gigantic in view of the franchise that has been created by their expenditure of millions of dollars in advertising. These enlargements as well as the arrival of other new firms are factors that each new maker must not overlook.

The Retailer's Concern

WHAT is the retailer's concern in the various new makes that have arrived or are arriving as referred to in the preceding paragraph? Does it interest him whether they survive or not?

The present condition of the trade seems to be that retailers with well established agencies are unable to procure all the machines they desire. Invariably they are able to get deliveries that will provide for a generous percentage of increased business over last year. But this does not satisfy. The demand is in abnormally greater ratio than a year ago when deliveries were also below the requirements. These are influences to encourage new makes and in this very feature there is danger for the dealer. He must decide whether it will be more profitable to take on some machine from an assortment

of offerings or be satisfied to let buyers go elsewhere, being content with an increase of business over last year that is still considerably more than average.

It is not easy to bring oneself to deliberately curtail business when it is possible to get other machines and machines of good quality. But it is on the quality basis that there are possibilities of erring. The other day the Journal was shown a letter from a dealer who had apparently allowed himself to be stampeded into buying a cheap, imported machine that he knew nothing about. So far as he was concerned it proved a disappointment and he wanted his jobber's assistance in unloading an undesirable stock.

Even though specializing on records as he never did before the enterprising dealer is justified in going after all the machine business he can possibly get even if he has to put in machines foreign to his regular lines. In doing so the future of his own business and the faith reposed in him by his customers requires that more than passing investigation or a mere superficial examination be given the additional line. He must satisfy himself that the line will "make good." To sell a machine merely to prevent a competing music dealer, stationer, furniture or hardware man from making the sale is not enough. The fact that a dealer offers a line puts him in the position of endorsing it and it is his business to ascertain the merits of the untried or unknown make, and the cheaper it is the greater the possibilities of dissatisfaction.

Maintain Fixed Prices

WITH all the strength and all the determination and all the insistence they can muster retailers, wholesalers and manufacturers alike should oppose any tendency having in view the marketing of talking machines on any haphazard price basis. The development of the industry to its present proportions and status has been attained on a fixed price standard. Anything that would jeopardize this standard would be indeed a misfortune and a glance at the methods so general in piano retailing should be sufficient warning to anyone tempted to undertake the building of a name or a business in the talking machine industry on a system of "any-old-price."

Even with the pronounced success of what has gone before and the regrettable and unprofitable price slashing methods so characteristic in some lines one can scarcely be sufficiently optimistic not to fear the introduction of open prices. That is to say, leaving the retailer free to sell at any price he chooses.

The system of fixed prices that characterizes the talking machine business has been attractive to the music trades from the commencement. It came as a delightful contrast to the sliding scale of prices in piano retailing. It is one of the reasons that piano men enthuse over their talking machine departments. Furthermore, the buying public does not want to haggle



In spite of an increase of 279 per cent. in our output we still are unable to take on any more dealers, as we are not yet able to adequately fill the large orders of our present trade.

When our output again begins to equal the demand for "His Master's Voice" products we shall ask you to join in the prosperity of those selling this famous line.

BERLINER GRAM-O-PHONE COMPANY, Limited

HEAD OFFICE AND FACTORY

MONTREAL

The Famous Victrola

Victor Records



The most famous Trade Mark in the World.

are Wholesaled by the Following Firms

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

MANITOBA:
ALBERTA:
SASKATCHEWAN:
Western Gramophone Co.,
122 Lombard St.,
Winnipeg, Man.

Western Gramophone Co.,
Northern Electric Building,
Calgary, Alta.

OTTAWA VALLEY:
C. W. Lindsay, Limited,
Ottawa, Ont.

QUEBEC PROVINCE:
East of Quebec City,
C. W. Lindsay, Limited,
Quebec City, Que.

West of Quebec City,
Berliner Gram-o-phone Company, Ltd.,
Montreal, Que.

NEW BRUNSWICK:
J. & A. McMillan,
St. John, N.B.

NOVA SCOTIA:
Eastern Talking Machine Co.,
Halifax, N.S.

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

BERLINER GRAM-O-PHONE COMPANY, Limited

HEAD OFFICE AND FACTORY
MONTREAL

over prices. The public does not want to be under the necessity of such caution that in the trading of former days made a household slogan of "let the buyer beware."

A Loop-Hole in Interest

A PROPOS of fixed prices, it is interesting that for so long a loop-hole has existed. While the dealer may not legally offer his talking machine line at less than the prices fixed by the manufacturer, nor give other inducements he is still free to sell on instalments at the cash price. This is the inevitable results of competition and it is perhaps classified by dealers charging no interest, among the items of service given the customer, such as attractive and comfortable demonstration booths, prompt deliveries, large stock, records-on-approval, etc.

The granting of credit without an interest charge, and at the same figure as the cash buyer pays looks like a concession even though a small one to the individual. It may be profitable to the retailer to extend credit, gratis, in order to increase volume. In any case it is the retailer's business to do so if he wishes unless it may be in violation of any agreement whereby he has contracted not to do so.

Link On To Public Events

"HOW much business did that splurge bring you?" "Not a dollar's worth," replied the dealer of whom the question was asked,—"yet."

The "splurge" referred to was a conspicuously large advertisement in the local weekly—there is no daily in this town—in which the dealer told in blazing headlines that a certain artist did something or other out of the ordinary and that he, the dealer, sold records made by that artist. The numbers, titles and prices were given.

The advertisement probably brought direct business later, but this particular dealer did not worry about that. "I don't often do things of that kind for immediate results," he volunteered. "I am always on the look-out for some event, or occasion to hitch onto for a bit of publicity."

"Just to illustrate. If Monsieur Artist or Madame Artiste who makes records for the line I handle, goes aeroplaning, buys a yacht or a gold mine, gets used up in a wreck or escapes unhurt or does something out of the ordinary I use it. I bring the item to the attention of the local editor. If he uses it I clip it, paste it on the window with a message of my own calling attention to some particular record or records. Now this doesn't always get business direct but the accumulated result is what I'm after and what I get. If some friend of yours tells someone else that you can always be relied upon it may not mean anything just then but at some time that third party may have occasion to be interested in your reliability. He knows you are reliable but has forgotten how he knows. In the same way the people around here know when they want records that they can get them here. They no doubt have an exaggerated impression of the completeness of my stock and if asked probably couldn't tell you why they favor my store but it's all because I never give them a chance to forget that this is record headquarters. There are many public events that I can link up with that perhaps the large city dealer cannot use and that helps to compen-

sate me for having a smaller population to draw business from."

Salesmen Wanted

ONE of the inevitable results of the more intense competition in the talking machine field that is being developed will be a shortage of salesmen. There is a dearth of good men now. This does not imply that there are a multitude of openings waiting for applicants. But it means that the life of the industry has been so short and speedy that there has not been time or opportunity to develop any abundance of all-round efficient salesmen who can sell. There is no lack of order takers or mere clerks. Any young man or young woman of average intelligence and address can show a customer what he asks to be shown and then book the order when the customer says so.

There is no lack of applicants who can sell enough records and cheap machines to pay their small salary and give their employer a profit but that is not enough. What the trade wants and wants badly are men who can think in figures from one hundred dollars up and who can find out the non-owner that can afford to invest two or three hundred dollars in an outfit of machine and records and then get the non-owner to do it.

It is possible to show the "prospect" why he would make a better investment by buying a one hundred and fifty dollar machine than one at fifty and he wants to be shown. It takes more than mediocre salesmanship to do this sometimes but it is the class of salesmanship the trade needs and will need still more and that will draw down the worth-while pay envelope.

What the Talking Machine Dealers of Buffalo Have Done Through Their Organization

"WHEN the first seeds of organization were scattered around about some fell upon pessimistic ground and were lost, but the majority fell upon rich soil, well fertilized with optimism—took root—grew and are now bearing the fruits of success," remarks the secretary of the Talking Machine Dealers' Association of Buffalo, who furnishes this account of their methods of working:

"The first and probably the most important business transacted after organizing was the unanimous agreement of all members to charge interest on time sales at the rate of 6 per cent. per annum, and to handle the problem of sending records on approval in a manner that would eliminate such evils as you all no doubt are familiar with. The following are the rules and regulations adopted by our association:

I.

That on and after October 15, no talking machine be sold on deferred payments extending beyond sixty days, excepting on contracts bearing interest at six per cent. per annum from date of sale.

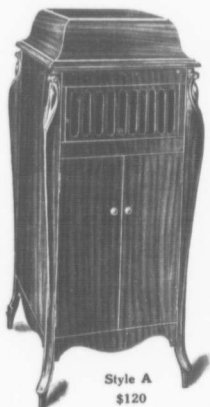
II.

Records sent on approval are not returnable if kept in customer's possession longer than three days.

At least one-third of the records sent on approval must be kept by customer.

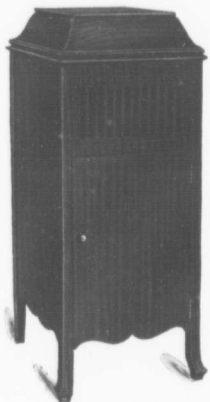
Records purchased at the store are not returnable for credit or exchange after three days from date of sale. It is further agreed that a slip reading as follows be furnished to dealers at cost, to be

The BRANT-OLA



Style A
\$120

43 in. high, 19 3/4 in. wide, 21 3/4 in. deep. Back of cabinet finished the same as front and sides.



Style B, \$85

"Repeats" on our order fyle are proof of the dealers' commendation of the BRANT-OLA proposition. And a few minutes' investigation will show any talking machine dealer where in buying this "Phonograph with the Organ Tone," every dollar does its duty.

Motors, tone-arms, sound-boxes and all parts are from the continent's most reliable makers.

The Cabinets are made in our own factory by the same men, under the same conditions, and of the same materials as our finest piano cases.

Three models are available for prompt shipment to retail at

\$65 \$85 \$120

They play any record—they give you the artists' renditions true in every detail—they are without a superior for genuine, substantial home enjoyment.

There is no use going on with a further description. Try an initial order, and be your own judge.

When you see and hear the BRANT-OLA your first impulse will be to say, "I'd better fasten down this agency right away."



Style C, \$65

HE PLANS BEST, WHO INCLUDES IN HIS 1917
PLANS THE BRANT-OLA PHONOGRAPH

Brantford Piano Case Co.

Limited

M. S. PHELPS, President and General Manager

Brantford, - - - Ontario

inserted with each package of records sent on approval:

Records in any reasonable quantity will be given for home trial, on provision that you agree to assume responsibility for any damage which may occur while in your possession.

It is understood that at least one-third of the records requested on approval be retained and paid for. Customers are requested to make their own selections by catalog number.

"The above rules and regulations were printed on a sheet 9 1/2 x 23 and signed by all members of the association. Then the rules and regulations and dealers' signatures were photographed and each dealer furnished with a framed copy. The value of such an agreement framed and hanging in the dealer's store is obvious. The perfectly legitimate additional revenue realized by charging 6 per cent. on time sales more than defrays the expenses in handling deferred payment accounts.

"Wherever machines and records are sent out on approval there is bound to be an element which will abuse the privilege by going from one dealer to another requesting machines and records to be sent to their home on approval without any intention whatever of purchasing same.

"In order to curtail these machine and record 'Joy Riders,' and also to show those who are slow pay and those who have had machines pulled, we arrange a key, or code, and supplied each dealer with one—with the thought in mind that as soon as they discovered machine and record joy riders, machines pulled and slow pay accounts, they furnish the secretary with the information, which in turn would be furnished to all dealers. This arrangement has prevented many joy riders.

"The next order of business which was of very serious nature was to regulate objectionable methods in advertising and after discussing in open meeting the pros and cons of certain kinds of advertising it was unanimously agreed to adopt the following rules for advertising:

I.

That no talking machines are to be advertised on "no payments down"—but are to be left to the discretion of the dealer.

II.

That no printed matter of "combination outfits" shall be used.

III.

That no advertising of "free cleaning or repairing" be permitted. At the same time each dealer will be allowed his discretion regarding cleaning and repairing.

IV.

That no advertising of misleading nature, such as a club or similar plans, be resorted to.

"Copies of both sets of Rules and Regulations were printed and furnished to the dealers. The trouble in advertising that we were experiencing came about as follows. A dealer knowing he could not advertise machines at a reduced price would as a matter of inducement to the prospective customer advertise as follows:

Machine	\$50.00
\$25 cabinet	20.00
12 selections	4.50
Total	\$74.50

"Of course, this 'ad' on the face of it is misleading to the customers because they are laboring under the impression they will receive twelve records instead of six records. Another advertisement along the same lines would appear the next day by a competitor advertising the same \$25 cabinet at \$18.50 with twelve selections at \$4.50, thus cutting the price of the outfit \$1.50, and so on and so on.

"Making allowances on trade-ins is governed so largely by the shrewdness of both the buyer and seller, the make and style machine to be traded in and the price of the machine to be purchased, that up to the present time we have not felt the necessity of taking any action on this question. In regard to arranging minimum terms on machine sales, the good common sense of the dealer has so far prevented him from being penny wise and pound foolish.

"The Talking Machine Dealers' Association of Buffalo has been in full swing now for two years. Its members are a bunch of live wires and broad minded enough to realize and appreciate the amount of good to be derived by working together.

"We hold our meetings once a month, and throughout the winter pull off a banquet or two; in the good old summer time we have an outing or picnic and we sure do have some fun. We are looking forward to next year's picnic already. There are a number of talking machine dealers who believe in associations, but say that it can't be did in 'My Home Town.' I say, 'Forget it.' Some were laboring under that impression in Buffalo for a long time, but time works wonders, and so do talking machine dealers' associations."

The officers and members of the Talking Machine Dealers' Association of Buffalo extend to all members of other associations and to all dealers an invitation to be with them at any business meetings, which take place the first Wednesday of each month during the winter months.

A Method of Keeping the Retail Record Stock

DURING a discussion of the importance of the retailer's keeping his stock of records in a state of real efficiency, a prominent talking machine man outlined the following system. He said: "The most vital thing is to know at a glance just what records you are short of and know exactly which records you are entirely out of. It can be done with practically no effort.

"Keep your entire retail stock of records in heavy manila envelopes. Stamp the number of the record in good bold figures in the upper right-hand corner of the envelope. Just underneath the number make a pencil memorandum showing how many of each particular record you have in stock.

"This is how it works: We will suppose that all your retail stock of records is in the special stock envelope, and that the factory envelopes in which the records were supplied to you, and in which you, in turn, must supply them to your customers, have been put into a special drawer.

"A certain number of records are sent out to-day. Each record is taken out of the 'stock' envelope, put back into the factory envelope and delivered to the customer. The empty stock envelope is then put into a special drawer.

"Next morning the boy who sweeps out the store fills all the empty 'stock' envelopes from your reserve stock and makes a pencil memorandum on the envelope showing how many more records of that number are in reserve. If there are no more of any particular record, the empty retail stock envelopes cannot be filled. Such envelopes are brought to your desk.

"For retail purposes it is best to keep your records 'on edge'—simply because records so kept can be taken out of or put back into each compartment with the least possible effort.

"Let the envelopes project a little from the rack. They should all face the same way, and when so arranged it takes only an instant to run the thumb along a whole row of the projecting corners. As this is done each number flashes into view. It is easy to find the record you want, and with the pencil memoranda of reserve stock to guide you, 'stock-taking' is an operation requiring only a very few minutes at any time.

Talking Machine Puts Movie Actors in Right Mood

SINCE moving pictures are so dependent on facial expression and the poses and motions of the body in telling a story, directors are eager to employ every means available to put players into the proper mood. In one motion-picture studio a talking machine is used

in this connection, and selections are played on it which suggest and stimulate the emotions appropriate to the scene being presented. If, for example, a young woman in a scene is supposed to be wistful and sad and filled with thoughts of her far-away lover or her home, the director will have such a selection as "I Hear You Calling Me" played on the talking machine, which forms a part of the studio's equipment. It is said the instrument has proven very helpful, particularly where actors enter scenes in which the relationship between their parts and the rest of the story is more or less unknown to them.

An Experience in Making a Vocal Record

YVONNE De Tréville, the well known artist, has written of her interesting experiences in singing for talking machine records. Her account of one afternoon's programme at a recording studio, which appeared in the Musician, is as follows:

"When I first sang for the phonograph several years ago, during my first engagement at the Imperial Opera of Petrograd, the company was not to be outdone in courtesy by the Imperial Intendant, who had sent the opera troupe to my hotel for rehearsals! The phonograph company therefore sent the recording machine and operators to my suite in order not to 'derange Mlle.' as they said. The results, however, were so unsatisfactory to me that I not only insisted on having the records immediately destroyed, but felt very unwilling to undertake a second experiment.

"However, having heard some remarkably lifelike
(Continued on page 45).



Otto Heineman Phonograph
Supply Co., Inc.

25, West 45th Street, New York
Factory, Elyria, Ohio

Chicago Seattle Atlanta



Mainsprings for Phonograph Motors

High Grade Material.

We can furnish from stock the following sizes:—

1 in. x .022 x 11 ft. Motor No. 0
29/32 in. x .023 x 11 ft. Motor No. 1
.787 in. x .026 x 9 ft. Motor No. 2

1 in. x .025 x 12 ft. Motor No. 3
1 3/16 in. x .026 x 19 ft. Motor No. 4
And others.

Give us your order in time.



Otto Heineman
President



Heartiest Christmas
and
New Year Greetings

to every dealer and
salesman in the
trade

John Sabine

Ernest



MUSIC SUPPLY CO.
TORONTO



CANADA'S LARGEST DISTRIBUTORS OF GRAFONOLAS AND COLUMBIA RECORDS



Size of our
Columbia Sales
in 1911

Size of our Columbia Sales in 1916

Some
growth—
What ?

Such Stupendous Growth

as has been our good fortune is a matter of mutual pride. Our growth has reflected our dealers' prosperity.

¶ We don't think the English language is capable of phrasing the feeling deep down in our hearts for all the members of the trade with whom we have worked during the past six years for the premier position we now hold.

MUSIC SUPPLY CO.

36 Wellington St. East, Toronto



Choose Your Columbia Grafonola at Gourlay's

---away from noise and turmoil

A Columbia Grafonola is a standard product wherever you buy it.

But that does not alter the fact that you might as well choose your instrument carefully and in comfort.

You don't want to be rushed into buying. You don't want to let some glib salesman persuade you to take a machine, for instance, that has an Early English Oak Cabinet when what you should have is a mahogany cabinet to match the furniture in your living or reception-room.

And it's the same way with records. You don't want to buy too many records at once, because if you do you are likely to get tired of a few numbers and wish you had not bought them.

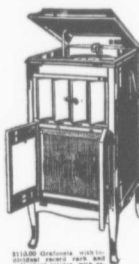
We sell Columbia Grafonolas and Records at the regular catalogue price, and if you want easy terms for payment, we will meet any reasonable terms that you offer. We study our customers' needs first, and then supply them.

We have Grafonolas at \$20, \$35, \$45, \$50, \$65, \$100, \$110, \$130 and all the way up to \$475.

We illustrate two models with particulars.



\$20.00 Grafonola with records. For the same reason of the cabinet, make it your Grafonola.



\$110.00 Grafonola with the cabinet. Price with the cabinet for the same reason of the cabinet, make it your Grafonola.

Gourlay, Winter & Leeming, Ltd.

The Most Select Grafonola Store in Toronto


188 Yonge Street, - - - - Toronto

Houses of Prestige Feature Columbia

The above is a reproduction of a daily newspaper advertisement by Gourlay, Winter & Leeming, Ltd. Other large and well known houses in Toronto featuring Columbia lines are Nordheimer Piano & Music Co., Ltd.; Gerhard Heintzman, Ltd.; The T. Eaton Co., Ltd.; Thos. Claxton, Ltd.; Toronto Grafonola Co.

MUSIC SUPPLY CO.

36 Wellington St. E. - - - TORONTO



Something We Want to Tell You—

That during the year we have been compelled to reject scores of applications for Columbia agencies from reputable dealers who have importuned us for the line with almost compelling insistence.

We have stood by our old and tried dealer friends in every way we possibly could. We have never ceased to urge the factory to give us more and still more Grafonolas for our dealers.

That we have been thousands of Grafonolas short to fill orders always on fyle is as regretful to us as to our dealers. But just as we are consoling ourselves, so must Columbia dealers, in the fact that their sales represent such a handsome percentage of increase over last year, and in the fact that the American and Canadian Columbia factories have been enlarged this year, and are being enlarged as rapidly as is humanly possible, and will be in a position to take care of us next year.

We will continue and intensify our Service to Dealers—Service in Selling Helps—Service in Advertising—Service in studying dealer's needs. Our standpoint is the dealer's viewpoint. With the Columbia line, and a maximum of co-operation, you as well as we can enter upon the New Year with supreme confidence.

MUSIC SUPPLY CO.
36 Wellington St. E. - TORONTO



CANADA'S LARGEST DISTRIBUTORS OF GRAFONOLAS AND COLUMBIA RECORDS

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finish

(Continued from page 40).

tones coming from those weird little wooden bird-houses lately, I allowed myself to be persuaded to another trial. 'Trial' is, I think, a particularly appropriate word. For to sing the same song over seven or eight times, in front of a tin horn, with no audience except that tin horn and the operator who gently but firmly pushes you back and forth, is anything but inspiring! Most professionals prefer to sing after noon, and the longer after noon the better. So I stipulated for an appointment at three and arrived promptly and gaily, thinking that the ordeal would be over in an hour's time. To tell the truth, I had promised to take a cup of tea with some friends at half past four, but it was nearer seven when I gulped down that stale beverage, between the hurried narrative of my experience.

"Well, to return to our 'muttons,' as the French say (which in this case are tin horns). I was led to the slaughter—no, to execution of my friend, Eva Dell'Acqua's *Chanson provencale* for a preliminary rehearsal with the orchestra, during which I pointed out the cuts and changes Eva had made for me. Of course, we had to run through it again to make sure it was all understood. That fact established, I was led behind a high cloth screen, where I had the company of a wooden chair, a tin horn projecting through the wall, and the aforementioned 'Gentleman Pusher.'

"During the scraping and tuning of the musical instruments I pecked around the edge of the screen and laughed aloud to see the first violinist seated astride of a little, low, rolling box, for all the world like the push cart of the beggar who has had his legs cut off and propels himself around, selling matches and shoe laces. It was explained to me that experience had taught the violinist to do for himself what the 'Gentle Pusher' was doing for me, and he approached or rolled back from his particular tin horn as the pitch of the note made it advisable. The 'cellist had a similar seat, but on a raised platform, and woe betide him should his enthusiasm carry him too far! He would certainly collide with the conductor and drive both their tin horns through the division wall. Other members of the orchestra did not occupy such elevated positions and were stationary, their music racks hung on wires pendant from the ceiling.

"My curiosity satisfied in that direction, I turned to the opposite wing of the screen and, looking around that corner, saw the wall, from floor to ceiling, covered with various sizes and shapes of the ubiquitous tin horn. The size and shape vary according to the quality of the tone to be recorded, I was told. The door leading to the next room into which our receiving horns protruded through the wall, was covered with signs, 'No admittance,' 'Keep Out,' etc., but nothing daunted, I slipped through, to find directly under the small ends of the transmitting horns from the front room a machine that resembled a seismograph placed on top of a large pumpkin pie! As I could not be on both sides of the wall at once, I was unable to watch the operations of this delicate series of tiny levers, disks, and cylinders while I sang from the first room.

"At the close of the long, high trill with which I finish the *Chanson provencale*, hearing the continued

light thrum of the recording machine, I exclaimed, 'Why, if I had known there was more space on the cylinder I would have trilled longer,' and perceived too late the horrified expression and admonishing gesture of silence of the 'Gentle Pusher.' We all followed eagerly the operator who emerged from the 'sanctum sanctorum' bearing aloft the pumpkin pie, like the Herald of Old King Cole in the nursery rhyme. After watching him place this cylinder on an ordinary phonograph, I experienced that peculiar sensation of hearing my own voice. If, at the end of the trill, I had not heard the words 'Why, if I had known there was more space on the cylinder I would have trilled longer,' followed by a horrified 'S-s-h,' I would not have been sure it was my own voice.

"You doubtless hear your voice as others hear it, on the phonograph, but, presumably owing to the passage of the tone upward through the head it certainly sounds quite different to you coming from your own throat. Two operators bending over the phonograph, the orchestra leader, and the manager, each with a pencil and copy of the song in hand, jotted down effects as they kept up a running fire of comment! 'She was too near the receiver.' 'The oboe should be stronger there!' 'Bring out the flutes more!' 'That A is too strong and the trill would have been more distinct if she had been farther from the horn!' etc.

"I listened, speechless from excited interest and impatient to profit by what I had heard. A second, then a third time I returned to my screen for trial records until there was only one verse that needed a slight change. When I asked if they could not run through the same record (the aforementioned 'pumpkin pie') the operator smiled at my ignorance and said:

"Why no, this cylinder has been ruined putting it under the needle while so soft." So back we went to my tin horn to repeat that particular passage.

"At last the master records were to be made, and I trembled lest I should repeat some of the extreme dynamic shading which, while very effective in public, is disastrous on records. In order to concentrate my attention I closed my eyes, and although I could not, as in the case of the 'trials,' hear the three 'master' records immediately after making them, I was glad, on my return in a fortnight, to hear they were the best of the eight-and-a-half repetitions of the *Chanson provencale* which I sang that afternoon."

To Play Series of Records Automatically

APPLICATION for patent rights has been made by an eastern inventor who has designed a talking machine that is capable of playing several disc records in succession without requiring the attention of an operator.

Popular Mechanics gives the following description: "The machine also will select special records and render them, or reproduce a single one as many times as is desired. Another feature of the apparatus is that records of different sizes with starting and ending grooves of various diameters, can be employed. The instrument is provided with a series of turntables, arranged one above another, on which the records are held. Adjacent to these, at one side, is a vertical column on which a moveable arm carrying a sound box is mounted. After the

—for every home—

The Manophone

The Music Master of Phonographs



Model 750
Price \$110

"There's a Manophone for Every Home."

Because of its scientifically constructed sound chamber—known as the "Music Hall," the Manophone possesses a tone that is truer, clearer and sweeter than any other phonograph on the market. This exclusive innovation represents the life-work of inventors whose aim it was to create the all melody phonograph. While others were talking tone, we have been perfecting it.

In addition to its magic melody, the Manophone provides many other features that make it the last word in phonographs. Briefly, some of these are:

The Silent Motor—that runs easier and longer.

The Tone Control—that enables one to regulate the tone to meet their mood; to really play the Manophone.

The Universal Tone Arm—that plays all makes of disc records. This means complete pleasure for the customer—and sells more records for you.

The Manophone Guarantee—accompanies every sale and assures permanent pleasure and good-will.

A NATIONAL ADVERTISING CAMPAIGN.

The merits of this new phonograph are now being nationally advertised to several million readers. These advertisements are directing the readers to the Manophone Dealer—where they can hear the Manophone.

You can represent the Manophone in your locality if you will act promptly. Valuable Dealer Agencies in Canadian territories are now being closed. Write us at once for our Agency proposition in your territory. Your store should be the showroom for this better phonograph.

Sign your name to the coupon, and attach it to your letterhead. By return mail we will give you full details, without obligation. Address Dep't. T-12.

Tear out the coupon to-day; to-morrow may be too late.

James Manoil Company, Inc.

Factory and Executive Offices: Newburgh, N.Y.; New York City Display Rooms: 60 Broadway

AGENTS FOR PROVINCE OF ONTARIO, CANADA:

Music Supply Company, 36 Wellington Street East, Toronto, Canada

DEALER'S COUPON

Gentlemen:—Please send, in confidence, your complete Distributor (check) proposition.
This places the undersigned under no obligation. Dealer (either)

Name

Address

(T-12)

(Please attach to your letterhead).

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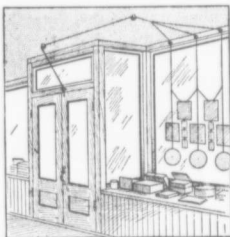
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lowest record in the series has been played, the traveling arm raises the sound box to the uppermost position and sets the needle in the first groove of the top record. Small regulating knobs permit an operator to omit, repeat, or stop the rendition of any particular selection. Furthermore, it is possible to set the machine to stop automatically after playing any record. The cabinet occupies a floor space a trifle more than three feet square, while its height depends upon its capacity. A machine holding six records would be approximately five feet in height."

Novel Window Advertisement

A SIMPLE means of providing a novel advertisement for the show window of a store is thus described in *Popular Mechanics*: "A number of pictures, post cards, etc., are arranged on three cords which travel in pulleys at the top of the window sash. The three cords are



The Arrangement of Cords from a Window Display to the Door Causes the Former to Move Up and Down, Attracting Attention

joined and conducted through three intermediate pulleys; the end of the cord is fixed to the top of the door. Three colored disks are suspended below the window display. Whenever the door is opened, the window display and the disks are moved up and down a distance of about two feet, and attract much attention."

Phonograph Manufacturer Bereaved

E. A. Stevenson's Father Deceased

Mr. Robert McKee Stevenson, whose demise occurred suddenly at his home in Toronto on Nov. 15 was the father of Mr. E. A. Stevenson, proprietor of the Regal Phonograph Co., 43 Queen St. E., Toronto, manufacturer of the "Ideal" Phonograph. Deceased, who was a native of Belfast, was brought to Canada at the age of two years, his parents settling at Port Credit. Relatives had already settled near St. Catharines and the village of Stevensville derived its name from this family. The late Mr. Stevenson, who was sixty-five years of age, on the day of his death was in his usual good health. In the evening he was conversing with his wife when he suddenly dropped into a chair dead. His remains were interred on the birthday of his son above referred to and who has been identified with the talking machine industry in Canada and the United States for many years.

Music is the fourth great essential need of human nature—first food, then raiment, then shelter—then music.—*Bovee*.

Pathe Lines In the West

Whitla Firm of Winnipeg, Western Distributors of the "Red Rooster" Line

Arrangements have just been completed whereby Pathe lines will be distributed in the West by R. J. Whitla & Co., Ltd., the wholesale dry goods house of Winnipeg, whose trade extends from Fort William to the Arctic Circle. Mr. C. B. Moore, of this firm, who will have charge of the Pathe department being opened by them visited Toronto during the latter part of November and arranged with Pathe Freres Phonograph Co. for the wholesaling of Pathophones and Pathe records from Fort William west, including the Yukon. The



Mr. C. B. Moore, Winnipeg.

agency is effective immediately and a large and complete stock of Pathophones and records is being shipped to Winnipeg.

Mr. Moore stated to the Journal that before deciding on the Pathe line he spent three weeks in the United States investigating various lines, their firm having decided to add a phonographic branch to their business and after investigation of the available makes decided upon the Pathe.

In connection with the decision of R. J. Whitla & Co. to add this new department it is interesting that they were influenced by the favorable conditions resulting from the enactment of prohibition legislation. Their observation among their customers is that there has been a great trade improvement in legitimate merchandise. Large sums of money formerly spent over the bar and in liquor stores have been diverted to the purchase of better lines of merchandise in clothing, home furnishing, farm equipment, etc. From a standpoint of general business alone Mr. Moore unhesitatingly affirmed that the abolition of the liquor traffic in the West has resulted in a material betterment as well as an improved morale of the people affected.

Mr. Moore also mentioned the frequent inquiries from customers of their in remote location in the Yukon and in the Prairie Provinces as well as in nearby towns

(Continued on page 51).



THOMAS A. EDISON
Thomas A. Edison

THE Edison Probationary Zone Policy is a healthy stimulant—a constant encouragement to the Edison dealer. The conditions of this policy are broad—profits are ample. Prestige-building and sales-promoting co-operation among dealer, jobber and manufacturer, is the basis of the Edison Probationary Zone Policy. Under this policy the dealer is made responsible for a given zone of operations, the extent of this zone depending on the number of prospects to which the dealer can give a sufficient amount of individual attention.

Considered from every standpoint, an Edison dealership carries a most desirable franchise.

THOMAS A. EDISON, Inc.

103 Lakeside Avenue

Orange, N.J.



The Otto Heineman Phonograph
Supply Co., Inc.

25 WEST 45th STREET, NEW YORK

Factory, Elyria, Ohio



— The —
Heineman Motor
stands for
Quality - Durability - Service

The PIANO DEALER who handles a line
of talking machines equipped with the

Heineman Motor

need never worry concerning the service
these machines will render. : : : :

Behind the **Heineman Motor** are 15 years of experience and
prestige. More than 7,000,000 motors of the Heineman type are
in use the world over.

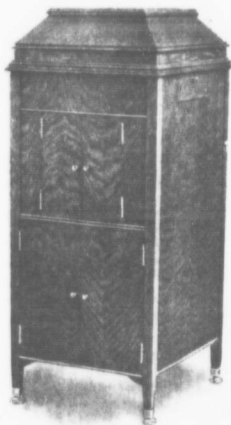
Be sure the machines you handle are equipped with the

Heineman Motor



Otto Heineman
President





PHONO LA
"PRINCESS"



PHONO LA
"DUKE"

Yes—It's a Great Story the Stock Sheets Tell

And there is real business satisfaction in knowing that for every Phonola the stock sheets show as sold, there are two or three or more enquiries for the same machine.

Phonola Goodwill is our most valuable asset, and we carefully preserve its integrity. We consider it a matter of vital importance that the performance of every Phonola you sell should enhance your reputation and ours as well.

The Phonola incorporates the most popular designed cabinets, what has proved to be the best in motors, tone-

arms, sound boxes and the other parts. The Phonola will please your fussiest customer.

Odeon Double Disc Records, 10-inch, 11-inch, 12-inch, 90c. to \$3.00. No needle scratch. In Odeon Records you get the finest talent in the world at lower prices than anywhere else—Emmy Destinn, Leo Slezak, Carlo Albani, Frieda Hempel, H. M. Grenadier Guards Band, Paris Grand Symphony Orchestra, and others. Odeon popular records furnish a variety of music to suit all manner of tastes. Write for our list of Odeon Records.

The Pollock Manufacturing Co., Ltd.
Kitchener, - Canada

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for phonographs and records. They therefore enter the phonographic field with confidence and enthusiasm in the results that their affiliation with "The Red Rooster" line will bring to both.

The Whittla firm is one of the oldest and best known houses in the West, having been established in 1879. From a very small beginning this firm has developed to a position of prominence and now occupies a building of seven stories and basement, fronting on McDermott, Arthur and King Streets.

Mr. Moore, who will have charge of the Pathe department, though a young man, has spent many years traveling through Western Canada and is thoroughly conversant with that part of the country and the requirements of the people. Each year the firm issues a very large catalogue "for retail merchants only," printed on coated paper in several colors and descriptive of their entire lines. This is supplemented by another annual catalogue, in itself a large volume, for Christmas trade only. In future issues the Pathe lines are to be included in these catalogues.

Mr. T. Nash, manager His Master's Voice, Limited, Toronto, was among the month's trade visitors to Montreal.

Mr. James P. Bradt, general salesmanager of the Columbia Graphophone Co., New York, passed through Toronto recently en route from Battle Creek where he had been recuperating from the results of overwork. Mr. Bradt's stay in Toronto was short.

W. H. BAGSHAW

Lowell, Mass., U.S.A.

Oldest and Largest Manufacturer of

Talking Machine Needles

WORLD'S RECORD SHIPMENT OF

63,000,000

NEEDLES IN TEN DAYS

Looking back over 1916 will give you the Columbia idea. Looking ahead a few months will give it to you better.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company

365 Spadina Ave., Toronto

NEW RECORDS

Edison Blue Amberol Records for January

CONCERT LIST—\$1.00 each.

28250 Dormi Pure (Sleep On (Salvatore Scuderi), Baritone, in Italian, orch. acc. Thomas Chalmers.
28251 Weiss ich Dich in meiner Suite (F. Abt), Soprano and Tenor, in German, orch. acc. Marie Rappold and Jacques Vélis.

REGULAR LIST—70c each.

- 3061 Childhood Days—The Girl from Brazil (Sigmund Romberg), Soprano, orch. acc. Gladys Rice and Chorus.
3062 Come Back, Sweet Dreams—The Girl from Brazil (Sigmund Romberg), Soprano, orch. acc. Gladys Rice.
3059 Give Me All of You—Flora Bella (Milton E. Schwarzschild), Soprano and Tenor, orch. acc. Gladys Rice and Walter Van Brunt.
3063 In the Garden of Romance—Little Miss Springtime (Emmerich Kalman), Soprano and Baritone, orch. acc. Gladys Rice and Frederick Wheeler.
3040 It's Always Orange Day in California—Canary Cottage (Carroll), Tenor, orch. acc. Irving Kaufman and Chorus.
3064 Little Bid for Sympathy—Little Miss Springtime (Emmerich Kalman), Soprano and Tenor, orch. acc. Gladys Rice and Walter Van Brunt.
3039 Poor Butterfly—New York Hippodrome—"The Big Show," (Raymond Habel), Soprano, orch. acc. Elizabeth Spencer.
3060 You're the Girl—Flora Bella (Milton E. Schwarzschild), Tenor, orch. acc. Walter Van Brunt and Chorus of Female Voices.
3053 In Florida Among the Palms (Irving Berlin), Tenor, orch. acc. Walter Van Brunt.
3041 Mississippi Days (Al. Plantadosi), Tenor and Baritone, orch. acc. Arthur Collins and Byron G. Harlan.
3037 O'Brien is Tryin' to Learn to Talk Hawaiian (Benjie Cornack), Comedienne, orch. acc. Ada Jones.
3058 There's a Little Bit of Bad in Every Good Little Girl (Clark Fischer), Soprano, orch. acc. Gladys Rice and Chorus.
3057 You Were Up in the Morning in Chicago (Harry Carroll), Tenor, orch. acc. Billy Murray.
3058 Hilda—Fox Trot (Urie Davis), for Dancing, Vess L. Osman's Banjo Orchestra.
3042 In a Bird Store—Descriptive Fantasia (M. L. Lake), American Symphony Orchestra.
3047 La Confession Valse (Corey Morgan), for Dancing, Janda's Society Orchestra.
3043 Listen to This—One Step (Mel. R. Kaufman), for Dancing, Janda's Society Orchestra.
3050 Ole Virginia—One Step (J. E. Zamecnik), for Dancing, Janda's Society Orchestra.
3055 Simplicity—Intermezzo (Dorothy Lee), Sudora's Band.
3055 Whistler and His Dog (Arthur Pryor), New York Military Band.
3049 Blue Eyes (Nichols), Tenor, orch. acc. George Wilton Ballard.
3054 Dancing Down in Dixie Land (Olman Bibb), Tenor and Baritone, orch. acc. Arthur Collins and Byron G. Harlan.
3046 Dream, A (J. C. Bartlett), Tenor, orch. acc. Hardy Williamson.
3048 I'm a-belongin' to You (Jane Hathaway), Contralto, orch. acc. Marie Alwek.
3044 Songs of Other Days—No. 4, orch. acc. Metropolitan Mixed Chorus.
3045 Kamehameha March, Hawaiian Guitars, Helen Louise and Frank Perera.
3052 New York Blues (Rag Classical), (P. Frosini), accordion, P. Frosini.
3056 At the County Fair (H. E. Knight), Rule Sketch, Harlan E. Knight and Company.

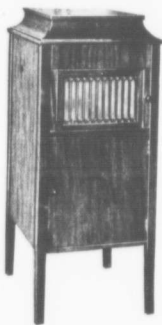
Columbia Records for January

12-INCH SINGLE DISC \$3.00

48627 Lucia Di Lammermoor (Donizetti), Mad Scene (Ardon glioreni), (These flaming tapers), Maria Barrientos, soprano, with flute obbligato by Marshall F. Linsky, in Italian with orchestra accompaniment under the direction of Giorgio Polacco of the Metropolitan Opera House, New York.

48628 Lucia Di Lammermoor (Donizetti), "Reguina nel silenzio," (Silence o'er all), Maria Barrientos, soprano, in Italian with orchestra accompaniment under the direction of Giorgio Polacco of the Metropolitan Opera House, New York.





The Vocalion is made in many unusual and effective Art Styles.

The AEOLIAN-VOCALION— Creating a new Class of Phonograph Trade

TREMENDOUS has been the response to our newspaper advertising of the Aeolian-Vocalion. Hundreds of people in Canada have already installed these instruments in their homes. Hundreds more will very soon act upon the already-created "buying impulse" which our truly wonderful advertising has created in their minds.

Much of this awakened interest has resulted in sales where we have our own stores—in Toronto, in Hamilton, in London and Windsor. But so strong and so widespread is the Aeolian-Vocalion advertising that it is bringing us enquiries from prospects in all parts of Canada.

Prospective purchasers living in towns and cities where the Vocalion has not yet been placed on sale, are so far being handled by us direct.

Naturally they could be handled better by dealers located right in those towns.

We are anxious to hear from responsible dealers. Territory is being rapidly closed; and our policy of confining selling agencies to a limited number of dealers makes it extremely desirable for all who wish to obtain a share of the Aeolian-Vocalion trade to make application without delay.

This is the world's most wonderful phonograph. It is an instrument abounding in material and "talking-points" for the salesman.

The stock models—\$50 to \$400—are unanimously pronounced superior to anything hitherto attempted.

NORDHEIMER
PIANO & MUSIC COMPANY LIMITED

Corner Yonge & Albert Sts.,

Toronto

A complete display may be seen at the Nordheimer Building, Toronto, or at any of the Nordheimer branches.

THE NORDHEIMER GRAND

The Utmost in Value

THE Nordheimer Grand is now the piano used by a goodly proportion of the more discriminating—in studio and home.

The outstanding merit of the Nordheimer Grand has commanded recognition. Among the world's competing makes, it takes its stand as an instrument comparable only to those very few that are renowned on two continents.

To the Nordheimer belongs the distinction of having brought the public to a well-nigh unanimous feeling that "Here at last is one Canadian-made Grand that has everything one can desire in tone quality."

It should be a matter of national pride that we have in Canada an instrument made by skilled Canadian hands, which in the esteem of the discriminating, disputes leadership with even the foremost pianos of the whole world.

Dealers whose ambitions rise above the level of the ordinary, both as to prestige and turn-over, find in the Nordheimer line the ideal product for their business building.



Nordheimer Piano & Music Co. Limited
TORONTO



Pathe

The Following Famous Artists
Are But Part of
Pathe Exclusive Talent

We have in the Pathe library exclusive records by artists of great fame who have never been heard in this country, and because of their contracts abroad may never be heard in America—except from a Pathe Disc. We also have many other Pathe artists who have won fame upon the American operatic stage.

Muratore, Chicago Opera Company; **Albers**, Opera Comique, Paris; **Burzio**, La Scala, Milan; **Parvis**, La Scala, Milan; **Noté**, Grand Opera Company, Paris; **Fitziu**, Metropolitan Opera House, New York; **Bassi**, Covent Garden, London; **Burrian**, Metropolitan Opera House, New York; **Didur**, Metropolitan Opera House, New York; **Rudolph Ganz**, the solo pianist; **Dr. Bernhardt Steinberg**, Cantor of Temple Beth-El, New York, recognized as the greatest authority in America on traditional Jewish music; **Aumonier**, **Bardi**, **Chenal**, **Denera**, **Thomas Egan**, **Baptiste Hoffman**, **Grace Hoffman**, **Junka Burchardt**, **Magliulo**, **Merentie**, **Montesanto**, **Scampini**, **Sparkes**, **Tanzler**, **Vaguet**, **Vogelstrom**, **Weil**, **Jacques Thibault**, and numerous additional well-known singers, soloists, symphony orchestras, bands, "trios," etc., who record **exclusively** for Pathe, place the Pathe dealer in an enviable position to supply the constant public demand for something **New, Exclusive, Better**.



The following artists of international fame also record for Pathe: **Vallandri**, **Sammerco**, **Ancona**, **Urius**, **Cavaliere**, **Giorini**, **Ober**, **de Cisneros**, **Slezak**, **Galvany**, **Titta Ruffo**, **Lenzi**, **Journet**. The "golden voices" of hundreds of other of the world's greatest artists are heard at their best on Pathe records. Do you not see the impregnable position the Pathe dealer holds when he is able to offer his public such records as these? Records which, artistically, are unsurpassed.

The Pathe library meets every need of the dealer. Besides these great selections by opera and concert stars and by famous orchestras and bands, it is kept constantly up to date with the newest popular music of the day.

The large size of the average Pathe Disc makes possible longer sound waves. The longer the sound wave the truer the music.

Dealers: Are You Awake to this Opportunity ?

Are you awake to the fact that you really have something **new** and **exclusive** if you secure a Pathe Agency?

Think one minute, and you will write asking for full information about the Pathe line and our attractive proposition to new dealers. Write now.

Pathe Freres Phonograph Co. of Canada, Ltd.

Factories and Head Office 4-6-8 Clifford Street

TORONTO, Canada

- 4850 Mirella—Valse. (Gimond). Maria Barrientos, soprano. In Italian with orchestra accompaniment, under the direction of Giorgio Polacco of the Metropolitan Opera House, New York.
- 4874 La Favorita. (Bontezzi). "Spirito Gentil." (Spirit so fair). Hippodamia Lanza, tenor. In Italian with orchestra.
- 12-18 **12-18 INCH DOUBLE-81-80**
- 45890 The Sunshine of Your Smile. (Hays). Vernon Stiles, tenor. Orchestra accomp.
- The Old Refrain. (Kreider). Vernon Stiles, tenor. Orchestra accomp.
- 45894 Lohengrin. (Wagner). Prelude. Chorus Symphony Orchestra. Parsifal. (Wagner). Procession of the Knights of the Holy Grail. (Hoff Schner). Songs Symphony Orchestra.
- 45895 The Ninety and Nine. (Saksak). Dear Song, baritone. Orchestra accomp.
- Saved by Grace. (Stebbins). Dear Seagle, baritone. Orchestra accomp.
- 45896 Rigodon. (Paraphrase). (Verdi-Liszt). Piano solo by Leopold Godowsky.
- Cradle Song. (Hensell). Piano solo by Leopold Godowsky.
- 45897 Les Sylphides. (Chopin). (1) Second Prelude. (2) Waltz op. 64, No. 2. Ballet series under the direction of Ernest Ansermet, conductor of Serge de Diaghileff's Russian Ballet Orchestra.
- Les Sylphides. (Chopin). (1) Waltz op. 70, No. 1. (2) Mazurka op. 33, No. 2. Ballet Series under the direction of Ernest Ansermet, conductor of Serge de Diaghileff's Russian Ballet Orchestra.
- 45898 The Goodfollies. (Sullivan). "In a Contemplative Fashion." Florence Marbeth, soprano, Margaret Kay, contralto, Morgan Kingston, tenor, and Frank Croston, bass. Orchestra accomp.
- Yeomen of the Guard. (Sullivan). "I Have a Song to Sing." Margaret Kay, contralto, Frank Croston, bass, and chorus. Orchestra accomp.
- 12-18 **12-18 INCH DOUBLE-81-82**
- 45899 Zama Zama. Part I. (Hershey). Prince's Orchestra.
- Zama Zama. Part II. (Hershey). Prince's Orchestra.
- 45897 Any Place is Heaven if You are Near Me. (Loehr). Charles Harrison, tenor. Orchestra accomp.
- The Great Trail. (Stallway). Charles Harrison, tenor. Orchestra accomp.
- 45899 Kathleen MacIntyre. (French). Columbia Stellar Quartet. Unaccomp.
- Loch Lomond. (Traditional Scotch Melody). Columbia Stellar Quartet. Unaccomp.
- 45892 Wedding Day at Troldhaugen. (Grieg). Prince's Orchestra.
- Grail Prelude. (Chopin). No. 2. (Grieg). Prince's Symphony Orchestra.
- 10-18 **10-18 INCH DOUBLE-81-80**
- 42132 The Chicken Chick. (Harris). Betty Gates, soprano. Orchestra accomp.
- Naughty Marietta. (Herbert). Italian Street Song. Lucy Gates, soprano, and male chorus. Orchestra accomp.
- 42121 Moment Musical. (Schubert). Violin solo by Kathleen Parlow. Orchestra accomp.
- The Last Rose of Summer. (Moore). (Arranged by Kathleen Parlow). Violin solo by Kathleen Parlow. Orchestra accomp.
- 10-18 **10-18 INCH DOUBLE-81-82**
- 42120 Song of Yesterday. (Harris). Knickerbocker Quartet. Orchestra accomp.
- Everbody Loves an Irish Song. (McKeenna). M. J. O'Connell, tenor, and Knickerbocker Quartet. Orchestra accomp.
- 42127 Oh! Southern City (Send Us Some Beautiful Girls). (Vincent). George O'Connor, tenor. Orchestra accomp.
- How Good Washington Be a Married Man and Never, Never Tell a Lie! (Planchouds). M. J. O'Connell, tenor. Orchestra accomp.
- 42131 My Lovely Lola. (L. Murphy). Lange and Salmon. Sterling Trio. Guitar, flute and violin accomp.
- The Lovelight in Your Eyes. (Edwards). Samuel Ash, tenor. Orchestra accomp.
- 42126 Way Down in Iowa I'm Going to Hide Away. (Meyer). Frank Kaufman, tenor. Orchestra accomp.
- I Never Know. (from Canary Cottage). (Carroll). Saxeite Flack, soprano, and Ernest Aldwell, tenor. Orchestra accomp.
- 42125 On the Old Bird Nest. (Roga). Broadway Quartet. Orchestra accomp.
- Winter Melody. Introducing "Single Bells." "My Bonnie Lies Over the Ocean." "How Can I Give You a Diamond's Quilting Party." "Goodnight, Ladies." Broadway Quartet. Unaccomp.
- 42123 Ireland May Be Heaven for My Mother Came from There. (McCarthy, Johnson and Fischer). Charles Harrison, tenor. Orchestra accomp.
- Out of the Cradle Into My Heart. (Gilbert and Friedland). Sterling Trio. Orchestra accomp.
- 42128 Flora Bell. (Schwarztraub). Give Me All of You. Saxeite Flack, soprano, and Charles Harrison, tenor. Orchestra accomp.
- Miss Springtime—Thrive Me a Rose. (Kahnman). Reed Miller, tenor. Orchestra accomp.
- 42134 Trail to Sunset Valley. (Gilbert and Mair). James Reed, tenor, and James F. Harrison, baritone. Orchestra accomp.
- On the Arm of the Old Arm Chair. (Lange). Albert Campbell, tenor. Henry Barton, quartet. Orchestra accomp.
- 42030 Boat Song. (Ware). Paul Dufault, tenor. Orchestra accomp.
- Land of the Long Ago. (Hay). Paul Dufault, tenor. Orchestra accomp.
- 42122 If We Could Only Take Her Word. Part I. (Merrill). Fannie Brice, soprano. Orchestra accomp.
- If We Could Only Take Her Word. Part II. (Merrill). Fannie Brice, soprano. Orchestra accomp.
- 42117 Down South American Sketch. (Maddleton). Cymbalum solo by Gypsy Countess Verona. Piano accomp.
- Hungarian Songs and Carols. (Frater). Cymbalum solo by Gypsy Countess Verona. Unaccomp.
- 42116 Oh! Tom Golden Slippers. (Hiland). Harry C. Browne, baritone, and Knickerbocker Quartet. Baritone solo with quartet and banjo effect by Harry C. Browne. Orchestra accomp.
- Keep in De Middle of De Road. (Hays). Harry C. Browne, baritone, and Knickerbocker Quartet. Baritone solo with quartet and banjo effect by Harry C. Browne. Orchestra accomp.

- 42119 Songs from Hawaii. Introducing "Mani Girl" (Waltz Melody). Guitar duet by Helen Louise and Frank Ferren.
- Hawaiian Parapet—Tango. (Louise). Guitar and ukulele trio by Helen Louise, Frank Ferren and Sam Kaimo. Unaccomp.
- 42118 Clover Land Intermezzo. (Weinrich). Synphonie solo by Howard Kopp. Orchestra accomp.
- Claudia—Mazurka Caprice. (Greenwald). Bell solo by Howard Kopp. Orchestra accomp.
- 42091 Sleep Baby Sleep. Ward Barton, yodler, guitar accomp.
- Rock-a-bye Baby. Ward Barton, yodler, guitar accomp.
- 42124 Somewhere Else May Be There While I'm Gone. (Berlio). Al Johnson, comedian. Orchestra accomp.
- I Ain't Prepared for That. (Jackson). George O'Connor, tenor. Orchestra accomp.
- 42123 Children's Songs and Games. Part I. (Arranged by Maurice Strakosky). Introducing (1) "London Bridge is Falling Down." (2) "The Farmer in the Dell." (3) "Lazy Mary Will You Get Up." (4) "Walking Up the Green Grass." (5) "Water, Water, Wild Flower." (6) "All Around the Mulberry Bush." (7) "Ring Around a Rosy." Prince's Orchestra.
- Children's Songs and Games. Part II. (Arranged by W. F. Daniel). Introducing (1) "Hot Cross Buns." (2) "I Tasket I Tasket." (3) "Ten Little Indians." (4) "Bally Boy." (5) "Baby Bunting." (6) "Sallying." Prince's Orchestra.
- 42072 Good News, the Chariot's Coming. (Folk Song). Fisk University Jubilee Quartet. Unaccomp.
- The Great Camp Meeting. (Folk Song). Fisk University Jubilee Quartet. Unaccomp.
- 42130 The Carnival Prince. (El Principe Carnaval). (Valverde). Dance of the Bear. (Prince's Orchestra).
- Jolly Coppersmith. (Morgan). Prince's Orchestra.
- 42120 The Valley of Peace. (Merelliti). Chautauqua Preachers' Quartet. Unaccomp.
- The King's Business. (Cassel). Chautauqua Preachers' Quartet. Unaccomp.
- 42087 The Three Bears. Part I. Reading by Adeline Francis.
- The Three Bears. Part II. Reading by Adeline Francis.
- 42145 Hushen. (Niedham). Jean Cooper, contralto. Orchestra accomp.
- Sweet Genevieve. (Tucker). Jean Cooper, contralto. Orchestra accomp.

New Pathe Records

- 82003 Boris Godunov (Moussorgsky). "Monologue." Bass Solo—in Italian, organ. Adamo Didi. 14
- Faust (Gimond). "Serenade." Bass Solo—in French. 14
- 82009 Faust (Gimond). "The Flower Song." Solo, orch. accomp. 12
- Ehonorata. Ehonorata de Ceteris. Solo, orch. accomp. 12
- A Dream (Hartlett). Soprano Solo, orch. accomp. 12
- 10002 Tales of Hoffman (Offenbach). "Student's Drinking Chorus." orch. accomp. Premier Operatic Male Quartette. 12
- Les Huguenots (Meyerbeer). "Soldier's Chorus." orch. accomp. Premier Operatic Male Quartette. 12

NEW STANDARD VOCAL RECORDS

- 32003 Mother Machree (O'Neil and Hall). Tenor Solo, Violin, Cello, Flute and Piano accomp. Thomas Egan. 12
- Has Notroom T'is Young Days Shaded (Moore). Tenor Solo, Violin, Cello, Flute and Piano accomp. Thomas Egan. 12
- 40033 A Garden of Love (Hicks and d'Harelet). Tenor Solo, orch. accomp. Vernon Hughes. 12
- Love's Garden of Love (Haydn Wood). Soprano Solo, orch. accomp. Rosina Buckman. 12
- 10058 Hark! The Herald Angels Sing (Mendelssohn). Organ accomp. Tempo Male Quartette. 12
- White Shepherds Watched Their Flocks by Night (Angels). Unaccomp. Tempo Male Quartette. 12
- 10059 Onward Christian Soldiers (Arthur Sullivan). Organ accomp. Tempo Male Quartette. 12
- Lord Dismiss Us with Thy Blessing (Sheilkin Mariners' Hymn). Unaccomp. Tempo Male Quartette. 12

NEW INSTRUMENTAL NOVELTIES

- 35058 Drink to Me Only with Thine Eyes (Johnson). Violoncello Solo, orch. accomp. Warwick Evans. 12
- Silver Threads Among the old Daisies. (Violoncello Solo, orch. accomp. C. Warwick Evans. 12
- 35001 The Forge in the Forest (Edinburgh). Characteristic Pathé Grand Orchestra. 12
- Voyage in Switzerland (Thiele). Characteristic Pathé Grand Orchestra. 12

NEW HAWAIIAN SELECTIONS

- 35080 Nearer My God to Thee and What a Friend We Have in Jesus. Louise and Ferera Hawaiian Troupe. 12
- In the Sweet Bye and Bye and Bringing in the Sheaves. Louise and Ferera Hawaiian Troupe. 12

POPULAR HITS OF THE MONTH

- 20072 O'Brien is Tryin' to Learn to Talk Hawaiian (Dublin and Cornack). Baritone Solo, orch. accomp. Joe Remington. 10 1/2
- Girls, if You Ever Get Married (Greene, Grant and Stumper). Baritone Solo, orch. accomp. Joe Remington. 10 1/2
- Dancing Down in Dixieland (Hunan and Ribos). Baritone Solo, orch. accomp. Louis J. Winch. 10 1/2
- He's Getting Too Darn Big For a One-Hour Town (Irvin Berlin). Tenor solo, orch. accomp. Joe Remington. 10 1/2
- 20082 On Lake Champlain (Bryan and Gumble). Orch. accomp. Sterling Trio. 10 1/2
- Come Back, Let's Be Mad (Harris). Tenor Solo, orch. accomp. Harry Tally. 10 1/2
- 20024 Fair Hawaii (F. Kutz). Soprano Solo. Louise and Ferera Hawaiian Troupe. 10 1/2
- My Rose of Honolulu (Armstrong). Baritone Solo, Louise and Ferera Hawaiian Troupe. 10 1/2
- 20092 I'll Be with You When it's Daisy Time in Dublin (Frost and Keithley). Tenor Solo, orch. accomp. Henry Burr. 10 1/2

What do you know about a phonograph ?

- 1—Will it play all types of disc records without makeshift additions?
Sonora will.
- 2—Is its motor efficient? **Sonora's motor** made in Switzerland runs, per winding, about twice as long as any other.
- 3—Does the sound box contain materials that will deteriorate with age? **Sonora's doesn't.**
- 4—Does the sound amplifier form a clear, un-blurred tone? **Sonora's does, due to its unique patented construction.**
- 5—Is the tone control at the sound source—the correct place, and does it merely reduce the volume of sound and not the quality? **Sonora's is and does.**
- 6—Is the envelope filing system such as to make the locating of records a matter of an instant? **Sonora's is.**
- 7—Has the machine an effective, reliable automatic stop? **Sonora has.**
- 8—Is the cabinet work beautiful, finished perfectly on all sides, with graceful bulge curved lines? The answer is "yes" for Sonora.
- 9—Is there a motor meter to tell how many more records the motor will play without re-winding? **There is on Sonora.**
- 10—What is the opinion of authorities regarding the instrument? At the Panama Pacific Exposition, Sonora won the highest score for tone quality.



"THE SUPREME"

Sonora is **demonstratedly** the highest Class Talking Machine in the World. The public wants it. It is the best selling proposition you can find anywhere. If you're interested in selling Sonoras write us **to-day** regarding an agency in your vicinity.

Each machine guaranteed one year.

TEN SUPERB MODELS

\$62.50	\$80	\$100	\$135	\$205
\$240	\$265	\$300	\$475	\$1,500

Manufactured by
Sonora Phonograph Corp.
New York

Get agency terms, discounts, etc., from the CANADIAN DISTRIBUTORS

I. MONTAGNES & COMPANY

SHUTER and YONGE STREETS

RYRIE BLDG.

TORONTO

DEALERS PROTECT YOURSELVES

The Sonora Phonograph is manufactured and sold under an agreement which permits it to operate under the great basic patents of the phonograph industry. Therefore dealers selling the Sonora are safe from troublesome litigation.

Made In Switzerland

I. Montagnes & Co. Announce

the arrival of a shipment of

NOISELESS SWISS MOTORS

in different styles and sizes

SOUND BOXES TONE ARMS

Owing to uncertainty and difficulty in securing deliveries from Europe, we advise interested talking machine manufacturers to get prices immediately. Our stock is limited and will move quickly.

I. MONTAGNES & CO. NEW RYRIE BLDG.
YONGE & SHUTER STS. **TORONTO**

To Thank You



For the patronage extended to us by the trade which has made the year just ending the most active, the most successful and pleasing in our history, we extend hearty and sincere thanks.

Through the co-operation of our customers we have been able to record a business that has increased each month during the entire year. We will continue in our efforts to give service and attention that will warrant a still further extension of the relations developed.

We extend very best wishes for a Happy Christmas and a Bright and Successful 1917.

I. MONTAGNES & CO.

Ryrie Bldg., Yonge and Shuter Sts.
Toronto

- Theo. Barr, P.H. Keep Awe, from You" (Frost and Kirkman, Hunt, orch. accomp., Campbell and Barr) 1015
 29093 Doinch in Dreams (Humboldt Town) (Horton and Lange), Tenor Solo, Louise and Ferra Hawaiian Orchestra accomp., Irving Gillberg 1015
 29094 The Beach at Kailaki (Kahuna), Louise and Ferra Hawaiian Troupe 1015
NEW VOCAL RECORDS FOR CHILDREN
 29084 (1) Annual des Christmas Trees (2) Little Christmas Rosalie Zeamanis Soprano Solo, piano accomp. 1015
 (1) Christmas Japs (2) Letter to Santa Claus (Hilly Gagner), Soprano Solo, piano accomp. Rosalie Zeamanis 1015
 29085 (1) Merry Christmas (2) New Year's Day (Hilly Gagner), Soprano solo piano accomp. Rosalie Zeamanis 1015
 (1) Tracks in the Snow (2) Jack Frost (3) Sleighbell Song (Hilly Gagner), Soprano Solo, piano accomp. Rosalie Zeamanis 1015

- NEW HUMOROUS MONOLOGUES**
 29090 Casey's Fight with Old Goughen (Huntings, Russell Hunting, the Original Michael Casey) 12
 The Bureau (Huntings), Humorous Sketch by Russell Hunting, Elucationist 12

- NEW BAND AND ORCHESTRA RECORDS**
 29075 Shighthead Mazurka (Wronski), Fiddle Dance Orchestra Softly Unawares (Lincke), Intermezzo, Imperial Sync. Piano Orchestra 1015
 29092 United States Boy Scouts' Official March (W. W. Edgworth), American Republic Band 1015
 The High School Cadets (Somers), March, Fiddle Military Band 1015
 29096 El Camarito (Selles), Sardinian Orchestra 1015
 El Louay (Lévesque), Sardinian Orchestra 1015

- NEW PATHE "DE LUXE" DANCE RECORDS**
 29070 Bachelor Girl and Boy (from "The Girl from Brazil") (Segrand and Kaulberg), One or Two-step, American Republic Band 1015
 And They Called It Disraeli (Richard J. Whiting), Fox-Trot, American Republic Band 1015
 29091 Pearl of the Haven (Lips), One or Two-step, Banjo Solo, piano accomp., Fred Van Eps 1015
 College Rag (Hunters), Banjo Solo, orch. accomp., Oily Oakley 1015
 29093 The Blue Habanero (Stramans), Waltz, Fiddle Military Band 1015
 The Ruses of the Mountain Trail (Dymann), One or Two-step, Fiddle Dance Orchestra 1015
 29094 Down Home Rag (Sweetman), One or Two-step, Van Eps, Banjo, Orchestra 1015
 White Wash Man (Schwartz), One or Two-step, Van Eps, Banjo Orchestra 1015

New Columbia French Records

- 10 INCH - 85c.
 E3014 L'Anglais de la Mer (Gaudin), J. M. Magnan, bariton, Les Semelles, (Gaudin), P. A. Assolin, tenor.
 E3015 Berceuse de Joseph (Gaudin), P. A. Assolin, tenor.
 E3016 Un Peu d'Amour (Sobus), J. H. Thibaudan, tenor.
 E3017 Desir de la (Tallafres), H. Vaillancourt, bariton.
 E3018 Le Reve de Bibi (Aber), D. Dubuisson, comique.
 E3019 Mon petit Cocot (De-Broidel), D. Dubuisson, comique.
 E3020 Les Croix Rouges (Boutet), Hector Pelletier.
 E3021 L'Amant, Chanson comique, Hector Pelletier.
 E3022 Les Rigues, Chanson comique, Hector Pelletier.
 E3023 Sympathique (Lincke), Alfred Nohor, comique.
 E3024 La Baye, (Christine), Alfred Nohor, comique.
 E3025 La Julie Lanchouse, (Desmontins), Alfred Nohor, comique.
 E3026 Ladehauche, La Fable du petit Jean, E. Hamel, comique.
 E3027 Ladehauche, Le Rebutons, E. Hamel, comique.
 E3028 Cyrano de Bergerac, Tirade des Nez, (Rostand), J. P. Filion.
 E3029 Cyrano de Bergerac, Le Héros de Rokone, (Rostand), J. P. Filion.
 E3025 La Priehelle, (Andrian) La Lettre, Mme. M. Yata.
 E3068 La Mascotte, Andrian, Un baiser, Mme. M. Yata.
 E3068 Minuit, Chrétiens, (Adams), J. M. Magnan, bariton, Charré, (Faire), J. M. Magnan, bariton.

- E3069 Noël du Mariage, (Choudens), P. A. Assolin, tenor.
 E3070 Legendre du Petit Navire, (Miss), J. H. Thibaudan, tenor.
 E3071 La Fiancée du Soldat, (Chamades), H. Vaillancourt, bariton.
 E3072 La Noël des Matelots, (Tremois), H. Vaillancourt, bariton.
 E3072 Petite Anne, (Adaptation sur l'air de My Little Girl), Hector Pelletier.
 E3073 Ma Magnifique, Chanson new, Hector Pelletier.
 E3074 Chanson de Pierrot, (Gaudin), Mlle. Josephine Foret, soprano.
 E3074 Si vous étiez fleur, (Massoué), Mlle. Josephine Foret, soprano.
 E3074 Le Petit Prince et son Ange, Alfred Nohor.
 E3074 Ah, s'il n'était qu'un chausson comique, Alfred Nohor.
 E3075 La Môme aux yeux verts—chausson comique, Alfred Nohor.
 E3075 Mlle. Jeanette est un Ange (Aber), comique, Alfred Nohor.
 E3076 Bibi s'en va-t-en guerre, (Aber), D. Dubuisson, comique.
 E3076 Une nuit au campement, D. Dubuisson, comique.
 E3077 L'Anglais, L'Anglais-Les Petits Objets, (Rostand), J. P. Filion.
 E3077 L'Anglais-Rôle de Plomban, (Rostand), J. P. Filion.
 E3078 Ladehauche au téléphone, (Croyer), E. Hamel, comique.
 Ladehauche—Épique deuil, (Croyer), E. Hamel, comique.

12 INCH - \$1.25
 E3128 Le Ripos du Hémicèle, Hector Pelletier.
 En Paris—Chanson new, (David Gely), Hector Pelletier.
 (All the above are with orchestra accompaniment).

Victor Records for January

- POPULAR SONGS - 10-INCH**
 18180 The Trail to Sunset Valley (Gilbert Miller), James Reed J. F. Harrison.
 Laddie in Khaki ("The Girl Who Wants at Home"), (Herp Novallet), James F. Harrison.
 18183 Mammy's Little Cool Black Rose (Egan Whiting), Orpheus Quartet.
 When Evening Shades Fall (Abramo Joffa), Orpheus Quartet.
 18184 Way Down in Iowa (In Going to Hide Away (Lewis Young Meyer), Irving Kaufman.
 It's Not Your Nationality (It's Simply You), (Howard Johnson), Billy Murray.
 18185 Come Along to Garden (Will J. Harris-Abe Omann), Collins and Harlan.
 Don't Leave Me, Daddy (J. M. Verge), Maylon Harris.
 18186 What I Owe You (Hendkin Mohr), James F. Harrison.
 I Know I Got More Than My Share (Grant Clark-Howard John Irving Kaufman).
 18188 Nora (Robert S. Pigott), Charles Harrison.
 The Girl Had a Hit in Me (Walter Van Brunt Harry Van Teter), James Reed.
 18192 How Could Washington Be a Married Man (And Never Tell a Lie), (Macdonald-troubadour-Pantodost), M. J. O'Connell.
 Honolulu, America Loves You (We've Got to Hand it to You), (Clarke Monaco), American Quartet.
 18190 Song to Hawaii (A. D. Rodding) (with Ukulele and guitar acc. by Louise and Fernan), Wright and Dietrich.
 My Honolulu Hula Girl ("Smoozy" Cudia, with Ukulele and guitar acc. by Louise and Fernan), Wright and Dietrich.
DANCE RECORDS - 10-INCH
 The Call of a Nation—Fox Trot (Albert Wendling), Victor Military Band.
 Homonym—Fox Trot (Crestor W. Smith), Conway's Band.
 35398 Miss Springtime—Medley One-Step (Kahman), "A Little Bid for Sympathy"—"Throw Me a Rose"—"A Little Country Mouse"—"Life is a Game of Bill"—"This is the Existence", Victor Military Band.
 Chinese Fox Trot—Medley (from "The Author's Express") (Paronatus), "It's the Only One for Me" (Chinese Fox Trot)—"Don't Lose Your Way"—"There is Always One You Can't Forget", Victor Military Band.
 35399 The Two Taps (Arthur N. Green), Victor Military Band.
 Broken Doll—Fox Trot or London Taps (James W. Tate), Victor Military Band.

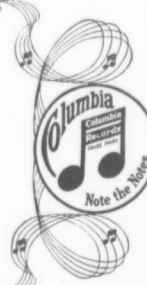
- MISCELLANEOUS INSTRUMENTAL RECORDS**
 10-INCH
 18119 Humoresque (Dvorak) (Harp Solo), Francis J. Laplante.
 Consolation (Mendelssohn) (Harp Solo), Francis J. Laplante.
 18110 Chin Chin—Medley Fox Trot (Saxophone Sextette), Introducing "Pretty Baby" and "Chin Chin Open Your Heart and Let Me in" (Six Brown Brothers).

(Continued on Page 73.)

The biggest and most beautiful feature of the country-wide Columbia advertising is the fact that the goods stand up through everything that is said there.

(Write for "Music Money" a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Co.
 365 Sorareau Ave., Toronto



An Appreciation



Beare & Son

VIOLIN EXPERTS

117 King St. W.

Toronto, - Canada
and -
London, - England

The approach of Christmas prompts the thought "That Fellow Feeling makes us Wondrous Kind," and so during these anxious, critical times while endeavoring to keep "The Home Fires Burning" for King and Flag and Country, we extend our most grateful thanks to the music dealers of Canada, who while doing "their bit" also for the Empire during the past twelve months, have favored us with tangible evidence of their confidence in our goods by placing substantial orders.

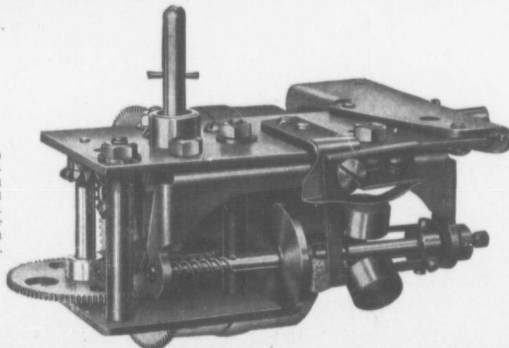
To serve you promptly and efficiently has been our chief aim during the year, and although at times the task has been difficult, we feel that owing to the indefatigable efforts of our Buying Staff at London we have succeeded very well. We have every confidence in our ability to serve you satisfactorily during the coming year, and needless to say will do everything in our power to warrant you in continuing to favor us with your valued patronage.

We wish you the season's kindest greetings, and hope that the very largest measure of success will crown your efforts during the year Nineteen Seventeen.

MEISSELBACH MOTORS



This is the No. 10 Meisselbach Motor—furnished with a speed indicator and dial and worm driven governor. Will play two 12-in. or three 10-in. lateral cut records. Silent winding.

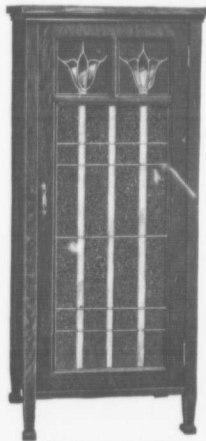


No. 9 Motor has the same playing capacity as the No. 10 Motor, but the winding handle and the spring barrels are differently located than in the No. 10 Motor. The No. 9 Motor is used in cabinets which have peculiarly placed horns or have peculiar designs. It is furnished with a side regulating rod instead of a speed indicator.

The name Meisselbach speaks for the highest quality in motor construction, embracing skill in workmanship and the best grade of materials. Machines built with Meisselbach motors are built to last. We make other Motors of different capacities. Our larger capacity Motors are made with cast iron frames. We also manufacture other styles and sizes of Motors, Tone Arms, Sound Boxes, Sapphire Needles, and other parts.

Prompt delivery. Prices on application.

A. F. MEISSELBACH & BRO., - Newark, N.J.

**THE NEWBIGGING LINE**

HEIGHT 48" WIDTH 20"
 No. 43, FUMED OR EARLY ENGLISH
 No. 44, BIRCH MAHOGANY

Dealers will be well advised to place orders for cabinets ahead of requirements for the balance of this year, as there is an undoubted shortage of skilled labor, and all manufacturers are feeling it. Remember these are war times.



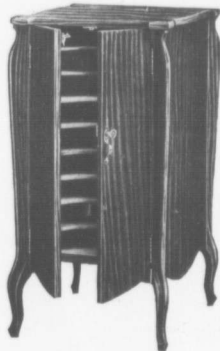
No. 45, PLAYER ROLL

**Newbigging Cabinet Co.**

LIMITED

HAMILTON

- ONTARIO

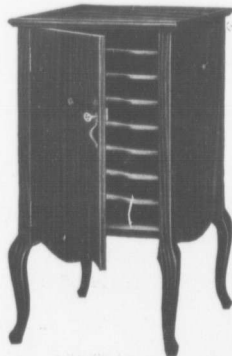


No. 83, GOLDEN OAK
 No. 84, MAHOGANY
 No. 85, FUMED OR MISSION
 A fine Cabinet, with top shaped to fit
 base of Victor No. 1X.

**Player Roll and
 Record Cabinets
 for all makes of
 Machines.**



**Write us about your
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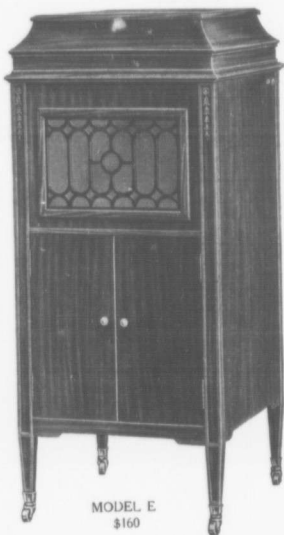


No. 80, GOLDEN OAK
 No. 81, MAHOGANY
 No. 82, FUMED OR MISSION





MUSICPHONE
MADE IN CANADA



MODEL E
\$160

"By George---You Have A Winner"

said one of the oldest dealers in Canada after examining our machines, and a common expression is, "Well, that is something different." These dealers know what they are talking about, and any man with an open mind will tell you the same after seeing the goods. Our Self Balancing Hood is a never ending pleasure, so easy to lift and cannot fall, a great talking point with a customer.

Our Electric Motor, with its self contained power, allows the instrument to be sold in city or country alike, regardless of electric current, and it is the only absolutely even power for a phonograph.

Our Universal Tone Arm

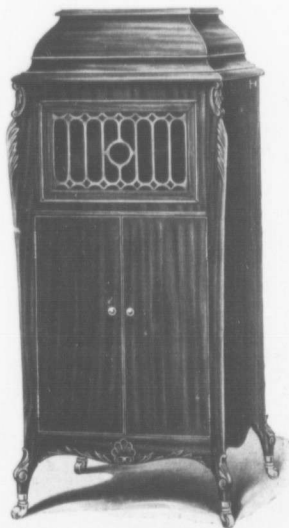
is just perfection, playing any make of disc records without attachments, and we supply a jewel case with permanent needles for every cut of record.

Besides all this there is more money to the dealer in handling our lines than in any other, as it is a straight factory to dealer proposition.

Get in touch with the

Newbigging Cabinet Co., Limited

164-168 King St. West
HAMILTON - CANADA



MODEL F
\$175



MUSICPHONE
MADE IN CANADA

ASCHERBERG
HOPWOOD & CREW, LTD.
AUTUMN
PUBLICATIONS

"THEODORE & CO."

The successful Gaiety Theatre production

Music by **IVOR NOVELLO, PHILIP BRAHAM, and J. D. KEEN.**
 Vocal Score, 6/- net cash. Lyrics, 6d. net cash. Selection,
 2/- net cash. Separate Numbers and Songs, 1/6 net cash each.

"Mr. MANHATTAN"

The Prince of Wales' Theatre success

Music by **HOWARD TALBOT and PHILIP BRAHAM.**
 Vocal Score, 6/- net cash. Lyrics, 6d. net cash. Selection
 2/- net cash. Separate Numbers and Songs, 1/6 net cash each.

A GREAT LONDON REVUE SUCCESS

"Back to Blighty"

By **SYDNEY BLOW and DOUGLAS HOARE.**
 Music by **PHILIP BRAHAM and HERBERT E. HAINES.**

*Produced for a continuous run at the
 Oxford Music Hall, London*

THE FOLLOWING SONGS ARE IN THE PRESS:

Song	Composer	Sung by
The Piccadilly Grill Room (Philip Braham)	Miss Clara Beek	Miss Clara Beek
My Prince (Herbert E. Haines)	Miss Clara Beek	Miss Clara Beek
The Sleep Walk (Philip Braham)	Miss Clara Beek	Miss Clara Beek
A Girl for Every Season of the Year (Herbert E. Haines)	Miss Clara Beek	Miss Clara Beek
	Alec. Chentrens	
The Ragtime Duchess (Philip Braham)	Miss Phoebe Hodgson	Miss Phoebe Hodgson
The Circus Fire (Philip Braham)	Miss Clara Beek	Miss Clara Beek
The Four-Poster Bed (Philip Braham)	Miss Clara Beek	Miss Clara Beek
My Daughters (Herbert E. Haines)	Harold Montague	Harold Montague
What a Game! (Herbert E. Haines)	Harry Cole	Harry Cole
Rip Van Winkle's Wedding (Philip Braham)	Miss Clara Beek	Miss Clara Beek
Every Sort of Girl (Philip Braham)	Alec. Chentrens	Alec. Chentrens
Selection (Arranged by Herbert E. Haines)	Alec. Chentrens	Alec. Chentrens

Price 1/8 each net cash; selection 2/- net cash.

SONGS

M-O-T-H-E-R. Composed by **THEODORE MORSE.** Words by
 HOWARD JOHNSON.
WHEN WE GATHER ROUND THE OLD HOME FIRES AGAIN.
 Composed by **STERDALE BENNETT.** Words by **BERT**
LEK.
MOST WONDERFUL OF ALL. Composed by **LAO SILEST.**
 Words by **ADRIAN ROSS.**
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 Words by **KATE HUGGINS.**
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RUSSELL. Words by **ED. LOCKTON.**
SOMETIMES. Composed by **PERCY ELLIOTT.** Words by
 LEONARD COOKE.

PIANOFORTE

DORIS INTERMEZZO. Composed by **NAPOLEON LABBELET**
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Music and Musical Merchandise Section

CANADIAN MUSIC TRADES JOURNAL—DECEMBER, 1916

Music the Foundation of All Activities of the Allied Trades

SHEET music men, piano men, and talking machine men are too far apart. This Journal has always advocated a closer working relationship, and the need of it now becomes more apparent with the prosecution of the "Music in the Home" campaign all over this continent.

The sheet music trade, the piano trade, the talking machine and allied trades, are all dependent for their very existence on the use of music. Their interests, while differing in detail, have much in common. Now that the signs of the times point to the whole trade claiming for itself the position of importance and dignity it is entitled to; now that there seems to be coming a real co-operative effort to popularize the idea of music in every home—and lots of it; now that a broader attitude toward this country's musical future is evident, is the time for all branches of the industry to see where their interests can be furthered by uniting in a well-directed, steady effort to increase the use of music and musical instruments in every corner of this vast country.

Are Standard Song Prices to Advance?

EACH visit you pay to your grocer or your butcher there seems to be waiting for you the advice that such-and-such is up in price. At every turn in purchasing household necessities one is faced with the reality of the increased cost of living. Some of it is undoubtedly unjustifiable, and yet much of it is just one's share of "the price to pay" for war.

For some years previous to August, 1914, costs had been steadily advancing. Yet through all that, through more than two years of war conditions, the public has paid practically nothing more for their music. And—rather strange to relate—the retail price of music in Canada has been in proportion to prices in other countries, remarkably low, especially in comparison with Great Britain.

How much longer prices can remain as they are is by no means certain. It is generally known how the prices of paper, inks, printing, labor and transportation have soared. Wages and salaries have advanced. The purchasing power of a dollar has fallen away down. It looks therefore as if some move in sheet music prices were absolutely necessary. Just what it will be, or when the trade as individuals in their respective territories will inaugurate an advance in prices, is not known.

At a recent meeting of the London, England, music publishers it was agreed that the prices of all copyright sheet music publications should be increased by 1d. per copy to the trade, and that retailers should charge 2d. extra per copy to their customers. This will give 1d. per copy to both publishers and retailers to cover increased war charges.

One dealer volunteered that the advance would be

in the proportion of 35 cent songs becoming 40 cents, with a corresponding percentage of advance in western figures.

Another sheet music man affirmed that the discount to the public should be changed at once to one-third off, which would make the 60-cent number retail at 40 cents.

One "fly in the ointment" is, will the departmental stores, who only recently changed their retail prices from 33 to 35 cents, be willing now to go the other way?

A Christmas Question

FOR the fact that so few people think of sending music for Christmas gifts, dealers and salesmen cannot shunt all the responsibility. A gentleman of the Journal's acquaintance was making up "the Christmas list" with his wife, and he suggested certain music for her brother, who was fond of music, having played both the piano and pipe organ considerably.

The suggestion was deemed a good one by the "mistress of Christmas ceremonies," and when mentioned quite incidentally to some friends, they took it up as a fine idea, and indeed quite a novel one.

But why novel? Have the sheet music dealers and salesmen of Canada allowed all the attention to be directed to books, gloves, silverware, and the usual list of suggestions? Does the absence of sheet music from the articles given mean that it has been suggested time and time again, but people simply won't hear of the suggestion?

How would it do to ask each person who enters your store between Nov. and Christmas—"Haven't you a friend who would appreciate two or three good pieces for his Xmas gift?"

Double-Header Opportunities

A SHEET music salesman in conversation with the Journal recently said that the trade in general were not making the most of the opportunities afforded by the advertising of talking machine records. He pointed out that often dealers had a chance to let go a telling 18-pound shell in their business warfare, but through lack of planning only find a rifle shot, or perhaps passed up the chance altogether.

By that he meant that when special prominence was given any particular record selections the dealer should use every endeavor to make that drive advance the sales of the same titles in sheet music. He himself followed all the lists of new records published in Canadian Music Trades Journal each month, and from them gathered some idea of what sheet music to push. Every time a certain record was featured he took advantage of the occasion to feature the same success in sheet music form, thereby getting the extra advantage of a double-header.

It takes a keener eye to see one's own opportunities than it takes to discover the mistakes of others.

Making Novelties Profitable

A DEALER in England has written a somewhat lengthy article in *Musical Opinion* on the popularizing of novelties. From this is taken the following suggestion:

"How can the novelty be placed on a better paying basis? By the use of a better method of distribution and a revised system of publicity. Let me summarize briefly the present state of affairs. Composers offer their work to the publisher and usually accept payment on a royalty basis. The publisher prints a certain number of copies, distributes them with a lavish hand among professionals, great and small, free of charge, but the dealers are practically forced to take them when ordering their stock on the occasion of the traveller's visit. He, the dealer, places a few copies in the window and appears to imagine that the public will be induced to purchase by the attraction of the title page.

"If this bears the name of a very popular composer it sometimes has the desired effect, but in the case of other composers it is absurd to expect results. If the first page of the music was shown in the window it would be better than the title page, because a small section of the public would then be able to judge the 'class' of the music, but the great majority (which both publisher and dealer want to attract) can only judge by hearing it played. Some dealers recognize this, and their assistants are prepared to play over whatever the customers wish to hear, but this is subject to three drawbacks: (1) Many of the customers do not like to ask for the piece to be played over and then refuse to buy it; (2) it only reaches those who are actually in the shop—it does not attract passers by; (3) only a very few assistants are capable of showing off a piece to its best advantage, especially in the case of a song with an independent accompaniment.

"It appears to me that there is but one sure way of making the public interested in new publications as they are issued, and that is to give them the opportunity of taking them into their own homes for a trial. Don't stop reading, Mr. Dealer. I can imagine your disgust if you think I'm suggesting one of the worn out lending systems, the possibilities of which you have exhausted. I am acquainted with many varieties of letting out music on hire, and I know the poor results. The 'yearly subscription' scheme; the 'take four copies on approval, paying for one and returning three' scheme; the 'free exchange within a week' scheme; are but a few of the unproductive and unsatisfactory methods of popularizing novelties.

"I believe, however, that a well thought out plan based on the following lines would prove successful. Let the publishers give two or three copies free of each novelty purchased by the dealer in place of sending them to doubtful professionals and teachers. Using these copies as a commencement, let the dealer advertise boldly that any new piece of music—i.e., novelty, bought at his shop can be changed as often as desired for the charge of 3d. or 4d., provided that each piece is kept no longer than a week. The necessary showcards should be provided by the publishers as also the dating stamps, reading:

A. Sharp & Co.

This can be exchanged if returned with a week

From _____ (date) _____

Charge: 3d.

"When selling a piece of music the assistant should stamp it on the back page, as most customers object to the title-page being disfigured. With booksellers this scheme has proved to be a financial success, and if it was taken up boldly by the publishers and dealers there is no reason why it should not induce the public to buy new music in much larger quantities."

The War Enlarges Place of the Ballad

A BRITISH commentator on the current music issues thus refers to ballads: "In the olden days when ballads partly filled the place of the modern newspaper, recording events of passing interest, it was the custom to follow up any important happening with a verse narrative, often enough set to music in the form of a ballad. Prior to the present outbreak of war, amatory and religious ballads were numbered among the vocalist's acknowledged stock-in-trade; and, seeing that the war is answerable for many revivals, can it be that it has brought with it a recurrence of the old order of balladising? Never at any period in our national history did the simple home ballad reign so universally as it does to-day. Hundreds of ditties dealing with the perennially interesting theme have been issued since the war commenced; and, judging from the publishers' novelty parcels, it would seem that few signs of any abatement are as yet apparent."

About the Xylophone

"ALTHOUGH there are several different varieties of wood that are entirely satisfactory for xylophones," said an experienced musician, "I prefer rosewood, either the dark South African wood, or the light-colored but close grained Honduras rosewood. It is absolutely necessary that the wood be well seasoned to produce a sharp, clear tone. With green wood such is impossible.

"For general playing the 14½ x 3½ inch bars do very well, but for playing on the stage a 2-inch bar is better."

Size of Cymbals to Use

A BANDSMAN asked a leader what was the best size crash cymbals to use for general work, and what size Turkish cymbal to be played with pedal. He was answered: "For general dance and concert jobbing work the 15-inch is preferable, as it is handy to carry and gives a fairly good volume of tone. For theatre work and playing in large orchestras the 18-inch size is better.

"For pedal cymbal I prefer the 12-inch for dance and concert jobbing, with a small size bass drum. The 12-inch size will give good results in a theatre or large orchestra."

Selecting the Violin Bow

B. A. TRUEBRIDGE says in the *Australian Musical News*, that in selecting a bow the following tests should be applied: "Unscrew the bow till the hairs separate, and test the spring of the stick, gently bending it outwards and inwards from the point with the left

Two novelties for the piano

Laurèce (Valse)

By Louis Payette

Trotting Fox (Fox Trot)

By Percy Trepanier

Two songs with French and English words

"My Moonlight Maid"

(Phrynette)

(Chansonnette)

A catchy number

"When You Loved Me"

(Quand tu m'aimais)

(Waltz song)

An embroidery of rich harmonies

The latest French Patriotic Song

"Mon Petit Sergent"

By Lormes & Payette

A great Eastern seller

Many Good French Songs for the 15c. trade

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"I'll Sing to You"

Answer to the famous Song,
"COME, SING TO ME."

Sung by Leading Vocalists

This beautiful song has all the charm of Mr. Jack Thompson's other famous songs, and forms a most appealing answer to "Come, Sing to Me." It is certain to become as great a favorite.

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TO

MR. JOHN HANNA

(Manager Anglo-Canadian Music Co.)

**THE CANADIAN MUSIC TRADES
JOURNAL**

**THE MUSICAL FRATERNITY
AND THE PUBLIC**

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ALBERT E. MacNUTT

WRITER OF

"We'll Never Let the Old Flag Fall,"

"By Order of the King,"

"I'll Not Forget You, Soldier Boy,"

"For I Have a Secret to Tell,"

"When the World Has Peace Again."

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That They Wish
for Themselves and—*

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Happiest and Most
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"I'LL SING TO YOU." By Jack Thompson

Keys of C, Eb, F.

"THE HOME BELLS ARE RINGING"

By Ivor Novello
Keys of Eb, F and G.

"VALE" (Farewell). By Kennedy Russell

Keys of F, Gb, Ab, Bb.

"SOME DAY YOUR VOICE WILL ANSWER." By Wilfrid Virgo

Keys of Db, F and G.

"FARE YE WELL MY BONNIE LASSIE"

By Jack Thompson
Keys of G, Ab and Bb.

"TILL DADDY COMES HOME"

By Cynthia Bishop
Keys of Eb, F and G.

"CARRY ON." By Elsa Maxwell

Keys of D, E and F.

"ROSEBUD." By Frederick Drummond

Keys of C, Db, Eb, F and G.

"GANG AWA' BONNIE LASSIE"

By Fred Gibson
Keys of G and A.

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hand. Next, screw to normal playing tension, and placing the point upon a table, press downwards upon the heel with the right forefinger, seeing that the head towards the hair is sufficiently resistant and equally distributed throughout the length of the stick. Next apply slight pressure from side to side, to see that the "give" is not excessive. The bow should now be screwed to about twice the normal tension and held at arm's length at eye level, in order that any tendency to warp may be detected.

"The balance of the bow should also be determined, by holding vertically in the right hand and weighing the top of the stick. If too heavy, a tendency to overbalance will quickly be felt. A good bow will cost anything from one to twelve guineas."

A Correction

In the trade announcement of Messrs. Enoch & Sons on page 64 of last issue, the price of Jack Thompson's success, "I'll Sing to You," was marked 60 cents net. This was in error, for of course members of the trade know that this song is not "net," but subject to the usual discount.

Ascherberg Music—Canadian Troops Popular- ize Song in England

An English musical critic makes these remarks about the recent Ascherberg, Hopwood & Crew publications:

"One of the choicest examples of its kind is Kennedy Russell's 'My heart's in my Homeland,' to which Edward Lockton furnishes the words. Another very taking homeland ditty is A. H. Behrend's 'When Daddy comes Home again.' Ivor Novello, who has contributed liberally to the store of popular class songs, provides yet another capital number in 'The Garden of England,' featured in the Alhambra revue. 'The Big Boys are Here.'

"A brace of delightfully conceived essays.—'Most wonderful of all' and 'Shadows on the wall'—bears the signature of Leo Silésu. Adrian Ross has supplied the lyrics. Unpretentious, yet not by any means devoid of emotional strength, is Noel Johnson's 'Dear loving heart.' The vocalist with a predilection for expressive miniatures will derive pleasure from 'Dear loving heart.' Despite its rather unwieldy title, Percy Wenrich's 'When you wore a tulip and I wore a big red rose' has already attained popularity in Canada, the song having been brought to this country by the Canadian troops. It has a sprightly gait, and once heard it lingers in the memory.

"T. C. Sterndale Bennett strikes again the popularly prevailing note in his healthful, martial ditty, 'When we gather round the old home-fires again.' An appealing vocal solo, spontaneous and sincere, is Theodore Morse's 'Mother—a word that means the world to me.'"

Regarding the piano pieces he says: "Quite an entertaining production is the Selection from the musical play, 'Mr. Manhattan' for the planning of which Clifford Courtney has been held responsible. About a dozen excerpts are herein made use of, the whole being knit together in exceedingly skilful fashion. Edward St. Quentin offers a tempting bill of fare in 'Navyland,'

comprising an admirably chosen miscellany of Jack Tar's favorite melodies. The many copyright numbers included in this selection add greatly to its worth.

"Founded on melodies from the popular musical play is the waltz 'Toto,' aptly arranged by Bertram LeStrange. J. H. Greenhalgh's 'Side by Side' partakes of the style of a two-step. Invented by James Finnigan, this dance novelty has found acceptance in many ball rooms throughout the country. A selection from the successful musical play 'Theodore & Co.' has been arranged by H. Jaxon. All the most popular numbers have been drawn upon and the arrangement has been carried out in a most effective manner without making undue demands upon the technique of the player."

West & Co. New Issues

The new publications of Messrs. West & Co., London, England, will include the following: "Green Fields of England," C. M. Port; "Love's Call," F. Austin Herbert; "When the Boys Come Marching Home," Chas. Lord; "The Great Reville," Annie Masdonald; "I Would Like to Fly with You," Archie Rayercraft; "The Old Flag," Sydney P. B. Smith; "Watchman, What of the Night," Charles Matthews; "Sons of Britain," John Glover; "The North Sea Ground," M. Bell; "Klunk and Blue," J. W. Holland; "Dear Little Harbour Lights," A. L. Hall; "Joek's Girls," C. Walker James; "The Song of Harold Harfager," G. F. Ellyatt; "The Night You Told Me You Would Care," Max Hedley Healey.

Latest French Productions by Louis Payette

"Laurée" Valse, although just introduced, is going well, having passed the 3,000 sales mark in Montreal alone. It is a catchy dance number, and easy to play. "Trotting Fox" fox-trot is being made use of by leading dance teachers in the Province of Quebec.

"My Moonlight Maid" (Phrynette) is an easy "chanson de genre," which takes because of its popular and attractive chorus. "When You Loved Me," a waltz song, the piano arrangement of which makes a good dance number, has a melody which gives a charming effect when played by the violin. An excellent seller in Eastern Canada is a sentimental patriotic song, "Mon Petit Sergeant," which gives promise of outshining its publisher's expectations.

The merit of these songs is confirmed by the fact that

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they have been singled out for reproduction on talking machine records. Mr. Louis Payette of Montreal is the publisher of all the foregoing numbers.

Gordon V. Thompson's successful song, "When Your Boy Comes Back to You," has been given a French setting with words by R. Brisson, under the title, "Quand il Revientra chez nous." Two new songs by this composer are, "Home Sweet Home for You We're Fighting," with words by Capt. Joe Lawson of the 204th Battalion, and "We'll Eat Eggs at Home on Easter Morning." All three are issued by Thompson Publishing Co.

JOSEPH WILLIAMS Ltd. New Choral Works

LES CLOCHES DE CORNEVILLE

(The Bells of Corneville).

Concert Version of Robert Planquette's Celebrated Comic Opera.
Arranged by David J. Thomas.

This Concert Version complete takes about 1 hour 24 minutes to perform, but some of the numbers may if desired, be omitted. All the Choruses, except those for male voices, have been arranged for S.A.T.B.

Orchestral Parts and Bells may be hired; also two Tube Bells in high (Old Philharmonic) or low (New Philharmonic) pitch. When hiring, please say which pitch is required.
Vocal Score (complete), net cash, 3s. 6d.; Choruses only, net cash, 1s. 6d.; Words only, per 100, 5s.

FROM THE BAVARIAN HIGHLANDS

Six Choral Songs (S.A.T.B.), with Accompaniment for Piano or

Orchestra.
The words imitated from Bavarian Volkslieder and Schindler's

Music composed by EDWARD ELGAR.

	Old Not.	Sol-fa.
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2. False Love (Wamborg)	6d.	3d.
3. Lullaby (Im Hammerberg)	6d.	3d.
4. Aspiration (Bei Sankt Anton)	6d.	3d.
5. On the Aim (Hoch Alp)	6d.	3d.
6. The Marksman (Der Marsman)	1s. 6d.	4d.

Old Notation, complete, 3s. net; Tonic Sol-fa, 1s. net; Full Orchestral Parts can be had on hire.

SIX SONGS

For Four Solo Voices, (S.C.T.B.)

Words from England's Helicon (1600).

Music by ERNEST WALKER. Op. 10.

1. The Shepherd's Consort.
2. Leave the only Price of Love.
3. Dame's Song to his Dia-
4. Woden's Song in Fraise of Amargana.
5. A Sweet Pastoral.

Complete Vocal Score, 4s. net; separate Voice Parts, 6s. each, net.

DOWN AMONG THE DEAD MEN

(T.T.B.B.) Arranged by VAUGHAN WILLIAMS.

Price 2d. net.

SIX SONGS FROM SHAKESPEARE

For Mixed Voices, with Piano and Harp. By GEFFREY SHAW

1. What shall he have that kill'd the deer (O As You Like It) S.A.T.B.
2. When icicles hang by the wall (Twelfth Night) S.A.T.B.
3. Over hill, over dale (Midsummer night's dream) S.A.T.B.
4. Ye spotted snakes (Midsummer night's dream) S.A.T.B.
5. Hey, Robin, jolly Robin (Twelfth Night) T.B.
6. When that I was and a little tiny boy (Twelfth Night) S.A.T.B.

Complete 1s. net; separate Nos. 1, 2, 4, 5 and 6, 4d. net each;

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One Fleeting Hour

It is generally admitted that in "One Fleeting Hour" the Sam Fox Publishing Co. have a song with a great future. This is considered one of the finest songs of its class on the market. A beautiful, melodious song, with an attractive theme, it has become dear to the hearts of the Canadian people and dealers are realizing a large sale on this number. And the song is yet in its infancy. It is predicted that "One Fleeting Hour" will prove one of the biggest selling ballads ever published.

Other numbers published by the Sam Fox Publishing Co., Cleveland, Ohio, which are selling unusually well are "My Dreams," "Only a Year Ago," "The Prayer Perfect," "I'm A-longin' Fo You," and "Sunset Land" (Hawaiian song), and among recent instrumental numbers are "Simplicity," which is hailed as "Just a Hit—That's All," "Sparklets," "Tulips," "Dance of the Raindrops," and "Sunset Land" (Hawaiian Reverie).

NEW MUSIC Copyrights entered at Ottawa

32128. "Hurrah! for the Front." Written and Composed by Margaret Callaghan Nicolle, Chatham, Ont.
 32137. "Dilettante." Valse. Par Gilles R. Amiot, Valleyfield, Que.
 32138. "Four Part Songs for Children's or Women's Voices. Annie Laurie—Alan Water—Jack and Jill—Three Blind Mice." Arranged and Composed by Clifford Higgin, Hamilton, Ont.
 32139. "Sing for Our Passing Brave." Full Chorus for Mixed Voices. Words by Marian Keith. Music by Chas. E. Wheeler. Anglo-Canadian Music Publishers Association, Limited, London, Eng. and Toronto.
 32141. "We're in the Banks Now, Comrades." Words by Joseph Freeman Tupper. Music by Edward W. Miller. Joseph Freeman Tupper, Pictou.
 32143. "Take Me Back to Old New Brunswick." Words and Music by J. B. Rainsford, Saint John, N.B.

32154. "Trotting Fox." By Percy Trepanier. Louis Payette, Montreal, Que.
 32160. "Love's Sacrifice." Written by Mrs. Bessie Bates. Words and Music by H. A. Leigh. Herbert Alfred Leigh, Winnipeg, Man.
 32161. "Boss's Football Fighters." Words and Music by H. A. Leigh, Winnipeg, Man.
 32162. "The Charcoalman's Rose." Written by Mrs. Bessie Bates. Words and Music by H. A. Leigh. Herbert Alfred Leigh, Winnipeg, Man.
 32166. "Home, Sweet Home, for You We're Fighting." Words by Captain Joe Lawson. Music by Gordon V. Thompson. Thompson Publishing Company, Toronto, Ont.
 32168. "Erin is Calling." Words by Wm. Jerome. Music by Milton Ager. Whaley, Royce & Company, Limited, Toronto, Ont.
 32169. "That Fanny Jay Band from Dixieland." Words by Gus Kahn. Music by Henry I. Marshall.
 32170. "Pozzo." Fox Trot. By Vincent Rose.
 32171. "Somewhere There's a Little Cottage Standing." Words by Marion Sunshine. Music by Henry I. Marshall.
 32172. "I a Baby Would Never Grow Older." (A Mother Would Sever by Sad). Words by Alfred Bryan. Music by Harry Tierney.
 32173. "That Portamento Melody." (You Sing in We-la-Wei). Words and Music by Clare Kummer.
 32174. "The Bluebird." Words and Music by Clare Kummer.
 32175. "London Taps." Dance. By Uziel Davis.
 32185. "That Old New England Town." Words by William Jerome. Music by Milton Ager. Whaley, Royce & Co., Limited, Toronto, Ont.
 32188. "Hedrats." Words by C. T. Roddy. Music by F. H. Hunt. C. T. Roddy, Toronto, Ont.
 32191. "Don't Write Me Letters." (But Come Right Back to Me). Words by Joe Young. Music by Bert Grant.
 32192. "The Chicken Walk." Words and music by Irving Berlin.
 32193. "Aloe in Wonderland." Words and music by Irving Berlin.
 32196. "There's only the Little Girl." Words, and music by Geo. M. Cohen. Whaley, Royce & Company, Limited, Toronto, Ont.
 32201. "On a Mountain Trail in Old Virginia." Words by Geo. Mark. Music by Bob Allan.
 32202. "Bring Me a Rose." Words and Music by Charles Shidler.
 32206. "Good-Bye, Holly, Dear, Good-Bye." Words and Music by A. Harris. Joseph Thomas Williams, Toronto, Ont.
 32208. "The British Flag." Words by Amy Francis Kibby. Music by I. A. Clarke. Amy Francis Kibby, Vinden, Man.
 32211. "Come On Over Here, It's a Wonderful Place." Words by William Jerome. Music by Seymour Furth. Whaley, Royce & Co., Limited, Toronto, Ont.
 32212. "Dance and Grow Thin." Fox Trot. By Geo. W. Meyer.
 32213. "Homelessness Blues." Fox Trot. By Cliff Hess.
 32215. "Our Soldier Boys So Brave." Composed and arranged by G. Leonard Thompson. (Music.) G. Leonard Thompson, Avonlea, Sask.
 32216. "The Queen of Flags." Words and Melody by E. E. Scott, Toronto.
 32217. "We'll Eat Our Eggs at Home on Easter Morning." Words and Music by Martin Mann and G. V. Thompson. Thompson Publishing Co., Toronto.
 32223. "The Yum Return." Words and Music by Frank O. Madden. Arranged by Jules Brazill. Frank O. Madden, Toronto.

ONE FLEETING HOUR.

Song by DOROTHY LEE. 5 keys. Colossal success.

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TO THE TRADE.—We shall be grateful if in all cases of Dealers receiving answers from Collectors that works of ours are R.P. or "Out of Stock" they would kindly send us these answers to be verified.

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THE management, travellers and inside staff of Whaley, Royce & Co., Ltd., take this opportunity of thanking their many business friends for their tangible expressions of Good Will during 1916—and to express their hope that next year will be for them the happiest and most successful yet.



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Sales make the money. Many dealers in every province of Canada are scoring big with WHALEY-ROYCE music and small goods, because we push hard on the big sellers.

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Sheet Music News Briefs

The Austen Music House of North Battleford, Sask., has shown considerable enterprise in opening another store at 227 22nd St. East, Saskatoon. The Saskatoon store is known as The Austen Music Supply House.

Mr. H. V. Attfield, who has had a sheet music department in Reid's Art Store Ottawa has removed to new premises at 108 Bank St., doing business under the name "The Popular Music Store." In the new location Mr. Attfield has splendid facilities for displaying music.

Mr. William J. Roberts of Chappell & Co., Ltd., Toronto, has returned from a few days' visit in New York. While there Mr. Roberts was a guest at a dinner held by the greater New York Music Publishers' and Dealers' Association in the Imperial Hotel, and heard Dr. Frank Crane's lecture on "Ghosts."

According to a despatch from London: "Under the Trading with the Enemy Amendment Act, 1916, the sale took place recently of 2,485 ordinary shares of £10 each and £2,500 five per cent. non-cumulative preference shares of £10 each and £50 debentures of £100 each in the firm of C. G. Roder, Ltd., music printers. The business was acquired by Messrs. Lowe & Brydson, the well-known music printers, who are to be congratulated on the enterprise, at the sum of £40,000 and £4,050 for the debentures."

Word also comes from England that, under instruction from the Public Trustee under the Trading with the Enemy Amendment Act, 1916, "there were recently put up for sale 15,500 shares of one pound each, fully paid, the property of Mr. Wilhelm Strecker, in Messrs. Augener, Ltd., the well-known music publishers. The sale developed on unexpected lines, and shares were disposed of in holdings of various sizes at prices varying from 8s. 3d. to 16s. 6d. per share. Unlike the Bechstein sale, the auction attracted little attention among the trade."

Successful Enoch Publications.

Several songs issued by the well-known house of Enoch & Sons (Toronto, The Anglo-Canadian Music Co.) are rapidly forging into the front line of good sellers.

"Carry On," by Elsa Maxwell, when first introduced to the Canadian market, lost part of its appeal, as the expression "Carry On" was not understood, but now that almost every letter from the front contains the expression, and it has become well known in Canada, the sterling merit of the song is commending it to the attention of our singers.

Jack Thompson has struck a happy vein in his song "Fare Ye Well, My Bonnie Lassie." The direct simplicity of the song commends it to the vocalist and the introduction of "Auld Lang Syne" in the refrain makes a splendid climax.

"The Home Bells Are Ringing" is another example of Ivor Novello at his best, and in "I'll Sing To You," Jack Thompson has given us a song which is said to be even better than his famous "Come Sing To Me."

Referring to some Enoch numbers, London Musical Opinion says:—"Landon Ronald's 'Four Songs of Innocence' are settings of poetical fragments by William Blake. And it is in reading such imaginative essays that

we perceive the imperceptible. Here is a world beyond our own; a world where wars are unknown, wherein people move in blissful ignorance of hatred, in abstraction, symbolism. Here we see beauty and grandeur in the trivial events which weave the woof of our everyday experience. The songs comprising the album have been severally named 'The Lamb,' 'Infant Joy,' 'A Cradle Song,' and 'Spring.'

"Ceil Moon's 'Rose Petals' is a melodious love song, and it rises up to an effective climax. Another love ditty, revealing knowledge of vocal color and effect, is May H. Brahe's 'There's a Whisper in the Air.' Vocalists who love to hear the great heart of nature beat and who would actually feel its throbbing pulse, must not overlook Lois Barker's 'At the End of the Lane.'"

A Promising Boosey Number

Francis Dorel, who wrote such popular high-class numbers as "When My Ships Come Sailing Home," "The Garden of Your Heart," and "Love Bells," any of which it would seem would be sufficient to allow a composer to rest on his laurels, seems to have outshone himself in his latest composition, "Calling Me Home to You." Recently this, his latest number, was announced to professional and semi-professional concert singers, with a result that G. L. King, of the professional department of Boosey & Co., had a very heavy mail containing requests for it.

There is hardly any doubt that "Calling Me Home to You" will have as large a sale as did Mr. Dorel's most popular work, and there are many enthusiastic admirers of his songs who freely predict an even larger sale.

Novelties From Joseph Williams, Ltd.

The following novelties are to hand from the House of Joseph Williams, Ltd., London:

"A Little Love Song," by York Bowen; "Dreamland," a suite of six easy pieces for the pianoforte, by F. Percival Driver (A Ghost Story, Day-Dreams, The Little Lead Soldier, The Monkey Man, Chatterbox, and Sleepy-Head); a book of "Five songs from England's Helicon," composed for four solo voices, by Ernest Walker (The Shepherds' Consort, Daniel's Song to His Diaphenia, Love the Only Price of Love, Wodenfride's Song in praise of Amargana, and A Sweet Pastoral);

A book of six choral songs from Elgar's "Bavarian Highlands"—The Dance, False Love, Lullaby, Aspiration, On the Alm, and The Marksman—a concert version of "Les Cloches de Corneville (The Bells of Corneville), comic opera, by Robert Planquette, arranged by David J. Thomas; "The Baron of Brackley," a Scotch border ballad for chorus and orchestra, by William Henry Bell; "Six Shakespeare Songs," for chorus and piano, by Geoffrey Shaw; "Three Elizabethan Songs," for mixed voices, by R. Vaughan Williams;

In the Berners' Edition there are York Bowen's "Curiosity Suite," op. 42, Bernhard Wolff's "Twenty Short Studies," op. 191, "Magic of the Woods," three dream, pictures, for the piano, by Florian Pascal "Theme, with 8 Short Variations," also by Pascal, Bach's "15 three-parts inventions," edited by Stewart Macpherson, and "Progressive Studies," grade VII, (Advanced Book 1.) piano music.

Heard Around Chappell Headquarters

The well-known concert soprano, Flora McIvor Craig, made quite a hit in Ottawa with that quaint composition, "The Floral Dance" (Chappell), by Katie Moss. The music of this is founded on an old Cornish air, "Land of the Long Ago," by Lillian Ray, composer of "The Sunshine of Your Smile," is now in great request by dealers.

The numbers selected for use at the Tenth Festival in Edmonton, billed for May 22, 23, 24 of next year, are "Love is Meant to Make us Glad," duet by Edward German, and "Dream Ships," by Waddington Cooke, both Chappell issues.

"Pack All Your Troubles in Your Old Kit-Bag, and Smile, Smile," was introduced in New York into the recent Schubert production of "Her Soldier Boy," and made a terrific hit. Messrs. Chappell & Co., the publishers, say this "philosophy" song is moving very satisfactorily all over Canada.

A work of enterprise in catering to the demand of movie players for the musical compositions of Joseph Carl Breil, Messrs. Chappell & Co. have published a selection from the incidental music of Griffith's "Intolerance," for piano solo, the number having been selected by its composer from his orchestra music, illustrating the above film play. Chappell & Co. will shortly publish a book of orchestra and piano movie music to the famous "Birth of a Nation," by the same composer.

Messrs. Chappell & Co. have issued a new edition of

"Oh! You Haunting Waltz," a song arrangement of "Sphinx!" waltz. It is published in three keys and also in French text only. This new edition features a striking picture title-page, which is a sketch suggested by the celebrated painting of the Prima Donna by R. Panett.

The following list of songs has been made up by Chappell & Co., from the re-orders they have had from dealers, showing that they are "present-day sellers":

"Wait," Guy D'Hardelot; "Take Me To Flowerland With You," Dorothy Forster; "Sunshine and Cloud," Hermann Lohr; "My Little Red Rose," Hermann Lohr; "God's Love," Ward-Stephens; "The Light of The Sunset Glow," (Evensong), Easthope Martin; "When Life Was All a Song," Baron Aliotti; "Oh! You Haunting Waltz, (Sphinx!)," Francis Poppy; "Amaryllis Waltz," Armand Vessey; "The Waltz We Love," Armand Vessey; "Clinging Arms," Louis Colmaus; "Evensong Waltz," Easthope Martin; "Sybil Fox Trot," Victor Jacobi; "My Soldier Lad" (Mon Soldat), Louis Payette; "Pack All Your Troubles in Your Old Kit-Bag and Smile, Smile, Smile," Felix Powell; "Tim Rooney's at the Fightin'," Norah Flynn; "All the Boys in Khaki Get the Nice Girls," Tom Mellor and Harry Gifford; "Blighly," R. P. Weston and Bert Lee.

Re "new issues," Chappell & Co. state that "during the past three months we have endeavored to limit such, and therefore only the pick of new publications have been sent out. The current set will consist of some five numbers."

The most intimate and appealing Ballad of many years:

Calling Me Home To You

By FRANCIS DOREL

Composer of "WHEN MY SHIPS COME SAILING HOME"; "THE GARDEN OF YOUR HEART"; "LOVE BELLS"; etc., the popularity of which proclaims him one of our foremost Song Writers.

"Calling Me Home To You"

cannot fail to win its way into the hearts of the big song-loving public, for it has a melody of intrinsic beauty yet simple and understandable of the people.

You WILL have demands for this Song—MR. DEALER—

BE PROGRESSIVE and anticipate them—

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Bosworth & Co.'s Music

"The human aspect of the words alone of Dorothy Lee's 'One Fleeting Hour' makes the song worth possessing. And the music faithfully reflects the spirit of the text. Everything about the song is natural and understandable—not anything far-fetched or artificial. The singer who can do justice to a sympathetic ballad of the studiously simple type will thank us for drawing attention to 'One Fleeting Hour.'" This is the statement of a critic in Britain who adds this about the recent pianoforte music issued by Bosworth & Co.:

"F. G. Byford's intermezzo 'Zizica,' discloses many fascinating phrases, all woven together with skill, and constituting a satisfactory whole. We notice that a third edition of the solo has already been called for, a fact which of itself alone proves the generally attractive nature of the music. From the same composer we get an ably written march 'Cheerily Homeward,' the briskness of which combined with its prevailing spontaneity will help to win for it widespread popularity. Marches are always difficult to write on account of the restricted form; and it is to the present composer's credit that he has successfully overcome that difficulty.

"The impress of a musicianly hand is manifest on every page of Henri Dubois' 'Remembrance,' a romance as simple as it is pleasing. S. B. Thorpe's 'Meditation' has been founded for the most part on Russian themes, which have been handled with taste and judgment.

"Quite a big budget of Laurence Sturdy's writings are embraced in the parcel of novelties before us, to wit: 'Holiday Times' (suite of six sketches), 'Early Nursery Days' (twelve elementary solos for beginners in pianoforte playing), 'Day Dreams' and 'Morning Ride.' The two last named solos are issued under separate covers. Taking into consideration the composer's limited canvas, these tiny sketches show remarkable ability, possessing both musical and educational interest. Victor Durand's intermezzo 'Fireflies,' cannot be said to lack in certain elements of lovable humor and winsome gaiety."

J. H. Larway Publications

"In my garden sings a bird," Cecil Banmer, based on a dainty lyric of Ed. Teschemacher's, the metrical charm and sweetness of which has been transmuted into a melodic setting by this able composer. Vocalists capable of rendering it with the delicacy and finish it requires will have no difficulty in securing the warm appreciation of their hearers. "Dreaming of You," Aubrey Armstrong, is a tender, little dream song, with a touch of sadness in the lines.

"Dreaming of you, and it seems I hear you calling. Calling to me as you did long ago"—the melody in 3/4 rhythm of plaintive simplicity, quite in accord with the requirements of the text. Two new entr'actes appear, "Where's the Sergeant?" Sydney Baldoock, and "The Ring Master's Daughter," H. S. Pepper, both piquant examples of their class with a taking lilt and attractiveness that will set many heads nodding to their merry rhythm this coming season.—(The Pianomaker).

Anglo-Canadian Music Co. are Canadian agents for Larway publications.

Among the Newer Issues.

Messrs. Enoch & Sons, London, are issuing "The Orphée Edition" of the classics, being a new collection of works of the great masters. Revised by M. Moszkowski, G. Enesco, C. Galotti, and other authorities. The preliminary list contains piano solos of Bach, Beethoven, Chopin, Czerny, Schumann, and others. Other works are in the press. "Four Charming Suites," by Pierre Lescant are being featured by Edwin Ashdown, Ltd., London, under the titles, "Shadow Pictures," "Scenes Pittoresques," "Indian Scenes," and "In Arcady."

At the recent 165th Aecadian concert in the Imperial Theatre, St. John, a quartet rendered "When the World Has Power Again," the latest musical success of Mr. A. E. McNutt, of Moncton. It made a decided hit and an encore was demanded. Mr. McNutt is a former St. John man and his several compositions are very popular in that city.

Two songs, by the well-known writers, Frank Madden and Jules Brazil, that have become extremely popular since they were introduced, are "I'll Come Back To You," and "The Irish Laddies To the War have Gone." The former is the regimental song of the 201st Battalion, and was made a special feature by members of the regiment. "The Irish Laddies" was given a good introduction by Col. Lennox's regiment of Canadian Irish.

Anglo-Canadian Music Co. are Canadian agents for all the above publications.

New Music

(Continued From Page 69.)

32232. "The Two-Two" (Dance). By Arthur N. Green.
 32233. "Whose Pretty Baby are You Now?" Lyric by Gus Kahn. Music by Eghert Van Alstine.
 32234. "Other Eyes." Words and Music, by Clare Kummer.
 32239. "Beware of Pink Pajamas." Lyric by Sam M. Lewis and Joe Young. Music by Jean Schwartz.
 32240. "One Last Good-Bye." Words and music by Mary Buxter Brooks.
 32241. "Yaddle, Kiddo, Kadd's Koo." Lyric by Sam M. Lewis and Joe Young. Music by Geo. W. Meyer.
 32242. "Sweet Marjorie." Words and Melody by Harry Goodfellow. Arranged by A. E. J. McCready. Harry Goodfellow, Saint Lambert, Que.
 32249. "Tipponary Tommy." March. Arranged for Band by A. W. Hughes, Whaley, Royce & Co., Limited, Toronto, Ont.
 32252. "Turn to the Right." Words by William Jerome. Music by Milton Ager, Whaley, Royce & Co., Limited, Toronto, Ont.

New Victor Records For January.

(Continued From Page 58.)

- Laverne—Waltz Caprice (Hinton). (Saxophone Solo—with Conway's Band). H. Benson Hinton.
 18155 Inspiration—Spanish Valse (Moskowitz) (Columbia Solo). Joseph Moskowitz.
 Argentine Dance (Cumbatia Solo) (Moskowitz). Joseph Moskowitz.
 18156 Sweet Soiree—Hear My Prayer (from "Lulline") (Wallace) (Violin-Harp-Flute). Neapolitan Trio.
 Songs Without Words (No. 46—"Hope") (Mendelssohn) (Violin-Cello-Harp). Venetian Trio.
 18175 Sorenata Napolitana (Sgambatti) (Violin Solo). Maximilian Hiltl.
 Andante from Second Concert (de Beriot) (Violin Solo). Samuel Gardner.
 18182 American Trumpeter March (M. L. Lake). Conway's Band.
 All America March (J. S. Zimenceni). Conway's Band.
 18176 Pianoforte Selection—Part I. (Sullivan). "Now Give Three Cheers for the sailor's bride"—"A Maiden Fair to See"—"We Sail the Ocean Blue"—"I'm Called Little Buttercup"—"Admiral's Song"—"When I Was a Lad." Victor Concert Orchestra.
 Pianoforte Selection—Part II. (Sullivan). "Fair Moon"—"Carefully on the Tip-Toe Strolling"—"Refrain, Audacious Tar"—"He is an Englishman." Victor Concert Orchestra.
 18179 First Arabesque (from Arabesques") (Debussy) (Pianoforte Solo). Julius L. Schenkel.
 Serenade Levantine (Achilles Alpheraky) (Pianoforte Solo). Julius L. Schenkel.
 18193 Goose in the Bog—Medley of Irish Jigs (Accordion Solo). (1) "Goose in the Bog," (2) "Colairne," (3) "Trip to the Cottage." John J. Kimmel.
 Stack of Barley—Medley of Irish Reels (Accordion Solo). (1) "Stack of Barley," (2) "Black-Berry Blossoms," (3) "Green Fields of America." John J. Kimmel.

18164 Pastoral Dance (from "Nell Gwyn") (Edward German). Conway's Band.
Merry-makers' Dance (from "Nell Gwyn") (Edward German). Conway's Band.

35597 Peer Gynt Suite—Part I. 12-INCH
Italian Band.
Peer Gynt Suite—Part II. "The Death of Ase" (Grieg). Vessella's Italian Band.

VOCAL RECORDS

18178 Night Hymn set Sea (Mrs. Homan-Goring Thomas). Elsie Baker
Frederick Wheeler.

18148 Old Country Fiddler at the Telephone. Charles Ross Taggart.
Old Country Fiddler at the Telephone. Charles Ross Taggart.

45103 Life's Twilight (Katherine Ward-Oldy Speaks). Lambert
Murphy.

When the Roses Bloom ("In the Time of Roses") (Reichardt)
(Harp acc. by Francis Lapitino). Lambert Murphy.

45104 Mother Goose Songs, No. 2. (1) Three Little Kittens. (2) Ride
a Cock Horse. (3) John Smith. (4) Willy Winkie (from
"Fifteen Mother Goose Melodies." Elizabeth Coddige).

Once a Little Shepherd Maiden (Old French Folk Song. "Il etait
un Berger"). Kitty Cheatham.

45105 When John McCormack Sings a Song (Jerome-Groetz-Schwartz).
Nora Bayes.

Hick! Hoy (Stanley Murphy-Lewis F. Mair). Nora Bayes.

12-INCH

35590 "Smores," Robert J. Wildhack.
"Smores," Robert J. Wildhack.

35595 Primary Song and Exercises for Teaching—Part I. (1) What
Does Lift? Birdie Say. (2) Rock-a-bye Baby. (3) Hear the
Music of the Broom. (4) Return to high "do"—return to
low "do." (5) Diatonic Dictation. (6) Lullaby (No. 6
from Congdon's Music Primer No. 1'). Elizabeth
Wheeler.

Primary Songs and Exercises for Teaching—Part 2. (1) Soldiers,
(2) Picklewick. (3) The Hand Organ. (4) The Bells. (5) Ex-
ercise in Interval Dictation (Nos. 1, 2 and 3 from "Con-
don's Music Primer No. 1"). Elizabeth Wheeler.

35596 Alma Mater Songs—No. 4. Wesleyan College. "Come Raise the
Song" (Davis)—Cornell. "Far Above Cay-u-gas Waters"
(Smith and Wong)—Harvard. "Fair Harvard"—Amherst.
"Lord Geoffrey Amherst" (Hamilton)—Wesleyan College.

Alma Mater Songs—No. 5. Wesleyan College. "Old Nassau"
Peck-Langlotz)—Columbia. "Sons Song"—Pennsylvania
University. "Even Song" (Genna)—Dartmouth. "Elasser
Wheolack" (Warr)—Yale. "Boola Boola" (Hirsh). Victor
Male Chorus.

RED SEAL RECORDS

12-INCH

88559 Sancta Maria (Ch. Bertrand-Jean Faure). Enrico Caruso. Tenor.
In French.

74499 Rigoleto—Cari none (Dearest One). In Italian. (Verdi).
America Galli. Soprano.

74500 La Partida (The Departure) (Spanish Ballad). In Spanish.
(Alvarez). America Galli-Carri. Soprano.

88569 The Holy City. E. Westbury Stephen Adams). Geraldine
Farrar. Soprano.

88578 Die Lotusblume (Lotus Flower). (Heine-R. Schumann). Johanna
Gadski. Soprano.

74498 Sorrows of Death (from "Hymn of Praise"). (Mendelssohn).
Evan Williams. Tenor.

74497 It Was Not So to Be (Old German Folk Song). (Nessler). Her-
bert Witherspoon. Bass. In English.

64597 Pregunata a las Estrellas (Go Ask of the High Stars Gleaning).
(Mexican Folk Song). Emilio de Gogorza. Baritone. In
Spanish.

87246 Wargelied (Lullaby) ("Schafe, mein Prinzenchen, schaf' ein").
(Mozart). Emmy Destinn. Soprano. In German.

64607 A Perfect Day. (Carrie Jacobs-Bond). Alma Gluck. Soprano
(with Orpheus Quartet).

87261 Just You. (Madge M. Miller-H. T. Burleigh). Frieda Hempel.
Soprano.

87267 Long Ago. (T. Haynes Bayly). Alma Gluck. Soprano—
Louise Homer. Contralto.

87265 Nur wer die Sehnsucht kennt (Ye Who Have Yearned Alone).
Tschakowsky. Louise Homer. Contralto. In German (with
Cello Obligato).

64614 Minuet ("Celebrated Minuet"). (Bocherini). Fritz Kreisler.
Violinist (with String Quartet).

64623 Love, Here is My Heart! (Adrian Ross-Lao Silesu). John
McCormack. Tenor.

64615 Love's Delight. Martini. Mand Powell. Violinist (Pianoforte by
Arthur Losserer).

87166 Fant—Rammento. i lieti di quando (Dost. Don Remember!)
(Gounod). Titta Ruffo. Baritone. In Italian.

64609 Some Day I'll Wander Back Again. (Arthur W. French-Wm. A.
Huntley). Charles Whitehill. Baritone (with Male Quartet).

10-INCH

279 Per Cent. Increase

An increase of two hundred and seventy-nine per cent. in the output, surely evidences the popularity of His Master's Voice products. Reference to the Berliner Gramophone Co.'s announcement in this issue will show that in spite of this enormous increase that firm at present is unable to add to its list of dealers. This, however, is a condition that everything possible is being done to overcome, and when the output reaches a point

whereby new dealers can be taken on they will still find the public on intimate terms with the well-known trademark of Victor lines, by reason of continual and extensive advertising.

Columbia Manager in New York

Mr. Ralph Cabanas, manager Columbia Graphophone Co., Toronto, attended a meeting of district managers and department heads of the company at the Columbia factory, Bridgeport, Conn., in November. There were also present Mr. Louis Sterling, of London, manager of their European business, and Mr. H. A. Parkes, of Sydney, the company's Australian agent. The purpose of the meeting was to bring the selling and manufacturing organizations in closer touch, and to speed up the factories. The exchange of experiences and ideas was not only interesting, but of great value to the divisions represented, both of which are energetically forwarding any plan to get out more goods.

New Calgary Firm

A recent addition to the music trades in Western Canada is the Matthews Music House, Ltd., of 214 Eighth Ave., West, Calgary. E. R. Matthews is managing director, H. E. Matthews in charge of the mechanical and tuning departments, and L. B. Matthews manager of the sheet music and musical merchandise. The firm are carrying representative stocks of pianos, talking machines, sheet music, and small goods.

Mr. Stroup Visits Canadian Branch

Mr. Paul J. Stroup, manager Universal Music Co., New York, visited the firm's Canadian branch at Toronto. While here Mr. Stroup and Mr. H. H. Fitch, Canadian manager, inspected a number of sites in their search for suitable premises for this branch. The present location has been outgrown, and the firm expect to make a removal announcement early in the New Year.

Cecilian Co. to Move

The Cecilian Co., Ltd., Toronto, whose retail store is located south of College street, in the now famous "mystery block," have leased new premises at 247 Yonge street. This is on the opposite side of the street, and will bring the Cecilian Co., Ltd., quite down town, the new address being just north of Shuter street. They expect to be located in the new store toward the end of January.

Already contracts have been let for extensive improvements. There will be a number of sound-proof rooms for the phonograph department, the development of this branch alone necessitating the larger premises.

Mr. J. E. Hoare, president of the Cecilian Co., Ltd., referring to the new premises, for which a very favorable lease has been secured, expressed the satisfaction that their retail trade has given, being much larger than they had expected in so short a time, and they have found the larger store necessary. Mr. Pike, manager of the retail store, is quite enthusiastic over the prospect of being able to take care of a larger retail trade than has before been possible.

VANCOUVER LETTER

THE same healthy tone noticed everywhere last month continues strong in this district, and all dealers are looking forward to a brisk Christmas trade.

Mr. Switzer, manager for Fletcher Bros., Ltd., of 633 Granville Street, reports trade conditions extremely good, with a steady increase from month to month, which he attributes partly to holiday trade and partly to improved conditions.

We regret to report the loss, through drowning, of Mr. Frank Keen, one of Messrs. Fletcher Bros.' salesmen. He met with his death in an auto accident, which occurred recently on the Ladner Bridge, and in which nine people were killed.

Mr. Keen had been on a business trip out of the city, and was returning in a jitney stage when the accident occurred. He leaves a wife and two children, who deserve the support of the public, owing to the sad circumstances, and the fact that Mr. Keen was unable to obtain insurance through physical reasons.

Any subscriptions the trade see fit to forward to The Vancouver Daily Province paper will find their way into Mrs. Keen's hands, and could be given to no more worthy cause.

The Ajello Piano Co. of Granville St. reports the improvement of last month to hold good, and are looking for a continuance of the same through the Xmas season.

From Mr. William Thomson's establishment we learn business has been very satisfactory the past month, and that there is every prospect of December trade fulfilling their best expectations.

Mr. Walter F. Evans of Hastings St. is away on a business trip to the east. We learn, however, that business with his firm has been excellent for November, and that they anticipate good results for the present month.

Mr. Kennedy, manager for Mason & Risch, of Granville St., shares in the general optimistic view for the future, and expresses himself as expectant of a better Christmas trade than last year.

Mr. Kent, of The Kent Piano Co., Ltd., Granville St., reported himself well satisfied with the business of the past month, and spoke of the future in a very cheerful tone, showing that there was no room in his establishment for pessimism.

Mr. Montelius, of the Montelius Piano House, 728 Granville Street, is paying a business visit to Seattle.

Haines Bros. Manager Visited East

Mr. J. W. Woodham, manager Foster-Armstrong Co., Ltd., has returned to his headquarters at Toronto from a business trip through the Maritime Provinces. "Trade is very good indeed," remarked Mr. Woodham, referring to his trip, "and I found Haines Bros. dealers in the Eastern Provinces quite well pleased with conditions. When I reached Prince Edward Island there was good sleighing, which tended to liven up business for the merchants. In that portion of the Dominion there is much elation over a splendid potato crop, and American buyers have been rapidly buying up the available stock at good prices."

Stanley's Prediction

"My prediction in September that there would be a famine in pianos by Christmas bids fair to be realized," said Frank Stanley the other day, speaking of trade conditions. "It will be perhaps a cruel disappointment to many salesmen throughout Canada to have worked up sales for pianos which will not be supplied on time. The condition seems to be very general in this respect and there is no doubt that many manufacturers will make sacrifices in shipping stock to their dealers to fill which they have a genuine need for in their own warehouses."

W. B. Puckett Promoted

Mr. W. B. Puckett, for some time treasurer of The Williams Piano Co., Ltd., of Oshawa, Ont., manufacturers of Williams New Scale pianos and Maester-Art Reproducing Piano, has been advanced to the position of vice-president and manager of the Company, in recognition of faithful and capable service.



W. B. Puckett.

Mr. Puckett is a conscientious, loyal worker. He first joined the Company in 1910.

The Williams Piano Co. take pleasure in making this announcement to the trade.

Illustrated List of Transfers Being Prepared

The Globe Decalomanie Co. of Jersey City are preparing a complete illustrated price list covering all forms of transfers as used by piano dealers. The list will give prices on all styles of small "Sold by" name plates, dealers' fall board names, stock action rail designs, warranties, outfits for transferring, etc. This it is hoped will be finished by January 1st, and any dealer may secure a copy on request. This firm has an extensive connection with piano dealers in the United States and Canada.

Mr. E. J. Wright, general manager of the Wright Piano Co., Ltd., Stratroy, Ont., after a recent visit among Ontario points, is more pleased than ever with the status of Wright instruments. "Our great need just now is more goods," said he.

WINNIPEG LETTER

WINNIPEG merchants never cease to be optimistic or aggressive. When conditions were not propitious for the sale of musical instruments the vendors of them were cheered by the prospects of better times ahead. These better times have arrived in part. General trade is active, though the congestion of grain, because of a shortage of cars to move it, and the fact that much threshing is still to be done owing to man shortage, somewhat retards the full and free activity that is the Westerner's idea of good times. Easterners visiting this centre and travelling on through the provinces, express surprise at the beneficent effect of anti-liquor legislation. They appreciate that the buying power of necessities and home comforts have enormously increased, to the great advantage of the music trades.

Mr. Joseph M. Tees, who is well known as a concert manager and music dealer of some thirty years' experience, and who has been identified with the phonograph business for a long time, has opened up a music store in the new Curry Building at 206 Notre Dame St. This store is both bright and central, and will no doubt be an attraction to music lovers. Mr. Tees has secured the agencies for the Mason and Hamlin, Cecilian and Newcombe pianos. He secured the Edison disc phonograph and the Columbia Gramofola agencies, with complete stocks of records. Miss Nellie Malcolm, well known as a brilliant pianist both here and in the east, will be associated with Mr. Tees, in demonstrating the merits of these instruments.

Mr. E. C. Thornton, general manager of the Karn-Morris Piano & Organ Co., Ltd., with headquarters at Woodstock, Ont., recently spent a few days with the firm's Western branch. On his way through to Victoria, Mr. Thornton visited Regina, Saskatoon, Edmonton and Calgary, and reports a successful trip. Mr. Merrill, manager of the Winnipeg branch, reports collections as first class, but a shortage of stock.

Babson Bros., the only firm in this city giving an exclusive Edison service, report November sales up to the average. Collections have improved over previous years, and a busy December is looked forward to. They report that there is still a big demand for the Edison blue amberol and concert records, which have proved very popular.

The R. S. Williams & Sons Co., Ltd., are in the midst of a big Xmas business. Collections are also reported as good.

The new branch opened up in Calgary by Western Gramophone Co. of this city, who are distributors of Victor lines, is an enterprise appreciated by Victrola dealers located within shipping distance of that centre. The opening of this new branch is in line with the policy of Berliner Gramophone Co., Ltd., to give their dealers every possible service in the interests of better business. While experiencing a temporary shortage of Victrolas to meet the enlarged demand, the factory of Montreal has regularly increased the record output, and can take care of those dealers who are featuring records more than they have ever done.

When Messrs. Fowler Piano Co. were seen by the Journal they were expecting a Christmas shipment of three carloads of Willis pianos, which were on the way. The sale of a fine fumed oak Willis upright grand to Mr. W. J. Wilson, owner of the Bijou and Starland Theatres of Brandon, is reported by this firm. Leo Ornstein, the Russian ultra-modern pianist, used a Knabe grand piano at his concerts on Oct. 15 and Oct. 20, supplied by Messrs. Fowler & Co.

Mr. Reese has joined the sales staff of the Fowler Piano Co.

A Mason & Risch upright piano has been delivered to Government House for the use of the new Lieutenant-Governor.

Mr. O. G. Nyswander has been added to the selling staff of the Mason & Risch, Ltd. Mr. Nyswander will represent his firm in Manitoba district.

R. J. Whittle & Co., Ltd., the well known wholesale drygoods house, have entered the talking machine field. While in the east recently, Mr. C. B. Moore of this firm arranged for western distribution of Pathe lines, and this branch has been opened up under Mr. Moore's management.

Mr. Geo. H. Honsberger of Pathe Freres Phonograph Co. of Toronto, visited this centre in the interests of his firm. This was Mr. Honsberger's first visit to Winnipeg, and the extent of this city and its activity was a pleasant surprise to him.

Stanwood's Limited report a good business in phonographs and records, a great many Sovereign ma-

The only trouble Columbia dealers are having with the Columbia records is having to avoid being sold out too often.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
365 Spadina Ave. Toronto



chimes being placed in Winnipeg homes. Mr. Hood, until recently with the Winnipeg Piano Co., in charge of the records, is now acting-manager for Mr. Stanwood in the absence of Mr. Belknap, who joined the 226th Battalion. Miss McDougall is assisting Mr. Hood in this department.

Sheet music business at Wray's music store is improving. Anthems and Christmas carols, of which this store carries a large stock, being in demand. Word has been received that Mr. Fred Wray, now completely recovered from his wounds, is permanently settled at Ramsgate.

Mail order business with Whaley, Royce & Co.'s western branch is very good. "The difficulty is not in getting orders, but in securing the goods to sell," reports the management here.

In a conversation with Mr. H. P. Bull, manager of Cross, Goulding & Skinner, he states, "This is the biggest November we have ever had. Collections are good—we haven't a bad account in the city—and we are unable to secure nearly the required number of instruments we could sell." Mr. Bull reports a shortage of Victrolas, for which they have quite a demand.

Mr. H. H. Main, who was associated with Cross, Goulding & Skinner for some time before donning khaki, is reported as seriously wounded, and is now in a London hospital.

November opened up nicely with the Canadian Phonograph & Sapphire Disc Co. This firm is looking forward to a brisk trade in Pathe goods for the next few months.

The J. H. Ashdown Co., hardware dealers, are putting in a full stock of Columbia records and machines. This department will be in charge of Mr. Patterson.

The Western News Agency, Collier's Music House of Saskatoon, and Matthews' Music House, Calgary, have all put in an entire list of Columbia records.

Winnipeg Piano Company report business and collections much better than the corresponding period of last year. Mr. Parsons has returned to his duties, looking well after his operation and several weeks' convalescence in the hospital. They report having received a very amusing complaint from one of their well-intentioned, though not as well informed, clients in that the piano they tuned for her was not satisfactory, as the tuner had tuned it "an octave out."

The Western Gramophone Co., distributors of His Master's Voice products, are in the midst of their Christmas rush and record exchange, which takes place every three months. "Business was never better," is Mr. Scrofield's report.

Mr. R. C. Willis, western manager of Doherty Piano Co., is on his usual trip through Manitoba and West-

ern Provinces. Collections are reported good by the office.

Musical Instruments Limited

"Musical Instruments Limited" is the name and style of a newly organized company to receive a Dominion charter. The company is capitalized at \$40,000, and the head office is to be at Toronto. Among the incorporators are Messrs. A. T. Pike, J. A. Moore and B. S. Stright of the Cecilian Co. Ltd.

When asked by the Journal Mr. J. E. Hoare, president of the Cecilian Co., Ltd., Toronto, admitted that he was behind the new firm. While the charter is very broad, it is understood that the primary purpose of Musical Instruments Ltd., is to market the Cecilian Phonograph. Already a quantity of these have been turned out, and their reception has encouraged the proposal to go more extensively into their manufacture. A number of retail houses familiar with Cecilian pianos and players have demanded the phonograph of the same name as a high quality product. In the Cecilian Co.'s retail store in Toronto the phonograph department is featuring the Cecilian with excellent success.

A Piano Man's Hunting Trip

Even piano men can hunt other game than "prospects" sometimes.

The accompanying snapshots were taken on a moose hunting expedition in which Mr. E. E. Nugent, manager



of the Heintzman branch at Fort William was one of the party of eight. In the lower picture Mr. Nugent is shown with a front quarter of a moose on his back in a pack sack, having just returned to camp after a four-mile hike through a very rough country. Three of the party swamped the moose out in one trip. In the other picture Mr. Nugent is the centre figure. He retains his youth in spite of the responsibilities of a large business and the cares of bachelorhood.

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:

Saw Mills:

Dolgeville, N. Y.

Fulton Chain and Tapper Lake

Manufacturers' Annual Meeting

Music in the Home Propaganda Advocated—Satin Finish Again Endorsed—Donation to Patriotic Fund—Proposed Concerts at Exhibition—C. A. Bender of Toronto, President-Elect.

WITH an average representative attendance the annual meeting of the Canadian Piano & Organ Manufacturers' Association was held at the National Club, Toronto, on the evening of Monday, Nov. 27. As has been the custom for some years past, the business of the meeting was preceded by a dinner most pleasingly served in one of the Club's private rooms.

While the attendance was fully up to the average and the meeting a successful one in every way, having



Mr. C. A. Bender, the New President.

no doubt the moral support of those unable to attend, several firms with membership in the Association had no representation. In view of the telling influence that the organization has been and can be on the development of the industry, it is unfortunate that such an occasion as the annual meeting should not have representation from every firm in Canada eligible for membership.

The President's Address

The meeting opened with the President, Mr. Harry Sykes, in the chair. Following the reading of the minutes of the last annual meeting and the presentation of the Executive Committee's report, his address was given as follows:

Gentlemen:
At our last meeting we were confronted with conditions in our industry as regards volume of business which were far below what we expected, even considering conditions so unprecedented. At the close of an-

other year, however, we find ourselves unusually active in producing instruments to meet the demands. From all parts of our Dominion we find the busy season has brought to our industry an evidence of the prosperity of our people in the form of increased orders and the wherewithal to meet their obligations, and while every member of our Association is exceedingly busy devising



Mr. Harry Sykes, Hon. President.

ways and means to produce the requisite number of instruments, he realizes that he must shake off his timidity as regards making an advance in prices. The steady advance in the cost of all materials and labor will soon compel our manufacturers to make a fair increase in their wholesale prices. You will all agree that the splendid reputation of the Canadian-made pianos



Mr. Frank Stanley, 1st Vice-President.

and organs must not be impaired by a reduction in quality to offset this increased cost of production.

That important subject, "Music in the Home," is to be brought before you for consideration this evening. A committee from our Association has been at work

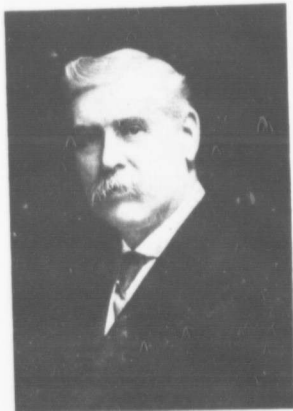
formulating their course of history; their inspiration an early artists at the front We h

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formulating a plan to bring before our Canadian people their consideration for a closer study of music and its history; to develop a deeper love for that which gives inspiration and delight to the human soul, and that at an early date we shall find Canada producing many artists who are well qualified to take their position in the front rank.

We have heard very frequently during the past

taken up this matter in earnest, and that already a good number of pianos have been exported to the British Colonies, that very favorable reports have been received, speaking in high terms of the quality and finish of the Canadian-made piano. Therefore when the time does come for the sending out of large orders, there is no doubt about our manufacturers receiving a good share of this business.



Mr. Robt. S. Gourlay.



Mr. Fred Bull.



Mr. H. H. Mason.



Mr. W. S. Manning.

The Executive Committee of Canadian Piano and Organ Manufacturers' Association

year that our Association should make a strenuous effort to capture a share of the export trade in pianos and organs, and that now is the time to pave the way. I am glad to report that several of our members have

As the holiday season approaches I feel that we should not forget our employees who are on His Majesty's Service. I am proud to know that every firm in our Association is very ably represented in almost every branch

of the service. I appeal to every member of the Association to see that their representatives at the front are remembered in some tangible way.

I wish to thank all the officers and members of the Association for the consideration and support accorded me during my term of office.

"Music in the Home" Propaganda

The chief interest of the meeting centred around the "Music in the Home" propaganda, which received another move forward. By resolution unanimously carried, the Association at this meeting went on record as approving the inauguration of a "Music in the Home" campaign, and instructed the Executive Committee to co-operate with the Toronto Retail Dealers' Association in preparing the joint plan to be put in operation.

The "Music in the Home" discussion was introduced by Mr. Robt. S. Gourlay, president Gourlay, Winter & Leeming, Ltd. Mr. Gourlay emphasized the necessity of the trade taking such steps as would secure the co-operation of the daily press by featuring a "Music in the Home" section or page. He instanced the newspaper recognition granted the automobile industry in the way of special pages or sections designed to interest the public generally, and the developing and maintaining of which interest was of great financial advantage to the industry.

By contrast nothing was being done to create similar advantages for the music industry other than print the advertisements of the respective firms, and it was pointed out that the music trade is one of the greatest users of advertising space.

The plan of getting a "Music in the Home" section



© Mr. T. J. Howard, 2nd Vice-President.

in the press was outlined by Mr. Gourlay, the object being the publication of well written articles and stories designed to develop and foster the desire for music in every home and the musical education of every child, all of which would be of direct advantage to the industry, as well as to the profession and the press.

Mr. E. C. Seythes, general manager of the Nordheimer Piano & Music Co., Ltd., who enthusiastically advocates the promotion of the "Music in Home" idea, also addressed the meeting. He outlined what had been done by the United States trade. The co-operation of the newspapers had been readily secured, and already several papers are conducting departments designed to interest and inform the public musically.



Mr. Fred Kötter, Treasurer.

Unlimited Guarantees

The matter of the guarantee of pianos and organs, and particular player pianos, was introduced and provoked an interesting discussion. One of the speakers remarked that in line with some other manufacturers, it had been the custom of his firm to give an unlimited guarantee with each instrument sold.

It was urged that the present was an opportune time for a change in the matter, that the unlimited guarantee was one of a number of customs that had come down from the days of our grandfathers, and it was suggested that the two year guarantee had been satisfactory. The practice of an automobile company was cited of giving a forty-eight hour's service that the buyer could use during the life of the machine.

It was finally resolved that the Association approve of the principle of limiting the guarantee on pianos, organs and players, and the matter was referred to the Executive Committee to secure from the trade a consensus of opinion as to the most suitable period of guarantee.

Satin Finish

The introduction of this subject readily brought down a resolution, unanimously carried, that previous resolutions endorsing the Satin Finish be affirmed. It was decided that all instruments displayed on the outer stands of the various exhibitions at the Canadian National Exhibition in 1917, be satin finished.

The secretary was instructed to bring the matter to the attention of the exhibiting manufacturers sufficiently in advance to allow time for the preparation of exhibits for the Exhibition of next year.

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Illumination at the Fair

The management of the Canadian National Exhibition submitted a request that the C. P. & O. M. A. cooperate in a plan to illuminate the piano section colonnade at the Exhibition of next year. The matter was referred to the Executive Committee.

Concerts at the Exhibition

Another Exhibition matter that the Executive Committee was asked to report upon at a subsequent general meeting was in connection with concert accommodation at the Exhibition. The proposition was made by one of the members that the time had arrived to take up with the management of the Exhibition, the advisability of promoting concerts at the Exhibition and providing accommodation for other musical affairs.

In connection with the presentation of the Treasurer's report it was decided that the Association supplement its contribution of last year to the Patriotic Fund by another contribution of two hundred and fifty dollars.

Officers and Committees Elected

Hon. Pres.—H. Sykes, Thomas Organ & Piano Co., Woodstock.

President—C. A. Bender, Heintzman & Co., Ltd., Toronto.

First Vice-Pres.—Frank Stanley, Toronto.

Second Vice-Pres.—T. J. Howard, Newcombe Piano Co., Ltd., Toronto.

Treasurer—Fred K ller, Gerhard Heintzman, Ltd., Toronto.

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

EXECUTIVE COMMITTEE

R. S. Gourlay, Gourlay, Winter & Leeming, Ltd., Toronto.

W. N. Manning, Sherlock-Manning Piano & Organ Co., London.

Henry H. Mason, Mason & Risch, Ltd., Toronto.

Fred Bull, Williams Piano Co., Ltd., Oshawa.

EXHIBITION COMMITTEE

Henry Durke, Mendelssohn Piano Co., Toronto.

G. Y. Chown, Wormworth Piano Co., Ltd., Kingston.

John E. Hoare, Cecilian Co., Ltd., Toronto.

NOMINATION COMMITTEE

David Allan, Bell Piano & Organ Co., Ltd., Guelph.

E. C. Thornton, Karn-Morris Piano & Organ Co., Ltd., Woodstock.

E. C. Scythes, Nordheimer Piano & Music Co., Ltd., Toronto.

Members Who Attended.

James Dunlop and H. Sykes, Thomas Organ & Piano Co., Woodstock.

Robt. S. Gourlay and D. R. Gourlay, Gourlay, Winter & Leeming, Ltd., Toronto.

W. N. Manning, Sherlock-Manning Piano & Organ Co., London.

E. J. Wright, Wright Piano Co., Ltd., Strathroy.

Henry Durke and W. D. Stevenson, Mendelssohn Piano Co., Toronto.

E. C. Thornton and A. E. Windsor, Karn-Morris Piano & Organ Co., Ltd., Woodstock.

Henry H. Mason, Mason & Risch, Ltd., Toronto.

S. F. Baulch and Frank I. Wesley, Gerhard Heintzman, Ltd., Toronto.

G. F. Domette, Mozart Piano Co., Ltd., Toronto.

H. A. Grimsdick and David Allan, Bell Piano & Organ Co., Ltd., Guelph.

E. C. Scythes, Nordheimer Piano & Music Co., Ltd., Toronto.

Fred Bull and W. B. Puckett, Williams Piano Co., Ltd., Oshawa.

James G. Merrick, Secretary, Toronto.

John A. Fullerton, Canadian Music Trades Journal, Toronto.

Their New Catalogue

Catalogue making has developed into an art second only in importance to the line that the catalogue is designed to illustrate and describe. To get the attention justifying the expenditure of money, of mental effort and of time in its production, the effective catalogue is in fact an extraordinary production.

In the November issue of the Journal Gourlay, Winter & Leeming, Ltd., Toronto, in their four-page announcement illustrated a page from their new catalogue, and also the first page of the Gourlay French catalogue. These publications are now in the hands of Gourlay dealers, who will find them an invaluable selling help.

In the full page illustrations the Ben Day process of engraving is effectively employed. The instruments stand out in bold relief, and are accompanied by specially made drawings showing the rooms in which the various pianos and players would be appropriately placed. For example, on the page showing the Style Bungalow Gourlay-Angelus is a comfortable living-room, typical of the well planned and furnished bungalow, with a cheery wood fire in the grate, and an inviting easy chair on either side. The descriptive matter is brief and the introduction is not lengthy, being confined to such statements referring to reputation, quality, prices, the factory and ambition of the company as will interest the prospective purchaser. Mechanically also the book is in keeping with the high class literature that always characterizes Gourlay, Winter & Leeming, Ltd., advertising matter.

"Business is not only up to the mark but rather ahead of it," reports L. J. Mutty Co., the Boston manufacturers and importers of specialties for players. "The great trouble, of course is that crude materials are so high to-day, it is difficult to tell what conditions will be in another year." Patrons of the Mutty firm will appreciate the dainty little 1917 pocket calendar that they have issued.

A music dealer revises his mailing list once every year in order to keep it up-to-date. He offers a small prize to every school teacher who will send him the names of fifty or more school children who are taking piano lessons, or are interested in music. When he receives these names he circularizes the children's parents for the sale of pianos, other musical instruments and music.



Heartiest Greetings

To wish you health;
 To wish you wealth;
 And many a merry day.
 And a happy heart
 To play the part
 Along the great highway.

The Mendelssohn Piano Co.

110 Adelaide Street West

Toronto

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Canada



The Late Thomas A. Eagen

Forty-Six Years in the Music Trades—Mourned by Innumerable Friends

In the death of Mr. Thomas A. Eagen, at his home in Toronto, on Nov. 28, after an illness of six weeks, there passed away one of the finest of characters, most generous and unselfish of men. Always solicitous for the welfare of others and glad in their success, he was ever ready to assist a fellow man with a word of advice and encouragement, or in a more tangible way.

Mr. Eagen, who never ceased to be "Tom" to scores of men prominent in the business world, and to shop associates of boyhood and manhood, was cut off in the prime of a useful and busy career. When called by death he was 62 years of age.

The late Mr. Eagen was born in Scarborough, which township, adjoining Toronto, has given this city many of its successful personages.

Forty-six years ago he commenced his career in the music trades of Canada, and with this industry re-



The Late Thos. A. Eagen.

remained an active and honored member until illness confined him to his home, finally resulting in his death. His first employment was in the time of the late Mr. T. A. Heintzman, in whose organization he remained until that gentleman's decease, continuing with his successors, and when the present firm of Heintzman & Co., Ltd., secured a charter, he was one of the incorporators. His apprenticeship was served in the days when the piano factory employee was schooled in every department. His advancement to the superintendency of the plant was entirely due to his dominant ability and never faltering perseverance.

When on the last day of November his mortal remains were laid to rest scores of men, including neighbors, fellow superintendents, down-town business men, old shop associates and employees, gathered to pay a

last tribute to the memory of one whose open handed hospitality, hearty and wholesome personality, attracted and held the friendship of busy men, and the love of little children.

In his remarks concerning the deceased, who was a member of Wesley Methodist Church, Rev. Dr. Rankin, who, assisted by the Rev. Manly Benson, conducted the funeral service, referred feelingly to his big heartedness and to his great affection for children.

Interment took place in Mount Pleasant Cemetery. An impressive feature of the service was the attendance in a body of the men who worked under him. These marched to the house, viewed the remains and preceded the funeral procession for several blocks, then lining up on either side of the street, stood with bared heads until the cortege passed.

The pallbearers were Messrs. Geo. C. Heintzman, William Heintzman, John E. Hoare, president the Ceilian Co., Ltd.; E. C. Birch, superintendent of the Foster-Armstrong Co. factory at Kitchener; T. H. Best, publisher of the Canadian Magazine, and Chas. Baxter, formerly of the Dominion Customs service.

Deceased, who was married only twelve years ago, is survived by his widow and two little girls, a brother, Mr. Nassau B. Eagen of Brooklyn, N.Y., and three sisters. One of these is Mrs. Best, wife of Mr. D. M. Best, piano hammer and string manufacturer of Toronto.

Among the members of the trade noticed in attendance at the funeral were Messrs. Otto Higel, R. H. Eason and H. A. Smith of the Otto Higel Co., Ltd.; Mr. Martin Donohue, supt. of the Mason & Risch factory; Mr. Louis Gassard, supt. of the Nordheimer factory; Mr. Henry Durke, proprietor Mendelssohn Piano Co.; Mr. T. J. Howard, general manager Newcombe Piano Co., Ltd.; Mr. C. A. Bender, president Canadian Piano & Organ Manufacturers' Association; Mr. Henry Heidman of the Mozart Piano Co.; Mr. H. J. Wharin of W. Bohne & Co.; Mr. Carl Zeidler, Mr. R. F. Wilks, Messrs. A. A. and Henry F. Barthelmes, formerly supply manufacturers, and John A. Fullerton of the Canadian Music Trades Journal.

E. C. Thornton Visited the West

Mr. E. C. Thornton, general manager of the Karn-Morris Piano & Organ Co., Ltd., Woodstock, returned from a business trip to the Pacific Coast in time to attend the annual meeting of the Canadian Piano & Organ Manufacturers' Association, held in Toronto on Nov. 27. Mr. Thornton was absent from his office only three weeks, confining his visits to the larger centres.

Asked as to his impressions of the results of anti-liquor legislation, Mr. Thornton stated that he believed the Western people would never again tolerate former conditions. On every possible occasion he discussed the question with business men and others interested and these invariably pronounced in favor of the total abolition of liquor as a business and economic advantage to the country apart from any other consideration.

"Money is circulating more freely and business generally is more encouraging," remarked Mr. Thornton. "During my visit the weather was exceptionally fine and bright, just what was required for threshing

operations. Threshing is going on day and night and the fires from burning straw light up the prairies for miles in all directions."

On his way across the prairies Mr. Thornton noticed thousands of acres of wheat still in the stalk.

New Universal Player Rolls for December

METRO-PART (88-Note). Hand Played	
203026 Eyes Have a Language of Their Own. "Betty".....	Leo Burnett
203028 Here Comes the Groom. "Betty".....	Happold Burr
203008 Honey-Moon Rag. Fox Trot.....	James Scott
201212 Medley of Christmas Hymns.....	James Scott
Introducing: (1) Angels from the Realm of Glory; (2) I Came All Ye Faithful; (3) Holy Night; (4) O Come Let Us Adore Thee.	
203018 Tossing the Cat. Fox Trot.....	Charles L. Johnson
203022 When the Lights Are Low. Fox Trot.....	"Polles 1916."
203046 Ida's Fox Trot.....	Jerome Kern
202972 Dance of the Raindrops.....	R. G. Adams
201088 I'll Sing Thee Songs of Araby.....	Frederic Clay
203054 I'm Down in Honolulu Looking Them Over. Irving Berlin	
203018 Come Along To Caroline. Fox Trot.....	Albion Jones
203034 Willow Woes.....	John Philip Sousa
METROSTYLE-THEMOSID (88-Note)	
203006 A Head-Liner. One-Step Medley.....	1.20
Introducing: (1) Trail to Sunset Valley; (2) Out and Grow Thin; (3) Trail to Sunset Valley; (4) Put on Your Slippers and Fill Up Your Pipe; (5) Eat and Grow Thin; (6) Trail to Sunset Valley.	
202898 Around the Christmas Tree.....	1.20
Introducing: (1) From Heaven I Was Sent to Earth; (2) Ringing of the Christmas Bells; (3) O Come, Little Children; (4) Cantique de Noel; (5) O Tannenbaum; (6) Holy Night; (7) Come Hither Ye Faithful; (8) Tomorrow Will Be Christmas; (9) Ringing in the New Year; (10) Passing of the Old Year; (11) Sleighride-Return Home.	
202866 Betty Waltzes.....	1.20
Introducing: (1) The Duchess of Dromae; (2) Dances With Me; (3) Pinade of Act I; (4) It Was True; (5) Can It Be Love; (6) Dance With Me.	
202862 Christmas Chimes.....	F. W. Vandierboom
202978 Coaling Up in Colon Town. One-Step.....	Richard A. Whiting
202974 If a Baby Would Never Grow Older. Fox-Trot.....	Harry Tierney
202714 If You Ever Get Lonely. Fox Trot.....	Henry J. Marshall
202992 Just a Word of Sympathy.....	Egbert van Alstyne
202972 Mummy's Little Coal Black Rose. Fox Trot.....	Richard A. Whiting
202894 My Soldier Lad (Mon Soldat). One-Step.....	Louis Payette
202904 O'Brien is Trying to Learn to Talk Hawaiian. One-Step.....	David T. Slone
203002 On the South Sea Isle. Fox Trot.....	Harry von Tilzer
202986 Put on Your Slippers and Fill Up Your Pipe. One-Step.....	Albion Jones
202982 Red, White and Blue. (Columbia the Gem of the Ocean). Three verses.....	48
202988 Step with Pep. One-Step.....	Ed. B. Kaufman
202998 Take Me to My Album. One-Step.....	Harry Tobias
202996 Tennessee Blues. Fox Trot.....	William Warner
203008 Top-Notch. Fox Trot Medley.....	1.20
Introducing: (1) My Castle in the Air; (2) It's a Pretty Thing; (3) Dance of the Dolls; (4) Pray for the Lights in the Air; (5) Tennessee Blues; (6) My Castle in the Air.	

Otto Higel Co.'s New Player Rolls

SOLO ARTIST RECORDS	
503123 At Dawning. Vocal.....	Edman \$0.55
503144 At Sunset. Revue.....	Brewer 70
503164 Beneath a Balcony. Novelty.....	Wonne 20
503154 Dancing Leaves. Caprice.....	Milos 70
503123 In the Time of Roses. Song.....	Reichardt 55
503113 Mystery Moon. Song.....	Roberts 55

503093 My Sweetheart Mary. Ballad.....	Coffin 55
503084 One Plothing Hour. Song.....	Lee 70
503174 Southern Nights. Waltz.....	Roberts 70
503103 Under Green Leaves. Hummel Song.....	Rendall 55

SOLODANT MUSIC ROLLS	
913443 Allah's Holiday. Fox Trot. From "Katinka." Ukalele Interpolations.....	Prini 50
913364 America Forever. March.....	Paul 70
913423 Answer. Ballad.....	Rohay 55
913374 Boots and Saddles. March.....	Loak 55
913354 Girls of Eden (Had her Mad In). Waltz, Mandolin Interpolations.....	70
913323 Good Bye, Honolulu. One-Step. Ukalele Interpolations.....	55
913383 I Want to Go Back to Honolulu. One-Step. Ukalele Interpolations.....	55
913343 Simplicity. Graceland Dance.....	Cunha 55
913373 Sweet Lullaby. Hawaiian Serenade. Ukalele Interpolations.....	Lee 55
913404 Waltz Medley No. 3.....	Laulika 55
Introducing: (1) Baby Shoes; (2) Turn Back the Sympathy; (4) Just Dreaming of You. Ukalele Interpolations.	

STAR MUSIC ROLLS—25c. Each	
N269 She is the Sunshine of Virginia. One-Step. Introducing Mississippi Dues.....	78
N270 When the Sun Goes Down in Romney. Fox Trot. Grant.....	50
N271 How My Eyes are Smiling. Waltz Song. Hall.....	50
N272 Honey Moon Rag. One-Step. Scott.....	50
N273 I Ain't Got Nobody. And Nobody Cares for Me. Fox Trot. Young & Wardell.....	50
N274 Our Hearts Go Out to You, Canada. March Song. Ball.....	50
N275 Irresistible. Fox Trot Rag. Hudson.....	50
N276 The Bright Side. One-Step and Fox Trot. Cobb.....	50
N277 Mummy's Little Coal Black Rose. Fox Trot. Whiting.....	50
N278 Pick all Your Troubles in Your Old Kit Bag, and Smile, Smile. One-Step. Powell.....	50

Service Department for Personal Attention to Users of Heineman Motors

The institution of a completely-organized service department, whose functions will include direct and personal attention to the talking machine, wants a clientele that is national in extent, was commented upon in an interesting fashion a few days ago by the sales manager of the Otto Heineman Phonograph Supply Co., of New York and Elyria, O. "For some time past occasional inquiries for advice upon the best methods of installing and operating various talking machine parts had been brought to our notice," said he, "so that, upon the last visit of Mr. Heineman, our president, to Elyria he decided to go a step further in the process of rendering complete satisfaction to customers, and establish a department whose sole duty it should be to cultivate and make clear any questions that might arise as to the proper use of our equipment. Mr. Heineman appointed Paul Wood, for several years our master mechanic and a motor expert of well-known reputation, to the direction of the new department. It will be Mr. Wood's duty not only to reply promptly and explicitly to all inquiries of a mechanical nature reaching us, but also to travel extensively a good part of the time and meet Heineman customers in their own plants, where their problems can be studied by him under local conditions."

Columbia product to-day does not merely produce bigger profits per sale, or per dollar, or per hour, than almost any other line of merchandise now being sold, but it adds to the appearance of a music store and to the standing of a music business.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
365 Spadina Ave., Toronto



Formal Introduction of Aeolian-Vocalion at Nordheimer Hamilton Branch

At the Hamilton salesrooms of the Nordheimer Piano and Music Co., Ltd., the formal introduction of the Aeolian-Vocalion to the public of that city took place in the form of a series of recitals. The attendance and the interest was very gratifying to Mr. L. E. Eager, manager of that branch, who, with the assistance of an enthusiastic staff, had every detail most carefully arranged.

Cut flowers were generously distributed throughout the rooms, and the walls were draped with flags. Each lady who attended the recitals was presented with a rose by the management. Bouquets of roses were also presented to the ladies contributing to the programme.

The artists included Master Wesley Nash, of Owen Sound, a lad of fourteen, with an exceptionally sweet voice and attractive manner. His teacher, Mr. Gun, of Owen Sound, played Master Nash's accompaniments. Mrs. Adam Blatz, whose husband is a well-known local

dealer working as hard to get instruments as the salesmen formerly worked to sell them. "But," said he, "it is nearly as discouraging to the salesman who has worked hard to get his 'prospect' to the point of deciding, and then be unable to fill the order."

Mr. Rollason is an earnest advocate of the one-price system of retailing pianos, and he states that a growing number of retailers sympathize with his plan as more businesslike and profitable and tending to elevate the status of the business.

Visited Supply Markets.

Mr. F. T. Quirk, manager of Sterling Actions and Keys, Ltd., reports unusually brisk conditions in the piano trade. The greatest difficulty is being experienced, however, in getting goods out, by reason of labor shortage, and scarcity, as well as high cost of materials. On his recent visit to supply centres, Mr. Quirk made extensive purchases to protect his trade against a continually rising market.



Interior
View at
Nordheimer's
Hamilton
Branch.

musician and a valued member of the Nordheimer organization, was a most acceptable violin soloist, accompanied by Mr. Blatz. Miss Marion Frances, mezzo-soprano, and Percy Rigby, baritone, were enthusiastically received. Their accompaniments were played by Miss Margaret Langrill. Several brilliant piano solos were contributed by Miss Edith May Yates, of Toronto.

Naturally the central figure of the programme rendered was the Aeolian-Vocalion, and, judging from the expressions of approval, this instrument made a most favorable impression. Mr. Powels, of the Nordheimer Toronto staff, played several accompaniments for the Vocalion numbers on the Nordheimer player-piano. Both in point of attendance and interest the recitals were a decided success, and a great credit to Mr. Eager and his staff.

Advocates One-Price System.

When seen in Toronto by the Journal recently, Mr. H. B. Rollason, the Ontario wholesale representative of the Karn-Morris Piano and Organ Co., Ltd., was lamenting a shortage of stock. He agreed that the situation was rather a novel one, it being somewhat unusual to have

Otto Higel Co. Report Active Business
"Business is good," remarked Mr. R. H. Easson, vice-president of the Otto Higel Co., Ltd., "but all the resourcefulness a manufacturer can muster is necessary to secure a sufficient supply of materials to get the orders out, and prices continue to soar." Referring to different items of increasing cost, Mr. Easson mentioned another advance in the cost of ivory.

Mr. Otto Higel, president of the company, spent some days with the Toronto plant, and was quite pleased with the activity of the piano trade. The same condition applies at the firm's New York plant, with equal difficulty in securing the required help.

Willis Pianos For Montreal Hotels

The members of Willis & Co.'s selling organization are greatly pleased over their success in placing instruments in the Ritz-Carlton and Windsor Hotels, Montreal. An official of the company said in this connection: "We are greatly pleased to have both Knabe and Willis pianos in these hotels, especially as there was a considerable amount of competition in connection with the equipment of these hotels."

Output Curtailed by Enlistments

At the Sherlock-Manning factory in London the output is getting to more nearly normal figures, though still some distance from the point that permits deliveries to dealers as promptly as the dealers require.

From the outbreak of war the firm have given every encouragement to enlistment, even though seriously impairing their own organization. By additions to the staff during the fall and by working overtime they are beginning to catch up with the demand, which is cheering news to Sherlock-Manning dealers.

Personalizing a Piano

The above is the title of a book by Augustus Bridle, a Toronto writer and author. It has been copyrighted by Gourlay, Winter & Leeming, Ltd. It is, as the author says, "a personal story about a man and a piano." The man is Robert S. Gourlay, president of the above-named firm, and the piano is, of course—the Gourlay.

This book is not exactly what one generally considers advertising literature, and yet it is just that, for it tells the Gourlay dealers things they want to know. It inspires. It visualizes. It is unique. Because this is so it was sent to Gourlay agents. And by way of impressing its own personality, it was sent by mail, registered.

The book lets the readers of it into the secret of the purpose and of the success of the Gourlay Council. It introduces one to the executive, to the department heads of the manufacturing, accounting, and selling organizations. It not only introduces, but creates acquaintanceships.

Apart altogether from the literary merit and interest of the book, its mechanical get up compels attention. Printed in two colors, on the best of paper, and bound in a delicately colored, artistically designed cover, it is, as is always the case with Gourlay productions, in keeping with the Gourlay conception of the finest in pianos.

C. W. Lindsay, Ltd., at Belleville

The Belleville branch of C. W. Lindsay, Ltd., has been removed from 29 Front St., formerly Barrett & Co.'s store, to the W. B. Riggs store, where the business formerly carried on by the latter has been purchased by the Lindsay firm. Mr. Riggs, during nearly half a century, built up a wide connection in the Bay of Quinte District, where he is well known, and in succeeding him C. W. Lindsay, Ltd., acquire a well-established trade. Mr. F. M. Barrett, formerly of Barrett & Co., who sold to the Lindsay firm and remained their local manager, continues in charge of the consolidated businesses.

Mr. M. S. Grace, district manager of C. W. Lindsay, Ltd., superintended the transfer. Mr. Grace is also well known in Belleville, Brockville, and Kingston. After his start in Brockville he opened up handsome salesrooms in Kingston, and then followed the invasion of Belleville by the purchase of the Barrett & Co. business. In addition to the various pianos featured, the Lindsay Co. have an extensive Victrola department, as at their various other branches and at their headquarters in Montreal. Other branches of this firm are at Ottawa, Three Rivers, and Quebec.

Trade News Briefs

Mr. N. H. McMenimen, managing director, Pathe Freres, New York, visited Toronto recently.

Mr. Otis C. Dorian, general manager Pathe Freres Phonograph Co., Toronto, visited New York recently in the interests of his firm.

Mr. A. L. Ebbels, the well-known representative of the American Piano Supply Co., has just completed his last Canadian trip for 1916.

"78 Rolls of music free with every player piano" advertises a New York firm, which also emphasizes "easy monthly payments."

A Detroit dealer has announced that after Christmas he will not accept any more used talking machines as part payment on new deals.

An American trade paper says it was acknowledged by a San Francisco house, when the no-commission plan went into effect, that for the ten months previous over \$29,000 had been paid out in commissions.

Mr. George W. Norris has joined the selling staff of the Nordheimer Piano and Music Co., Ltd., at Toronto. Mr. Norris, who is a young and active business man, was formerly the Nordheimer's agent at Newmarket, where he has many friends.

Although it is now about a month since the stork visited the home of Mr. A. A. Pogg, salesmanager at the Nordheimer warehouses, Toronto, he is still receiving congratulations. He is also just as pleased with the little girl as though it were a boy.

Mr. W. Bohne, the well-known piano hammer and string manufacturer, of Toronto has returned from a successful trip to the New York supply markets. Mr. Bohne is unremitting in his efforts to secure felts and wire in sufficient quality and quantity to meet the requirements of his customers.

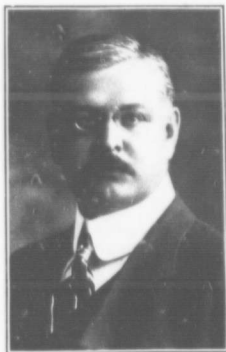
In their efforts to get the necessary supply of Sonora Phonographs to meet orders, the members of the firm of I. Montagnes and Co., Toronto, Canadian distributors of these lines, frequently visit the factory at New York. They state that the goods are now coming through quite satisfactorily. In corresponding regarding shipments, the manufacturers wrote that they are "working overtime on their goods."

Among recent Canadian guests registered in New York hotels was Mr. Frank Stanley, Toronto, who spent a couple of weeks in that city and other centres on a combined business and pleasure trip. Mr. Stanley was accompanied by five-year-old Frank, jr., whose enthusiasm over the sights submerged any desire to retire even at midnight. In his absence, Mr. Stanley's staff had completed new sound-proof demonstration rooms for the phonograph department, giving this branch of the firm's business better facilities than it has ever had.

Mr. Carl Zeidler, the Toronto importer of materials for the piano supply trade and a specialist in ivory, was among the successful hunters in the Northern wilds during the season. With Mr. Herman Heintzman he had an enjoyable outing in the Nipissing district and bagged sufficient duck and venison to go around their friends. On one occasion Mr. Zeidler's dog, a well-trained retriever, went after three duck that he shot and brought out nine—six wooden ones.



N. G. VALIQUETTE
Vice-President



HON. J. L. FERRON,
K.C., M.L.A.

The men behind
Pathe Freres Phonograph Co.
of Canada, Limited
who are now located in their new
factory at 4-6 Clifford St., Toronto.



W. J. CRAIG
Secretary-Treasurer



JAMES MALCOLM
President



O. C. DORIAN
General Manager



E. M. KEARSING
Factory Superintendent



ANDREW MALCOLM
Director

Advocates Dealers Organizing

An organization of music dealers for their mutual benefit is the ambition of Mr. Chas. Biehl, the well-known retailer of Galt, Ont. When seen by the Journal recently, Mr. Biehl deprecated certain conditions peculiar to the trade that tend to make it less dignified, less profitable, and otherwise less attractive.

He regretted the custom of giving away music rolls with player sales and the fact that the dealer has no return privileges for unsaleable stock as in the case of talking-machine records.

Mr. Biehl considers that during the Exhibition at Toronto the dealers of Ontario, at least, if not the whole Dominion, should get together and organize with the idea of eliminating such handicaps as the trade is now laboring under.

ing musical instruments, and his firm has probably sold more organs than any similar firm in the Maritime Provinces. Mr. Phinney is an expert on church organs, and his long experience is valuable to churches contemplating purchasing an instrument. His prices will be very satisfactory indeed.

Mr. W. C. Parker, who has had a large experience in the piano and organ business, both wholesale and retail, will be associated with Mr. Phinney in his future business."

Settlement of Patents' Suit

Concerning the settlement of litigation in the case of Victor Talking Machine Co. vs. Sonora Phonograph Corporation, the November issue of Talking Machine World publishes the following:



This view and the illustration on opposite page show window display at the Orchard Bazaar, Toronto, during Edison week. Designed by S. F. Bouché.

N. H. Phinney Withdraws From Old-Established Firm. Continues Business at Lawrencetown, N.S.

In a local exchange the withdrawal of Mr. N. H. Phinney, of Lawrencetown, N.S., from the old-established firm of N. H. Phinney & Co., Ltd., is announced. In the exchange referred to the following information was given by Mr. Phinney:

"On May 1st, 1916, the head office of the music firm of N. H. Phinney & Co., Ltd., was moved from Lawrencetown to Halifax. Mr. N. H. Phinney, the well-known head of the firm, did not feel like leaving Lawrencetown, where he has always resided. For this reason he has withdrawn altogether from the firm of N. H. Phinney & Co., Ltd.

"This announcement is to say to the public that Mr. N. H. Phinney will continue the piano and organ business as heretofore at his old stand at Lawrencetown, where he has by upright and honorable dealing built up one of the largest retail piano and organ businesses in the Maritime Provinces. Mr. Phinney will continue to handle a line of the very highest grade instruments manufactured in Canada, the particulars of which will be shortly announced.

"Mr. Phinney has had 46 years' experience in sell-

ing As is well known in the trade, the Victor Talking Machine Co. brought several suits against the Sonora Phonograph Corp., based on infringement of patents, several of which were directed to the enclosed horn type of talking machine.

"This litigation has been long pending, and by special assignment the cases were to be tried in October, and there has been widespread interest in the trade over the outcome of these suits, owing to the effect they would have on the talking machine industry.

"The Sonora Phonograph Corp. had made most careful and exhaustive preparation for the defence of these cases, retaining very able counsel and the best experts available, but, according to Mr. Brightson, the president of the Sonora Corp., when the trials became imminent, he became exceedingly apprehensive of the outcome, because if defeated the Sonora Corp. would be practically forced out of business, or at least so practically handicapped as to make the future of the company too uncertain to warrant its continuance.

"Under these circumstances, Mr. Brightson thought it to the interest of his company to make overtures for a settlement of the litigation, and although the Victor Co. was insistent on the cases going to trial, Mr. Brightson's persistence finally had its reward; resulting in consent decrees being entered for the Victor Talking Machine

Co., with the approval of the court, sustaining their patents as valid and infringing.

"Mr. Brightson stated that while, of course, he would not make public the minor details of the settlement, he would say that the Sonora Corp., with the advice of its counsel, was willing to recognize the validity of the patents in suit, and that a license had been obtained from the Victor Co., which, while limited in its scope, would nevertheless permit the Sonora Corp. to continue to market its present product, and though the royalty to be paid to the Victor Co. under the license was very substantial and would undoubtedly be burdensome to the Sonora Corp., yet, as a matter of good business and to a certain extent guarantee the future of his company, he acquiesced in the advice of his counsel and recommended the agreement to his board of directors, which unanimously approved it.

"Mr. Brightson believes that he could not possibly have brought about this altogether desirable arrange-

ment of the best built buildings in the city, four storeys, fifty feet front. Our first floor will be devoted to the sale of Victrola records, sheet music and small goods; our second floor to pianos, where we will have probably a dozen different parlors. Some of the suites on the third floor will be rented for studios, and the large, dry basement will be used for storage of surplus stock. The building contains private passenger and freight elevators. The floors will be of the best grade hard maple. On the ground floor the ceilings will be eighteen feet high, thus enabling us to instal a mezzanine floor, where the offices and the Victrola salesrooms will be located. This building has fifty feet frontage, one hundred and twenty feet depth, and when finished, in our opinion, will be equal to, if not superior to any on the Pacific Coast.

"No, indeed, I am not thinking of leaving Vancouver. I have been here for fifteen years. I and my family have formed a large circle of very dear friends



This view and the illustration on opposite page show window display at the Gerhard Heintze Music Toronto Store during Edison week. Designed by S. F. Baulch.

ment with the Victor Co. unless the Sonora Corp. had uniformly been putting out high-grade machines, and that the Sonora Corp. will continue its policy in that regard."

The firm of I. Montagnes & Co., Toronto, are Canadian distributors of the Sonora line, of which they are doing considerable consumer advertising.

Will Not Abandon Vancouver

W. W. Montelius, president of the Montelius Piano House, Ltd., Vancouver, B.C. denies the report circulated in Seattle, Wash., that when he recently took over the Eilers business in that city he said "That the war was so affecting conditions in the Province that I had decided to come back to the United States." Of the incident he said:

"We are not going to leave Vancouver. True, war conditions have worked havoc with the piano business here, but we have such confidence in the future of Vancouver and British Columbia that we recently took a long lease on a large store in the business centre. It is

and good loyal customers, and at my age I do not care to go elsewhere to commence over again. The business in Seattle is incorporated into 'The Montelius Music House,' with \$100,000 capital. Geo. Jackson will be vice-president and general manager, W. W. Montelius will be president, and H. W. Montelius secretary, and we have such confidence in Mr. Jackson's ability to take care of the details of that business that I do not anticipate that my presence there in connection with the management will ever be necessary."

\$7,000 Gift For Edison

Business associates and employees of Thomas A. Edison sent to his office a hand-carved cabinet, said to be worth approximately \$7,000.

The presentation was to have been made at a hotel in New York, but after several hundreds of his employees and friends reached the hotel the inventor sent word that he was too busy to go to New York and asked that the present be sent him at West Orange, N. J.

The cabinet is an exact reproduction of the famous

piece of wood carving which the inventor admired when on his trip to Paris a few years ago. Knowing of his admiration for the cabinet, his friends sent an expert wood carver to Paris to make a copy.

French Record Branch.

A catalogue of French records has been issued by the Canadian division of the Columbia Graphophone Co., to which twelve new titles are being added each month. There are separate supplements and hangers printed in French. Mr. L. R. Beaudry, formerly in business in Montreal, is in charge of this department, and he is greatly encouraged with the reception given the recordings of the artists well known in Quebec Province. Mr. Beaudry personally visited the recording laboratory in New York with a party of artists and had many recordings made in his native tongue. These have found a ready sale in Quebec Province, where songs in the language the French people best understand are greatly appreciated. In connection with this department, Mr. Beaudry relates an interesting experience in Montreal, and which he tells as follows:

A Tele-Graphophone Communication

CAST:

Mr. E. Tarte, editor of *La Patrie*, Montreal, present.
Mr. Depoeas, proprietor of the Canadian Graphophone Co., Columbia jobbers, Montreal, present.

Mr. J. P. Filion, famous French-Canadian actor, of the Theatre National, Montreal, at the other end of the line, five or six miles away from the scene.

SCENE: A demonstration booth in the retail store of the Canadian Graphophone Co., Montreal.

Mr. Beaudry is demonstrating the new French records just issued by the Columbia Graphophone Co., and recorded by French-Canadian talent.

Mr. Eugene Tarte, who is quite a musical critic, has been invited to assist at the demonstration. One after the other the series of the 12 new French records for November are greatly admired by those present, and as we come to record No. E3024, on which Mr. J. P. Filion, famous French-Canadian comedian has recorded two extracts from "Cyrano De Bergerac," the immortal master-play of Edmond Rostand, the French Academicien, Mr. Beaudry thinks of calling up Mr. Filion over the telephone and to let him listen, impromptu, to his own recitation recorded in New York a few months before.

This little scene, staged as it was without preparation and on the spur of the inspiration, struck Mr. Tarte as being uncommon, and he made note of it for further reference in his newspaper.

When the record was played through, Mr. Filion said that he had not missed a single word of the recitation. Mr. Filion was, of course, grateful for the attention and deeply moved by the play of circumstances which permitted him to listen to his own voice through a Grafonola and over the telephone.

FOR SALE

Complete set of 5 volumes Groves' Dictionary of Music and Musicians. Contains most exhaustive information on music and musicians for many centuries. Will sell for cash or terms arranged. Apply Box 286 Canadian Music Trades Journal, 56-58 Agnes St., Toronto.

Make Record Business Offset Shortage

Reprinted from "His Master's Voice" Bulletin.

Every "His Master's Voice" dealer knows that it is not going to be easy for him to get all the Victrolas he will want during the next few months. But, here's a tip to the wise, and that is, make up for the shortage of Victrolas by doing more business in records. We admit that it takes more time, (and perhaps more brains) to land an order for \$100.00 worth of records than to close a deal for a Victrola, but \$100.00 is \$100.00, isn't it? And it's the money you're after, isn't it? So don't pass this up, get your record stock in shape, for with a good, well-chosen, and sufficient stock of records you can do a whale of a business, even if you didn't have a Victrola in the place. A Victrola is useless without records, just as records are useless without a Victrola. It's music that people pay their good money for, and to make music they need the one as much as the other.

Imagine, for instance, if you get fifteen, fifty, or five hundred Victrolas, and dispose of them all ten days before Christmas, what will you do then? Hold your hands and wait for your Christmas dinner? You might as well if that's all the Victor products you have in stock, but, if in addition to whatever number of Victrolas you have been lucky enough to get, you really have a hang-up stock of Victor records on hand, you'll go right on piling up the cash.

There is no use talking, the place to make your money is on your record business. From each individual customer you will get an order for a Victrola once in a lifetime. From the same customer you can get an order for records as often as you make an honest effort, and have the goods on hand with which to back up that effort.

And the secret is, develop the record purchasing possibilities of every Victrola customer you have to somewhere near their proper capacity. Some dealers neglect the record business because it is so easy to sell Victrolas; but to conduct your business that way is like skimming the milk and throwing away the cream.

TUNER WANTS POSITION

Man with 16 years' experience in tuning, regulating and repairing pianos wants position in Canada. Advertiser is an Englishman above military age—prepared to come to Canada at once—also can tune reed organs and has had a little experience with players. Address, F. D., care of Canadian Music Trades Journal, 56-58 Agnes St., Toronto, Canada.

WANT CANADIAN ORGANS

A Queenstown, a Port Elizabeth and two East London firms ask for catalogues, price lists and particulars of weights of Canadian-made organs. Apply, Secretary Canadian Manufacturers' Association, Toronto, quoting Reference Nos. 1755, 1821, 1776 and 1788.

An East London firm asks for catalogues, price-lists and particulars on Canadian-made organs. Apply Secretary Canadian Manufacturers' Association, quoting reference No. 1718.

A Cape Town firm requests catalogues and price lists from Canadian organ manufacturers. Apply to Reference No. 1950, Secretary Canadian Manufacturers' Association, Toronto.

A Port Elizabeth firm wants catalogues, price lists and particulars of weights of Canadian-made organs. Apply to Reference No. 1941, Secretary Canadian Manufacturers' Association, Toronto.

A Pretoria firm wants catalogues and price lists from Canadian piano manufacturers. Apply Reference No. 1962, Secretary Canadian Manufacturers' Association, Toronto.

Gerhard
Heintzman
Influence

NATIONAL LIBRARY
CANADA
BIBLIOTHEQUE NATIONALE



OR every person who sets foot inside your store, there are a dozen folks in town who see and hear the pianos and players you sell; who observe your service—and they size you up accordingly.

Your part done well not only pleases your customers, but gets you new ones.

This manner of help goes with the Gerhard Heintzman agency—and this is what makes the Gerhard Heintzman Piano the "first choice" of many successful dealers. The piano itself impresses musicians wherever music is appreciated, and it is the grade of instrument which you feel impelled to surround with up-to-date service.

The new Gerhard Heintzman Metal-action Player is the instrument of the moment. To a person who is fond of good music and who cannot play, you demonstrate this new musical product and you'll be sure to strike a "spark."

Gerhard Heintzman, Limited
75 Sherbourne St., Toronto, Can.



The Mason & Risch Piano is an instrument whose merit is not confined to one or a limited few, "talking points," but rather a Piano of super-excellence in its entirety. It is a STANDARD instrument in the truest sense of the word, an example of how genuinely good a Piano can be and how well it can be built:— a pattern of what choice materials and perfect workmanship will produce.

Steadily increasing sales offer the undeniable proof that the Mason & Risch Piano shows distinctive value, that its dignified OUTWARD appearance reflects the genuine, substantial quality WITHIN!

Mason & Risch Limited

230 Yonge Street
Toronto