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VOL. XIX.

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No. 1

# Canadian Music Grades Journal

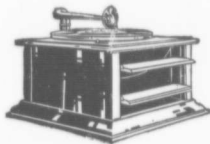
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**Nineteen  
Eighteen**

Monthly \$2.00 per annum in Canada  
8s. in Great Britain  
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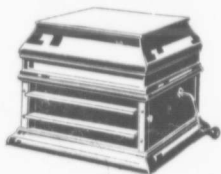
Columbia Grafonola  
Price \$27



Columbia Grafonola  
Price \$42



Columbia Grafonola, Price \$65



## Sell Every Vacationist a Portable Grafonola

How many people in your town go away on vacations?

How many of them take a Grafonola with them?

Couldn't you increase the number?

Here is a big, new, profitable field right at your door—hardly scratched for business as yet.

Get ready now to go after it. And when the hot months come, start out to sell every vacationist in your town a Portable Model Grafonola.

Think of the selling arguments you have. Why, a vacation without music—when it is so easy to carry along a Grafonola? For dancing, for dull rainy days, for evenings about the campfire or on the lake.

A big, jolly friend with a happy melodious voice—that's the Columbia Grafonola. A cheerful, likeable fellow who is always the fun centre of the home.

And, of course, he's always happiest when he sings Columbia Records.

"Vacations with Music"—is your selling slogan this Summer.



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CABLE ADDRESS "TRUNKCHAT"



ANGUS GORDON, Resident Manager

# Chateau Laurier

OTTAWA, CANADA.

GRAND TRUNK SYSTEM

GRAND TRUNK PACIFIC HOTELS

THE FORT GARRY WINNIPEG, MAN.      THE MACDONALD, EDMONTON, ALTA.  
 \* THE QU'APPELLE, REGINA, SASK.      \* THE PRINCE RUPERT, PRINCE RUPERT, BC  
 \* UNDER CONSTRUCTION.

Nov. 23rd. 1917.

Owain Martin, Esq.  
 President, The Martin-Orme Piano Co. Ltd.  
 Ottawa, Ont.,

Dear Mr. Martin,-

On behalf of the Boston Grand Opera Company, the undersigned wishes to express his appreciation and thanks for the very excellent pianos of your make, with which you have supplied us during our stay in Ottawa.

The instrument you sent to the Russell Theatre has given us the utmost satisfaction, while those sent to us at the Chateau have been the objects of our most sincere admiration.

I understand you are one of the pioneers in the art of fine piano building in Canada, and that this has been your life's work. I wish to congratulate you on your achievement - your instruments possess those qualities which appeal to all real lovers of music.

Cordially yours,

Manager,  
 BOSTON GRAND OPERA CO.

*Large and enthusiastic audiences greeted this famous musical organization on recent tour through Canada and the United States.*

*The makers of the Martin-Orme were much gratified over the frank admiration of the entire company, as well as their well known manager M. Rabinoff, for Martin-Orme instruments.*

## The Martin-Orme Piano Company, Limited

Correspondence solicited from Dealers in open territory

OTTAWA

# If Canada

Is to come to the forefront as a musical country the Player Piano will play a prominent part in the process.

## The Morris Player

is a general favorite. The action is responsive, dependable and durable. The tone is always sweet whether in soft or loud passages. The Morris is an all-around quality instrument at a price within reach of the great majority of piano buyers.

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



Head Office :  
WOODSTOCK, - ONTARIO

Factories :  
WOODSTOCK and LISTOWEL



Bell  
Pianos  
Players  
& Organs

The Bell Piano & Organ Co., Limited  
GUELPH, ONTARIO  
and London, England.

Popular with Dealers  
and Musicians



## The Soldiers and Sailors

have put it up to us at home that life without music won't go. The dearth of expensively trained fingers and the growing need for Canada's national instrument—the piano—make the player piano action a real necessity.

### The Otto Higel Player Piano Action

renders such extraordinary service, and so meets the strictest requirements of the high-class player pianos, that it is chosen by leading manufacturers, not only in Canada, but in the United States, in Europe, all over the world.

Every worth-while improvement that money, research, and experience can lay hold of it found on the Higel Player Action.

**The OTTO HIGEL CO., Limited**

King and Bathurst Sts.

TORONTO

CANADA



# There Are Two Kinds

of thinking going on in dealers' minds. One is scattering pianos around the country at low prices and on long terms. The other dwells on that desire for music, for music's sake, which is the present sustenance and the future hope of the industry.



The latter road of thought leads to the Gourlay Piano, and sound merchandising. The Gourlay line offers a varied range of improved and improving pianos, not only first-class from a constructional standpoint, but also embodying that excellence found only in products made in the atmosphere of progress.

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TORONTO - CANADA

Head Office and Factories:  
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Salesrooms:  
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Style M

## LONSDALE POLICY

Analyses about 95% specialization — and that on producing quality instruments at the lowest possible cost. In these trying war days the name LONSDALE stands for no retrogression. Our standard has not been lowered one iota.

Write for particulars of our

**6 Designs — 4 Pianos and 2 Players**  
They're, everyone, interesting in both price and value

**LONSDALE PIANO CO.**  
TORONTO

Office and Factory:  
QUEEN ST. E. and BROOKLYN AVE. CANADA

## The Greatest Difficulty

confronting the prospective buyer of a piano is to know if the claims the salesman makes for the instrument are true. Naturally the buyer falls back on the name. When it's a

### NEWCOMBE

He knows there's a successful past of over 45 years to that name. Also **Only Newcombe Pianos** are equipped with the "Howard Patent Straining Rods," which give strength and keep the piano in tune longer.

The **NEWCOMBE** Piano  
"Never suffers by comparison."

**The Newcombe Piano**  
Company, Limited

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

**TORONTO** - CANADA







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

# STERLING

## Piano Actions and Keys

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

### Sterling Actions and Keys Ltd.

NOBLE STREET - TORONTO, CANADA

# Ford ONE-TON TRUCK

COUNTRY-WIDE interest and comment have followed the recent appearance on the market of the new Ford One-Ton truck.

It is now possible to get a serviceable commercial car of one-ton carrying capacity that also embodies the desirable qualities of Ford sturdy construction and low up-keep expense.

The Ford passenger car has proved itself the most economical and serviceable automobile in the world. And this latest Ford model differs from the standard Ford chassis only in being constructed for heavy-duty service.

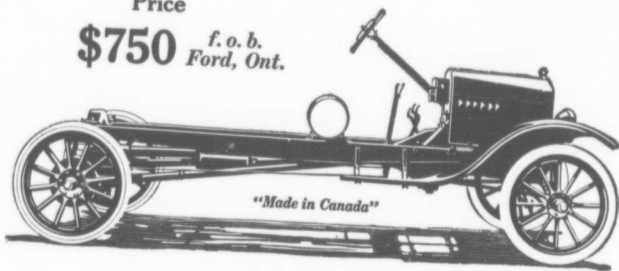
The frame is built of heavy steel, and the wheel base has been lengthened to 124 inches. A worm drive is used, and rear wheels are equipped with solid tires. Front tires are pneumatic. The standard Ford motor, transmission and ignition are embodied in the truck.

The Ford truck is supplied as a chassis only. This allows the purchaser to equip his car with any style of commercial body to suit the individual requirements of his business. It is an easy matter to get this equipment, for many of the leading body builders of Canada already have developed standard bodies of the various styles, made specially to fit the Ford truck.

Ford service has contributed in no small way to the reputation of the Ford car for day-in-and-day-out dependability. This same universally satisfactory service is available to owners of Ford trucks—an important thing to consider.

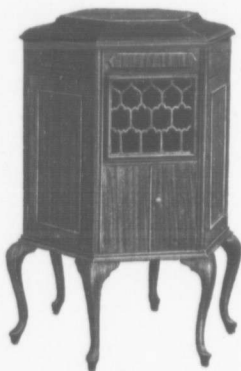
Realizing that a Ford model of the popular one-ton capacity would find immediate favor, this new truck is announced. Don't fail to see it on exhibit at the Ford service station in your town.

Price  
**\$750** *f. o. b.*  
 Ford, Ont.



See any Ford Dealer in Canada, or write for a catalog

**Ford Motor Company of Canada, Limited**  
 Ford, Ontario



LYRIC 36

in Solid Mahogany and Walnut

## Lyric Phonographs

For cabinet work, tone and finish, the Lyric possesses all the merits that the most exacting people expect.

As builders of exclusive designs our reputation is Canada-wide.

Write us to-day for descriptive matter.

The **George McLagan Furniture Co., Limited**  
Stratford, Ontario

## "LANGELIER" IS THE NEW PASSWORD

amongst our many enthusiastic customers and corresponding prospects who KNOW that



STYLE "C"

### "LANGELIER" PIANOS AND "DISC-O-PHONE" PHONOGRAPHS

are the best High-Grade Instruments for the money, offering unequalled opportunities for a profitable and constantly growing business.

"LANGELIER'S" meritorious and convincing talking points are effecting highly competed sales with splendid results and SATISFACTION.

Don't just think that we can serve you with maximum value at minimum cost, but find out for sure and you will stay right with us.

Write for interesting proposition and send in your orders early.

**J. Donat Langelier, Limited**  
EXCLUSIVE MANUFACTURERS  
Pointe-aux-Trembles, Que. (NEAR MONTREAL)

# Otto Heineman Phonograph Supply Co. Inc.

25 West 45th Street, New York

#### FACTORIES:

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

#### BRANCH OFFICES:

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



## Good Cabinets

and poor motors make poor phonographs. The great fabric of phonograph music—the whole catalogue of each of the record makers—is dependent upon the motor for the proper presentation to the music-loving public.

The progress and quality of the phonograph chiefly depends upon the quality of the motor.

## The Heineman and Meisselbach Motors

are built accordingly. The success of our engineering experts and factory policies are due to the "quality idea" which has made the Heineman and Meisselbach motors the standards of the world.

Canadian Branch  
172 John St.  
Toronto

*Otto Heineman*  
President



# MEISSELBACH

TONE ARMS

# MOTORS

SOUND BOXES



Inc.

# Otto Heineman Phonograph Supply Co. Inc.



25 West 45th Street, New York

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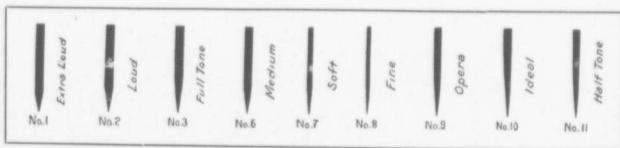
**BRANCH OFFICES:**

CHICAGO, ILL.  
PORTLAND, ORE.  
CINCINNATI, O.  
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## Steel Needles

MANUFACTURED BY THE  
**DEAN DIVISION**



### PERMANENT NEEDLES

**TO PLAY PATHÉ RECORDS**

Half Tone Points

Full Tone Points

**TO PLAY EDISON RECORDS**

Sapphire Points

Genuine Diamond Points

Canadian Branch  
172 John St.  
Toronto

*Otto Heineman*  
President



# MEISSELBACH

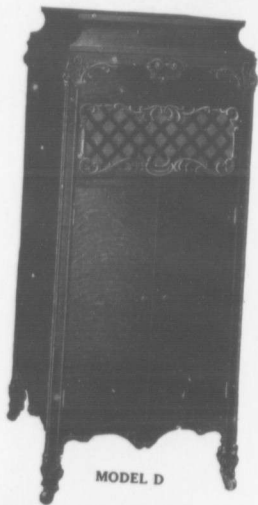


TONE ARMS

MOTORS

SOUND BOXES

# Handle a Phonograph That Offers More



MODEL D



MODEL E

**T**HE Gerhard Heintzman phonograph offers more than a better interpretation of all recorded music. True, it plays all makes of records; gives all that the maker put into them. True, it embodies a half-century's experience in producing pianos nationally known for tonal quality. But more than this—  
—The Gerhard Heintzman is a complete line of phonographs. The eight models range in price from \$58 up to \$425 (war tax included). In this variety of choice there is a model whose design will fit the setting of any home. And each model has that beautiful finish, that careful selection of materials, that rich, clear tone attainable only through a half-century of craftsmanship.

**GERHARD HEINTZMAN**  
LIMITED

**TORONTO - CANADA**



LESAGE Style Louis XV.

The name **Lesage** has become a guarantee of piano excellence. The average person would hesitate to buy the most artistic instrument made, if there was no name on the fallboard, so that the selling power of the name **Lesage** is becoming a great business asset.

## In Selling Lesage Pianos

You give your customer more value, charge him less money and bank an ample profit for yourself. The variety of pleasing designs and finishes in the **Lesage Line** limits our dealers to no one class of people. There is a **Lesage Piano** for every taste and every home.

We give every buyer, large or small, the same careful attention and prompt and efficient service.

# A. LESAGE

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

**ST. THERESE, QUE.**

# STANLEY

Established 1896

## TORONTO

— 22 Years' Success Behind Us —

Hear the new scale No. 60 Player and Upright, just put out by us.

If you want a Piano that sells easy and stays sold, TRY the Stanley, an instrument made to satisfy exacting people.

OUR BOUDOIR MODEL J is a winner.

WRITE US AND KEEP BUSY

**Stanley Pianos, 241 Yonge St., Toronto**

## Success is the Reward of Diligence

¶ In the manufacture of our Piano Hammers and Strings we use the greatest care and diligence to make them as near perfect as possible, so that they cannot be duplicated with superior goods from other producers.

¶ Our music wire is of the finest English and American makes.

¶ Our aim in every case is PERFECTION. Always prompt deliveries.

**D. M. BEST & CO.**

455 King St. West - TORONTO, CAN.



The Success of the

## THOMAS ORGAN

is not a matter of Astonishment.

There is an

### Individuality

not only in the Tone and Case Designs, but in every detail pertaining to the construction of "The Thomas."

This "Thomas" individuality has made

### THE THOMAS

one of the most successful Instruments now manufactured.

Thomas Organ & Piano Co., WOODSTOCK, ONT.



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

**PIANO VENEERS**

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**Maryland Walnut**

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

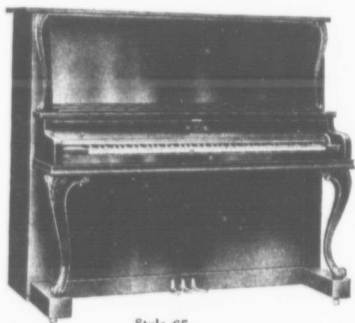
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We show the largest and most select line of Walnut in Longwood, Butts, and dimension stock of any manufacturer in the world.

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

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845-851 West Erie Street  
**CHICAGO, - ILLINOIS**



Style 65

**Wright Piano Co.**  
 Limited  
 Strathroy, - Ontario

## The Science of Musical Instrument Building

Never produced a truer tone than buyers get in the **Wright**. That fact, backed up with dainty case designs and thorough workmanship in every part has been the reason why dealer after dealer has decided to make **The Wright** his **Leader**. To make a **Leader** out of the line that offers such superiority—that permits such an attractive margin to the dealer himself, is surely good business.

## Never

before has the piano dealer had to face problems of changing business conditions as to-day. In the stress of the change

# *Doherty*

## Pianos

remain a quality proposition. There's no lowering of standard, no easing off on careful workmanship in every detail, no lessening of our idea of unbeatable value.



**DOHERTY PIANOS, Limited** - **Clinton, Ontario**

*Established 1874.*

*Over 70,000 Doherty Owners*

## PIANO & PLAYER HARDWARE, FELTS & TOOLS

Including the Celebrated Diamond Brand Music Wire, Tuning Pins, Casters, Long Hinges,  
Screws, Locks, Pedals, Butts, Catches, Springs, Felts, Cloth Punchings, Etc., Etc.  
All illustrated in our new Catalog No. 146.—Have you a copy?

Our new Catalog, No. 158, of Phonograph Cabinet Hardware, is ready  
Will send copy upon request.

**HAMMACHER, SCHLEMMER & CO.**

New York, Since 1848.

4th Ave. and 13th St.

### Julius Breckwoldt & Company

Manufacturers of

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

Sole Agents for Rudolf Giese Wire in Canada and United  
States

J. BRECKWOLDT, Pres.

W. A. BRECKWOLDT, Sec-Treas.

Factory and Office:  
Dolgeville, N. Y.

Saw Mills  
Fulton Chain and Tupper Lake

### "Superior" Piano Plates

MADE BY

THE  
SUPERIOR FOUNDRY CO.  
CLEVELAND, OHIO, U.S.A.

## Did You Profit by our Advance Information Last Month?

Those who placed their orders for organs and stools invested  
in sure profits. Prices did advance on organs and stools.



Here is an opportunity to get in on the  
best line of benches we ever made—and  
the prices are right. Four different styles  
—this is one of them.

OUR NO. 203

A postcard will bring you the other three  
with price list.

**The Goderich Organ Co.**  
Goderich, Canada Limited

**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.

*The Craig Piano—Established 1856*

## Gentlemen Who Sell Pianos



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

**The Sweet, Mellow Tone**

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

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

Are you familiar  
with Craig Pianos?

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

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

# Your Customers Know



That the most important thing for their consideration in buying a piano is something they cannot actually see. That "Something" is what we call **quality**. Quality has **always** been the aim of the makers of **Evans Bros.** pianos, and it is on the basis of a maximum quality at a minimum cost that Evans Bros. pianos have sold steadily for 40 years.

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**Evans Bros. Piano  
 and M'f'g. Co.,  
 Limited**  
 Ingersoll - Ontario

**TORONTO**  
 516 Richmond St. W.

Established  
 1891

**NEW YORK**  
 134th St. and Brook Ave.

## W. BOHNE & CO.

Manufacturers of

**Pianoforte Hammers  
 and  
 Covered Bass Strings**

For the better grade manufacturer

# CROSS POLISH

## ESPECIALLY FOR PIANOS AND PHONOGRAPHS

There is a steady demand for a reliable Piano Polish; every dealer should be well prepared to meet this. Your customers are going to ask you for a good polish, why not prepare in time? Keep this Polish in your window and on your counter where every customer entering your store will see it. It will suggest itself.

Experience not needed to apply

### Cross Furniture Polish

Here is a polish that does not depend upon experienced application to get perfect results. Any piano owner can apply this polish and get as good results as an experienced polisher.



Made in 4 and  
12 oz. sizes

#### PRICES

No. 5—4 oz. bottle.....Wholesale \$2.00 per doz. Retail \$0.25 each  
No. 10—12 oz. bottle.....Wholesale 4.00 per doz. Retail 0.50 each

Order a trial shipment to-day. Send to our nearest branch for prompt delivery.

**DIRECTIONS.**—MOST IMPORTANT!! Shake thoroughly and KEEP SHAKING!! Apply SPARINGLY with CHEESECLOTH, one to clean, a second time to POLISH, rubbing lightly, the lighter the better. No second cloth required. If the surface is badly stained or scratched, it may be necessary to use the Polish more freely.

It cleans and gives a beautiful polish to Pianos (the ivory keys as well), Phonographs, other musical instruments, Furniture, all Highly Finished Woodwork, White Enamel, Picture Frames, Show Cases; in fact all varnished or enamelled surfaces; but particularly the fine quality surface of Pianos and Phonographs.

#### GUARANTEE

This Furniture Polish is manufactured according to the instructions and formula of the late Emile Deboucier, of Paris, and is remarkable for its cleaning properties and lasting lustre, and is ABSOLUTELY NON-INJURIOUS. Polishes as it cleans. Order a bottle to-day. The larger size is more economical.

**CALGARY**  
308 Eleventh Ave. E.  
**WINNIPEG**  
421 McDermott Ave.

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

**MONTREAL**  
59 St. Peter Street  
**TORONTO**  
145 Yonge Street

# Canadian Music Trades Journal

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

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

British Representative:

DUNCAN MILLER

17 Little Tichfield St., Gt. Portland St.

London W., England.

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JOHN A. FULLERTON

HARVEY A. JONES

Editors

Telephone

Adelaide 5434

VOL. XIX.

TORONTO, JUNE, 1918

No. 1

## Second-hand Values

**A** UNITED STATES house has sent out instructions to its branch stores to increase the prices of all second-hand instruments by 30 per cent.

## A Two Year Limit

**S**OME dealers in Chicago are interesting themselves in a movement to limit retail piano sales to monthly instalments of twenty-four equal payments.

## Cutting Down on Rentals

**T**HE question of rentals was discussed at the meeting of the Detroit Music Trades' Association. The meeting recommended that the members reduce the number of pianos on rental to a minimum. Some dealers went a step further by stating that they were withdrawing all rentals until conditions became normal again.

## The French Tax

**F**RANCE has in force what is called a "Luxury Tax." It is based on the principle that certain things are by nature luxuries. Others may be necessities when their cost is limited to certain amounts, beyond which they would be considered luxuries. It is interesting to note that while the grand piano pays this tax the upright piano goes free.

## Real Meals on the Train

**P**LAYER pianos in the dining cars if you please! A South American railway, operating a line from Buenos Ayres to Asuncion del Paraguay, installed a player piano in a diner with a young lady attendant to play it, thus furnishing passengers with music during their meals. It is said the experiment was so successful that more cars are being thus equipped.

## A Piano in Camp

**"T**HERE is a place for more pianos which are really an essential for even the most meagre entertainment or recreation," says L. F. Hamner of the U. S. Federal Commission on Army and Navy Camp Activities. "Put a piano in a camp and you are sure to create a 'homey' feeling. The musical entertainments at the camps have been very helpful in furnishing recreation and in putting healthful thoughts in idle minds. This war has given music an important place in our world of affairs, and there is reason to believe that music will have national recognition in the future."

## The New Figures

**F**OLLOWING negotiations between the Ministry of Munitions and the British Music Trades Industry Committee, a further ration of metals has been secured for the manufacture and repair of pianos. The forthcoming allowance is based upon an output of 24,000 pianos per annum, is for three months, and thus permits the manufacture and repair of 6,000 pianos during this period. This includes metals for the manufacture of instruments required by the Navy and Army Canteens Board, the Y.M.C.A., and for

repairs. The ration is less than that granted for the previous period of three months, which was at the rate of 34,500 pianos per annum.

This information shows the untruth of the statements of some writers and speakers who, unfortunately, have been laboring under wrong information, viz., that the making of pianos has been discontinued in Britain.

## British Trade Questions

**A**T a meeting of the British Music Trades Association it was suggested that where it is desired to have the dealer's name affixed to a piano, the words "manufactured expressly for" should be used. To the proposal that commission to the profession should be restricted to 5 per cent. general agreement could not be reached, seeing that foreign competitors might endeavor to get in by offering larger commissions. It was suggested, however, that commission over and above 5 per cent. might be paid by the manufacturer, leaving the dealer's profit intact.

An important proposition was brought forward relative to trading with the enemy. A resolution had been passed by the dealers of West Hartlepool pledging themselves not to handle German goods, and this had been submitted to the Manufacturers' Association, inviting an expression of opinion upon it. One of the speakers said he hoped he would never have to trade in German pianos again, but he recognized the difficulties of the position, and in order to deal effectively with the problem a resolution was submitted calling on the Government to prohibit the importation of enemy-made musical instruments and parts, or alternatively the imposition of a duty of 50 per cent. *ad valorem*. This resolution was carried unanimously.

## Tips from the Bankers, Brokers and Florists

**Q**UICK in keeping with the announcement of changed banking hours comes a message to the public through the advertising columns of the newspapers over the name of the Canadian Bankers' Association, mentioning ways in which the public can co-operate with the banks. The object is a frank statement of the position of the banks arising from over one-half their male officers being in uniform and the consequent employment of girls, with the maintenance of the best possible banking service in view. Many readers of the Journal have also noticed and some have commented upon the series of newspaper advertisements that have been running bearing the name of the Toronto Stock Exchange. These deal in a general way with the investment of savings. These are intended for the small, private investor. They deal with the necessity for a careful selection of one's broker, the need for experienced advice in choosing the bonds or stock for an investment. The general tone of the copy establishes confidence in the members of the Stock Exchange and the service they are in a position to render.

A third good example of modern co-operative advertising is that by the Society of American Florists, who have taken advantage of the establishment of Mother's Day, St. Valen-

tine's Day, etc., and adopted the slogan: "Say it with flowers." It is brief, direct and hits the nail on the head. One of the strengths of the slogan is that it leaves one to complete the application of the thought in his or her own mind. And so many old and new customers of florists' shops are saying: "Many happy return of your birthday," "I'm so sorry you're ill," "Congratulations," "I'm not forgetting you, mother," etc., etc.—with flowers.

Now all this is not far afield for the music industries. It serves to impress most forcibly the soundest of grounds to co-operate in popularizing music. These other organized propagandas making a bid for the public's money are greater competitors than your fellow dealer in pianos, talking machines and music whose store is across the street. If a man has a dollar to spend on a little remembrance and machine record, a player piano roll or some sheet music, lay some of the blame on that ad. on "Say it with flowers."

If a man is in a comfortable position and finds he has \$500 to spend; if you miss the sale of a piano or a talking machine, if his children go on without that most needful education in music, if his home continues without music bank or industrial stock, put it down partly to that Stock Exchange advertising.

True, other conditions enter into a consideration of the question and yet in the last analysis the music trades have suffered from their own neglect to talk music, music, music. A wonderful improvement has recently taken place. Good work is going on. But it requires every shoulder to the wheel, month in and month out. Enough has been accomplished to show that it may confidently be looked for that the time is coming in Canada when music is going to occupy a great place in our home life and therefore in our national life. Every dealer should be a local human sign-post pointing always and insistently to music, music, in the homes, in the schools, everywhere, on every occasion.

### Unwise Optimism

**OPTIMISM** is a good thing. It is a valuable asset, but like every good thing, it can be overdone. It never was good business for piano salesmen, dealers or manufacturers to make boastful statements about the tremendous business they were doing, whether true or not, and it is certainly mighty bad business now.

The experience and training of the piano man is such that his bump of optimism is perhaps abnormally developed. At any rate it would never do to have it appear that he was other than successful. But just now it must be positively harmful to the trade to have members of it emphasizing to men in other lines of business what a wonderful demand they are experiencing for their lines. The less noise of this kind that can be made the better will the interests of the trade be served. The trade itself is responsible for a public impression of great profits in piano business so general that it is not only embarrassing but may be injurious.

### Advertising Victory Bond Exchanges

**T**HE wisdom of advertising that Victory Bonds will be accepted in payment for pianos has been debated in the trade. Those who do not consider it good business argue that doing so helps to accentuate the erroneous impression of the public concerning magnificent profits and great wealth of those in the business. They also contend that it is rather definite evidence that the firm or dealer advertising their acceptance in exchange for pianos did not subscribe to his limit, this being something that the Government may take cognizance of to the general disadvantage of the trade.

It is not fitting that any industry, and perhaps more particularly the music industry, which has so many "knockers" just now, should do anything to assist an all apprehensions concerning the status of the trade.

### Is Your Prospect List a Live One?

**W**ASTING time over dead-wood in the prospect list is a costly operation. A minute analysis was made of their prospect card files by Mr. E. P. Tucker, manager of the Wiley B. Allen Co. store in Los Angeles, the results of which investigation is shown in the following chart published in the Music Trade Indicator:

#### Chart Showing Value of Prospect Cards

##### TESTS

- (a) What value have old prospect cards? Took 96 cards six months old. Found:  
31% had purchased elsewhere  
61% were no good  
1% only bought of us
- (b) Origin of prospects. By examining sales reports found:  
7% were drop-ins  
13% salesmen originated  
23% teachers originated  
4% from mailing department efforts  
4% from rent accounts

##### CONCLUSIONS

- (a) Must work prospect when not except from house that works them.
- (b) Outside salesmen must get Teachers' assistance. Their results must be carefully handled.
- (c) Put in best ticks on a prospect during the first 30 days—only one out of ten will be sold.
- (d) One out of every 4 cards will result in a sale. 60% of this month's business will be produced from cards dated within 30 days of current date.
- (e) Given a one-price article, the integrity of a house so hard fought for and maintained really counts.

### A Letter from South Africa

**T**HE Journal has received a letter from a correspondent in Johannesburg, South Africa, who says, among other things, "Some months ago a friend of mine bought a second-hand piano for £14, and even that price was too much. Recently he sold it for £37, which goes to show what second-hand instruments are worth these days."

"I am pleased to inform you," he says, "that business is doing very well in all lines. Yet we are frequently put to the inconvenience of waiting on the goods ordered. Orders booked many months ago have not yet come to hand, with the result that second-hand instruments are bringing fabulous prices."

"I was sorry to see about an embargo on pianos and organs from Canada to here. There is a great musical future for South Africa, and as we are not a manufacturing country, therefore it is up to Canada, England and our Allies to deliver the goods. Small goods have an enormous sale."

This correspondent tells how interested the people of South Africa are in having their children get a musical education. "In all the village schools," he says, "a teacher with a musical training is one of the first essentials, and



*A High - class Piano  
At a Moderate Price*  
**The Sweet - Toned Ennis**



An agency for the Sweet-Toned Ennis is one of the most valuable that you can get, because it is a very free-selling piano and yields an excellent profit.



The Ennis, Style Duchess Piano, and Style Colonial Player, are two of the best-selling models in Canada to-day.



Territory from coast to coast is pretty well taken up. But we may not have an agent in your district.  
**Write!**



**The Williams Piano Co., Limited**

Canada's Oldest and Largest Piano-Makers  
Oshawa, Ontario

## The Appearance of your Window and your Store

will attract and impress prospective buyers, but the quality of the pianos you sell, ultimately brings the business home.

Musicians and others who are technically qualified to estimate musical values, are the quickest to admire the sweet tonal expression of the Sherlock-Manning.

The two telegrams from Professional Opera Companies are a tribute to the musical value of the Sherlock-Manning. They are a tribute and an appreciation of business dealings with Sherlock-Manning agencies.

The Sherlock-Manning trade name is intimately known and the loyalty of a representative sustains a bond of common purpose between the manufacturer and dealer, a connection worthy of attention from any piano dealer.

Write us to-day.



**Sherlock-Manning Piano Co.**  
London, Canada

No. 1.

Toronto, Ont., May 2, 1918.  
Mr. H. Judson Smith & Co.  
Brantford, Ont.

Referring to our conversation of yesterday, can you furnish the Sherlock-Manning Pianos selected by me for use of principals of the Boston English Opera Company, in their rooms at hotels during their engagement in Brantford, Saturday, May 11th?

COL. WM. FRANKLIN HILEY  
Business Manager Boston English Opera Co.

No. 2.

Alexandria, Ont., May 8, 1918.  
The Sherlock-Manning Piano Co.  
London, Ont.

Have sold two pianos to members Marks Opera Company now playing in Alexandria. One is for summer home of Mr. Marks, head of the Company. The other for Mrs. Phillips, pianist of the party. Consider this a great triumph for Sherlock-Manning. The metropolitan appearance of my store attracted the Company. The splendid qualities of the Sherlock-Manning did the rest.

D. MULHERN.

I may state the care of the piano receives their most careful consideration."

The Journal is also informed of the great regard out on the South African Veldt for the reed organ, to be found in many of the homes of the Boer farmers and also in the native churches.

### Pianos and Automobiles

"WHY is it that manufacturers do not attempt to increase the sale of pianos by establishing new dealers—dealers who have been successful in other lines of merchandise?" asks the editor of the Piano Journal, who continues: "It is all bosh about the talk that the piano business is different. It will continue to be 'different' as long as this talk is allowed to be circulated. For example, what is there about the industry that is 'different,' except that the unit of sale is so large? If there are good profits in the sale of pianos, why should not these good profits be submitted to dealers in other lines with the idea that they sell pianos?"

"Take the automobile dealer, for instance. His season is April, May, June, July, August and September. The live piano season is October, November, December, January, February and March. Instead of loafing half the year, as he does now, he can sell pianos. He is familiar with handling a big unit of sale, and would have a clientele that would enable him to sell these pianos."

### Music in the Schools

WHETHER the parents of Toronto realize it or not their children in attendance at the public schools are peculiarly fortunate musically. Mr. Llew Rees, the very capable supervisor of music in the schools of this city, is an enthusiast on music for the children, and realizes what a physical and mental advantage it is to them to learn to sing. It has been demonstrated over and over again that the pupils in schools where singing is taken up show greater efficiency. Their conduct is better, their minds are more alert, their interest in their studies is more intensive and more consistent, they think more quickly, and, in short, are mentally and physically improved by singing.

The concert in Massey Hall, Toronto, on the evening of Empire Day was to the audience a magnificent demonstration of the musical attainments of school children under competent and conscientious instruction. The programme was given by the children of the schools, under the conductorship of Mr. Rees, and the Royal Grenadiers Band, under the leadership of Lieut. John Waldron.

*"Music is the thrill in education, not the frill on education."—Dr. A. E. Winship, editor Journal of Education.*

There was a choir of 1,000 voices, rendering such selections as "Cader Idris," "Heroes and Gentlemen," "The Empire is Our Country," "When Johnny Canuck Comes Marching Home," "The Best Old Flag on Earth," and national airs. There were school choir competitions, boys' and girls' solo competitions, double trio competitions, and recitation competitions for boys and girls.

If the parents all over Canada could attend such a concert there would surely never again be a dissenting voice to music in the schools, and the hearts of educationists would rejoice.

The Ontario Department of Education is considerably ahead of public demand. Provision is made for music in the public and separate schools, and at each of the seven

normal schools in the Province is an instructor in music, training teachers to teach music. Sometimes the enthusiasm of these young teachers as they go out through the Province is very much tested by the disparaging opinions of school trustees or ratepayers averse to music in the schools, and whose indifference or objection is from ignorance of the value of music in the child's education and mental development.

It is the business of every music dealer to do something to get the public interested in music in the schools, the homes, churches and everywhere else. Effort directed in this way will make unnecessary much of the time and argument now necessary in persuading unappreciative fathers that a musical instrument in the home is the child's birthright, as is music in the school.

### Keeping Money Moving

IN the Rotary Club's page in the New York Tribune appeared a convincing editorial on the wisdom of keeping money in circulation. While not objecting to saving for the "rainy day" that we have heard so much about in childhood, the editorial said:

"But there is a difference between saving for a rainy day and hoarding up money for a peaceful one.

"The war has profited many. Men whose manual labor brought them little more than the proverbial crust of bread in years gone by, to-day, by that same labor, are able to afford a talking machine, a suburban lot, or even a flivver. Men whose particular business has been an atrophied branch on the tree of commerce, have had an influx of orders which have simply swamped them.

"To save this country from a financial panic and subsequent business depression which would prove fatal under the existing conditions, it is necessary to put that money in circulation. It must not be hoarded!

"It is legitimate to make unexpected money. It is legitimate to save some of it to guard against future discomfort. But it is decidedly illegitimate to corner currency or merchandise at this critical period.

"Get busy and circulate your money. This is no time to have a 'one way pocket.' If your profits warrant it, be as profligate as your nerve permits. Paint your house. The painter needs the money and will sing your praises.

"Buy a new piano and send your old one to one of the camps. Ride in taxis. Even though you suspect the chauffeur of being a thug he may have a wife and eight very hungry children to support.

"Buy generously of things not needed on the other side—the shopkeeper's rent is the same, if not increased. Spruce up your wardrobe. Perhaps the designer, the buttonhole maker and the tailor are too old to enlist or learn a new trade.

"Circulate your money. Help people to smile. Don't compel them to weep. And if you can, forget about that rainy day. Because if there ever comes a rainy day than this one, God help us all. It is the world's Rainy Day!

"Keep moving yourself. And keep your money moving. That's what is going to make the Kaiser move from Berlin to Bondage!"

### Piano Sense

READERS of the Journal may find useful suggestion in the following from a folder by J. H. Everett, of Bryson City, N.C., and reproduced in "Presto."

The rarest sixth sense is piano sense. A man will buy a dollar watch and take care of it. But he will buy a three hundred dollar piano and neglect it.

He will tune up his watch every day by winding. But the piano may go untuned a year at a time.

Yet the mechanism of the piano is finer than that of the



Cottage Style

In the building of  
**Mendelssohn  
 Pianos**

a rule that is never overlooked is—every detail must receive the most careful attention. And further, every stage of construction is closely inspected so that imperfections cannot pass.

This rigid system of workmanship that has characterized the Mendelssohn Policy for over 30 years has built up an enviable reputation for Mendelssohn Pianos throughout the Dominion.

The Mendelssohn is an ideal line for the retailer. Mendelssohn tone and case finish win a favorable consideration instantly. The other qualities that must go on your word are all there—the name guarantees that.

## MENDELSSOHN PIANO CO.

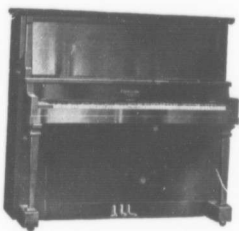
110 Adelaide St. W. - Toronto, Canada



Style "30" Player



Style Louis XIV



New Style "E"

watch. Its work is so exacting and the value to be preserved is many times greater.

Piano sense is business sense, artistic sense and common sense, combined and clarified.

Business sense sees that tuning at proper intervals saves dollars that must otherwise be lost in the depreciated value of the piano, or be paid out in repair bills.

Artistic sense perceives that a piano out of tune yields discords, but no music. A tom-tom would be more musical and less embarrassing. For wealth is judged by the outward appearance of the piano; culture, by its tone.

Common sense enters into piano sense in this way: Common sense will take as good care of a \$300 piano as of a \$300 horse. (There should be a Society for the Prevention of Cruelty to Pianos.) When the horse is neglected, it suffers alone; when the piano is neglected, its owner's friends and the whole neighborhood suffer! And the piano suffers also.

Piano sense knows better than to let a tramp tuner tamper with a piano.

Piano sense asks questions. It says: "Where did you learn your profession? Did you pick it up as a roustabout in a piano factory, or did you learn it thoroughly by taking the course of a reputable school?"

Piano sense says to the applicant: "You claim to be a piano surgeon. Where is your diploma? Are you a graduate tuner, or only a quack?"

Piano sense is alert. It soon learns that a piano should be tuned at least four times the first year after leaving the factory, and not less than twice yearly thereafter.

Piano sense soon learns that "a stitch in time saves nine" in the preservation of a piano.

Piano sense learns that it is cheaper to keep a piano constantly in order by quarterly or half-yearly tunings than to let the matter go by default until repair bills are incurred.

I send you this folder because you have been recommended to me as one possessed of piano sense. As such, you will appreciate what I have to offer.

Particularly is this true if you have been obliged to permit your piano to get out of tune or out of repair because no trustworthy tuner has been available.

This frequently happens to those whose pianos are too choice and too valuable to be entrusted to common workmen.

The tuning, voicing, regulating and repairing of pianos is my sole business. I have made it my life study and my life work. My methods are modern, efficient and scientific. No matter what ails your piano, I can set it right. What man has made, man can repair. Often I find people discouraged about their pianos because incompetent tuners have been unable to locate or to repair known defects.

I charge the regular prices—no more than others charge. I tune, voice, regulate and repair. My special skill costs you nothing extra. It is thrown in for good measure. It is the element that leads my patrons to hold their work for me.

A postal will bring me to you at my earliest unoccupied moment.

### More Money, Shorter Terms

**D**URING a recent meeting of the Chicago Piano & Organ Association Mr. E. S. Conway started the ball rolling by introducing the subject of retail prices and terms. Mr. Conway called attention to the fact that, whereas in other lines advances in price sometimes amounting to one hundred and two hundred per cent. were made and accepted by the buyers as a matter of course, the piano dealer had not seen the light. He must increase his prices very greatly and shorten his terms. He also dwelt forcibly on the fact that the dealer's price should be based, "not upon the cost bought, but upon the cost sold"—a

weighty distinction that the man who sells his goods on a businesslike system will grasp.

"At the terms now in vogue in the retail piano trade," said Mr. Conway, "it is an actual fact that pianos are now offered 40 per cent. cheaper than they have ever been before." He and other speakers mentioned the fact that the dealer does not seem to recognize that the dollar is merely a medium of exchange—that when one fixes a price he should base it, not upon mere dollars and cents, but upon what a dollar will buy. In other words, if under pre-war conditions a piano cost a dealer \$200, including the wholesale cost and the cost of selling, he must base his percentage of profit upon that figure, but if the wholesale cost and the selling cost of that same piano have advanced to \$275, the percentage of profit should be based on the new conditions. It is not a case of computing the cost sold and then adding a certain fixed sum; the sum must vary, and under present conditions it is obvious that a dealer's profit, computed in dollars, should be greatly in excess of what it was a few years ago. Even under the old conditions, the retail profit on a piano was far too little. The piano trade has been in the habit of giving its products away. It has not been conducted on a scientific commercial basis. As matters stand now, the dealer must either revise his methods or face extinction.

### Keying up Piano Prospects

By H. C. Torbet in "System."

**I**N the middle of a music store's window appeared a piano, while hanging above it was a large facsimile of a blank promissory note. Leading from the piano keyboard to this note were eighty-eight fine piano wires spread like a peacock's tail. On the note were the words: "This piano contains eighty-eight promissory notes payable on demand. The notes yield good interest and are well indorsed. They will respond to the slightest touch. Let us deposit them in your home."

The financial arrangement was explained in some booklets which were scattered around in the window. The instrument could be bought by a customer who would sign eighty-eight notes. The plan brought its originator considerable publicity and resulted in a large amount of new business.

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

We manufacture fine calendar coated silks and minnows for Pouches and Paemastics, 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  
Refer all enquiries to Dept. T.

### Trade Mark Notice

The words "PLAOLA" and "VIRGIL" are Trade Mark names, owned and controlled by Plaola Piano Company, Limited, Oshawa. These names are fully protected by the Canadian Government against use by any other Company on any kind of a musical instrument.



*The Willis  
Trade-Mark  
of Quality*

**W**E cannot make all grades of pianos, so we make the highest. That choice and our policy of working it out has put the Willis piano among the select few names in the piano world.

The House of Willis has the sole Canadian wholesale agency for the celebrated Knabe and Chickering Pianos.

### **Willis & Co., Limited**

Head Offices: 580 St. Catherine St. W., Montreal  
Factories: St. Theres, Que.



## Montreal Piano Trade Talk

THAT a musician was not a useful occupation was the decision of Judge Cusson when Felix Lewis, a pianist, came before him for trial on the charge of being an idler. Lewis had contended that he had been a musician for twenty years and could do no other form of work.

Judge Cusson held that while music might be a recreation, he did not see where its usefulness came in for war purposes and fined the accused \$10 and costs.

Another pianist came before His Lordship on a similar charge, but was discharged after considerable argument by Mr. James Crankshaw, jr., who contended that were a bona fide musician not useful, why not issue warrants against the musicians of note. Judge Cusson thought the matter over, finally agreed with Mr. Crankshaw, and discharged the accused.

Commencing with the first Saturday of June, the various local music houses are closing their warehouses on each Saturday afternoon for the months of June, July and August. Naturally the selling and office staffs are jubilant over this week end recreation period, and it is hoped what has now become an annual custom will be well observed.

There passed away on May 15th George A. Patterson, who, for the past twenty years, held a most responsible position of trust with Willis & Co., Limited. He was a brother of Charles D. Patterson, wareroom manager and director of Willis & Co., Limited. The sincerity of the friendships formed by the late Mr. Patterson were expressed not only in the size and personnel of the gathering at the funeral service, but in beautiful flowers. His sudden demise came as a distinct shock to his many friends and business associates. Aside from his agreeable and jovial personality, it was his sterling honesty that won for him the liking and the confidence of those who knew him or with whom he was brought into contact in a business way.

Mr. C. W. Lindsay, President of C. W. Lindsay, Ltd., has been spending some time at Waterbury Inn, Vt.

B. C. Hilliam has a new lyric, "In Your Eyes," the words of which are by S. Morgan-Powell. "Mr. Hilliam seems to have caught the spirit of the words effectively," said a local report, "and has written a song likely to be pleasing to singers who are on the lookout for the singable ballad which is not too difficult yet is sufficiently effective."

Apropos of a recent special sale of American-made player pianos by Layton Bros., it is interesting that this firm have announced their intention to feature only Canadian made players in future, and in fact wherever possible to give instruments of Canadian manufacture the preference.

Ubaldo Rose, of the selling staff of C. W. Lindsay, Ltd., was the happiest man in that vast establishment the past

month owing to the arrival of a son. He almost lost his right hand in being congratulated.

Miss Nolan, private secretary to Mr. C. W. Lindsay, of C. W. Lindsay, Limited, has been confined to the house through illness.

Mr. H. A. Grimsdick, of the Bell Piano & Organ Co., Ltd., Guelph, was amongst recent out-of-town visitors noticed calling on the local trade.

Henry Hamlet, of Wm. Lee, Limited, has on more than one occasion demonstrated that he is a salesman of some repute. A recent trip into the country confirmed this, the result being that, on his return, the warerooms were sadly depleted of Martin-Orme players and uprights. Bell instruments with this firm are finding favor and prospects for future sales are excellent.

C. W. Lindsay, Limited, have taken possession of their new building in Three Rivers, Que., which now gives them one of the finest warehouses in that vicinity. They occupy the entire six stories of the building.

To provide more room and to make the handling of business more convenient, Willis & Co., Ltd., are removing their bookkeeping department up to the 6th floor of their building and available space will be occupied by enlarged private offices for the President and Vice-President. The firm report that collections have been keeping fairly well up to the mark with the gratifying showing that every month up to date, including the month of May, shows an increase over the corresponding period a year ago.

Piano men in all parts of the country took part in the recent campaign for funds for the Y.M.C.A. Red Triangle Club. Mr. W. W. O'Hara, of Layton Bros., was among local men to give the cause the benefit of expert salesmanship.

"There are lots of orders to be had if we wish to ignore our One Price System and extend credit away beyond common sense, but this mode of business we do not do," remarked Wareroom Manager Chas. D. Patterson, of Willis & Co., Limited, referring to their retail sales department.

J. W. Shaw & Co. are creating a strong demand for Gerhard Heintzman pianos and players and are pushing this line with a vim. Considerable newspaper publicity is being given the Gerhard Heintzman line with the result that a nice influx of sales have been noticeable of late.

The Leach Piano Co. state that the early part of the season was backward but the warmer weather has brought on a good demand for Gourlay and Leach lines.

W. J. Whiteside told your representative that the Karn-Morris lines, when quality is considered, stand at the top of the class, a substantial evidence of this truth being the increasing demand in Montreal for this ever popular make, chiefly in the more expensive styles.

J. Donat Langelier reports a healthy tone to business not-

Portable Model Grafonolas for vacationists. Help people have more fun while they're away. Get ready now—No "Summer Slump" this year.

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



## Mozart Piano Company Limited TORONTO



Height 4ft. 4 in.

A beautiful instrument perfectly exemplifying the modern tendency toward better quality and less bulk.

**MOZART PIANOS** represent in their construction the highest artistic and mechanical ideals. Every detail of their construction receives thorough attention from careful workmen; every material used is of the best—absolutely.

Examination and comparison with other instruments will prove this; but there is nothing like seeing and hearing one of the Mozart Pianos yourself to convince you.

Positively we have the best proposition in the trade for real live dealers. Do you want to share in the success and profit?

If you do, write, wire or telephone

### National Piano Company Limited

266-268 Yonge St. - Toronto



withstanding the disturbances arising from the moving season. Sold signs have been displayed frequently the last couple of weeks on Langelier pianos and it is expected that June brides will give a larger preference to this instrument than heretofore, which is saying a great deal as the corresponding month last year reached a record mark in this direction.

Layton Bros., during the recent campaign in aid of the funds of the Y.M.C.A., generously donated to the Central Y.M.C.A. a Layton Bros. piano. The past two months' business with this firm has shown satisfying results in their piano department, registering for April and May a substantial increase in the sale of Mason & Risch, Sherlock-Manning, Layton Bros. pianos and Thomas Organs. Considerable of the buying, they find, has been done in anticipation of increased prices, and buyers who have been putting off for some time the purchase of an instrument have come to realize that now is the time to practice economy in view of a rising market, as it were.

The reputation of Evans Bros. instruments was well testified to by the numbers of buyers placing orders for this make the past month, and J. H. Mulhollin, the local representative, is exceedingly well pleased with the future outlook in this direction.

Through the generosity of C. W. Lindsay, Ltd., the new Y.M.C.A. Red Triangle Hut has been supplied with a player piano.

Willis & Co. recently advertised a clearance sale of square pianos, which was so much of a success that a waiting list now exists for further squares, and in addition a number of Willis' pianos were sold to purchasers who came in quest of "squares." This firm have again secured the contract for supplying all the steamers of the Canada Steamship Co. with Willis pianos.

A continued evidence of popularity for Langelier pianos through the Dominion is daily being accorded this line where the sales of these goods, both in uprights and players, are steadily growing among the better class of desirable accounts. This firm's factory at Pointe Aux Trembles presents a busy aspect, and the number of orders on hand for both immediate and future deliveries is most gratifying concluded J. Donat Langelier, Limited.

Leopold A. Poulin, of C. W. Lindsay, Ltd., has been excelling himself with attractively dressed windows of late. The Lindsay window displays are attracting a great deal of public attention to the lines featured by this firm.

George H. Willis, of Willis & Co., Ltd., has been out amongst the trade calling on dealers with the usual success that attends his characteristic urbanity.

Commenting on the player piano situation in an interview with the Journal representative Mr. A. P. Willis, President Willis & Co., Ltd., expressed the opinion that there will be a great shrinkage in trade in that department, while the quality of straight pianos to be made in Canada seems to be entirely dependent on war conditions, these being too numerous to mention. "All our eligible men in Montreal, and for the matter of that all over the country, went to the front by voluntary enlistment and we, to meet this situation, trained younger men in their places. Now these younger men seem to be all drafted, and we are very much handicapped at present both in the factory and branch offices. It is quite noticeable," said he, "that a great many people seem to be under honor not to buy, and to do without much in order to help win the war, while many are making money out of the war, in fact fortunes. At the same time there is a still larger percentage of clerks, bookkeepers, accountants, etc., who though making and earning better salaries than formerly are nothing ahead because of the increasing high cost of living. In the larger cities the masses of the people are not much richer, although wages are very good."

### Brantford Music Dealers' Association

In a former issue of the Journal was reported a meeting of the music dealers of Brantford, at which it was decided to form an association. Since that date another meeting was held and the organization completed. The occasion was an informal dinner at Crompton's.

The meeting fell on the 75th birthday of Mr. S. G. Read, who as dean of the trade in the Telephone City, was unanimously elected president. This compliment Mr. Read acknowledged in his own characteristic and graceful manner. Mr. Read's experience extends over many years, and he has a fund of most interesting and instructive reminiscences in retailing organs and pianos.

The officers elected were:

President—Mr. S. G. Read, of S. G. Read & Son.

Vice-President—Mr. B. J. Wade, of the Wade Music Co.  
Secretary-Treasurer—Mr. Thomas Darwen, Jr., of the Darwen Piano & Music Co.

Those present at the meeting were the above named gentlemen, and the following: Mr. Frank Read, of S. G. Read & Son; H. J. Smith, of H. Judson Smith & Co.;



Mr. S. G. Read, President Brantford Dealers' Association.

M. S. Phelps, of the Brantford Piano Case Co., Ltd.; A. Tomlinson, of the Piano Case Co., Ltd.; G. Brereton, of Brantford Piano Case Co.; Thomas Darwen, Sr., of the Darwen Piano & Music Co.

Messrs. T. J. and E. Barton, of T. J. Barton & Son, and Mr. C. H. Brown, of Brown Victrola Store, were unavoidably absent.

The Association took occasion to extend to Mr. Read congratulations on the occasion of his birthday, and to extend sincere good wishes for many happy returns.

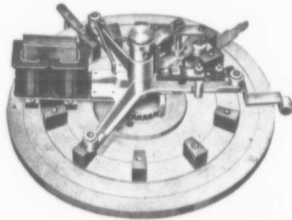
The Brantford Music Dealers' Association starts off under splendid auspices, and with the unanimous conviction of the trade that a great deal of good can be accomplished as a result of getting together. As in all centres, there are trade abuses and grievances with which every dealer is familiar, and many of which can easily be eliminated through co-operation.

The getting together of the Brantford dealers was the result of a meeting called by the Director of Canadian Bureau for the Advancement of Music, at which the work of the Bureau was explained, and the support of it by the Brantford dealers urged.

Next to knowing when to grasp an opportunity, the most important thing to know is when to let go.



## The Electric Musicphone Line

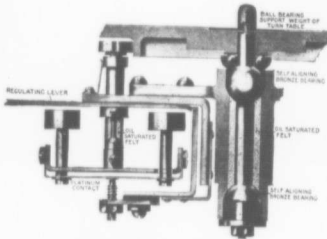


The **ELECTRIC MUSICPHONE** is fitted with the simplest and best electric motor ever made for a phonograph. It runs from three ordinary No. 6 dry cells procurable anywhere, and in connection with our light weight universal tone-arm, gives marvelous service.

Think of never having to wind a motor—never being dependent upon uncertain electric light currents—no trailing wires—can be used in any part of a room, or in homes not fitted for electric current! The motor is ball-bearing, self-oiling, and requires no attention. It is very silent, owing to the entire absence of belts or gears.

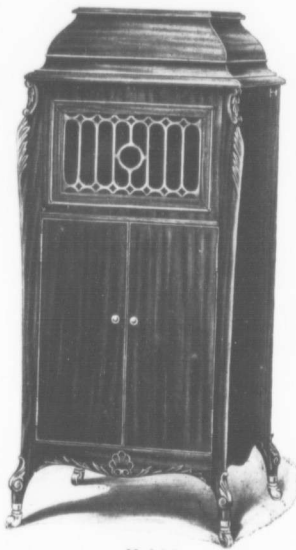
The turntable is the armature of the motor, and is drawn around by a magnet, and owing to its extra weight acts as a fly wheel, giving great steadiness in running under all loads. There are no spring troubles with these motors—in short it is the ideal phonograph motor.

We are the agents for this motor in Canada. Write us about them.



## Newbigging Cabinet Co., Limited

HAMILTON - ONT.



Model F



Manufacturers  
of  
Phonographs,  
Record and  
Player Roll  
Cabinets.

Get in touch  
with the  
**Musicphone**,  
acknowledged  
to be the  
best value on  
the market  
to-day.



Model G

## Another Step in Heineman Progress

### The "OkeH" Record Announced

The New York headquarters of the Otto Heineman Phonograph Supply Co. have announced the latest Heineman product, the "OkeH" record. This name is derived from the original Indian spelling of the term colloquially known as O. K., standing for "all right." This record has been in course of development the past year, and Mr. Heineman, president of the company, has been devoting a considerable part of his time to the perfection of this record, in order that it might be fully commensurate with the prestige and quality of the other Heineman products.

The Heineman record, which made its debut to the trade at the New York Music Show and Conventions, is a hill and dale cut record, to be played with either a sapphire point or a steel needle. The company is planning to manufacture only ten-inch records at this time. All of the records will be double-faced, and the library will include popular and standard selections. The first list contains about fifty records, and the artists listed in this first supplement include many of the best-known recording artists now before the public.

The recording laboratories for the Heineman record are located in New York, and are under the supervision of Charles L. Hibbard, technical director, and Fred W. Hager, musical director. Both of these men are generally recognized as two of the best-posted members of the technical and musical divisions of talking machine recording, and Mr. Heineman is very pleased to announce their addition to his staff.

This record is manufactured in a large and up-to-date factory at Springfield, Mass., which is now a member of the Heineman group of factories. This manufacturing is under the supervision of Thos. E. Griffen and Charles Kramer,

both well known in their fields. Mr. Kramer has personally supervised the construction of several record manufacturing plants and is thoroughly familiar with every phase of this important work.

During the past few weeks visitors to the company's executive offices have had an opportunity of listening to the Heineman record, now christened the "OkeH," and they have expressed their hearty approval of this record, stating that it possesses musical qualities which will undoubtedly win instant recognition from talking machine dealers and the music-loving public.

This announcement of the Heineman record marks another stride in the remarkable progress achieved by the Otto Heineman Phonograph Supply Co. during the past two years. From a modest beginning in a small office in New York this company has marched steadily forward, until to-day, in addition to its executive offices in the leading cities, it owns and controls factories in Elyria, O., Newark, N.J., Putnam, Conn., and Springfield, Mass. The original product, the Heineman motor, is now the head of a family of products which includes Heineman motors, tone arms, sound boxes, etc.; Meisselbach motors, tone arms, sound boxes, etc.; Dean steel needles, etc., and finally the Heineman record.

### Returns to Mexico

Mr. Ralph Cabanas, former manager of the Columbia Graphophone Co.'s business in Canada, has said good-bye to his friends in this country, and has returned to Mexico to again take up his interests there. On resigning from the Columbia service a few months ago, Mr. Cabanas visited Mexico City. He found business conditions surprisingly improved. So much so, in fact, that instead of deferring his permanent return there for some time, he found it advisable to go at once. Accordingly he has disposed of his residence in Toronto, packed up his furniture and said farewell.

In Mexico City, where Mr. Cabanas' business interests are located, including the Columbia jobbing rights for the country, the normal population of 500,000 has grown to 800,000. Monied people from all parts of the country have removed to Mexico City for greater safety to life and money, and altogether there is a trade activity very encouraging to the merchants there.

A year ago an American piano factory employed four women for piano building work. To-day they employ 200 women.

"A standard size for catalogues" was the subject discussed at a recent conference of the National Association of Purchasing Agents.

The annual convention of the British Music Trades will be held on June 26. The proceedings this year will be confined to a one day's sitting.

## Phonograph Dealers and Manufacturers ATTENTION!

Party owning very valuable Canadian patent, covering the manufacture of disc records that will play laterally (similar to Victor and Columbia), desires to negotiate with persons interested in the manufacture of such records in Canada. This will involve the outright purchase of the patent or exclusive Canadian rights.

Address with full details as to financial and business qualifications, etc.,

**L. BOTTING**  
Room 708, 347 Fifth Ave.  
NEW YORK

**Oldest and Largest  
Manufacturers of Talking  
Machine Needles in the  
World—There are several reasons**

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



## NORDHEIMER DESIGNS



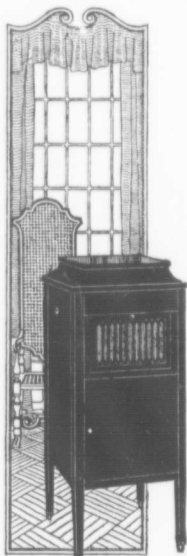
### NORDHEIMER STYLE "B"

—Admired by All

MODELLED on Colonial lines, this is a size and style very generally in demand. Height 4 feet, 6 inches; depth 27½ inches; width 5 feet, 2 inches. Obtainable in mahogany or walnut. Selected woods of beautiful grain are used in this design. Duplex Scale.

NORDHEIMER PIANO & MUSIC CO., LIMITED

COR. ALBERT & YONGE STS., TORONTO



*Style G*

## IS Your Phonograph Department Really Profitable ?

How an Ontario dealer found the way to Greater Profit.

"A SHORT time ago, a friend of mine asked me to supply him with an Aeolian-Vocalion.

"I could not—but I assured him that I represented one of the best-known phonographs on the market. I wondered why he particularly wished the Aeolian-Vocalion—and was not interested in any other. About the same time, some of my best customers began to enquire about the Aeolian-Vocalion.

"My curiosity was aroused finally; so I went to *hear* this unusual machine which was creating so much comment.

"At first I was sceptical—but when I compared the Vocalion with the instrument I was representing, I was completely won over. I find it has an

### EXTRAORDINARY NEW SOUND BOX

of such high sensitivity, such correctly proportioned ampleness, that the tone of the Vocalion is natural always.

"Of all phonographs the Vocalion is the only one that allows modifications of sound volume while retaining all the sound quality.

"The privilege of interpretation is possible in no other phonograph. The Gradnola expression-device is the supreme refinement that perfects the phonograph and makes the Vocalion a real instrument which enables you to actually 'play' the records yourself.

"The sales arguments of the Vocalion, superior to those of any other phonograph—the advantage of the wonderful advertising—these make the Aeolian-Vocalion proposition so remarkable that I had to admit that mine was not a 'worth-while' representation. I saw that my Phonograph Department had gotten into a rut—that it was netting me a fair profit—but not a maximum profit. Like many other dealers, I thought I was carrying the best phonograph—but neglected investigation of other makes.

"I am glad I investigated the Aeolian-Vocalion—it has shown me the way to greater phonograph profit."

There are still some territories open. We would be pleased to have you write us for full particulars.

THE NORDHEIMER PIANO & MUSIC COMPANY, LIMITED  
COR. ALBERT & YONGE STS. - - - - - TORONTO

*Canadian Distributors for the Aeolian-Vocalion*

### Bell Manager in West

Following a business visit to Ottawa, Montreal and Quebec, Mr. H. A. Grimsdick, managing director of the Bell Piano & Organ Co., Ltd., of Guelph, left for a trip to the Canadian West. It is his plan to go right through the Prairie Provinces to Vancouver. At this season, when so much interest centres in the progress of the western crops, Mr. Grimsdick will secure much valuable first-hand information on the trend of Western business conditions among the many progressive Bell dealers in that section of the Dominion.

### Calgary Dealer in Larger Store

Mr. C. B. Clark, the well known music dealer of Calgary, who has the Gerhard Heintzman agency, has removed from Seventh Avenue West to 216 Eighth Avenue West. The new address is where the Hunt Piano Co., Ltd., were located. This gives Mr. Clark the increased floor space made necessary by the growth of his business. In addition to the Gerhard Heintzman agency Mr. Clark is an enthusiastic "His Master's Voice" dealer and has a good following from among Calgary music lovers who appreciate the service of the Clark store.

### Sydney Dealer Returns Home

Mr. H. V. Smith, of the well known firm of music dealers, Smith & Smith, Sydney, N.S., has returned to his home there from a visit to Western centres. Mr. Smith included Montreal, London and Chicago in his itinerary, and also spent several days in Toronto.

Mr. Smith, who is represented in the army by five sons on active service, is not at all pessimistic as to the outcome of the war, and, in the meantime, is an enthusiastic advocate of music as a national essential.

By visiting other points from time to time Mr. Smith keeps in touch with the headquarters of the various firms whose lines he handles, and his inventory of the members of the trade with whom he has come in contact gives them a high rating.

### You Pay Only the Printing

Every music dealer in the country must do his bit in campaigning against the mischievous sentiment generated through thoughtlessness or ignorance, that music is an extravagance and should be curtailed or lopped off.

The illustration herewith shows the front of a little eight-page booklet, literally worth its weight in gold in this connection. "Sunshine for the Soul" appeared in "Canadian Home Journal," for which magazine it was written by Mr. H. G. Stanton. The Directors of Canadian Bureau for the Advancement of Music authorized the printing of it in booklet form for general distribution to the public through the trade. Several thousands have already gone out where they will do the most good. Such literature is necessary to offset the too popular impression that music is a non-essential.

The thing is to get it to the public. This booklet is the first of a series to be issued. In buying it you pay nothing for the service rendered by the author and nothing for the time and labor involved in getting it printed and ready to deliver.

These are being supplied at cost, which has been reduced to a minimum by printing in large quantities. The first hundred copies will cost you \$1.00, and each additional hundred 75c., prepaid to any part of Canada; in lots of 5,000 at \$7.00 per M. f.o.b. Toronto.

Get some of these and mail them to your best prospects

and to the people in your vicinity that require conversion to an appreciation of "Music in the Home and the School." These may include the members of your Council, your Board of Education, your teachers, and others active in public affairs.

Send your order to Canadian Bureau for the Advancement of Music, 66-68 West Dundas St., Toronto.

## Sunshine For the Soul



*The Importance of Music  
in Our Homes*

Published by  
Canadian Bureau for the Advancement of Music.

Showing the front page of a booklet that music dealers everywhere should distribute to the public. Read about it and order some copies now.

### Young Piano Man Killed

A promising young life was cut off in the death of Flight-Lieut. T. H. Heintzman, who was killed in an aeroplane accident at Mohawk Camp, Deseronto. Deceased, who was a son of Mr. Herman Heintzman, enlisted with the R. A. F. in October, 1917, and during the winter trained at Texas. He completed his training at Armour Heights on returning to Canada in the spring, and was sent to Deseronto as an instructor. Prior to enlisting he was connected with the manufacturing end of the Heintzman firm. Mr. Charles T. Heintzman is a brother.

The remains were interred with full military honors from the family residence on Avenue Rd., the body being conveyed to the new mausoleum at Mount Pleasant.



### Apologies versus Service

Every "His Master's Voice" dealer knows that he will get every record he orders the same day he orders it.

That is why "His Master's Voice" dealers do not have to apologise to their customers for poor record service from their distributors.

### AND MOST IMPORTANT OF ALL:

The price of "His Master's Voice" records have not been increased in Canada. Surely this can be called "Service."

What do you do?—Apologues—or sell "His Master's Voice" records?

**BERLINER GRAM-O-PHONE COMPANY, Limited**

HEAD OFFICE AND FACTORY

MONTREAL

The Famous Victrola

Victor Records



## HIS MASTER'S VOICE PRODUCTS

are Wholesaled by the Following Firms:

### ONTARIO:

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

### QUEBEC PROVINCE:

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

### BRITISH COLUMBIA:

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

### MANITOBA:

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

### ALBERTA:

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

### NEW BRUNSWICK:

NOVA SCOTIA:  
PRINCE EDWARD ISLAND:

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

BERLINER GRAM-O-PHONE COMPANY, Limited

HEAD OFFICE AND FACTORY  
MONTREAL



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# Talking Machine and Record Section

CANADIAN MUSIC TRADES JOURNAL—JUNE, 1918

## A Surprise

THE story is told of a salesman who was instructed one morning to sell talking machines that day only for cash. The first customer who came along did not look the part, but the salesman mustered up courage, showed the line and closed a deal for cash. He was so unnerved by the experience that he had to go home for the rest of the day.

## Soldiers Want Records and Rolls

THE music dealers throughout the country can do a great service to the soldiers of the country by aiding in getting the people to make contributions of their idle records and player rolls. The Red Cross Society, which has branches everywhere, will see that they are distributed where most needed. The records and rolls will go

### "See It Through"

Men,

Money,

Munitions,

Music.

to the hospitals, training camps and Y.M.C.A. huts, and any surplus will be sent over to France.

If the talking machine and player piano owners had their attention drawn to the musical needs of the soldiers there would be a generous response in the shape of records particularly. Donations of talking machines are also most acceptable.

By using a part of his advertising space in the newspapers and enclosing a circular when mailing out his monthly supplement or other literature, every dealer could influence many people to consider the soldiers in this way. Already some firms are both mailing circulars and devoting a panel in their newspaper announcements to this request.

In addition to being commendably patriotic, it is quite possible that new record business will result from getting the talking machine owners to look over their records, thereby creating new interest.

If you are not yet doing anything to make the music wants of the soldier known to your customers, do it now. Have the contributions sent to the Red Cross, who will look after them. Get your newspaper editor to co-operate. The Toronto Star, amongst other papers, has very generously and effectively made an appeal for records and rolls.

## Crying Need of the Camps

MR. L. F. HANMER, of the United States Federal Commission on Army and Navy Camp Activities, has told the public what a big place in the camps music fills. He says: "Many a weary or lonesome hour has been turned into one of pleasure by the revolutions of the disc of the phonograph. Through generous gifts many of these have been installed; but there is still a crying need for many others."

## A Boon in Remote Parts

READERS of the Grain Growers' Guide have been getting a series of musical articles by Professor G. E. Hoole. One of the latest is on the value of the talking machine. This writer says: "More than any other in-

vention the advent of the gramophone has been, and will continue to be, a priceless boon to the cause and progress of music in the homes of the people, especially of those who, on account of distance from musical centres, or from pecuniary circumstances, are not able, but on very rare occasions, to hear the outstanding performances of great artists, or even those of a good standard by lesser known performers."

Professor Hoole advises every would-be singer or player to study the various records, with the idea of finding out their weak places and improving their own music accordingly.

## "Swat the Stickers"

HAVING succeeded, in some measure at least, in its determination to counteract the idea that there's nothing doing in music selling during the vacation months, the talking machine trade is now handling another merchandising problem. It might be termed a campaign to "swat the stickers." When dealers go over their record stocks there are always some selections that seem to lag. It is being found the height of good business to give these an extra push, which results generally in moving them off the shelves. A dealer, for example, found he had in stock a dozen Rigoletto Quartets and not one of this title had been asked for for several weeks. The saleslady was instructed to play this quartet for every customer, no matter who he was, until the stock was cleaned out. In three days every Rigoletto Quartet was sold but one kept for demonstration requirements.

Giving his experience along this line, a dealer said: "Getting rid of overstocks is the easiest thing in the world if a dealer will only exert himself a little. I never knew a 'sticker' that wouldn't sell if you went after it. There are a lot of people in this world who have never heard the music that is old to others."

## Foreign Records Present a Big Field

A PART from the actual profit in sales of foreign records the dealer should be interested in securing new names of prospective machine buyers among the foreign population of his territory. The man who comes in for an Italian record, for instance, can tell you names of other

*People who have music in their homes always have lots of friends.*

Italians you might interest in talking machines. A Victor distributor in the United States, who has been the means of bulding up a large business among foreigners, has been discussing this question in "The Voice of the Victor." The following from his remarks are of interest to Canadian dealers too:

Tony Andrianopolis shyly enters your store, hat in hand, and asks if you have some Greek records. Of course you have none, and in the past simply told him so and turned away from him. He slikened out of your store. You soon forgot the incident. Now, had you invited Tony into your office, inquired from him about how many Greeks, for instance, lived in your city, and put it up to him squarely if he thought it would be profitable for you to carry

Greek records, you might sit up surprised that you had wasted some wonderful opportunities.

Tony would likely have told you that there were probably a hundred or more Greeks in town, a score or more of whom owned talking machines, and that they have been buying records in large quantities from some dealer in Milwaukee, Chicago or New York. He would add that because of the difficulty in getting records there were at least a dozen or more of his friends who had not bought machines.

You feel satisfied, now, that there is some fine business to be had among the Greeks, but don't know how to stock up with Greek records. Go a bit further. You have discovered that Tony gave you some mighty good advice. Don't let him get away. Just hand him a Greek catalogue and ask him to mark in this what records he thinks you ought to carry for a starter. Tony is going to be a little shy here. The moral obligation of stocking you up with merchandise is great, and before he gets through with that catalogue he will have made a mental note of every Greek talking machine owner and just about what records each will buy.

Have faith in Tony. Order every single record he tells you to and go him one better. When sending in your order to your jobber tell him to include in this order such Greek records as might have been omitted which he knows are good sellers, and every wholesaler can give you this information at a moment's notice. When you get these Greek records in stock let Tony know. Tony will do the rest.

He will come into your store with one or two friends and ask for Greek records. Now don't make the mistake of just taking a pile of them and passing these out to him. Treat him as you would one of your regular customers. Better still, wait upon the group yourself. Watch the face of each listener light up as they hear some good old folk song. Maybe, after a half hour's visit they will buy only two records, but you can gamble anything you want that within another day the news will have spread throughout the entire Greek community that you have some Greek records. You can make another mental wager, and win, that several Greeks will buy machines from you within a week after you have put in your stock of Greek records.

What is true of the Greeks of your city is equally true of other nationalities. With only single modifications you can proceed in a like manner with each and every nationality represented in your community.

Just bear in mind one important factor, and that is, every foreigner is just as hungry for music as are your present regular patrons. The buyer of foreign records will prove a more loyal and consistent customer of yours than you ever before had. He will be your booster through thick and thin, and more patient.

There are certain characteristics quite common to each group of buyers of foreign records. To illustrate, Italians respond quite the quickest to purchases of records from the General Catalogue, and early buy Red Seal records. The Poles will start out demanding loud records, progressing later to a better class of selections. The Greek, with a love of his old traditions, is a bit harder to get interested in the general list. Because they are neighbors, do not think the Swedish and Norwegian folk will buy the same records. If a Turkish customer happens in and you have nothing to offer him in his language he will be interested in instrumental records listed in the Assyrian and Greek catalogues, and vice versa.

The buyer of foreign records will be greatly interested in accordion records if his home was once in any European country. The same is true of harmonica records. Band numbers are extremely popular among your foreign friends. The old-fashioned waltzes, polkas and schottische are always desired. It is needless to say that folk songs find a ready sale. Modern English songs rarely find favor with buyers of foreign records when sung in a foreign tongue.

### Music a Human Essential

SOME inspiration will be found by those who have a tendency to yield to the irresponsible claims that music is a non-essential, in the following sent by Mr. Edson to the editor of the *Etude* of New York:

"You ask me if music is a human essential. To the Esquimaux, or South Sea Islander, no. To the American, Frenchman, Englishman, Italian—yes. Mere existence demands nothing but food, drink, clothing and shelter. But when you attempt to raise existence to a higher plane, you have to nourish the brain as well as the body. I don't think there is any sane person who would say that books are unessential to the maintenance of our civilization in America. Yet, after its school days, probably less than one-fourth of our population reads with serious purpose. Music is more essential than literature, for the very simple reason that music is capable of releasing, in practically every human mind, enlightening and ennobling thoughts that literature evokes in only the most erudite minds.

"Music, next to religion, is the mind's greatest solace, and also its greatest inspiration. The history of the world shows that lofty aspirations find vent in music, and that music, in turn, helps to inspire such aspirations in others. Military men agree that music is essential to soldiers both in camp and in action. The Marseillaise is worth a million men to France. Music is not less essential to those the soldiers leave behind them. Instead of decrying music, the demagogues and others, whose hysteria or self-consciousness has distorted their vision and befuddled their brains, should urge the nation to make more music."

"Vacations with Music"—the Big Idea for Summer. Sell every vacationist a Portable Model Grafonola. Columbia advertising Will Pull—You Push.

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



PLAYS ALL RECORDS

# A Brunswick Triumph!

How the Brunswick Method of Reproduction allows the Dealer to truthfully say he can play All records PROPERLY

**H**ERE'S a new method of reproduction which discards old-time crudities—it is a real sensation.

No longer need you make apologies for your instrument not playing any record as it should be played, for the Brunswick with the "Ultona" plays all records properly.

This improved method of producing the true tone from every record, opens new fields to you and increased possibilities to your business for bigger profits in 1918.

## Marks New Epoch

The public are awakening to the fact that they can now secure a phonograph which plays Properly all records—and yet costs no more. In fact they are going to demand that versatility on the phonograph they buy. Are you going to have what the public wants?—it's a vital question with you. THINK IT OVER!

The Ultona reproduces each type of record Properly—according to exact requirements—the proper diaphragm, the exact needle, the precise weight.

Those Brunswick dealers who are fortunate enough to represent this COMPLETE instrument, have absolute confidence of splendid returns. Get the Agency for this All-in-One phonograph which has the Brunswick

record to link up with it, before it is too late.

Send to-night for Co-operative sales plan—but HURRY!

**REMEMBER—**  
—that you have the splendid  
Brunswick Record to link up  
with the  
**ALL-IN-ONE BRUNSWICK**

THE MUSICAL MERCHANDISE SALES CO

TORONTO MONTREAL WINNIPEG

Sole Canadian Distributors.

### PREPARE!!

—for your fall trade NOW.

Address nearest office for profitable sales plan.

**TORONTO:**  
Excelsior Life Bldg.

**MONTREAL:**  
582 St. Catherine St., West.

**WINNIPEG:**  
143 Portage Ave., East.



The  
**Brunswick**  
ALL PHONOGRAPHS IN ONE

**R**EGARDLESS of his product, if a manufacturer is to grow, to prosper, his product must stay sold. A phonograph is made up of many parts, and of these the motor is of major importance.

When the Stephenson Precision-Made Motor was introduced, many compliments were received; on the spring drum construction, the tapered bearing turntable shaft, the silent wind, the running qualities . . . and many initial orders were received. The initial orders were trial orders . . . the subsequent repeat orders were because of the inherent merit of the Stephenson Precision-Made Motor. Because manufacturers appreciate that this motor helps them to keep their product sold . . . helps them to make satisfied customers . . . helps them to prosper, to grow.



Vice-President

STEPHENSON, INC., One West 34th Street, New York

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### Even When Business Is Good, Don't Overlook a Wise Use of the Selling Helps Supplied

THE retail store's use of the selling helps furnished by the talking machine and record manufacturers to which this Journal has referred on frequent occasions has been also emphasized by the Talking Machine World. In their last issue this short article appeared:

Talking machine dealers should be especially eager at this time to avail themselves of all co-operative service offered to them by the manufacturers whose goods they handle. The leading institutions of the industry have set a pace, as far as window bulletin displays, mailing circulars, electros for use in local advertising, poster cards, etc., are concerned, that is probably the most elaborate and the most brainy offered by any of the great American industries. In fact, four and five colored posters, the handiwork of the finest artists and printers in the country, have been so common that many talking machine dealers have frequently failed to appreciate their real value. The reports compiled by several of the leading manufacturers show that the percentage of dealers who make extensive use of the service provided for their benefit is not much over fifty per cent.

The main reason why dealers have not paid greater attention to this service undoubtedly lies in the fact that their business ran continuously good without special exploitation of the machines and records which they handled. But at the present time, even though orders continue to be far in excess of the dealers' ability to supply, it is important to make use of the service which the manufacturers are offering. In the first place, nobody knows better than the manufacturer what he is going to be able to supply as the war goes on. Therefore, his service to the dealer will be largely built around what he knows he is going to be able to produce in the nearest to satisfying quantities. Therefore, the dealer who utilizes and co-operates with the manufacturers' service in war times will truly be feathering his own nest.

## NOTICE

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

Columbia Graphophone Company

Berliner Gram-o-phone Company Limited

In the second place, the service offered by manufacturers is bound to be increasingly powerful as the war goes on. The prices on printing have advanced not less than twenty per cent., on paper not less than fifty per cent., and on all the other materials used in the manufacturer's service to his dealers in like proportion. Obviously this means the cost of the free service supplied by the manufacturer has gone up a total of not less than fifty per cent. In the face of this condition, the dealer can rest assured manufacturers are going to condense everywhere and in any way possible. Expensive circulars, posters and bulletins are going to be supplied only when there is a very pertinent message to deliver. Novelties, decalcomanias, etc., for use in interior and window displays are going to be distributed with much care so that they are put only in the hands of those who will make fitting use of them. The slogan for dealers' service is going to be "Make everything count." This being so, the talking machine dealer should pay particular attention, as in this way he may keep his promotion overhead low, keep his store in line with the policies expounded by the parent manufacturer and steadily increase the prestige his establishment enjoys in its home community. It is a time to eliminate all waste, and there would be an obvious waste of a very costly service and brain power should the dealer fail to display the proper interest in what the manufacturer is trying to do to help him while our country is at war.

### Pershing Makes a Columbia Record

A record made by General Pershing for the Columbia Co. is on the way from France to America. It is an exhortation to the American people and is thus announced in the U.S. press:

"One of the most valuable historic records of the present war is a phonograph record. It is a matrix of General Pershing's voice amid the din of battle—a wax cylinder contained in an ordinary leather sack now in the mail compartment of a convoyed vessel which was headed recently for an Atlantic port on the American continent.

"Duplicates of this priceless vocal record have been hidden away in France and England to insure them against loss from submarine attack. It is an exhortation to the American people and will be produced at patriotic meetings, rallies, schools, club and social gatherings and in homes throughout the length and breadth of the land.

"Unlike the text of Lincoln's Gettysburg address and similar priceless national historic papers, this record will not be merely a Pershing relic to look reverently upon, but a new Liberty Bell, to be rung when desired—an ever-living voice, transmitting through the sense of sound the message of its author.

"Immediately upon the arrival of the matrix it will be rushed to Bridgeport, Conn., home of phonograph record and munition making, where everything is in readiness to strike off copies of the record. Then, with all the speed that the mails afford, the message will start on its nationwide circle of inspiration—to every city, village and hamlet, to cantonments and scattered, isolated camps."

Under a new arrangement the Columbia Graphophone Co. are issuing 12-inch Barrientos and Lazaro records at \$1.50 each and 10-inch Lazaro records at \$1.00.

### Reciprocal Copyright

The Journal is informed that under the copyright law of 1909, President Wilson has issued a proclamation giving to citizens of France the right to copyright within the United States musical compositions by French composers and parts of musical instruments serving to reproduce mechanical musical compositions. France has extended reciprocal rights in the same matter to American citizens.



Model "C"

## Summer Phonolas

The smaller types of Phonolas are in big demand for summer trade. Phonola dealers have been successful in selling the people who want small machines for the camp, the canoe and the summer cottage.

# Everybody

in the family uses the phonograph. It is played constantly, therefore it must be honestly built to stand usage in which there is scarcely any let-up.

The Phonola is built with that in view.

## POLLOCK MFG. CO., Limited

Makers of the Phonola

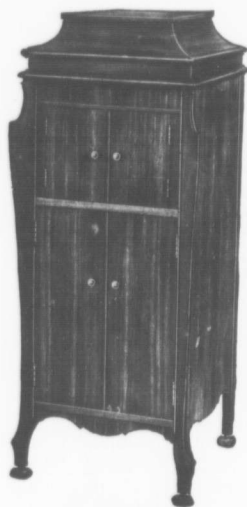
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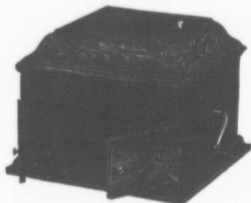
## Domestic Records

Made by such prominent artists as: Henry Burr, Charles Hart, Frank Croxton, Harry McClaskey, Miss Inez Barbour, Miss Marie Morrisey, Jos. Phillips, The Domestic Military Band, Van Eps Dance Orchestra, The Peerless Quartette, and The Sterling Trio.

85 cents to \$1.75



Model "Princess"



Model "B"

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## Winnipeg Trade Talk

WINNIPEGGERS quickly dropped back into their normal habits at the conclusion of the strike that has marked another epoch in the history of this city. For three and one-half days the street car service was at a standstill and for one whole day there was no telephone service with a very intermittent service during the remainder of the strike.

This temporary cessation of the public service on which the public is so dependent naturally interfered with business. It is estimated that there were fully 15,000 people out on strike, with many more to follow, when matters were finally adjusted. But with all the striking nobody was struck. It was one of the most orderly strikes ever heard of, no violence, and, after the first couple of days, very little rancour.

Just at present many in the music trades, as well as others, are very much disturbed over the fuel question. No hard coal for the West is a serious proposition. With the continued low thermometer comes an intense draught, such as is never known in the east. Hard coal, with the furnace securely checked, is the only thing to stand a 30 or 40 below zero night. "The lower the thermometer the fiercer a fire burns" is a true saying here. The burning of soft coal will keep our fire department on the jump this coming winter, and we may look for some serious fires.

Business for May in the different music trades may be quoted as "seasonable." Things are moving along and comparing favorably with the corresponding month for recent years. The Victory Bonds are all paid up now, and there not being this excuse to hand the collector, he is handed money instead, so collections have been up to expectations.

Mr. H. A. Grimsdick, manager of the Bell Piano & Organ Co., Ltd., Guelph, spent a couple of days in Winnipeg en route to the Pacific Coast. The Winnipeg Piano Co. have the local Bell agency.

Mr. G. V. Chown, of the Wormwith Piano Co., Ltd., was noticed among the recent out-of-town visitors calling on the trade here.

Mr. Tutte, of the phonograph department of Winnipeg Piano Co., and Mr. Rowe, of the tuning department, had each a very important announcement to make re a visit from the stork. A daughter arrived at the home of the former, and a son at the latter's residence within 24 hours of each other—a close race.

Two pleasing and ambitious events in musical circles last month were the local symphony concerts by an amateur orchestra under Mr. W. G. Rutherford, and a "scratch" orchestra of professionals, numbering about 50, from the local musicians' union, under the direction of Mr. Augustus (Gus) Hughes. The music-loving public are only sorry that those organizations do not come out more frequently.

## Revised Columbia Prices

In advising Columbia dealers regarding the revised prices effective June 1st, which follow the Government's action in imposing the recent 10 per cent. war tax, Mr. Jas. P. Bradt, general manager for Canada of the Columbia Graphophone Co., has addressed a letter to the firm's dealers, which says:

"You will note that while all types of Grafonolas have been increased, the higher prices are only sufficient to give the Government its 10 per cent. plus your regular per cent. of profit. We have kept nothing for ourselves.

"The only increase in records is the 85c. line, which goes to 90c. This increase will give us but half of what we will pay to the Government on that line. For the time being we will absorb the entire 10 per cent. on all other Columbia records.

"The new prices will enable you to make more money than heretofore. Your per cent. of profit has not been reduced. Your stock in hand is not being taxed. Our action increases its value which will turn into profits as you sell it. For all shipments made this month additional charges will be made as stated on all invoices we have rendered. The manufacturer is the only one to make an accounting to the Government.

"In comparison with most industries, our price increases have been remarkably small. It will not be surprising if other increases occur.

"We hope that our plan as outlined herein will meet with your hearty approval and co-operation.

"The demands of the Government must be met and our earnest hope is that every Columbia dealer will increase his efforts in making sales and thereby add his further bit toward winning the war."

The new prices are:

Grafonola—Type A.....	\$27.00	Grafonola—Type F.....	\$140.00
B.....	42.00	G.....	160.00
C.....	65.00	H.....	175.00
D.....	80.00	K.....	240.00
E.....	125.00	L.....	300.00
Grafonola—Type X.....	\$110.00		
Electric Grafonola—Type G, Electric.....	\$200.00		
H.....	210.00		
K.....	275.00		
L.....	335.00		
Horn Grafonola for Schools.....	100.00		
10-inch Records, heretofore listed at 85c.....	.90		

If a man has a good scheme and makes money out of it people call him a genius; if he loses they call him a fool.

For joyous, sparkling, up-to-the-minute music that everybody loves—

Columbia Records on the Columbia Grafonola.

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



### Nova Scotia Firm Holds Annual Meeting

*Phinney & Co. Staff Convenes at the New Bridgewater Store for Conference and Social Time*

N. H. Phinney & Co., Ltd., the old-established firm of Nova Scotia musical instrument dealers, have opened at Bridgewater one of the finest music stores in the Maritime Provinces. This firm has carried on business in Bridgewater for many years and their business there has grown to such an extent that new quarters became necessary. The store is modelled along the most modern lines and no detail has been omitted that might add to the service given to the people of Bridgewater.

Mr. W. L. Saunders has for almost thirty years been the manager of this branch. He has associated with him Mr. Demone and Mr. Jodrey. This efficient staff covers the counties of Lunenburg, Queens and Shelburne.

The annual meeting of the firm was held at the new store, Bridgewater, on May 23rd and 24th. The attraction offered by the beautiful town of Bridgewater and the desire of the staff to see the new store made a strong drawing card for the meeting to be held there.

Members of the staff arrived at Bridgewater from various parts of the Province on the morning of the 23rd. The afternoon was spent in sightseeing, and the first meeting was called at 7:30 p.m. Mr. W. H. Phinney, the President and Manager, reviewed the work of the past year, and as far as possible outlined conditions that might be expected during the coming year.

This last year has been a record year in the history of the firm. The name which the firm has steadily acquired throughout the Province for fair dealing, the high class of goods carried, the service that follows a sale, and the efficient staff, have all contributed toward a solid business and a sound future.

The firm announced to the public that they have in a measure anticipated the probable shortage in musical instruments, and by careful buying in large quantities are in a position to offer their customers for the coming year at least a service as good as heretofore.

Many matters affecting the trade were discussed. The One Price System which the firm adopted a number of years ago was endorsed by every member of the staff. All goods are marked at the lowest price possible and the same price applies to every sale.

A Mail Order Department in records, to give the country an up-to-date record service, is being opened. This will fill a long required want, and will no doubt be fully appreciated by the public.

Much regret was expressed by all present that Mr. N. H. Phinney, the founder of the present firm of N. H. Phinney & Co., was unable to be present. Practically every member of the staff has been with the firm for years and closely associated with Mr. Phinney before he retired from the firm. The principles laid down by Mr. Phinney for fair dealing, and the associations which he made, are to a great extent responsible for the growth of and the present prosperity of this old firm.

The meeting adjourned at 10:30 to Doran's Hotel for supper.

On Friday the staff were conveyed by automobiles to Petite Riviere, one of the most beautiful drives in the Province. At the Dublin House they were treated to a real Lunenburg County dinner of lobster and salmon. In the evening of the 24th members of the staff left for their various headquarters, after one of the finest conventions ever held by N. H. Phinney & Co. New ideas and added enthusiasm gained by this meeting will not only tend to increase the firm's business for the coming year, but will also better the service given to the public generally.

The following members of the staff attended the convention:

H. W. Phinney, Halifax.	E. A. Phinney, Windsor.
E. C. Phinney, Halifax.	F. J. Levy, Windsor.
V. S. Josey, Halifax.	W. L. Saunders, Bridgewater.
J. A. C. Moore, Halifax.	W. A. Demone, Bridgewater.
J. P. Sullivan, Halifax.	G. A. Jodrey, Bridgewater.
F. E. Jefferson, Halifax.	Mr. Hanratty, Halifax.
O. P. Cormier, Halifax.	C. Spinney, Kentville.
W. B. Eaton, Halifax.	F. M. Whitman, Kentville.
T. Faulkner, Musquodoboit.	

### Bouilliez, the New Gennett Artist

The Starr Company of Canada, London, who are sole Canadian distributors of Starr Phonographs and Gennett records, announce their new artist A. Bouilliez, the Belgian baritone. Bouilliez is known as the baritone of the Covent Garden Opera, London, and Theatre Royal de la Monnaie, Brussels.

The principal Bouilliez selections on Gennett records which have been advertised in Saturday Evening Post are: "Serenade of Mephisto," "Aria of Valentine," "Ballo in Maschera," and "Chanson Bachique." Regarding this artist's ability the London Daily Despatch says: "Certainly with Mr. Bouilliez in the title-role there is a strong inducement to hear it again and again. He is a great artist, whose acting alone would have made it a notable occasion, and his singing is so fine, both in his gentler movements and at the height of passion, that one longs to hear more of it. It was a great triumph for him, and the audience showed their appreciation in no half-hearted manner."

### Kingston Dealer's Good Publicity

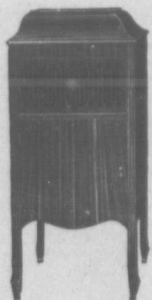
A splendid advertisement is noticed in a Kingston newspaper by R. J. Rodger, whose store is at 132 Princess St. The space used was a four-column one, the centre two being devoted to the following article, "Children Need Musical Training Now As In Peace Times," which was flanked on the left by a column on Nordheimer pianos and on the right by one devoted to Steinway instruments:

"Shall the study of music be discontinued in War Time? For those who only study to pass away the time it certainly should. What shall we say about those who take their music seriously? Music for the serious is a relief from their war duties, and the world has learned that such relief is necessary if the war is to be won.

"The problem with most people concerns their children. Shall their children have music lessons when so many children abroad are without enough food to sustain them? The old idea was music is a luxury. However, in the last few years we have come to realize that the right kind of music is not a luxury, but belongs to the general scheme of education.

"Modern education lays great stress on concentration, and the study of this is begun in the kindergarten by means of music. When the child begins to take lessons, regular practice hours are set down by the parents, and thus the habit of regularity is formed. If the child has the right kind of teacher and his interest in music is awakened, he will work very hard to obtain certain results. As he continues, he will be constantly adding to his powers of mental endurance. As his powers of endurance increase, so his power of self control will also increase. He will realize the things he wants to do and he will acquire self-control enough to do them and put aside other temptations. Is this not worth seeking for? Many children as they grow older suffer unconsciously from their pent-up emotions and these often lead them into trouble. Now if he has really got into the spirit of his music, one will find there an out-let for his feelings that will carry him over many dangerous places in life. Any study that can give such training to the mind must be included in the general education of the child."



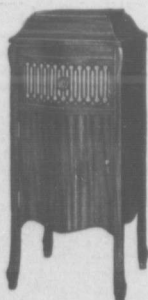


The "Alexandra," \$119

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# CECILIAN CONCERTPHONE

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The "Superb," \$154



DIGNIFIED product" is the way a Cecilian dealer describes the Concertphone. The Concertphone is different—because of the most modern application of acoustic principles—because every cabinet is a gem—because it reproduces the human voice, violin, piano and all forms of music so literally that the full personality of the artist is revealed;

—because of the Ball-bearing Tone-arm, a mechanically perfect Automatic Stop—and because it plays all records musically satisfactorily.

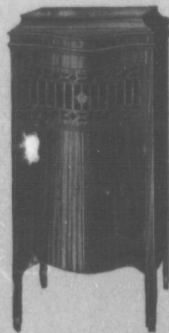
Enquire about our attractive agency offer.

## Musical Instruments Limited

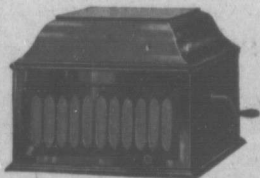
247 Yonge Street

Distributors for Canada

Toronto, Canada



The "Royal," \$245



The "Apollo," \$70

Each of the five CONCERTPHONE types, retailing at from \$70 to \$315, is unique in its class. The bigger orders from dealers already selling the Concertphone is our best evidence of the Concertphone's popularity.



The "Empire," \$315

# CECILIAN

World-Famous (Est. 1883)

## REAL ECONOMIC BUYING

realizes that it is more profitable to watch for the value you get rather than the money you spend. The value in Cecilian Pianos is very greatly increased by these exclusive features—

1. The **ONLY ALL-METAL UNIT VALVE SYSTEM** in the world is an exclusive feature in the Cecilian player. This makes the Cecilian player absolutely leak-proof.
2. The **CECILIAN INDIVIDUAL GRAND AGRAFFE SYSTEM**, found only in the grand pianos of other makes, exemplifies our policy of putting every known improvement in Cecilian upright pianos. This feature wins the discriminating musicians.
3. The **MAPLE INTERLOCKED BACK**, not depending alone on glue, is a constructional feature, the strengthening properties of which piano craftsmen are well aware. Our dealers see and use it as a convincing argument in selling.
4. **EVERY STRAIGHT CECILIAN PIANO IS CONVERTIBLE**. It may at any future time be equipped with a player action, converting it into a player. The prospective buyer appreciates this thoughtful provision for his future needs.

Write for complete illustrations and details.

### The Cecilian Company, Limited, Toronto

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

Head Office and Salesrooms:  
247 Yonge St.

Factory:  
89-93 Niagara St.



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

# CLEARTONE

(Speaks for Itself)

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

## SUNDRY DEPARTMENT

### MOTORS

No. 01— 8-in. turntable, single spring	.....	\$1.25
No. 01—10-in. turntable, single spring	.....	1.40
No. 1—10-in. turntable, double spring, plays 2 10-in. records	.....	2.95
No. 6—10-in. turntable, double spring, plays 3 10-in. records	.....	3.50
No. 6—12-in. turntable, double spring, plays 3 10-in. records	.....	3.85
No. 8—12-in. turntable, cast iron frame, double spring, plays 3 10-in. records	.....	4.85
No. 9—12-in. turntable, cast iron frame, bevel gear wind, double spring, plays 3 10-in. records	.....	5.85
No. 10—12-in. turntable, cast iron frame, bevel gear wind, double spring, plays 4 10-in. records	.....	6.85
No. 11—12-in. turntable, cast iron frame, bevel gear wind, double spring, plays 7 10-in. records	.....	8.50

### TONE ARMS AND REPRODUCERS

No. 1—Tone arm and reproducer	.....	\$1.00
No. 2—Tone arm and reproducer, for playing all records	.....	1.25
No. 4—Tone arm and reproducer, for playing all records, high grade	.....	2.65
No. 6—Tone arm and reproducer, for playing all records, high grade	.....	2.25
No. 7—Tone arm and reproducer, for playing all records, high grade	.....	2.25
No. 8—Tone arm and reproducer, for playing all records, high grade	.....	2.25
No. 9—Tone arm and reproducer, for playing all records, high grade	.....	2.25

### MAIN SPRINGS

No. 00— $\frac{3}{8}$ in., 23 gauge, 9-6 ft.	.....	29c. each.	100 lots 25c. each
No. 01—1 in., 23 gauge, 7 ft.	.....	25c. each.	100 lots 20c. each
No. 0— $\frac{3}{4}$ in., 20 gauge, 8-6 ft.	.....	25c. each.	100 lots 21c. each
No. 1— $\frac{3}{8}$ in., 25 gauge, 9-6 ft.	.....	35c. each.	100 lots 35c. each
No. 2— $\frac{13}{16}$ in., 25 gauge, 9-6 ft.	.....	43c. each.	100 lots 39c. each
No. 3— $\frac{3}{8}$ in., 25 gauge, 11 ft.	.....	49c. each.	100 lots 45c. each
No. 4—1 in., 23 gauge, 10 ft.	.....	49c. each.	100 lots 45c. each
No. 5—1 in., 27 gauge, 11 ft.	.....	65c. each.	100 lots 59c. each
No. 6— $\frac{1}{4}$ in., 27 gauge, 11 ft.	.....	90c. each.	100 lots 85c. each

### RECORDS

POPULAR and GRAMMVOX Brand, 10 inch double face, lateral cut, all instrumental—  
32c. in lots of 100. 30c. in lots of 1,000. 29c. in lots of 5,000

### GOVERNOR SPRINGS

\$1.00 per hundred; \$6.00 per thousand. Special price in large quantities for Motor Manufacturers.

### GENUINE DIAMONDS, SAPPHIRE POINTS AND BALLS

Genuine Diamond Points for playing Edison Records	.....	\$1.35 each.	100 lot, \$1.25 each
Sapphire Points for playing Edison Records	.....	.18 each.	100 lot, .14 each
Sapphire Balls for playing Pathé Records	.....	.20 each.	100 lot, .16 each

STEEL NEEDLES at moderate price as per quantity.

### NEEDLE CUPS AND COVERS

\$17.50 per M. \$16.00 per M. in 5,000 lots. Covers \$7.50 per M.

### COVER STAYS

No. 1, for Table Cabinets, 6 in. long	.....	9c. each.	100 lot, 7 $\frac{1}{2}$ c. each
No. 2, for Floor Cabinets, 9 in. long	.....	17c. each.	100 lot, 13c. each
No. 3, heavy for Floor Cabinets, 10 in. long	.....	20c. each.	100 lot, 16c. each

Continuous Piano Hinges, 23c. per foot.

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

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

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

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



## TWO NEW PERIOD DESIGN PATHÉPHONES

### Pathephone No. 160

Georgian Style

Two splendidly built machines of rare beauty, worthy to take their place alongside of the other beautiful Pathé period designs which we have already brought out. Do not fail to stock these machines; they will give your store an added reputation and open up a profitable field for more sales.



No. 160, Georgian Style, \$176.00

Pathephone No. 160 is in the Georgian style and presents a very graceful and striking appearance.

Pathephone No. 125 is after Adams Bros. and its plain yet elegant, comely lines will prove a delight to the discriminate lover of fine furniture.

Both of these instruments come in genuine hand-rubbed mahogany, selected quartered oak and figured American walnut.

We Are Now Ready to  
Make Shipment.

Get Your Orders in Early.

### Pathephone No. 125

Adams Bros.



No. 125, Adams Bros., \$137.50

## Pathé Frères Phonograph Co. of Canada, Limited

Factories and Head Office: - 4-6-8 CLIFFORD STREET, TORONTO

#### DISTRIBUTORS:

Ontario—Pathé Frères Phonograph Co. of Canada, Ltd., Toronto.  
Quebec—Pathé Frères Phonograph Co. of Canada, Ltd., Birks Bldg., Montreal.  
U. W. Lindsay, Ltd., Montreal.  
Manitoba, Saskatchewan, Alberta, British Columbia—R. J. Whitt & Co., Limited, Winnipeg, Man.  
New Brunswick, Nova Scotia, and Prince Edward Island—H. L. Hewson & Son, Limited, Amherst, N.S.

AGENTS WANTED EVERYWHERE

## MONTREAL TALKING MACHINE TRADE GOSSIP

AN increasing business is noticed in the sale of talking machines for wedding gifts, though conversation with dealers indicates that this field is not developed as consistently as the rewards warrant. One house follows up the engagement notices in the daily papers, tabulating the names thus secured, as well as those secured from private sources. The opening shot is a carefully worded letter on good stationery in plain envelope. The groom, the parents of the bride and the parents of the groom are included in the campaign.

Speaking with a representative phonograph dealer, who believes very strongly in printer's ink, the question was asked as to whether he found display advertising or condensed classified advertising the most productive of results. He stated that on second-hand machines and exchanges the classified columns brought him excellent returns, but when it came to advertising and featuring a new machine, he found display advertising, with illustrated copy, productive of the best results.

With startling suddenness the death occurred of Mr. John Ferns, the well known His Master's Voice dealer, whose store at 249 Laurier Ave. was illustrated in the last issue of the Journal. Mr. Ferns was at one time superintendent of the Berliner Gramophone Co.'s factory, and was an enthusiastic talking machine man. The business is in the meantime being continued by Mrs. Ferns.

The Berliner Gramophone Co., Ltd., with their usual thoughtfulness for their customers, on May 1st—moving day in Montreal—placed their motor trucks at the disposal of their customers, moving their Victrolas and records absolutely free of charge.

Layton Bros. announce the appointment of H. H. Brennard to the management of their phonograph department.

Charles Culross has on sale the new Aeolian-Vocalion records, and is most enthusiastic over them, and says the possibilities for the sale of these records is unlimited.

N. G. Valiquette, Ltd., are pushing business hard in their Pathé department, and are receiving satisfactory results in every direction.

Encouraging reports are received from H. P. Labelle, Ltd., in regard to the sale of Pathé goods, which line they state is finding favor with the better class of buyers.

Paul Decker left one morning recently at 7.30 to report for military duty in United States. Notwithstanding the earliness of the hour a goodly crowd of the 417 store were on hand to give him a send-off. It is said of "Paul" that this is the earliest that he was ever known to rise.

Wilder's Music Supply Co. recently donated a full sized cabinet Celeste machine to the Hervey Institute, who in turn raffled off the same in aid of the funds of the institution.

The Canadian Graphophone & Piano Co., Ltd., through Mr. A. A. Gagnier, claim that each week outstrips the preceding one in volume of business transacted in Columbia Grafonolas and records, and that while styles change, the quality of these goods always remains the same, and the name Columbia on a phonograph is a guarantee of excellence.

Mr. O'Brien, recently in charge of the phonograph department of C. W. Lindsay, Ltd., Ottawa branch, has reported for military duty.

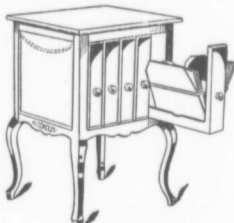
Goodwin's Limited, in a recent Edison advertisement, incorporated therein an editorial on music, which appeared lately in the New York Mail.

The Musical Merchandise Sales Co. have been using large space in the Montreal dailies in the interests of their product, and the new Brunswick shop in particular, which was opened at 582 St. Catherine St. West. Among late additions to the Brunswick list of dealers in Montreal, in-

# THE LATEST RECORD CABINET

## Every Record at Your Finger Tips

Each cabinet is equipped with alphabetical index book for listing the records, and with numbered guide cards for placing between the records, so that the desired record can be secured from among a hundred or more without disturbing or handling any others.



Patented July 10th, 1917

Made in a variety of styles, in birch, quartered oak, and mahogany. Five-drawer cabinets such as illustrated have capacity for 100 records either 10 or 12 inch. Ten-drawer cabinets have capacity for 200 records.

Every owner of a gramophone should have one of these cabinets.

Write us for cuts and prices.

Our new No. 100 combination Record and Sheet Music Cabinet is very popular, and would suggest that you give it a trial.

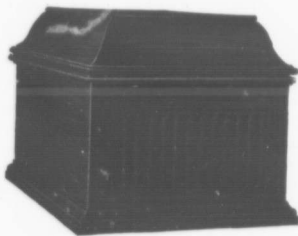
# THE ORILLIA FURNITURE CO., LIMITED

ORILLIA

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ONTARIO

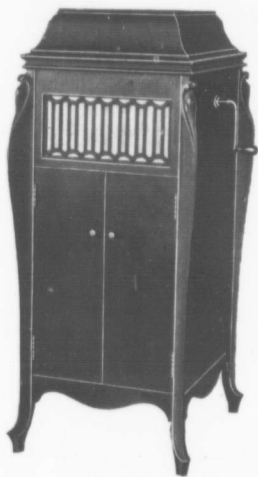
There's Style  
and Quality  
and Value  
in Every Type of Brant-Ola



Style "C"

So that this announcement, instead of telling you what a phonograph ought to be, gives you the name of one that is **all** a phonograph **should be**. Our proposition, therefore, will interest any dealer, big or small.

**Brant-Ola Cabinets** are made in a piano case factory, by piano case craftsmen—that is significant.



Style "A"

**Brant-Ola Motors** and parts are of the highest grade the supply markets offer. With the **Brant-Ola** line you need fear neither competition nor lack of public interest.

If interested, write us  
 for circulars and price-list.

**Brantford**  
**Piano Case Co., Ltd.**

Manufacturers of  
**The Brant-Ola**

**Brantford, Ontario**

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clude J. A. Ethier, 1910 St. Catherine St. East, and J. L. Ethier, 1734 Notre Dame St. West.

S. H. Brown, salesmanager of the retail stores of the Berliner Gramophone Co., Ltd., has invested in a brand new Model 45 McLaughlin touring car. Look out for records now.

W. W. O'Hara, salesmanager of Layton Bros., attended the Edison Dealers' Convention at New York during the week of June 1 to 8. He was accompanied by Mr. H. H. Brennand, the new manager of this firm's phonograph department.

At the Fete, held in Westmount Park in aid of the Westmount Soldiers' Wives League, Fred J. Smith supplied two Musicphones and Brunswick records for the tea room.

George S. Pequegnat, who has been in charge of Wilder's phonograph department for some time, severed his connection with that company on the first of June. His plans, at writing, are not announced, although he has had a number of flattering offers. "George" knows the business from A to Z, and should prove a most valuable man to any firm who are fortunate enough to secure his services.

J. Donat Langelier is energetically maintaining his reputation for "His Master's Voice" products, the month of May being another evidence of prosperity along the lines of buyers of Victorolas and Victor records.

The recent appearance in Montreal of Martinelli revived the interest in the recordings of this famous Victor artist, and the Berliner Gramophone Co., Ltd., and all "His Master's Voice" dealers shared alike in the spirited call for this artist's records.

The Montreal Light, Heat & Power Co., Ltd., in their new and well equipped showrooms in their new building, have a rest room for their lady patrons, et al. Musicales are given every afternoon. An Aeolian-Vocalion, supplied

from the warerooms of Charles Culross, provides the entertainment. The M. L. H. & P. Co. recently gave up one of their handsome show windows for demonstrating some of their electrical lines suitable for a den. An Aeolian-Vocalion, furnished by Mr. Culross, was used.

The Columbia Graphophone Co. succeeded by judgment of the Superior Court, rendered by Mr. Justice MacLennan the past month, in their claim against the Southern Canada Power Company, Limited, to recover a sum of \$684 for a supply of dictaphones. Defendants pleaded that the goods were supplied on trial, but the court dismissed the plea. "The evidence," said the judge, "offered by defendants to contradict and vary the terms of the written order for the goods sold by the plaintiffs to defendants and signed by the secretary-treasurer of the defendants, is illegal and cannot be received." Plaintiffs were granted costs.

J. J. Flynn, whose reputation in the local piano tuning field is above par, has branched out into the phonograph field and has opened up showrooms at 101 Drummond St. where he is carrying a stock of talkers and records. If he meets with the same amount of success as he has in the tuning field (and there is no reason why he should not) his customers will number legion.

V. Sgroi, 1085 St. James' St., employs up-to-date methods in the conduct of his phonograph business. Being in close proximity to Guy St. Barracks he does a large trade with the soldiers now in training, both as regards Edison and Columbia machines. His stock of Edison records and Amberolas is most complete, as is also his Columbia list. He enjoys a high-class clientele with the Italians. In mailing his monthly supplements he encloses a personal letter drawing attention to the best sellers in each month's supplements and claims that this small detail has brought him in closer touch with his customers than otherwise.

## CANADA SONG HIT NOW ON BRUNSWICK RECORD

The Brunswick record is including the latest popular hits in their lists which are published each month and the Brunswick dealers are very enthusiastic about the tone of this record.

Every dealer should find time to hear the Brunswick record to appreciate the really remarkable tone and likeness to the human voice and musical instruments, particularly because the Brunswick record has found a way to eliminate that annoying surface noise and scratch. Hear Henry Burr sing "I Want to Kiss Daddy Goodnight" on the Brunswick record, then compare it with others—you be the judge. It is a big asset to dealers to have this record to link up with the All-In-One Brunswick phonograph.

Ask for latest supplements.

**The Musical Merchandise Sales Co.**  
Excelsior Life Building, Toronto



## The Best Talking Machine Needle on the Market

Packed in "Counter Salesman"

50 Needles to a box and they retail at 15¢ each per box. 60 boxes to a package \$9.00. Each package costs you \$5.85 nett. Your profit is \$3.15 which is over 53%, and your customer gets a needle that is guaranteed to give entire satisfaction or money refunded. Three tones, medium, loud and extra loud. Write immediately for free samples.

**H. A. BEMISTER**

10 Victoria Street Montreal, Canada  
Uptown 1572

## HOW MUSIC FITS IN

Those of us whose part it is to "Keep the Home Fires Burning" while our boys are at the front will be doing our part if we feed with an inexhaustible supply of fuel the fires of love and sympathy—if we cheerfully perform every service of which we are capable and bear each sacrifice and each burden that comes to us, for the sake of those who are bearing still greater burdens on the field of action.

Music will help a lot. It is helping to keep our boys mentally fit and inspire them to the utmost of sacrifice and achievement. With music at the front, music in the camps and music in our homes, we have a bond of spiritual strength that will defy all apprehension,

disappointment or discouragement (real or fancied)—that will support to the end our resolve to purge the world of the monstrous, perverted doctrine that puts might above right—that will make unbending our determination to be stripped of all our possessions and drown in a sea of blood rather than permit the policy of the cloven-hoof to prevail on earth.

For our boys there is hardly a moment when music will not fit in, from the time they change from "civilians" to khaki until they return to their earthly homes triumphant in victory or, with thousands of brother heroes, are borne aloft where the supreme award for valor awaits them.

**THOMAS A. EDISON, Inc.**  
Orange, New Jersey



TRADE MARK  
*Thomas A. Edison*  
U.S. PATENT OFFICE

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## Columbia Records for July

- 10-inch—90c.
- A2539 "Pay Day" (That Was His Favorite Call). Arthur Fields, baritone.
- A2540 What'll We Do With Him Boys? Peerless Quartette.
- A2540 We Stopped Them at the Marné. Arthur Fields and Peerless Quartette.
- Hike! Hike! Hike! (Along the Old Turn Pike). Peerless Quartette.
- A2541 When Alexander Takes His Band to France. Bob White, tenor.
- A2540 When It Comes to a Lovings Day. Arthur Fields, baritone.
- A2543 There's a Little Blue Star in the Window. Henry Burr, tenor.
- Mummy's Little Pansy. Campbell & Burr, tenor duet.
- A2503 The Story Book Ball. Campbell & Burr, tenor duet.
- Musical Sam from Alabama. Peerless Quartette.
- A2544 Won't You Be a Dear, Dear Daddy. Farber Sisters, character duet.
- I Want a Daddy Like You. Farber Sisters, Character Duet.
- A2534 The Torpedo and the Whale from "Olveste". Columbia Stellar Quartette.
- Noah's Ark. Columbia Stellar Quartette.
- A2502 Come Join in Our Laughter. Irene Young, soprano and Al. H. Weston, baritone.
- He Laughs and So Do I. Al. H. Weston, baritone.
- A2542 Hello Central, Give Me No Man's Land. Arthur Jolson, comedian.
- We'll Do Our Share (While You're Over There). Robert Lewis, tenor.
- A2545 Just Like Washington Crossed the Delaware (General Pershing Will Cross the Rhine). Arthur Fields, baritone and Peerless Quartette.
- What Are You Going to Do to Help the Boys? Peerless Quartette.
- A2546 I'm Sorry I Made You Cry. Robert Lewis, tenor.
- I Want Him Back Again. String Trio.
- 10-inch—\$1.00.
- A2585 Sweet and Low. Amparito Farrar, soprano, and Stellar Quartette.
- Mighty Lak's Eyes. Amparito Farrar, soprano.
- A2469 Nobody Knows Da Trouble I've Seen. Oscar Seagle, baritone.
- I Don't Feel No Ways Tired. Oscar Seagle, baritone.
- 10-inch—90c.
- A2547 Down Home Rag—Fox Trot. Earl Fuller's Rector Novsity Orchestra.
- I Ain't Got Nobody Much—Fox Trot. Earl Fuller's Rector Novsity Orchestra.
- A2537 Turkey in the Straw. Introducing (1) "Arkansas Traveller." (2) "The Preacher and the Bear. Medley Fox-Trot. Jazambula Orchestra.
- Hello, America, Hello. Introducing (1) "In the Land o' Yamo One-Step. Jazambula Orchestra.
- A2548 Regretful Blues—Fox-Trot. Wilber C. Sweetman's Original Jazz Band.
- Everybody's Crazy 'Bout the Doggone Blues But I'm Happy—Fox-Trot. Wilber C. Sweetman's Original Jazz Band.
- A2536 The Regiment's Return. Prince's Band.
- On Review. Prince's Band.

## BRUNSWICK RECORD

### FEATURES CANADIAN SONGS

Canada is producing successful song writers as shown by the success of Gordon V. Thompson's success, "Hit the Trail That Leads to Mother," and the Brunswick record features these Canadian Songs. To the dealers who want to interest their customers in local successes the Brunswick record is worth having.

Make a note to go in and hear the way "Henry Burr's" voice comes out on Brunswick Record No. 5185. Compare it with other makes of the same selection. Your ears will tell you what we want to say. Just you hear the Brunswick record and note how that scratch has been eliminated on this "Made in Canada" record. Send for sales plan.

**The Musical Merchandise Sales Co.**  
Excelsior Life Building, Toronto



- A2538 Just a Baby's Prayer at Twilight. The Edna White Trumpet Quartette.
- Fancy You Fancying Me. From "Odds and Ends of 1917." The Edna White Trumpet Quartette.
- 12-inch—\$1.50.
- A6041 Ballet Music from "Faust" Part I. Metropolitan Opera House Orchestra.
- Ballet Music from "Faust" Part II. Adagio. Metropolitan Opera House Orchestra.
- A6040 American Fantasia. Philharmonic Orchestra of New York.
- L'Estudiantina. Philharmonic Orchestra of New York.
- A6045 Valse Brillante, Opus 33, No. 1. Josef Hofmann, piano solo.
- "The Hunting Song"—(2) "La Jonglense." Josef Hofmann, piano solo.
- A6042 Are You From Heaven?—Medley Waltz. Introducing "Chimes of Normandy." Prince's Orchestra.
- Blue Bird—Medley Waltz. Introducing "Mummy's Little Pansy." Prince's Orchestra.
- A6043 My Mind's Made Up to Marry Carolina—Medley Fox-Trot. Introducing (1) "Everybody's Crazy 'Bout the Doggone Blues, But I'm Happy." (2) "I Want a Daddy Like You." Prince's Band.
- Keep the Trench Fires Going For the Boys Out There—Medley One-Step. Introducing (1) "The Little Good For Nothing Good For Something After All." (2) "You're a Better Man Than I Am, Gunner On." Prince's Band.
- A6044 There's a Service Flag Flying at Our House—Medley One-Step. Introducing (1) "Who Said Dixie." (2) "Say a Prayer For the Boys Out There." Jockers Bros., violin and piano duet.
- I'll Think of You—Medley Fox-Trot. Introducing (1) "Alimony Blues." (2) "My Rainbow Girl." Jockers Bros., violin and piano duet.
- 49333 Elegie. Riccardo Straaciani, baritone solo. Violin Obligato by Sacha Jacobsen. Philip Hauser at the Piano.

## Edison Blue Amberol Records for July

- FIRST ROYAL PURPLE AMBEROL RECORDS \$1.50 Each
- 29007 Aloha Oe (Farewell to Thee) (George Liliuokalani). Soprano and Tenor, orch. acc. Frieda Hempel and Critteron Quartette.
- 29008 My Old Kentucky Home (Stephen C. Foster). Soprano and Male Voices, orch. acc. Frieda Hempel and Critteron Quartette.
- CONCERT RECORD, \$1.10.
- 28286 Gypsy Trail (Ted B. Galloway). Bass-Baritone, orch. acc. Arthur Middleton.
- REGULAR LIST 90c. Each
- 3494 Bing! Bang! Bing 'em on the Rhine (Mahoney-Flynn). Male Voices Orch. acc. Premier Quartette.
- 3500 Daughter of Rosie O'Grady (Walter Donaldson). Orch. acc. Ada Jones.
- 3496 Each Stitch is a Thought of You, Dear (Billy Basketto). Contralto and Quartette, orch. acc. Helen Clark and Critteron Quartette.
- 3488 Farnyard Medley. Descriptive Sketch, unaccompanied. Premier Quartette.
- 3489 Privately One-Step (George Hamilton Green). Xylophone, orch. acc. George Hamilton Green.
- 3490 Hands Across the Sea March (John Philip Sousa. New York Military Band.
- 3502 I'm Sorry I Made You Cry (N. J. Ciesi). Tenor, orch. acc. George Wilton Ballard.
- 3501 I Miss That Mississippi Miss That Misses Me (Pete Wendling). Orch. acc. Collins and Harlan.
- 3491 Indianola Fox-Trot (Henry Onivas). New York Military Band.
- 3504 Just a Baby's Prayer at Twilight (M. K. Jerome). 1st and 2nd Soprano and Alto, orch. acc. Homestead Trio.
- 3495 Just Dreaming of You (Eastman Helman). Tenor, orch. acc. Ralph Errolle.
- 3498 K-K-K-Katy (Geoffrey O'Hara). Orch. acc. Billy Murray and Chorus.
- 3493 Kimmel March (John J. Kimmel). Accordion. John J. Kimmel.
- 3505 Little Bit of Sunshine (J. F. Hanley). Tenor, orch. acc. Vernon Dalhart.
- 3506 Makin' it of the U.S.A. (H. Von Tilzer). Orch. acc. Bill Murray and Chorus.
- 3484 My Irish Song of Songs (D. J. Sullivan). Counter-Tenor. Tenor, orch. acc. Walter Van Brunt and Chorus.
- 3492 Nation's Awakening March (Lucien Denni). New York Military Band.
- 3486 Old Dog Tray (Stephen C. Foster). Tenor, orch. acc. Walter Van Brunt and Chorus.
- 3487 Safe in the Arms of Jesus (Donne). Mixed Voices, orch. acc. Calvary Choir.
- 3507 Send Me a Curl (Geoffrey O'Hara). Male Voices, orch. acc. Premier Quartet.
- 3497 Submarine Attack (Theo. Morse). Unacc. Premier Quartette and Company.
- 3499 Tickle Toe—Fox-Trot—Going Up! (Louis A. Hirsch). Jazambula Orchestra.
- 3485 Umbrellas to Mend One Step (Mel. B. Kaufman). For dancing.
- 3503 When the Ships Come Home—Oh Lady! Lady! (Jerome Kern). Contralto, orch. acc. Helen Clark and Chorus of Girls.

## Victor Records for July

### POPULAR SONGS

- 10-Inch
- 18451 A Soldier's Day. Geoffrey O'Hara. . . . . 90
- 18467 Parodies of the Camp. Geoffrey O'Hara . . . . . 90
- 18467 What Are You Going To Do To Help the Boys? (Gus Kahn, Eshbert Van Alstyne). Charles Hart and Shannon Four. . . . . 90
- Keep Your Head Down, Fritzie Boy (Lieut. Gitz Rice). American Quartette. . . . . 90
- 18468 There's a Little Blue Star in the Window. Henry Burr. . . . . 90
- Some Day They're Coming Home Again. Macdonough and Orpheus Quartette. . . . . 90
- 18469 Just Like Washington Crossed the Delaware, General Pershing Will Cross the Rhine. Peerless Quartette. . . . . 90
- I May Stay Away a Little Longer. Peerless Quartette. . . . . 90
- 18470 Your Lips Are No Man's Land But Mine. Campbell and Burr. . . . . 90
- Our Country's In It Now. Orpheus Quartette. . . . . 90



Bouilliez  
as "Jago"  
in Otello.

**Bouilliez**  
famous Belgian, principal  
baritone Covent Garden  
Opera, London and Theatre  
Royal de la Monnaie, Brus-  
sels—another of the premier  
artists who make exclusive  
recordings for Gennett  
Art Tone Records

**Gennett**  
art  
tone records

Manchester (Eng.) Daily Dispatch.  
"His singing is so fine, both  
in his gentler moments and at  
the height of passion, that  
one longs to hear more of it."

**AUGUSTE BOUILLIEZ**  
smooth, rich, natural baritone has enchanted the select operatic audiences of Europe. He will enthral America this season. Hear his master-pieces—  
—"Serenade of Mephisto"  
—"Aria of Valentine"  
—"In French, from Gennett's *French* (Gennett Art Tone Record, 1500, \$1.75)  
—"Ballo in Maschera"  
—"Viva Te (Vivisti), In Italian."  
—"Chanson Bachique"  
—"In French, from *Therese's Heart* (Gennett Art Tone Record, 1500, \$1.75)  
Hundreds of choice selections are recorded upon Gennett double-sided Records—"hill and dale" type, 150 lines per inch.—\$1.75  
\$1.75, \$1.50 and \$1.75

**DEALERS**  
will find very attractive arrangements possible. Inquiry welcomed. Write.

**Gennett Records**  
Division of the Starr Piano Co.  
9 and 11 East Thirty-Seventh St.  
New York City  
FACTORY CHICAGO, ILL.

The Starr  
Piano Co.  
Sole American  
Distribution.

The Starr  
Piano Co.  
Sole Canadian  
Distribution.

## The latest of the series of Gennett Record announcements appearing this year in The SATURDAY EVENING POST

The past few months have beheld a more than trebled demand for

### GENNETT Records

A great army of phonograph owners now awaits each group of releases.

Gennett Records are recorded in the heart of New York City. Talented artists abound there. The "hits" originate along Broadway. This combination permits almost telegraphic speed in bringing forth the successes. Thus Gennett Record dealers are ready when demand is greatest.

Opera lovers are strongly appealed to by the famous artists who record for Gennett Art Tone Records. A group of such classic favorites is finding wide acceptance.

National advertisements, coupled with extensive newspaper announcements, are making themselves strongly felt.

We are possessed with facilities for rendering prompt service to even more dealers. Gennett Records impose no restrictions concerning what phonographs you shall represent, and we assume responsibility and assure a protection which keeps your stock new and timely.

The Gennett "Special Assortment" provides a fast selling introductory collection for a modest outlay.

### STARR Phonographs

The world-wide musical reputation of Starr instruments proves a telling factor in the popularity achieved so swiftly for Starr Phonographs.

The "quality line" of eight instruments at \$71.50, \$110.00, \$145.00, \$190.00 and upwards presents a most profitable opportunity for the better-class dealer.

The Silver Grain Spruce "Singing Throat" of the Starr Phonograph finds the public most receptive. It places the purchase of a phonograph upon the plane of a true musical instrument.

The Starr Piano Company is fully co-operating with the requests of the War Industries Board on production.

Sole Canadian Distributors:

**The Starr Company of Canada**  
London 261 Dundas Street Canada

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**DANCE RECORDS**

18466 War Ballad Medley—Fox Trot. Victor Military Band. 1.50  
Eclipse Medley—One-Step. Plectro 12-Inch . 90

35675 The Rainbow Girl—Medley Fox-Trot. Victor Military Band. 1.50  
Oh Lady! Lady!—Medley Fox-Trot. Victor Military Band 12-Inch . 90

**VOCAL AND INSTRUMENTAL RECORDS**

70129 From the North, South, East and West. Harry Lauder . 1.50

45152 Bring Back My Soldier Boy To Me. Olive Kline. God Bring You Safely to Our Arms Again. Elsie Baker. 1.25

18471 The Volunteers—March. Victor Military Band. Liberty Forever!—March. Victor Military Band . 90

**RED SEAL RECORDS**

89063 A la luz de la luna (In the Moonlight). (Anton-Michelena). Enrico Caruso, tenor—Ennio de Gogorza, baritone in Spanish 5.00

74559 Angels Ever Bright and Fair. (from "Theodora"). (Handel). Alma Gluck, soprano . 2.00

74567 Orpheus—Ballet (Dance of the Spirits). (Christoph Willibald Gluck). Philadelphia Orchestra. Leopold Stokowski, conductor . 2.00

87290 The War Baby's Lullaby. (Adapted Farrington.) Geraldine Farrar, soprano . 2.50

64778 Little Mother of Mine. (Walter H. Brown, H. T. Burleigh). John McCormack, tenor . 1.25

**NEW RECORDS**

69979 Le Drapeau de Carillon. (Flag of Carillon) (Octave Crenezia, Ch. W. Sabatier) (French-Canadian) (Baritone with Orchestra). Joseph Martel. 1.00

Ghaoul (Chant d'Amour) (Love Song) (A. Mery, J. B. Weckerlin) (Baritone with Orchestra). Joseph Martel. . 90

**CANADIAN RECORDINGS**

216031 Idylles Fragiles (Paroles de R. Guel) (Musique de Borel Clerc) (Tenor avec Piano). Henri Prieur. Sans Toi (Paroles de R. Le Peltier) (Musique de J. King) (Tenor avec Piano). Henri Prieur . 90

216032 Nous avons tout fait, ca (Francais) (Baryton avec Piano). H. Pellerin . 90

216033 Hornpipe Medley (Fisher's, Liverpool, New Century, Dutch's and Vinton's) (Violin Solo). J. Zaffiro. Chevalier Jig Medley (Little Nipper, Wot Cheer, My Old Dutch) (Violin Solo). J. Zaffiro . 90

**Brunswick Records for July**

52044 Stockyard Blues—Jazz Fox-Trot. (Wells Pickard). Brunswick Military Band. 1.00

52045 Col's Army March. (C. W. Smith). Brunswick Military Band . 1.00

52054 Raymond Overture—Part I. (Ambrose Thomas). Brunswick Military Band . 1.00

52055 Raymond Overture—Part II. (Ambrose Thomas). Brunswick Military Band . 1.00

52064 Oh! Lady, Lady—Fox Trot. (George Kern). Van Eps Trio . 1.00

52066 Sing Ting Ling—One-Step. (Jeo. L. Carp). Van Eps Trio . 1.00

52074 Did You See Mr. Jimmie Marching? (Irving Berlin). Vernon Dalhart, tenor solo . 1.00

52078 Break the News to Mother. (Chas. K. Harris). Vernon Dalhart, tenor solo . 1.00

152084 The Plains of Peace. (D'Auvergne Bernard). Solo, Miss Morrissy . 1.65

152088 From the Land of the Sky Blue Waters. (Chas. W. Cadman). Solo, Miss Freese . 1.65

152094 Long, Long Ago. (Hagley). Solo, Miss Morrissy . 1.65

152098 The Road to the Long Hum A Little Song. (Lois Barker). Solo, Joseph Phillips . 1.65

52164 I'm Writing to You Sammy. (Al Harriman). Sam Ash, tenor . 1.00

52106 Yock-A-Bilo-Town. (W. Donaldson). Sam Ash, tenor . 1.00

52114 Calicoes—Fox Trot. (Hugo Frey). Parlor Jazz Violin and Piano, Edmund Thilo and Frank Bantz . 1.00

52118 Umbrellas to Mend—One-Step. (Mel. B. Kaufman). Parlor Jazz, Violin and Piano, Edmund Thilo and Frank Bantz . 1.00

52124 Three Wonderful Letters from Home. (James F. Hanley). Henry Burr, tenor . 1.00

52126 Each Struck Is a Thought of You Dear. (Billy Haskette). Henry Burr, tenor . 1.00

52134 Kawaihan Favorite Hawaiian Waltz. Louise, Ferrera and Greenau Hawaiian Players . 1.00

52136 Aloha Land. Louise, Ferrera and Greenau Hawaiian Players . 1.00

52144 How Could Washington Be a Married Man and Never Never Tell a Lie. (Al Plantados). Dan Quinn, tenor . 1.00

52148 I've Heard About the Nights of Columbus. (Billie Vanderveer). Dan Quinn, tenor . 1.00

52154 Blue Bird. (Bernard Grant) Female Quartette. 52158 I'm Yours With Love and Kisses. (Robert Spencer) Female Quartette . 1.00

15216A Heart Bow'd Down—From "The Bohemian Girl." (Michael W. Balfe). Henri Scott, baritone. 15216B Khaki Sammy. (J. Alden Carpenter). Henri Scott, baritone . 1.65

52174 K-K-K-Katy. (Jeffrey O'Hara). Sterling Trio, Orchestra Accompaniment . 1.00

52178 Everybody's Crazy 'Bout the Doggone Blues, But I'm Happy. (Cremor & Layton). Sterling Trio, Orchestra Accompaniment . 1.00

**New Pathe Records**

20355 How'd You Like to Be My Daddy? (Lewis Young Snyder). The Farmer Girls. 10

There's a Lump of Sugar Down in Dixie (Bryan-Yellen-Gumble). The Farmer Girls . 10

20351 'N Everything—From "Sunab." Winter Garden Show (De-Syl's Kahn-Johnson). Louis Winsch, baritone . 10

K-K-K-Katy. (O'Hara). Louis Winsch, baritone . 10

20354 The Last Long Mile—From "Toot-Too" (Breitenfeld). Arthur Fieldt, baritone. 10

Good-Bye, Barney Boy (Bronson-Morrin). Vestice Quartette . 10

20350 My Little Rambling Rose (Frescott). Campbell and Burr . 10

She's the Daughter of Rosie O'Grady (Brice-Donaldson). Henry Burr, tenor . 10

20350 The Soldiers of the King (Stuart). Warwick Williams, baritone. 10

Laddie in Khaki (Novello). Warwick Williams, baritone . 10

20353 I'll Come Back to You When It's All Over (Brown-Mills). Vestice Quartette . 10

On the Road to Home Sweet Home (VanAlstyne-Kahn). Sterling Trio . 10

20352 Where the Morning Glories Grow (Whiting-Kahn-Kahn). Sterling Trio . 10

For the Two of Us (Leslie-Ruby). Campbell and Burr . 10

20359 What Are You Going to Do to Help the Boys? (Kahn-Van Alstyne). Arthur Fieldt, baritone . 10

The Volunteers (Souza). March. American Regimental Band . 10

20360 Rock-a-Bye Your Baby With a Dixie Melody (Lewis-Young-Schwartz). baritone . 10

What'll We Do With Him Boys? (Sterling-Lange). Arthur Fieldt, baritone . 10

27507 Chain as the Night (Hobart). Kathleen Bond, contralto . 10

Just a Wearying for You (Carrie-Jacobs-Bond). Kathleen Bond, contralto . 10

25012 The Little Gray Dove (Victor Saar). Violin, flute and piano accomp. Grace Hoffman, soprano . 10

The Fairy Pipers (Brower). Piano and flute accomp. Grace Hoffman, soprano . 10

20340 Loch Lomond. Myrtle Moses, soprano . 10

Irish Love Song (Margaret Ruthven Laing). Myrtle Moses, soprano . 10

20348 The Killies March (Murchison). University Quartette . 10

Lafayette, We Hear You Calling (Mary Earl). Warwick Williams, baritone . 10

20042 The Church in the Wildwood (Dr. W. S. Pitts). Unaccomp. Chautauqua Preachers' Quartet . 10

When the Roll is Called Up Yonder (Black). Unaccomp. Chautauqua Preachers' Quartet . 10

20341 Whispering Hope (Haythorn). Lillian Hayward, soprano and Louise Brentwood, contralto . 10

Sweet Hour of Prayer (Bradbury). Organ accomp. Louise Brentwood, contralto . 10

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20344	Missouri Waltz (Hush-a-Bye Ma Baby) (Eppel-Logan), Louise and Foy's Washiki Orchestra	10
	Love's Old Sweet Song (Molloy), Hawaiian accomp. Coa	10
20357	A Baby's Prayer at Twilight (Jerome), One-Step, American Republic Band	10
	Flower of the Orient (Savino), Waltz, American Republic Band	10
20356	O' Lady, Lady! (Kern), Medley Fox-Trot, intro.; "You Found Me and I Found You," "When the Ship Comes In," American Republic Band	10
	Pack Up Your Troubles in Your Old Kit Bag—From "Her Soldier Boy," Medley One-Step, American Republic Band	10
20358	Sarah From Sahara (Frey), "Oriental Fox-Trot," Piano duo with drums, Eubie Blake Trio	10
	Bunch of Blues—Fox-Trot, Accordion solo, Charles Klass	10
20328	Stockyard Blues (Pinkard)—Fox-Trot, Van Eps-Banta Dance Orchestra	10
	Popularity (Cohan)—One-Step, Van Eps-Banta Dance Orchestra	10
40124	Hymn of the Nations, Part 1 (Verdi), Garde Republicaine Band of France	12
	Hymn of the Nations, Part 2 (Verdi), Garde Republicaine Band of France	12
40125	Scenes Bohemiennes (Bizet), Prelude, Garde Republicaine Band of France	12
	Scenes Bohemiennes, No. 2 (Bizet), Sereenade, Garde Republicaine Band of France	12
29199	A Thousand Kisses (Joyce), Waltz, Royal Court Orchestra	12
	L'Amour Qui Rit (Fragon-Christine), Royal Court Orchestra	12
20348	Firsties (Savino), Intermezzo, Pathe Concert Orchestra	10
	Hear's Ease (Macbeth), Intermezzo, Pathe Concert Orchestra	10
20347	Deauville (Curlin), Polka for flute, Pathe Freres Orchestra	10
	Nesting Song (Blott), Fantasia for clarinet, Pathe Freres Orchestra	10
65023	Mignon (Thomas), "Non conosci il bel suol!" (Knowest Thou the Land?), in Italian, Claudia Muzio, soprano	12
	Madame Sans Gene (Giordano), "Che me ne faccio" (What Will I Do!), in Italian, Claudia Muzio, soprano	12
59056	Maman Lescant (Puccini), (Angie, Sirene ou Femme) (Angel, Siren or Woman), in French, Florencia Constantino, tenor	12
	I Pescatori di Feris (Bizet), "Mi par d'udir ancora" ("I Hear As in a Dream"), in Italian, Florencia Constantino, tenor	12
27506	Tales of Hoffman (Offenbach), "Coppelius Song," in French, Adamo Didur, basso	10
	Sonnambula (Bellini), "Vi ravviso o luoghi ameni," (O lovely scenes long ravished), in Italian, Adamo Didur, basso	10
20346	Souvenir de Venice (Quinn), Violin solo, piano accomp. Jan Rubini	10
	Firelight Fancies (Loth), Violin solo, piano accomp. Jan Rubini	10
20345	American Patrol (Mencham), Bondini Brothers, Accordionists	10
	Hiram's Hunkin' Bee (Sweetman-Bonnel-Daly)—Characteristic medley, intro.; 1. "Down Home Rag," 2. "Turkey in the Straw," 3. "Chicken Head," Bondini Brothers, Accordionists	10
29198	Cherries and Happy, Zither and mandolin duet, piano accompaniment, Hofer Brothers	10
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15000	"Hamlet"—Chanson Bachique (Drinking Song), (Thomas), In French, Baritone accomp. by Florida's Concert Orchestra, Auguste Bouilliez	1.75
	"Ballo in Maschera"—Eri tu (Masked Ball—It Is Thou?), (Verdi) In Italian, Baritone accomp. by Florida's Concert Orch. Auguste Bouilliez	1.75
15001	"Faust"—Sereenade of Mephisto (Gounod), In French, Baritone accomp. by Florida's Concert Orch. Auguste Bouilliez	1.75
	"Faust"—Aria of Valentine (Gounod), In French, Baritone accomp. by Florida's Concert Orchestra, Auguste Bouilliez	1.75
12504	Spanish Dance, No. 8 (Sarassate), Violin with piano accomp. by Morris Eisner, Helen Ware	1.50
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	Sphinx Waltz (Popy), Accordion solo, Peppino	1.00
7645	Seve—Fox-Trot (Creeger), Honey-Land Jazz Band	.90
7651	Calicco (Frey), Banjo, saxophone and piano, Van Eps Trio	.90
	Silver Heels (More), Banjo, saxophone and piano, Van Eps Trio	.90
	<b>VOCAL RECORDINGS</b>	
10041	The Old Refrain (Matullath-Kreiser), Tenor with orch. accomp. James Harrod	1.25
	A Dream (Cory-Bartlett), Tenor with orch. accomp. Hardy Williamson	1.25
11002	The Lord Is My Shepherd (Smart), Vocal duet with orch. Hart and Shaw	1.25
	The Lost Chord (Sullivan), Baritone with orch. accomp. Royal Dadman	1.25



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The work of the Canadian Bureau for the Advancement of Music has been appreciated in the above named places by music dealers who subscribed to the funds of the Canadian Bureau for the Advancement of Music. This organization is financed by voluntary subscription, and its purpose and object is to educate the public to a greater interest in more music and better music in home and school. Its effectiveness is only as extensive as the finances at the Director's disposal permit.

The co-operation of more than half a hundred daily newspapers has been enlisted in spreading the gospel of music. This is a public benefit and an advantage to both the press and the trade. Has your town or city subscribed to the Bureau's funds? Is your town or city on the Honor Roll?

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- 10042 My Male Quartette (Gillilan). Strickland Gillilan.  
In a Hospital (Gillilan). Strickland Gillilan. . . . . 1.25

## MUSICAL EVENTS IN A LINE OR TWO

Toledo has a Newsboys' Band that is nearly twenty years old.

Pablo Casals, the 'cellist, is spending the summer at his home near Barcelona, Spain.

Charles M. Schwab has succeeded Andrew Carnegie as President of the New York Oratorio Society.

Caroline Lazzari, the contralto, is billed for two further appearances in Toronto this year; also for a concert in Montreal.

The piano used at the Orford Homemaker's Club held recently was kindly loaned by H. C. Wilson & Sons, of Sherbrooke, Que.

The seventeenth annual convention of the American Guild of Banjoists, Mandolinists and Guitarists has just been held in Philadelphia.

Ossip Gabrilowitsch has been appointed conductor of the Detroit Symphony Orchestra at a salary of \$30,000. The ex-conductor of the Boston Orchestra got \$28,000.

It is expected that the famous orchestra of the Paris Conservatory, under Andre Messager, will tour Canada and the United States in October and November.

Death has summoned Evan Williams, the American concert tenor. Mr. Williams was a pioneer among those who used the English language exclusively at his recitals.

The passing of a statute for the formation of a faculty of music in the University of Toronto was an important feature of the agenda at the last meeting of the Senate, and the appointments will be made within the next few weeks.

Paul Dufault, the French-Canadian tenor, has closed his New York studio for the summer and has gone to his farm at St. Helene de Bagot, P.Q., in Canada. Mr. Dufault will devote himself during his vacation period to a number of patriotic concerts in Canada.

A Canadian Press Despatch says Walter Damrosch, conductor of the New York Symphony Orchestra, will sail within a few days for France to organize an orchestra of fifty French musicians, who will entertain American soldiers in the battle and training zones, according to an announcement here to-day. The orchestra will tour the American camps under the auspices of the Young Men's Christian Association. The association will pay all expenses, except the salaries of the players, which will be provided for through an anonymous gift. Mr. Damrosch will contribute his services.

The source of many a large river is but a small spring. It's a good idea to "keep sawing wood," but remember it's vitally important to stop once in a while and lubricate the saw.

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God keep you in His care; God keep you everywhere,  
Through days of sorrow, danger, tears and pain;  
Come to my lonely heart; come back no more to part,  
God keep you in His care, till you come home again.  
*Edward Lockton.*

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# Music and Musical Merchandise Section

CANADIAN MUSIC TRADES JOURNAL—JUNE, 1918

## A Sales Suggestion

ARE you putting forth an effort to encourage people to buy music for sending to the soldiers? In all camps, hospitals and soldiers' headquarters throughout Canada music is a big factor. Boys are writing home for songs. The Red Cross officials are appealing to the public for talking machine records. Surely there are lots of people, who if it were brought to their attention, would be glad to buy some songs and post to the men, particularly their relatives and friends, in the various Canadian military centres.

Counter and window display cards might be used to good advantage in spreading this suggestion. A slip might be put in every sheet of music leaving the store urging people "every time you buy a song for yourself, buy one for the soldier friends in the hospitals and camps." However it may be done throw out the suggestion and keep throwing it out until the public begin to act.

## U.S. Copyrights in Britain

ACCORDING to a letter from a well-known English music publishing house, the trustees of the British Museum have rescinded their recent ruling to the effect that the United States copyright certificate would be recognized in Great Britain for the period of the war, and now maintain that the usual procedure must be followed to secure English copyright protection for American publications.

## Italian Mandolins and Guitars

A RECENT report from the United States Consul located in Catania, Italy, calls attention to Catania's large annual output of mandolins and guitars. It is stated that Catania is the only city in Italy that produces an excess over home consumption and exports such excess. In normal times Russia, Germany and Austria-Hungary absorbed this excess. It is recommended that steps be taken to introduce these products into France.

## The Very Latest

PRINTED in black and white is the startling statement that a music composing machine has been invented. All you have to do, we are told, is simply insert a sheet of paper, turn a knob and out comes a waltz all ready to play on the piano. The Journal presumes there are also other knobs for one-steps, two-steps, fox-trots, marches, and other desired forms of compositions.

A New York joker who also saw the announcement says all that is needed to make this new machine resemble one of its "Broadway colleagues" is a light tan derby, a set of half-pound diamond scenery, and a phonographic attachment which continually yells "I made \$900,000 out of my latest hit, I did!"

## German Music at the Movies

UNDER this caption the Toronto Daily Star recently made the following editorial comment:

"A prominent Toronto physician who attended one of the leading down-town movies the other evening, where the orchestra played music by a German composer, yesterday made protest to the manager of the house, declaring that he did not attend in the expectation that any part of the entertainment offered a Canadian audience at this time would be of German origin. He intimated to the manager that unless the various places of public entertainment in

the city cause their orchestras to desist from playing German music protests from the audience may be looked for, with a consequent notoriety they will not care for.

"It does seem that with so much other music to choose from—with the work of British, American, French, Italian and Russian composers available—these local orchestra leaders could manage very well without offending the susceptibilities of music-loving Canadians (whose sons are abroad fighting the Germans) by forcing upon them in public entertainments music they have turned out of their homes, churches and concerts, and which they have no desire to listen to."

## Paying Singers and the Opposite

AN attack on the much-talked-about custom of popular music publishers paying a royalty to singers for introducing their new songs to the public appeared in a recent issue of the English Review. Musical Opinion comments on it by saying that the system has been often attacked and there can be little to recommend it, except from a purely commercial point of view. Mr. Ernest New-

## GARDEN HINTS



As seen by the New York World's Cartoonist.

man, in the National News, agrees with this protest and in addition suggests a partial remedy. Without interfering, says Mr. Newman, with the admitted right of any publisher to decide what songs shall be sung at any concert arranged by himself, other concert givers when engaging a singer should exercise some control over the choice of songs, and not permit the inclusion of selections by the singer merely because he or she will thereby pocket a fee.

Another comment on this subject is that "In marked contrast to the efforts made by the publishers of popular music to extend a knowledge of their publications is the obscurantist policy of others who, by demanding fees for performance, put obstacles in the way of the public's becoming acquainted with music of a higher class."

## Disbanded

THE Music Dealers' Association of New York is no more. Various dealers had worked hard to bring about certain reforms badly needed in the trade. Lack of support has served to discourage their efforts. In announcing the dissolution of the association, the President has addressed a letter to the trade outlining the situation. He says:

"After two years of most arduous struggling for the

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- GOD KEEP YOU IN HIS CARE** ..... Jack Trelawny  
**SUSSEX BY THE SEA** ..... W. Ward-Higgs  
**GOD SEND YOU BACK TO ME** ..... A. Emmett Adams  
**DOWN HERE** ..... May H. Brahe  
**YOUR SONG** ..... Herbert Oliver  
**IN GOD'S OWN KEEPING** ..... Henry E. Geehl  
**A JAPANESE LOVE SONG** ..... May H. Brahe  
**SONNY** (Life is a fine thing, Sonny) ..... Arthur Meale  
**GOOD-BYE, AND GOD BE WITH YOU** ..... May H. Brahe  
**VALE (Farewell)** ..... Kennedy Russell  
 (Destined to be world-famed).  
**COME, SING TO ME** ..... Jack Thompson  
**I'LL SING TO YOU** ..... Jack Thompson  
 (New song, a fitting successor to "Come, Sing to Me.")  
**SOMEWHERE IN FRANCE** ..... Herbert Ivey  
**ALL IN A LILY WHITE GOWN** ..... Easthope Martin  
**SOMEWHERE A VOICE IS CALLING** ..... Arthur F. Tate  
**SAILORS OF THE KING** ..... Theo. Bonheur

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**VALSE IMPROMPTU** ..... Paul Ambroise  
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**AU PLAISIR** ..... Jean Douste  
**APPLE BLOSSOMS** ..... Leona Lacoste  
**PASTORALE** ..... F. Hitz  
**SCHERZO CAPRICE** ..... Paul Wachs

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elevation of the retail music business in New York the association is now compelled to lay down its weapons and declare itself beaten by the incessant onslaught of the publishers and by the apathy and gross ignorance of a majority of the dealers.

"The publishers—some of them—did not live up to their original promise to give the new association their unstinted support and co-operation. The trade in New York was suffering from an overwhelming number of tiny, dirty 'side-line' music dealers, whose methods of merchandising could not be viewed without disgust. There were also a few 'marauding' teachers enjoying trade discounts, who contributed not a little toward the demoralization of the trade. The publishers had realized from the beginning the danger of such an unhealthy state of affairs, and had adopted the formula that it is more profitable to have a limited number of good accounts than hundreds of bad ones. To attain this end the complete elimination of the undesirable element was necessary, and the association was organized for that purpose.

"But after the first enthusiasm cooled off some of the publishers began to look askance at the activity and growing strength of the association. Some of them catered very largely to the pernicious element whose elimination from the trade was the main objective of the association, and the gradual success of our efforts was reflected in the receipts of the publishers. The association then had to fight for each little reform, each little improvement, with the result that many members lost heart and dropped out of the organization. The final blow was delivered by the publishers when they not only reinstated some of the discarded dealers but also opened new accounts of the most worthless kind.

"The publishers have apparently not learned yet the value of true co-operation. They are toying with that word on their lip, but their methods are still lightly nailed to the good old slogan, 'Each one for himself and let the devil take the hindmost.' They are the troglodytes in the world of modern business, and until some benevolent crush will make them change their tactics an association of retail music dealers in New York cannot exist.

"Of course the music dealers are not without blame. But, as I have repeatedly pointed out . . . . . Out of 300-odd dealers only forty enlisted as members—and this in spite of the fact that every dealer benefited materially through the activity of the association."

**Successful Popular Songs Are Those Expressing a Big Idea in the Fewest Words**

COMING from one who is in close touch with those catering to the public taste of to-day, the following, by Casper Nathan in the Billboard, is of interest to the sheet music trade:

"Every really important advance made in the art of song writing is directly attributable to performers. As the great body of interpreters standing between the publishers or writers and the general public they have been in a position to dictate, and woe betide the publisher or writer who has ignored their desires.

"It was performers who did away with the interminable verses identified with songs of two decades ago. Because performers found it more effective to repeat a chorus several times, without entering upon the second verse, second verses of songs have become meaningless gibberish, which may as well be omitted. Performers were the ones who found the old school ballads too slow and forced writers to prepare songs of sentiment with a syncopated background.

"To-day the great index of song writing is brevity of expression. Songs with long choruses sometimes succeed, but careful analysis will reveal that a short, snappy meter permeates the long choruses so that the principle of brevity

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is faithfully maintained despite the seeming length of the songs.

"A song to please performers must be built around a substantial idea that requires no microscope for unearthing. The writer who can approach the big idea with the fewest lines most forcibly expressed is the one who stands the best chance of ultimate success.

"The phrase, 'ultimate success,' is advisedly used, because publishers are not as up-to-date in what's required in the way of songs as are performers—and many of the biggest publishers accept material (particularly lyrics) that is long-drawn-out, perhaps because they want full measure for their money. When a very brief lyric is handed to the average publisher he fears the lyricist has prepared his work too hastily. Because of this mistaken idea the process of purchasing lyrics with the intention of later setting them to music hardly ever works out satisfactorily. It may be all right for songs embraced in the concert field, but vaudeville's requirements are not met by beautiful poems set to even-measured music.

"It has been proved so often that good, smooth-running lyrics of high poetic value make very bad songs that composers of standing in the popular music world actually fight shy of lyrics which elaborately express a beautiful idea in choice language. It may be almost taken as an axiom that good lyrics make bad songs—and the vice versa is also true.

"Read the lyric of almost any hit song and the truth of this will be readily seen. Meter shifts at will, and no iron-clad rule of versification is apparent. Yet, taken in conjunction with the melody, these shifts of meter appear most masterful.

"Performers want ideas that are readily grasped, because those are the only kind which audiences will accept. This is one reason for the frequent success of songs built around historic themes known to audiences, or around old sayings, slightly changed to conform to some new idea.

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GOD'S BRIGHT MORNING..... *Arthur Meale*

A LITTLE LOVE SERENADE *Landon Ronald*

A MOTHER'S HEART..... *May H. Brahe*

ROSES ALL THE WAY..... *Jack Thompson*

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FALSE MYSTERIEUSE, by *Henri Godard.*

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"The main trouble with the tendency to contract lies in the fact that most lyricists find it impossible to express thoughts fully in brief metered space. This is one reason why some of the most successful songs sound so puerile at first. It has never been definitely established whether education teaches a writer what to avoid, or if lack of education intuitively endows him with the simple expressions that so readily catch on when put to popular song. There have been instances of writers who began to lose their hold on the public as soon as they tried to incorporate broadened vocabularies in songs.

"In wartime surface expression is far more important than fundamental idea. That's why many forceful songs, breathing splendid messages of patriotism, fail—while crude conceptions, cleverly conveying an idea for which the writers deserve little credit of 'discovery,' succeed.

"It is almost pitiable to note the way the various publishers endeavor to express the public's desire in war songs. Glancing at the outputs of big publishers it is surprising to note how completely most writers and publishers fail to understand what is wanted. Heroics of the wildest kind are resorted to. The old conception of soldiers on the march to complete victory is constantly encountered. So are songs portraying martyred mothers of soldiers. Likewise the soldier's sweetheart theme is played to a frazzle, devotion to country and to sweetheart frequently being hailed as of synonymous significance. But when all is said and done only those songs with sufficient intensity of comedy to make suitable material for performers ever achieve any great degree of success.

"With so many writers vying for performers' regard on a common theme—the war—it is only natural that most of the efforts are buried in the shuffle. If the performer leans toward briefer songs in normal times, when each song is based on an individual, original theme, how much more inclined would he or she be to do so at present, when nearly all songs are built around a single theme!

"If you're betting on popular songs put your money on the fellow who can dig up a big idea and express it in the fewest words—and place your confidence in the publisher who understands performers sufficiently to issue this type of material only, whether the songs be of the serious or comedy order."

### The Orchestra Banjo

*By George L. Lansing, in Jacobs' Orchestra Monthly.*

TO be identified and closely associated with the banjo as teacher and player for more than thirty-five years, and to watch the banjo's early struggles for a musical existence with the final placing of itself and relative instruments in the modern dance orchestra, has been the interesting experience of the writer.

There have been various forms of the banjo, yet few

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Don't forget, too, our expert repairing.

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35 St. Lawrence Blvd. - Montreal

of them have survived except the regular five-stringed instrument. The banjo developed rapidly in the years between 1882 and 1895. From the old wood-rimmed "plunks" manufacturers brought the banjo to a very high standard as a musical instrument, and during those years the instrument was used in concerts throughout this country and England as it still is to-day. Musically, the banjo is heard at its best when played with the fingers, but its limitations in tone volume under finger-playing have induced many players to use a pick or plectrum. Most of the vaudeville banjoists to-day use the plectrum, also many who play in cafés.

It is doubtful if any other instrument possesses such a marked *staccato* as does the banjo. For this reason it became very popular in the dance orchestras about five years ago, and since then it has become a fixture in nearly every dance orchestra in this country and in England. Prior to that time, the instrument had been chiefly used as a pastime, and very few of its players were able to read music and play at sight. As the demand for banjoists in the various dance orchestras increased many violinists were attracted, and following the line of least resistance took the mandolin-banjo which, although played with a plectrum, was tuned and fingered like the violin.

The tones of the mandolin-banjo, particularly in the upper register, were not characteristic of the banjo and were very hard to play clearly, which led to the adoption of the tenor-banjo—sometimes called the "tango-banjo." This instrument usually has a ten-and-three-quarter-inch rim, with a twenty-inch string length from the nut to the bridge. Some players prefer a larger head, which requires an extension fingerboard running over the head, but this is not necessary as, in playing, most of the notes above G are dropped an octave.

The tenor-banjo is tuned like the viola or the tenor-

mandola—the 4th string is tuned to C below the staff, the 3rd to G, 2nd to D and 1st to A. By keeping the music in the low register the banjo quality of tone is preserved, and the instrument is much easier to play. To be a good performer on the tenor-banjo the player should possess the ability to improvise chords and rag-time strokes, as practically there is no special music published for the instrument—the first violin parts of orchestra arrangements generally being the music used. Of the violinists who play the banjo there are but few that compare favorably with mandolinists who have taken up the instrument, and for the following reason: They have given little or no thought to the proper method of using the right hand, whereas a capable mandolin teacher will have occupied months in developing in a pupil the correct system of producing the tremolo and strokes.

When the demand for banjoists started, orchestra men were disposed to ridicule the instrument, and were heard to remark—"it is only a fad and will soon die out." That was some five or six years ago, yet the banjo is as much, if not more, in evidence than ever. In proof of this last statement, I personally know that the largest firm of banjo makers in the country have not been able to catch up with their orders for more than three years.

Before the advent of the saxophone in modern dance orchestras, many banjo players read from 'cello parts, and it is this fact which has led many to refer to the tenor-banjo as a 'cello-banjo. Properly speaking, however, a 'cello-banjo is larger and is tuned like the 'cello.

One of the most effective instruments of the banjo family is the guitar-banjo, an instrument having six strings and tuned the same as a guitar. When there is no piano available the part for that instrument can be taken by the guitar-banjo, provided a player is found who can read from the piano score.

Established 1811

Mr. Dealer :

**These Are the Sellers**

**"Waiting"**

—Leo T. Croke

**"When the Great Red Dawn  
Is Shining"**

—Evelyn Sharpe

**"Roses of Picardy"**

—Haydn Wood

**"Take Me Back to Dear Old Blighty"**

—Mills, Godfrey and Scott

**CHAPPELL & CO., Limited, 347 Yonge St., Toronto**

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It is to be hoped that in the near future publishers of dance orchestras will provide parts specially arranged for the banjo. Such prepared parts would do away with the necessity of improvising, eliminate the possibility of haphazard playing and place the banjo player on the same relative basis as the other players with the leader, who would then know what to expect from his banjoiist and be able to demand from him the same exactness as from other members of the ensemble.

It should be interesting to know that, in order to eliminate an apparently existing confusion in nomenclature and the better to insure uniformity and universality in this direction, at its Fourteenth Annual Convention held in 1915, the American Guild of Banjoists, Mandolinists and Guitarists passed a resolution whereby the names of the banjo variants, as used in modern dance orchestras, should become definitely fixed. As adopted by the body in convention, these names (with the stringing and tuning of the instruments) were as follows:

**Piccolo-Banjo.** A five-stringed instrument tuned as follows: 4th string, C; 3rd string, G; 2nd string, B; 1st string, D; 5th string, G—the lowest string always being referred to as the 4th, and tuned to middle C on the piano.

**Banjoeurine.** A five-stringed instrument tuned as follows: 4th string, F; 3rd string, C; 2nd string, E; 1st string, G; 5th string, C—the 4th string being tuned to F below middle C.

**Banjo (regular).** A five-stringed instrument tuned as follows: 4th string, C; 3rd string, G; 2nd string, B; 1st string, D; 5th string, G—the 4th string being tuned one octave below middle C.

**Bass-Banjo.** A five-stringed instrument tuned as follows: 4th string, C; 3rd string, G; 2nd string, B; 1st string, D; 5th string, G—the 4th string being tuned two octaves below middle C.

**Mandolin-Banjo.** An instrument with the body of a banjo, but with a mandolin neck and fingerboard, and strung with four single or four pairs of strings tuned as follows: 4th string, G; 3rd string, D; 2nd string, A; 1st string, E—the 4th string being tuned to G below middle C.

**Tenor-Banjo.** An instrument with the body of a banjo, but with a neck about six inches shorter than that of the regular banjo and with a mandolin finger-board on an enlarged scale, having four single or four pairs of strings tuned as follows: 4th string, C; 3rd string, G; 2nd string, D; 1st string, A—the 4th string being tuned one octave below middle C.

**Cello-Banjo.** An instrument with the body of a banjo, but with the neck and finger-board of a mando-cello, and strung with four single or four pairs of strings tuned as follows: 4th string, C; 3rd string, D; 2nd string, G; 1st string, A—the 4th string tuned two octaves below middle C.

**Guitar-Banjo.** An instrument with the body of a banjo, but with the neck and finger-board of a guitar, and strung with six strings tuned as follows: 6th string, E; 5th string, A; 4th string, D; 3rd string, G; 2nd string, B; 1st string, E—the sixth string being tuned one octave and a sixth below middle C, the lowest string always being referred to as the 6th string.

### Whaley, Royce News

At the time of going to press Mr. Holmes Maddock, of Whaley, Royce & Co., Ltd., was in New York doing things up brown. Mr. Maddock took in the music show, the sheet music conventions and other events of interest.

Whaley Royce Bulletin No. 10, another four-pager, is out. It lists special offerings in popular song hits; a revised and enlarged edition of University of Toronto Song Book; Standard Music; Magnedo Talking Machine Needles; and in the small goods department—two lines of

mouth organs, boy scout bugles, record albums, flat-back mandolins, mandolins, ukuleles, violins, bows, steel guitars, and toy bagpipes.

Showing a group of visitors through his plant a manufacturer said, "Make the packing-box an advertisement." As most piano manufacturers do he had a large two colored poster put on both sides and ends of the box.

The public schools of New York City are supplied with grand pianos purchased by the School Board from Sohmer & Co. The key fronts are made flush to obviate chipped edges.

R. Valiquet, 2204 St. Lawrence Boulevard, by giving his customers A1 service has built up a tidy little business. He thinks the Pathe machine and records is the only phonograph manufactured, and this enthusiasm is largely responsible for the large number of machines and records he is disposing of.

J. L. Ethier, 1734 Notre Dame St. West, finds at times that he is outgrowing his present phonograph quarters and that a couple of demonstration rooms is not enough to accommodate his ever growing list of Columbia Grafonola customers. He carries a complete line of machines and full catalogue of Columbia records.

## NEW MUSIC Copyrights entered at Ottawa

- 34149 "We're Away, Hip-Hooray." (Till Kaiser Bill is Done.) Words by J. E. Johnstone and Astor Johnstone. Music by S. K. Hall. Johnstone, Hall & Johnstone, Winnipeg.
- 34151 "That Wee Bit of Devil in Your Irish Eyes." (Only Makes You an Angel to Me.) Words by George A. Norton. Music by George E. Stringer. Whaley, Royce & Company, Limited, Toronto.
- 34152 "That's What Makes a Wild Cat Wild." Words by George A. Norton. Music by Theron C. Bennett. Whaley, Royce & Company, Limited, Toronto.
- 34153 "At The Old Square Dances Down in Arkisaw." Nonsense by George A. Norton. Noise by Theron C. Bennett. Whaley, Royce & Company, Limited, Toronto.
- 34154 "All Together." Words by E. Paul Hamilton. Music by M. L. Luke.
- 34155 "Ev'ry Morning She Makes Me Late." Words and Music by Bud de Sylva, Gus Kahn and Al Jolson.
- 34156 "Belshewiki." Words and Music by George White and Arthur J. Jackson.
- 34157 "The Newspaper Girl." Song. Words and Music by E. Ray Goetz.
- 34158 "The Land of Yester-Year." Song. Words and Music by E. Ray Goetz.
- 34163 "Motherland." Words by Percy W. Luck. Music by Clem. E. Jessup and Percy W. Luck. Percy W. Luck, Copar, Sask.
- 34171 "Over The Sea, Boys." Words and Music by Irving Berlin.
- 34178 "There's a Battlefield in Ev'ry Mother's Heart." Words by Howard E. Rogers. Music by M. K. Jerome.
- 34179 "Girls of France." (Song.) By Alfred Bryan, Edgar Leslie and Harry Ruby.
- 34180 "The Call." Military March. By Egbert Van Alstyne.
- 34181 "We'll Build a Rainbow in the Sky." Song. Words by Raymond B. Egan. Music by Richard A. Whiting.
- 34182 "The Lazy Yankee Boy I Sent Away." Song. Words by Harry Williams. Music by Grace Henkel.
- 34183 "Friend Killarney and You." Song. By John Atkinson.
- 34184 "In Love's Garden." Waltz. Song. Words and Music by George Cotford.
- 34186 "When Alexander Takes His Ragtime Band to France." Song. Words and Music by Alfred Bryan, Cliff Hess and Edgar Leslie.
- 34191 "I Didn't Know I Loved You So." Song. Words and Music by J. L. Brady. Jean L. Brady, Golden, B.C.
- 34197 "Mother's Farewell." Words and Music by Mrs. Wm. E. Walker, Irms. Alberta.
- 34199 "Happiness." Words and Music by Max M. Schmidt.
- 34201 "The University of Toronto, Song Book." (Book.) William R. Draper, Toronto, Ont.
- 34203 "In the Shadow of the Desert Palm." Words by E. J. Myers. Music by Will E. Dulmage.
- 34204 "Sliding Sid." One Step. March or Two Step. By Abe Loech.
- 34208 "A Canadian School Song." Song. Words by J. Lindott Taylor, Alberta.
- 34210 "We Are Part of Britain." Patriotic Song. Words by E. Willis. Music by Alex. Thom. Whaley, Royce & Co., Limited, Toronto.
- 34211 "Its This Liberty We Want to Keep." Words by Gustav Dethner. Music by E. S. Huntington. Gustav Dethner, Watrous, Sask.
- 34214 "Oh, Promise Me!" (Promets qu'un puer.) Romanza. Words by Clement Scott. Music by Reginald de Koven. The Hawkes & Harris Music Co., Limited, Toronto.
- 34215 "This Wonderful Bouquet for Thee." Song. Words and Music by Albert E. MacNutt, Moncton, New Brunswick.
- 34216 "March On! March On!" (With Our Comrades "Over There.") Words by Lew Colwell & Ernie Aldwell. Music by Peter Wendling.

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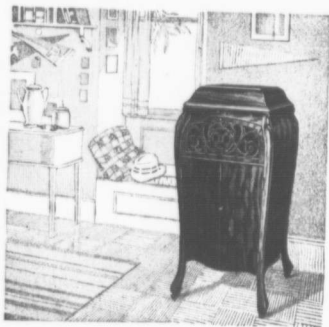
The owner's pride of possession in a Sonora is a factor in Sonora's increasing popularity.

In proportion to the total number of instruments on sale, more Sonoras are sold for cash than any other instrument. This is conducive to a higher bank balance for the Sonora dealer.

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# Impressions of the New York Music Show

## Goodly Number of Canadians Attend

**D**URING the first week of June the music industries of the United States held their annual National Music Show in New York. The dates, June 1 to 8, synchronized with the annual conventions of the different associations in the trade, those of the retailers, the manufacturers, the travellers, the supply men, the player roll cutters, and the Edison Dealers' Convention. The sheet music publishers convened during the following week.

This annual music show, as do the conventions, now alternates between Chicago and New York, being held in the former city last year. It is the one occasion in the year at which the members of the various branches of the industry can look forward to meeting with the rest of the trade. In this respect it resembles the music instrument display at the Canadian National Exhibition at Toronto.

Incidentally, the Canadian visitor to the show at New York realized that the music trade optimists are not confined to the selling staffs of the piano exhibitors at the Toronto Fair. But it was real inspiring to see the cheerful faces and hear the cheerful reports, whether they were prompted by actual business or were merely chronic.

The exhibition itself was interesting indeed. The arrangement of booths was a series of individual and complete rooms, occupying the entire floor space, and not sharing it with exhibits of temperance beer, soaps, pickles, complexion lotions, etc., as is the case in the Manufacturer's Building at the Toronto Exhibition grounds. There were two floors of the Grand Central Palace necessary to accommodate the exhibition which included a number of supply exhibits and displays of talking machine and accessory firms.

The United States manufacturers are meeting with conditions similar to those experienced by the Canadian trade in 1915, with the exception that the labor and material scarcity had become acute long before the United States entered the war and before it became necessary to raise an army. Munition plants had already absorbed much skilled help. The statement of any manufacturer that he could not supply pianos fast enough could be perfectly true, just as it is in this country. That his output is far below normal capacity it is not necessary to explain. Everybody knows that.

The New York Music Show was open to the public at 50 cents per head and a war tax of a nickel. To say that the public was not very responsive to the invitation to attend is superfluous. The attendance of dealers from Western points was small, but dealers in the East, in points easy of access to New York, were out in good numbers.

The proportion of players shown impressed the Canadian visitors. These were in the ratio of approximately fifty per cent, and just suggested what the possibilities in Canada are for increasing player piano trade from its present proportion of about ten per cent, even in the face of ten per cent. excise tax. In the matter of prices the United States trade, too, is battling with the increased cost and continues under the necessity of higher prices for the finished product.

One of the busiest booths at the Fair was that of the Otto Higel Co., Inc. This firm showed a new single valve action that has made a decided hit and which a number of manufacturers are not only using exclusively, but recommending to other firms. Mr. Otto Higel divided his time between the factory and the exhibit, the latter being in charge of Mr. Edward P. Mason, vice-president and sales-manager of the company. Mr. Ralph O. Higel, who has already an extensive connection in the United States trade, had opportunity to extend greetings at the exhibit. Mr. R.

H. Easson, vice-president of the parent firm in Toronto, was also on hand for the exhibition.

The new action, which created so much interest, is built on the unit-system, which puts each valve in a separate cell detachable and accessible without affecting the remaining valves. The single valve system is used. The pouch and valve blocks are fastened in pairs, with a screw and spring washer to each pair. Any one can immediately be removed and dealt with by itself.

The most important feature of the action, however, from the point of view of the person who plays it, is found in the very remarkable bellows-system or bottom action. This is distinguished from all others by the use of what are called concussion reservoirs, which are auxiliary equalizers, of very small size and with relatively high spring expansion. By opening quickly and closing slowly, as is intended from their peculiar construction, these two small equalizers enable the operator to maintain a very low playing tension without danger of dropping off below playing power. Therefore with this action it is possible to play long and very soft passages without either effort or anxiety as to whether the power will drop out. Accents can also be had with pedal work alone even on the softest playing. The general idea is to have the normal playing soft instead of loud, on the pedals direct, in distinction from the ordinary bellows system which is not designed for soft playing without artificial aids.

The feeling of this action under the feet is delightfully smooth and easy, without jerkiness, and yet with power instantly to produce an accent on one note or a crash on a chord from any point. Descent from fortissimo instantly to pianissimo and vice versa, is made without difficulty.

The Columbia Graphophone Co. had an attractive and extensive exhibit embracing two booths. Their display of Art lines made a fine showing and attracted much favorable comment.

The Pathe exhibit included a record pressing machine and records were pressed out while you waited.

The Edison Company had a recital hall in connection with their exhibit and conducted two recitals each day.

The Starr Co.'s display included their line of phonographs, the Canadian distributing agency of which is held by the Starr Company of Canada, at London, Ont.

The exhibit of the Otto Heineman Phonograph Supply Co., occupying a double concession with an entrance from either side, was the occasion to introduce the new OkeH disc record, of which an advance bulletin has already been printed. This is a hill-and-dale record played with either sapphire or steel needle. It is recorded at New York City and manufactured at Springfield, Mass. Thos. E. Griffin and Thos. Kramer are in charge of the record manufacture, the recording being done under the supervision of Charles L. Hibbard as the technical director and Fred W. Hager as musical director.

The OkeH catalogue includes such artists as Henry Burr, Ada Jones, Arthur Collins, Harry McClaskey, Peerless Quartette, Fred Van Eps, Grace Kearns, George Thompson, Golden and Heins, Ferera and Greenus, and a number of others.

Visitors to the Heineman booth were also much impressed with a new motor shown for the first time. This is enclosed in glass, has an automatic oil pump that lubricates the bearings from an oil reservoir while the motor is being wound.

Mr. Heineman, head of the firm, whose energy and activity immediately impress those with whom he comes



# Music Supply Co.

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in contact, had a desk at the booth where he continued signing letters and checks as he met and talked with numerous visitors to the display. Mr. Strong, formerly in charge of the factory at Elyria and now at Newark, and who has visited Canada, was present as also was Mr. C. J. Pott, manager of the Canadian division. The latter was delighted with the new record, the new motor, and the other evidences of the company's usual progressiveness.

Two Gerhard Heintzman phonographs at the Show attracted the critical inspection of a number of visitors with requests for agency particulars. Because of the heavy tariff, however, and labor scarcity in Canada it was quite impossible to entertain any proposition to ship phonographs to the United States. The care in detail of manufacture, the expensive sound chamber, made of white spruce such as used in piano backs, the elegance of design and finish convinced those in the States, unfamiliar with the Gerhard Heintzman, that it was the product of a high-class house.

The National Bureau for the Advancement of Music, under the directorship of Mr. C. M. Tremaine, had a display that aroused keen interest in many of the dealers who wanted individual explanation of the work of this organization. Mr. Tremaine's two young lady assistants were kept quite busy impressing the value of the Bureau's work in stimulating public interest in music. A feature of the display was ten large panels illustrated with paintings, showing the place of music in child life. These were the property of the National Childwelfare Association and are used in conjunction with child welfare, exhibitions and demonstrations. These panels have been reproduced in smaller size for window display purposes.

The National Bureau has made good progress, not only in persuading newspapers to give music a place in the press, but in developing community choruses and memory contests among school children.

Among the Canadians noticed at the Music Show, or the Convention, or both, were the following:

H. S. Berliner, Berliner Gramophone Co., Ltd., Montreal.  
W. N. Manning, Sherlock-Manning Piano Co., London.  
D. H. Kent, Kent Piano Co., Ltd., Vancouver.

D. R. & A. H. Gourlay, Gourlay, Winter & Leeming, Ltd., Toronto.

R. S. Williams, President R. S. Williams & Sons Co., Ltd., Toronto.

John Sabine, Music Supply Co., Toronto.

Holmes Maddock, Whaley, Royce & Co., Ltd., Toronto.

O. Wagner, R. S. Williams & Sons Co., Ltd., Winnipeg.

W. W. O'Hara, Layton Bros., Montreal.

A. B. Moore and F. W. Heavysge, R. S. Williams & Sons Co., Ltd., Montreal.

G. H. Gray, R. S. Williams & Sons Co., Ltd., Hamilton.

A. B. Pollock and Mr. Welker, Pollock Mfg. Co., Ltd., Kitchener.

R. H. Easson, Otto-Higel Co., Ltd., Toronto.

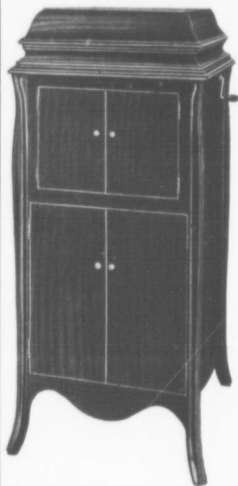
R. H. Murray and Thos. Nash, His Master's Voice, Ltd., Toronto.

C. J. Pott, Otto Heineman Phonograph Supply Co., Toronto.  
John A. Fullerton, Toronto.

And the following members of the Toronto staff of the R. S. Williams & Sons Co., Ltd.: J. A. Hassall, J. D. Ford, Jas. Arthurs, T. A. Dillon, Miss Donner, Jno. McKay, G. B. Petch.

### Composer Killed in Action.

Yet another promising and undoubtedly brilliant career has been cut short by the death of Lieutenant Herbert Matheson, who was killed in action in France. To the profession he will be remembered for his series of popular songs written under the nom-de-plume of "Herbert MacKenzie." His most popular song was "The Trail that Leads



Comparison is our Convincing Argument.

## To the Piano Dealer Who Is Not Selling Talking Machines---Why?

When Piano Dealers started to sell Talking Machines with so much success, did they do so at the expense of their piano business? NO—the combination proved to be an instantaneous success—each has helped the other.

Your business, selling pianos only, is probably as big as an exclusive business as you can make it. Why not branch out and sell Talking Machines?

With little additional investment and the same overhead expense, you can sell Talking Machines. Your talking machine business will help your piano business and you will make more money.

### ARTHUR K. KEMPTON

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Arthur K. Kempton,  
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DEAR SIR,—  
We are interested in handling your line in our town. Please send us particulars, prices, etc.

Tear off this Coupon and Mail.

## American Steel and Wire Company's

PERFECTED  
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# PIANO WIRE

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

## United States Steel Products Co.

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

to Home," which he wrote as a companion song to "The Long, Long Trail," and many of his other songs secured big sales. For over four years he was Musical Adviser to Messrs. West & Company, who speak of him in terms of the greatest admiration and affection. Mr. Claude Yearsley, of West & Co., the English music publishers, says: "The public little knew that the pen-name 'Herbert Mackenzie' concealed the identity of one of the most brilliant musicians of our time. Matheson had more music in his little finger than a great many of our big figure-heads have in their whole body. I sometimes wonder if I did altogether right in inducing him to write simple, popular tunes, when I knew what he was capable of accomplishing in the sphere of higher composition."

### A Lecture on Ivory

From London Musical Opinion.

I HAVE here a cross-section of ivory, and I would wish you all to examine it. I also have here five pieces representing five grades of ivory; and, while they are being examined, perhaps you would like to hear how ivory keys are prepared. The ivory tusk comes to the factory and is sawn into sections, the length of heads or tails to a piano key. The saws are fine and run through water to keep them cool. Eventually, when it gets down to small, thin layers (such as you see on a key), they are put in jars of peroxide and bleached. They are then spread on trays under glass and bleached to the necessary whiteness.

When the fall of piano is closed for a long time, or when the man of the house smokes in the room where the piano is, keys get yellow. Then you are told the keys are not ivory. Originally the ivory was yellow, and is only bleached to give it the whiteness. After the keys are bleached, they are sorted, so that each set has the same uniform grain throughout. Of the five grades of ivory shown, there is very little first grade used or procurable. We are not getting the finer grades because the ivory is harder now, due to the fact that when they first began to collect the tusks they were found in the valleys. The elephants used to congregate in the valleys and fight and slay one another. The ivory laid there for years, and the dampness of the valleys made the ivory soft. We could at one time get from thirty to forty per cent. of first quality. The elephants now go in the mountains, and the ivory procurable is harder and has coarser grain, due to the dryness of the mountain atmosphere. The softer ivory turned more yellow than does the hard ivory of to-day.

Ivory may become discolored through the medium of perspiring fingers, which will carry in minute particles the color-dye from a dress or the stain used in the polish on a music stool. This is particularly the case with persons in a rheumatic condition.

Ivory is a bone; celluloid is a preparation which has a proportion of camphor. Scrape a key. If it is ivory, it will smell like bone; if it is of the celluloid variety, the odor will be that of camphor.

Seal and walrus tusks are used as substitutes for elephant ivory. They are harder, bluer, and do not bleach so white. The grain is as fine as most of the elephant ivory of to-day. Celluloid is made of camphor coal-tar products and is rolled out into sheets. In other products claiming greater resemblance to ivory, three or four thin sheets of celluloid are rolled on top of one another to make the thickness and give a semblance of grain.

Time, patience and industry conquer all things, but a fat bank account helps.

When a lazy man condescends to work he soon discovers that he is a little too good for his job.

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## THE SHRUNKEN DOLLAR AND SHORTER TERMS

IF the piano retailer, instead of exchanging his merchandise for so many dollars, bartered for bushels of wheat, bags of potatoes, or loads of hay, there would have been some magnificent increases in piano prices during the past four years. But as the dollar continues to be the medium of exchange the shrunken buying power of this unit is seemingly very indistinctly visualized. Theoretically every piano man believes that he is dealing in a line that is essential to public welfare. Actually there is a reluctance to get prices and terms for pianos that is paramount to apologizing for being in business. If the piano is a legitimate article—and it is—then its selling price should account for the shrunken buying power of the dollar.

Farmers and mechanics never had as much money as at the present time. The finished products of most manufactories takes care of the increased cost. Unfortunately the piano trade cannot be included in this category. The piano trade, with an occasional exception, has been so terrified of being undersold, or that people will discontinue buying pianos, that it has endeavored to absorb a dangerous proportion of the increased cost. Other industries quite sensibly pass the burden to the consumer. The consumer, represented by "Pro Bono Publico," has more dollars than he ever had. He does not expect his dollar to buy as much as it did "before the war." Indeed, he is almost suspicious of the quality of the article that has not gone up.

If the public so readily accepts increased prices of lines, the prices of which were advertised prominently, then how much more readily should piano prices, which are unknown, be accepted. It is true that many pianos are sold on the recommendations of friends and relatives, and the prices therefore known, but this simply makes the problem one of salesmanship rather than of conditions.

Conditions were never quite so favorable to the shortening up of terms. Higher prices for pianos, and prices that will be still higher, surely must impress upon the dealer that the former minimum down payment is entirely inadequate. Safety demands the shortening of credits. Scarcity of instruments makes better terms and higher prices not only possible, but necessary. Continued under-production can only result in higher costs. Overhead expenses, up to a certain point, are absolute. In no way can they be eliminated or reduced. Supplies continue scarce and more costly. Second hand instru-

ments are no longer undesirable merchandise. Warehouses have been cleaned out of them, and in some centres dealers will eagerly buy them for cash.

The accompanying schedule shows a partial list of materials and supplies, and the cost in 1914, as compared with 1918. This list shows an advance of 127 per cent. with, of course, many items not included. One list submitted by a manufacturer shows an increase in cost of materials of 259 per cent. Whether pianos and players have advanced in proportion, manufacturers and dealers are in a position to know.

In the schedule many items are necessarily omitted. It does not cover such increases as office help must be paid, postage, stationery and advertising, railway freight and passenger rates, cartage, increased insurance, hotel charges for travellers, and one of the most vital items in its relation to the future of the business, youths of mediocre ability and no ambition, flippantly demanding and getting wages that a short time ago were standard for men with families.

The end is not yet, and this is no pessimistic prophecy, but a statement of fact. But against the shrunken buying power of the dollar is the fact that the public is in possession of dollars in greater quantities. Get them, and get them in the fewest possible payments. Get them now while they are available, for there may never again be a period in the life of this generation when money will circulate so freely as it now does.

### Increase in Cost of Material Since August, 1914

	Goods that Cost in 1914	Cost in 1918
Actions .....	\$100	\$140
Hammers .....	100	140
Keys .....	100	130
Plates .....	100	150
Sounding Board .....	100	190
Hinges of all kinds .....	100	210
Screws of all kinds .....	100	210
Pins and small parts of all kinds .....	100	200
Pedals .....	100	130
Casters .....	100	185
Tuning Pins .....	100	400
Copper Wire .....	100	200
Music Wire .....	100	200
Sandpaper .....	100	175
Felts and Cloths .....	100	275
Cheesecloth and Grey Cloths .....	100	250
Lumber (Hardwoods) .....	100	200
Lumber (Spruce) .....	100	178
Veneers .....	100	175
Glue .....	100	230
Coal .....	100	190
Stains .....	100	275
Varnish .....	100	130
Shellac .....	100	555
Benzine .....	100	250
Nails .....	100	224
Belting .....	100	200
Leather .....	100	210
Packing Cases .....	100	215
Labor .....	100	133
	\$3,000	\$6,800

This schedule shows that goods which in 1914 cost \$3,000, cost to-day \$6,800, an increase of 127 per cent.

## Here, There and Everywhere

Through the efforts of the Seattle Rotary Club 25 submarine chasers have been equipped with Victorlas and two dozen records each.

Mr. Otis C. Dorian, general manager of the Pathe Freres Phonograph Co. of Canada, Ltd., has left on an extended trip through the Canadian West.

Mr. G. A. Dobbs, of Baring, Sask., who was formerly in the music business there, has now for over a year been devoting his energies to farming, at "Willow Farm."

A French military band under Gabriel Pares, formerly bandmaster of the Le Garde Republicaine, has arrived in the United States. Many of the 60 members have been in active service.

The Boston English Opera Co. whilst performing in Ottawa used Willis pianos at their various performances and at their private rooms in the Hotel. The instruments were supplied from the Willis & Co. Ottawa branch.

Captain Ewart Wilson, formerly of the Mason & Risch staff, at London, and son of the late E. Wilson, of Hamilton, has won the Military Cross. Friends of Captain Wilson are pleased to learn of his winning this coveted honor.

A new and dainty Jacobean style piano was noticed in the Stanley Piano Warerooms recently; also a small enamel design effect that will fit into some bridey nook shortly. The tendency to art and fumed finishes is growing.

Word has been received that Sergt. B. A. Trestrail, of the United States Army Medical Corps, has arrived safely in England. Before enlisting Sergt. Trestrail was a popular member of the R. S. Williams & Sons Co., Ltd., Toronto staff.

Brunswick phonograph trade made a material advance during the informal opening of the new art parlors and recital hall at Stanley Piano Building this month. Extra space was badly needed, as the previous facilities were outgrown and the new floor is what was formerly the art gallery.

Mr. F. T. Quirk, manager Sterling Actions & Keys, Ltd., Toronto, has returned from a visit to Montreal, Boston, New York and other centres in the Eastern States. The supply market Mr. Quirk found to be very erratic, not only in the matter of high and advancing prices, but precarious in supply.

An important event in Calgary was the Musical Festival of Alberta Province, held in that city, on May 22, 23 and 24. The opening event was an organ recital by Dr. H. A. Fricker, of Toronto, leader of the Mendelssohn Choir. There were solo and choir competitions in which contestants from all parts of the Province took part.

### SALES MANAGER WANTED

First-class Sales Manager required for large Canadian Piano Factory. Must be a man of wide experience and fully competent to handle staff of salesmen. Apply Box 27 Canadian Music Trades Journal, 66-68 West Dundas St., Toronto.

### TUNER WANTED

Wanted: Piano Tuner for outside work. Man who understands action regulating and player pianos. Good wages and steady position. Apply: Layton Bros., 650 St. Catharine St. West, Montreal, P.Q.

### ORGANS WANTED

A Port Elizabeth wholesale firm requests catalogues and price lists from Canadian manufacturers of organs. Apply quoting number Ottawa.

### MANAGER WANTED

For the only exclusive Phonograph Store in Ottawa, Ont., having excellent location, established organization and handling Edison and Columbia lines. Exceptionally good opportunity for man of ability. Write giving experience, age, qualifications and salary expected to Box 16 Canadian Music Trades Journal, 66-68 West Dundas St., Toronto.

### MANAGER WANTED

For Piano and Phonograph store situated in the heart of the business district in Hamilton, Ont. Old established connection and an extraordinary opportunity for man of ability. Apply with full information as to past record and salary desired to The R. S. Williams & Sons Co., Limited, 145 Yonge St., Toronto, Ont.

Mr. Reginald Nathan, manager of Nicholson & Co., Ltd., which firm has eleven branches in Australia and New Zealand, is on a visit to the United States. Mr. Nathan points out that one thing that has helped the music business in Australia is the fact that the Government there supports music and that music is a necessary part of the educational system.

All the way from Prince Rupert, B.C., came instructions by wire to the factory of the Sherlock-Manning Piano & Organ Co., London, to ship a piano to a customer in Newfoundland. The order was for a style seventy-five in mahogany with stool to match. This is an interesting incident of extremes and naturally one of gratification to the Sherlock-Manning firm.

Another well known Sherbrooke man has joined the colors and gone out to fight for King and Country, in the person of Mr. Stewart P. Ross, head accountant of H. C. Wilson & Sons, Sherbrooke, Que. Mr. Ross has been anxious to join in the battle for democracy for some time and finally enlisted with the Tank Battalion and is now stationed at Ottawa.

Sergeant Carman H. Thornton, son of Mr. E. C. Thornton, president and general manager Karn-Morris Piano & Organ Co., Ltd., has been awarded the Military Medal. Sergeant Thornton enlisted as a private with the 168th Oxford Battalion and has been in France about two years. He has many friends in Woodstock who are pleased with the distinction won by him.



"SNAFFED" AT HAMILTON

From left to right—Mr. Gray of R. S. Williams' Hamilton phonograph department; Sergt. "Bert" Trestrail, formerly with R. S. Williams' Hamilton Headquarters, and Stanley Addison, Manager of R. S. Williams' Hamilton Branch.

An orchestra of 63 members has been formed in connection with the public schools of Oakland, California. Both boys and girls are in it. There are twenty first violins, seventeen second violins, two pianos, also violas, cellos, clarinets, horns and the percussion instruments. The Oakland public schools also have a Boys' Band.

On the occasion of the recent visit to Toronto of Caroline Lazzari, the Chicago Grand Opera contralto, and Arthur Middleton, formerly of the Metropolitan Opera Co., a reception was tendered these artists by the R. S. Williams & Sons Co., Ltd., at the Williams' Recital Hall. A select list of music lovers were asked by private invitation to meet the singers in a social way.

To Mr. R. G. Cordingly, of Brockville, distributor in Eastern Ontario of the Aeolian-Vocalion, goes the sympathy of many trade and personal friends, in the death of his wife. After a very short illness Mrs. Cordingly succumbed to an attack of pneumonia. She was of a well known Brockville family, prominent in social circles, and taking an active interest in many charitable movements.

The Brantford Music Dealers' Association has decided to hold regular meetings on the second Monday of each month.

Mr. H. Kautzman, of I. Montagnes & Co., Toronto, who is doing such efficient work in the interests of Sonora phonographs, of which his firm is Canadian distributors, is now touring Western Canada.

A new branch of service to Gourlay dealers throughout the country is, "The Gourlay News," a house organ being issued by Gourlay, Winter & Leeming, Ltd., Toronto, for the benefit of their dealers and agents.

Mr. W. H. Field, manager of the Saskatoon Piano Co., Ltd., of Saskatoon, Sask., an old Ontario boy making good in the West, is pleased with business and prospects, and looks for an excellent year's business, if sufficient stock can be obtained.

Among the new literature issued by Musical Instruments Ltd., Toronto, manufacturers of the Cecilian Concertphone, is a dainty, two colored folder, illustrating five different types. This is for distribution by Cecilian dealers among prospective purchasers.

Mr. L. G. de Forest, of Claresholm, Alta., a progressive Martin-Orme dealer, supplied a player piano of this make for the Chataqua lectures in his district. This was Style E, a medium sized instrument, and one of the most popular of the Martin-Orme line.

Mr. W. D. Stevenson, of the Starr Co. of Canada, spent a day in Toronto en route from Montreal to headquarters in London. Referring to Gennett records, Mr. Stevenson was very enthusiastic, and announced that these were coming through more plentifully and of improved quality.



Mr. W. Webb, Secretary Niagara Peninsula Music Dealers' Association.

The Saskatoon Piano Co., Ltd., of Saskatoon, Sask., have had a visit from the president of that company, Mr. H. A. Grimsdick, general manager of the Bell Piano & Organ Co., Ltd., Guelph. The management of the Saskatoon firm was delighted to have Mr. Grimsdick with them, and only hope that he will make his visits less far apart.

Starr Co. of Canada have just celebrated the first anniversary of their entering business by removing into a new store. This firm's headquarters are at London, where they have the local agency of Gourlay and Gourlay-Angelus lines in their retail department. A year ago Messrs.

Croden and Stevenson, proprietors of this firm, secured the wholesale rights in Canada of Starr phonographs. Their first twelve months' operations have been very gratifying. They have been fortunate in securing ample stocks of phonographs, and state that they are in a position to make immediate deliveries of every type. The new premises now being occupied are on Dundas St., just a few doors from their old stand. The removal gives them larger selling and storage facilities.

### Benefits of Organization

Already the dealers of the Niagara Peninsula, the "Garden of Canada," are experiencing the practical advantages of organization. At Niagara Falls the council passed a by-



Mr. Harold Cadle, President Niagara Peninsula Music Dealers' Association.

law requiring retail places of business to be closed at 6 p.m. of each day. Being a serious handicap to the music business, representations were made through the Association and local dealers, resulting in the music trade being exempted from the conditions of the by-law.

The members of the Niagara Peninsula Music Dealers' Association are enthusiastic and practical, and their getting together has removed undesirable feelings toward competitors that resulted from lack of acquaintanceship and co-operation.

The meetings alternate between Welland, Niagara Falls and St. Catharines, the dealers in all three places being included in the membership of the association.

### From the Capital City

Mr. Owain Martin, president of the Martin-Orme Piano Co., Ltd., Ottawa, was noticed among the month's trade visitors to Toronto, London and other Western Ontario points. Like other piano manufacturers, Mr. Martin has found the help question almost intolerable, while high cost and scarcity of materials become more acute. Asked as to the employment of female labor, Mr. Martin pointed out that the demands of the Government for clerical help has absorbed practically all the available supply of girls in Ottawa and adjacent centres, this being a condition applying only to the capital.

H. J. L. Barrie & Co., Richmond, Que., have registered as dealers in musical instruments, etc.

## Victrola Man Dons Khaki

Mr. F. Irving Brown has just resigned the position of manager of the Victrola Department of the Robert Simpson Co., Ltd., Toronto, to enter the army. Soon



Mr. F. Irving Brown.

after Mr. Brown's joining the Simpson Co. organization in the autumn of 1917 the department took on "His Master's

Voice" lines exclusively and an active and extensive business has been worked up. Mr. Brown, who has had several years merchandising experience with Victor goods, has been an enthusiastic booster of these, and after seeing the department grow to one of its important dimensions leaves it only because of the country's military necessity.

On another page the Robert Simpson Co., Ltd., advertise for a successor to Mr. Brown. This is an attractive position for a capable man who can take charge of an established connection.

## Successful Ottawa Firm

In the last issue of the Journal reference was made to the incorporation of John Raper Piano Co. of Ottawa, into a limited liability company. This house was established twelve years ago by Mr. John Raper, jr., who has built up a most successful business. Mr. Raper had secured the Mason & Risch agency, which line he has consistently featured with the result that the Mason & Risch is well known and appreciated in Ottawa. In addition Mr. Raper featured the John Raper piano. About four years ago the company qualified as Victor agents, and their department for the sale of Victorolas and Victor records is one of the largest in Canada. They erected sound proof demonstration booths, and in their window displays, newspaper advertising and circulars prominently feature "His Master's Voice" lines.

The officers of the company are: Mr. John Raper, jr., president and managing director; and Mr. T. Gordon Clegg, secretary-treasurer.

Instead of waiting for his ship to come in, a man should charter a tug to meet it.

When some men get up in the world everybody appears small to them and they appear small to everybody.

## The "YORK" RECORD

itself is not a new or unknown record, but is made by one of the largest Phonograph Companies in the world, with a list of several thousand records to choose from.

Our connection with the above Company makes it possible for us to procure from them a record made in their own Canadian record factory and from their own Master-records; thus, the YORK is a known record of the very highest standard in material and high-class artists, and surpassed by none.

Our new monthly issues will consist principally of the most called-for and popular hits of the minute. We are now choosing for future issues a selected list of standard French songs and, last but not least, our Gold Seal records.

Our 18-page July catalog is now ready for distribution and will be sent to any dealer or phonograph manufacturer upon request.

Sole Distributors

**PEATE MUSICAL M'F'G CO.**

584 ST. CATHERINE ST. WEST

**MONTREAL**

(Same address for 14 years)

**QUEBEC**



## Music Trades Conventions in the United States

THE annual conventions of the various national associations in the music industries of the United States were held in New York, during the first week of June, with the exception of the sheet music publishers, who convened the following week. Like the Music Show, held in conjunction and referred to on another page, these conventions alternate between New York and Chicago. The latter city will be the meeting place in 1919.

This was the 22nd convention of the National Piano Manufacturers' Association, which completed its business at a three-hour session at the Grand Central Palace. The secretary's report showed the net membership to be 118.

The Manufacturers' Banquet in the evening, at the New York Athletic Club, was also a record of brevity, consuming only two hours in all, with but a half hour devoted to the customary after dinner speeches. The retiring president, J. A. Coffin, was toastmaster. The speakers were Ben H. Janssen; Otto Schulz, Chicago; Edward S. Payson, Boston; Mark P. Campbell, president of the New York Piano Manufacturers' Association.

The following are the officers elected for 1918-1919:  
President—Paul B. Klugh, Autopiano Co., New York.

First Vice-President—Kirkland H. Gibson, Ivers & Pond Piano Co., Boston.

Second Vice-President—Otto Schulz, M. Schulz Co., Chicago.

Treasurer—C. C. Conway, Hallet & Davis Piano Co., Boston.

Secretary—E. H. Uhl, R. Wurlitzer Co., Chicago.

### Retailers Meet

At the 17th annual convention of the National Association of Piano Merchants, held at the Grand Central Palace, the following officers were elected for the current year:

President—Dan. J. Nolan, Cleveland, O.

First Vice-President—P. E. Conroy, St. Louis, Mo.

Second Vice-President—E. Paul Hamilton, New York.

Treasurer—C. L. Dennis, Milwaukee, Wis.

Treasurer—Carl A. Droop, Washington, D.C.

Although the programme provided for sessions spread over three days, business was concluded the second day.

The report of the membership committee showed a net membership of 621 active and 16 associate members, a total of 737.

Percy S. Foster, who has been officially connected with the association since its inception, and for many years secretary, resigned the position, as he has gone into another line of business.

### Dealers Declare for Fixed Prices

In presenting a resolution unanimously adopted, endorsing the Stephens-Ashurst Bill, Mr. E. H. Droop, of Washington, who is known to many Canadians, and who visited Toronto last year, said:

"The Supreme Court, as you gentlemen all know, having decided against the fixing of re-sale prices under the present laws, also, there having been a suggestion by that splendid body that legislation should be framed in Congress whereby the manufacturer, the merchant, the distributor, etc., are entitled to work under a uniform standard price system, I respectfully submit the following resolution:

"Whereas, We firmly believe that the interests of the consumer, merchant and manufacturer are best safeguarded by maintenance of uniform, standard prices at retail and wholesale;

"Therefore Be It Resolved, That we, the National Association of Piano Merchants of America in Convention assembled in the City of New York this fifth day of June,

A.D., 1918, do hereby reaffirm our confidence in the principles enunciated in the Stephens-Ashurst bill (H. R. 13568—S. 5064) (Sixty-fourth Congress—first session) and respectfully urge upon Congress the early enactment into law of the aforesaid bills."

Mr. Droop moved the adoption of the resolution, the motion was seconded by a number of the members and was unanimously adopted.

Mr. George W. Pound, general manager of and counsel for the Music Industries Chamber of Commerce, addressed the dealers, as did Mr. C. M. Tremaine, director of the National Bureau for the Advancement of Music. Both of these gentlemen have visited Canada. The latter delivered a stirring address at the annual meeting of the Canadian Bureau for the Advancement of Music, in February of this year, and Mr. Tremaine spoke at the organization meeting of this Bureau in 1917.

### Allowances on Exchanges

A most pertinent topic was introduced by E. Paul Hamilton of Brooklyn, president of the N. Y. Piano Manufacturers' Association. He had a piano on hand and invited visitors to signify how much they would allow for it on sale. The piano, named "Manhattan Co.," was twenty-five or thirty years old, ebony case, fret work panels.

Mr. Hamilton explained that the instrument had been placed in the home of one of his salesmen and every piano house in New York had been advised that the party in question desired to purchase a player-piano for \$500 or more, giving the old piano in exchange. He declared that, though the schedule adopted by the local Merchants' Association on trade-ins provided a maximum allowance of \$25 on a piano twenty-five years old, the lowest offer on the instrument on display had been \$50, and from there the offers ranged up to \$125. Second-hand dealers who had been approached to buy the instrument for cash had offered from \$15 to \$25, but no more.

Mr. Hamilton offered this as an illustration of why piano merchants lost money on such sales. He stated that one local piano man at the convention offered \$100 on the piano, although his salesman a couple of weeks ago had offered \$75. He, therefore, desired to know how the salesman was to be guided in making allowances.

Mr. Hamilton declared that the problem of the piano merchant was to devise ways and means for making a bigger profit on his investment, and that one of the ways to accomplish this was to adopt a schedule of allowances that would be fair and allow him a profit instead of a loss when the used instrument was resold. Figures at hand, he stated, showed that a piano merchant making a 10 per cent. net profit was doing well. This would represent \$55 on a \$550 player-piano, and therefore the allowance of \$100 on the old piano would mean a \$45 loss on the sale, if not more.

The dealers held a banquet at the Biltmore Hotel for which they and their guests had good sharp appetites, because of a waiters' strike. The waiters walked out about the hour of the banquet, and it took a couple of hours to secure the necessary crew to carry on the feast. Hon. James W. Gerard, former Ambassador to Germany, was the speaker of the evening.

Senator Wm. Calder, of New York, who spoke on "Music in Washington," had the following to say endorsing the necessity of music:

"Your great business, in my judgment, is a most essential business. What is greater in peace times or in war times and in the life of the actual fighting man at the battle front, than the need of music? After all, what could we possibly do without music? It soothes the child on the mother's knee, and later cheers troops on their march to battle.

"As your representative in Washington I could never agree that music is a non-essential industry, and I had no idea that there were so many manufacturers of pianos until the War Revenue bill was passed, and representatives of the industry visited Washington."

The Music Industries Chamber of Commerce, which organization, as its name suggests, is an association of all branches of the industry, re-elected its old board of directors, Messrs. Richard W. Lawrence, Ben Janssen, J. A. Coffin, E. H. Droop and F. E. Edgar, all of whom had been directors, but whose terms expired at the present meeting.

Officers for the ensuing year were elected as follows: President—C. A. Grinnell, Detroit.

First Vice-President—R. B. Aldcroft, New York.

Second Vice-President—E. H. Droop, Washington.

Treasurer—F. H. B. Byrne, New York.

Secretary—W. J. Keeley, New York.

George W. Pound continues as general counsel and manager.

The National Music Roll Manufacturers' Association was addressed by Mr. Geo. W. Pound. He dwelt upon the present copyright bill and what the music roll makers were entitled to under its provisions. Mr. Pound was active in the framing of the present law which became effective in 1909. Mr. Pound also suggested to the music roll men that they should make some effort to standardize the rolls in the matter of paper used, that all the roll makers should agree upon one particular type of paper most satisfactory to all and use that paper as a means for conserving labor and other factors in paper manufacture now devoted to turning out special orders.

The music roll men took Mr. Pound's suggestion under serious consideration and will probably announce some plan for paper standardization in the near future.

Officers elected for the ensuing year were:

President—Frederick Sunderman, Bennett & White, Inc.

Vice-President—Arthur Conrow, ConnORIZED Music Co.

Treasurer—Paul J. Stroup, Universal Music Co.

Secretary—George H. Bliss, Q R S Co.

The business of the National Piano Travellers' Association was completed in a morning session. Officers for the ensuing year are:

President—Calvin T. Purdy, Hardman, Peck and Co., New York.

First Vice-President—A. A. Mahan, Packard Piano Co., Fort Wayne, Ind.

Second Vice-President, George W. Allen, Milton Piano Co., New York.

Third Vice-President—Alex. Shoninger, B. Shoninger Co., New York.

Treasurer—George H. Bliss, Q R S Co., New York.

Secretary—W. C. Heaton, Kohler & Campbell, Inc., Chicago.

Executive Board—George E. Mansfield, R. S. Howard Co., New York, and Chas. Cunningham, American Piano Co., New York.

### Edison Dealers' Convention

CANADA was well represented at the Edison dealers' fourth annual convention, held at the Waldorf Astoria, New York, on June 6 and 7. A number of dealers and distributors from various parts of Canada were present, but owing to a protracted attack of lumbago, Mr. H. G. Stanton, vice-president and general manager of the R. S. Williams & Sons Co., Ltd., was unable to attend. The president of his firm, Mr. R. S. Williams, with several members of their retail and wholesale phonograph departments, and branch managers, were in attendance. The longest distance attendant was Mr. D. H. Kent of Kent Piano Co., Ltd., Vancouver, who are the Edison distributors for British Columbia.

"Record Service" was the subject of an address by Wm. McPhillips of London, who introduced an interesting discussion of a subject on which he is well qualified to speak. Mr. W. W. O'Hara, of Layton Bros., Montreal, spoke on "Don't Want to Buy Luxuries."

Geo. Lincoln Parker, of Boston, was chairman of the convention. The Edison Co.'s address of welcome was delivered by T. J. Leonard. Wm. Maxwell, vice-president of the Edison corporation's phonograph division, also spoke. "The Dotted Line," a one-act comedy, was presented. This was written by Mr. Maxwell. It was a sketch, as the title suggests, involving salesmanship psychology.

In his address to the dealer, which was read by Mr. Maxwell, Mr. Edison said: "We hear a good deal of talk about luxuries. Luxury is a relative term. What is luxury for one man is almost a necessity to another. No matter who is said or done, the increased earning power of the people is going to result in the increased purchase of luxuries and the urge to possess luxuries will do more to speed up production than all the prize contests, bonus plans and proclamations that can be devised. The laziest and most non-productive man in the world is the man whose wants are simplest. The fellow who has a family that wants luxuries and is endeavoring to gratify them is the man who is usually working the hardest and procuring the most."

"Some of you may have been told that music is a non-essential. My views on that subject are probably well known to you. The time is not far distant when music will be recognized as a greater essential than books. Don't let anybody make you believe that music is a non-essential. Merchants who sell good musical instruments are performing a useful service to the nation."

The convention concluded with a banquet at the Waldorf-Astoria. At the Music Show the Edison Co. conducted a series of tone tests in the afternoon and evening recitals.

It is rumored that the great Russian bass Chaliapine, also Karakush, the Russian operatic baritone and his wife, Popova, the soprano, intended visiting America.

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ROBERT LIMITED  
TORONTO

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highly in

A new  
Furniture  
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### Goodwin's, Ltd., Take on Victor Records

Goodwin's, Ltd., of Montreal, one of the largest and best known department stores in Canada, have qualified with Berliner Gramophone Co., Ltd., as dealers of "His Master's Voice" records. Goodwin's Ltd. have conducted a phonograph department for several years, but now confine themselves exclusively to the Victor lines. The Journal understands that Goodwin's Ltd., are entering on an aggressive campaign to feature "His Master's Voice" products and their service in this connection. The firm, with its extensive connection and reputation for looking after the interests of its customers, will, undoubtedly, attract big business with this department.

For several years past Berliner Gramophone Co., Ltd., have been anticipating an enormous increase in the demand for Victor records which they have fostered. Additions to their record production department have been regularly made to keep just ahead of the demand and maintain the company's policy of service, which in conjunction with Victor artists and public demand for Victor records, is the appeal to so many dealers throughout the country.

### New Pathé Advertising Man

Mr. George L. André, well known in advertising circles "in Toronto and elsewhere," and who for several years conducted the publicity department of Mason & Risch, Limited, has been appointed advertising manager of The Pathé Frères Phonograph Company of Canada, Limited, with headquarters in Toronto.

Mr. André is a thoroughly qualified advertising man of international experience, and will be glad to be of service to all Pathéphone dealers and agents who need his advice and help in any matter pertaining to the all-important subject of correct advertising, in any form.

An intensely interesting pamphlet written by Mr. André on the subject of the cost of advertising, entitled "Who



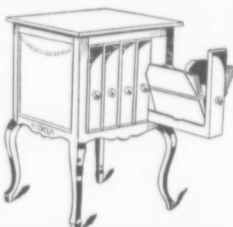
Mr. George L. André.

foots the Bills?" will be mailed free to anyone by addressing the Publicity Department of Pathé Frères Phonograph Co. of Canada, Limited, Clifford Street, Toronto. No matter how much or how little a manufacturer, dealer or agent invests in advertising, he should not fail to write for this highly instructive booklet.

### A New Cabinet

A new announcement to the trade is that from the Orillia Furniture Co., Ltd., Orillia, concerning their record cabinet. This is equipped with alphabetical index book and with numbered guide cards for inserting between the records.

The five drawer cabinet, here illustrated, has a capacity for 100 either 10-inch or 12-inch records. They also make a ten drawer cabinet with a capacity for 200 records.



The Orillia Furniture Co.'s new cabinet.

Another popular style of the Orillia Cabinet is No. 100, a combination piece for records and sheet music.

### Introducing the York Record

Mr. George A. Peate, of the Peate Musical Mfg. Co., of Montreal, sole distributors of the York record, is not unknown in the musical world. As a soloist he has an international reputation, having played in the principal cities of America and Europe. He is also on the composition staff of Jerome H. Remick & Co., New York City.

Mr. Peate is one of the few musicians who possess the rare quality of being able to combine musical with business ability. Having started a music business of his own at the age of 19, he has built up the Peate School of Music in Montreal, said to be the largest school of its kind in Canada, teaching from 300 to 400 students a week in the school season. He has also been for many years musical director of McGill College, M.A.A.A., Loyola College, Y.M.C.A., S.A.A.A. and Y.M.H.A., etc., orchestras.

Mr. Peate has for several years been associated with his brother, W. H. Peate, of Utica, N.Y., in the manufacture of small musical instruments, and as an acoustician and scientific small instrument authority has an international reputation. It has often been said of Mr. Peate, "Take it to Peate, he'll tell you the tone value without taking it out of the case." The shape and feel or touch of the instrument tells him the story.

Mr. Peate's decision to market the York, which is a hill and dale needle played record, will prove of interest to many in the trade. He states that he will go to New York every month and select the hits and winners for the Canadian trade. It goes without saying that with his ability and reputation, the York new issues will be 100 per cent. hits and only live sellers.

### Teaching Soldiers New Songs

"DIFFICULT to teach a new song to men who can't read music?" asked a gentleman of one of the song leaders at one of the American camps. "No," was the reply, "I can teach a new song to any of them in a few minutes. I have six or eight cornets face a regiment and blare out the melody while the rest of the band plays what it calls softly, but there is no such thing as 'piano' or 'pianissimo' in the army. The men listen to the tune a few times, then the firs, four rows sing with the band; then the next four rows join them; and soon the whole regiment can sing it."

A diplomat is a man who is able to use the truth economically and judiciously.

## R. S. Williams Co.'s Staff Held 10th Annual Outing.

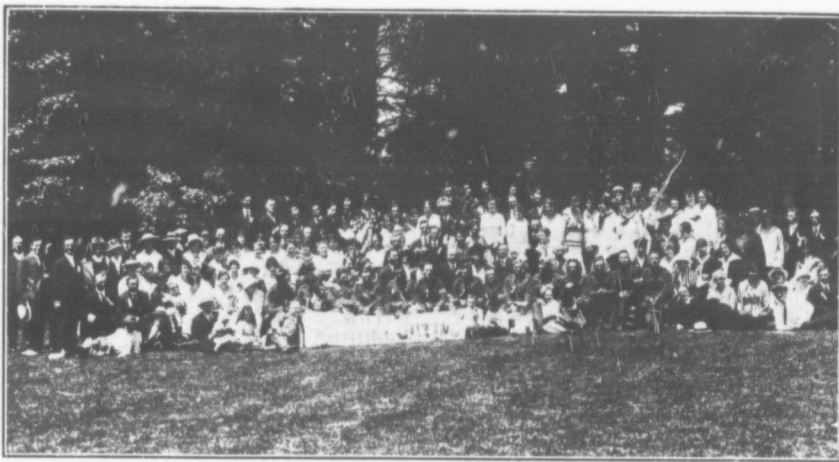
FROM 5:30 to 6:30 a.m. on Thursday, June 13, alarm clocks were going off in all sections of Toronto to apprise the members of the R. S. Williams & Sons Co., Ltd., staff and their families that "up with the birds" was the order of the day. So generally was the early call heeded that a party of almost 200 left their straps in the Toronto Street Railway's palatial cars and alighted at the Yonge Street wharf in time to catch the "Cayuga" leaving at 7:30 for Queenston Heights. Report said H. J. McEntee was smuggling over his Ford to run trips from the park entrance to the top of Brock's monument, all proceeds going to the Red Cross. The authorities were also informed that an attempt would be made to get a set of bag-pipes over on the plea that they were a musical instrument. A search was made. Neither a Ford, (that is apart from a human one), nor a set of pipes could be found. But a "Victory" Bond was located. This impressed the harbor-

and one things that music can do is to act as an antidote for seasickness. When the voyage was well under way Mr. Claxton, convener-in-general of committees, mounted an improvised platform and introduced the first part of the programme—these games for the boat going over:

### Games on Boat

- 1st. Hat Ballot Contest.  
Prizes—1st, \$1.50; 2nd, \$1.00; 3rd, 75c.; 4th, 50c.; 5th, 50c.
- 2nd. Musical Chairs (Ladies).  
Prizes—1st, Pair Gloves; 2nd, Bar Pin.
- 3rd. Button Sewing Contest.  
Prizes—1st, \$1.00; 2nd, 75c.
- 4th. Boat Arrival Guessing Contest.  
Guess the exact time to a second that boat will bump Niagara-on-the-Lake dock.  
Prizes—1st, \$2.00; 2nd, \$1.75; 3rd, \$1.50; 4th, \$1.25; 5th, \$1.00.

These got everybody going. The outing from the drop of the hat took on the semblance of a big family gathering,



The R. S. Williams & Sons Co., Ltd., staff and friends at Queenston Heights.

master favorably, and he loosed the ropes, permitting the Cayuga to steam majestically out into the rolling ocean waves of the blue and briny deep.

It was an ideal day. Jupiter Pluvius certainly got in right, particularly as the previous day looked none too promising. There were no persons on board who enjoyed all the proceedings, as well as seeing the others enjoying themselves, more than Mr. and Mrs. R. S. Williams themselves. Mr. Williams beamed with good humor all the day, and followed with keen pleasure the musical programme of the evening by his own employees. Mr. H. G. Stanton, who had been suffering for several weeks from a severe attack of lumbago, was able to venture the trip and felt the full benefit of a real day's "being a boy again." A happy feature of the day was the entertainment of a group of returned soldiers from one of the military hospitals, for whom some of the events were for their exclusive benefit. No sooner had the boat cleared the eastern gap than the picnic orchestra struck up a series of merry tunes. Nobody said so, but this was likely to prove that among the thousand

a spirit that continued throughout the day. At the conclusion of the games dancing was indulged in until the Cayuga bumped the dock at our destination.

Three electric cars met the boat and carried the party, together with all eatables and baggage needed by the sports committee to the Queenston Heights Park, which is a perfect spot for such a picnic. By this time everyone was as hungry as a bear, and only the fear of the Food Control Board prevented an indulgence that would have seriously hampered the export of food products to Europe.

After the nicely served luncheon the following afternoon programme of sports was proceeded with:

### Games on Grounds

- 5th. Football Game, Mixed (Ladies and Gentlemen).  
Prizes—Six for Ladies, Handkerchiefs.  
Six for men, Ties.
- 6th. Boys' Handicap Race (under 17 years)—75 yds.  
Prizes—1st, Running Shoes; 2nd, Knife.
- 7th. Balloon Race (Ladies)—25 yds.  
Prizes—1st, Tennis Racquet; 2nd, Silk Hose.

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2—S  
3—C  
4—L  
5—R  
6—B  
7—B  
8—H  
9—C  
10—P  
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reached.



- 8th. Foot Race (Men)—100 yds.  
Prize—1st, Hat; 2nd, Pocket Pencil.
- 9th. Kicking Football (Ladies)—Distance.  
Prizes—1st, Vanity Purse; 2nd, Box Stationery.
- 10th. Bowling Contest (Soldiers).  
Prizes—1st, Fountain Pen; 2nd, Pipe; 3rd, Knife.
- 11th. Bowling Contest (Ladies).  
Prizes—1st, Purse; 2nd, Beauty Pins; 3rd, Picture for "My Lady's" Boudoir.
- 12th. Driving Race—50 yds. (Men to drive Lady).  
Prizes—1st, Ladies, Fancy Collar; 2nd, Ladies, Madeira Handkerchiefs.  
1st, Gents, Cuff Links; 2nd, Gents, Pen Knife.
- 13th. Running Hop, Step and Jump.  
Prizes—1st, Tie Pin; 2nd, Pipe.
- 14th. Coat Race (Ladies and Men).  
Prizes—1st, Ivory Buffer; 2nd, Ladies' Beads.  
1st, Gents, Shirt; 2nd, Gents, Tie.
- 15th. Children's Handicap Race (Girls).  
Prizes—1st, Book; 2nd, Handbag; 3rd, Parasol.
- 16th. Boot Race.  
Prizes—1st, Coat Chain; 2nd, Bill Fold.
- 17th. Visiting Ladies' Race, 50 yds.  
Prizes—1st, Handbag; 2nd, Fancy Work.
- 18th. Visiting Men's Race, 75 yds.  
Prizes—1st, Umbrella; 2nd, Ticket Purse.
- 19th. Distance Guessing Contest (Soldiers).  
Prizes—1st, Military Brushes; 2nd, Cigarette Case.
- 20th. Consolation Egg Race (Ladies)—50 yds.  
Prizes—1st, Silk Hose; 2nd, Gloves.
- 21st. Consolation Egg Race (Men)—75 yds.  
Prizes—1st, Watch Fob; 2nd, Silk Hose.
- 22nd. Novelty Eliminating Pole Boxing Contest.  
Prizes—1st, Fountain Pen; 2nd, Collar Bag.

Special prizes for lady making greatest number of points during the day, Parasol; for gentleman making greatest number of points, Umbrella.

Each of the above events was keenly contested, much to the enjoyment of the onlookers. At the conclusion of the highly exciting pole-boxing bouts, which made necessary the dressing of many wounds, and the application of Mecca to the bruises, came the tea, followed by the return trip to the boat.

Dancing began as soon as Lewiston was left, and continued during the sail down the river to Niagara-on-the-Lake. Once out into the lake the musical programme started. Each of the artists performed most acceptably, as was evidenced by the insistent encores.

1—Piano Solo	Mr. R. H. Fournier
2—Soprano Solo	Miss B. Donner
3—Concertina	Mr. W. Payne
4—Lyric Tenor	Mr. N. M. Lewis
5—Recitation	Miss A. Grocott
6—Bone Solo	Mr. H. J. McEntee
7—Baritone	Mr. J. V. MacKay
8—Hawaiian Guitar	Mr. B. Hokea
9—Cornet Solo	Mr. J. R. Moore
10—Piano Solo	Miss G. Peacock

*Dancing Orchestra*

Piano	Miss G. Peacock
Mr. Wood	Mr. Dunn
Drums	Pte. C. E. MacDonald
	Mr. A. J. Lavelle

*God Save the King.*

Then came the distribution of the prizes, which was carried out with despatch and humor by Messrs. Claxton and McEntee. Dancing was resumed until the bay was reached. Then the company rose to join in God Save

the King and three lusty cheers and a tiger for the kindness of the R. S. Williams Company in giving the staff such an enjoyable day.

Everyone docked with a happy, though perhaps tired feeling, but already looking forward to the picnic for 1919.

**Picnic Impressions**

Miss Bernice Donner says "the three essentials to a successful picnic are (a) salt, (b) salt, (c) salt."

Attention programme committee for 1919! It was suggested that next year Malcolm Wood be asked to deliver his world-famous lecture "Are the Scotch Musical?" (or "Free-trade in Bagpipes").

The rumour heard around the grounds that Jeff Ford was to be nominated for the U. S. Senate is without foundation. It is Henry.

The "G. M." Mr. Stanton demonstrated that dancing is "Sunshine for the Soul." A revised edition of that work is now expected from Mr. Stanton's pen, with an appendix on "one-steps, fox-trots and waltzes."

T. A. Dillon pours tea with the same calm and efficiency that he displays in a game of billia—we mean football.

W. J. Smith is now known as the J. P. Morgan of megaphone operators.

Among the lost articles that turned up on the boat coming home was "Advertising" Imrie. It was whispered that Mr. Imrie had been dreaming about the picnic so long that he let some copy go through with the head-liner, "Picnics is a war-time necessity," and had to go to one of the newspaper offices to substitute the word music. Result—missed the boat.

The ladies feel that really the Union Government ought to do something to alter the specifications of women's pumps. As it is they can't kick a football without the slipper going up like a rocket.

Some strangers on the boat seated near the Journal man had their eyes opened on the concertina as a solo instrument, through Mr. Payne's playing. The nickname "Squiffer" seems almost impertinent.

A piano man, Art Villiers, by name,  
Who's known as a tuner of fame,  
Won races by the score  
And first prizes galore,  
So for him the day wasn't tame.

One of the returned soldiers hit the nail on the head when he said the most picturesque event of all was the ladies' balloon race. To see the ladies in white dresses and sweatercoats of many shades chasing the gaily colored balloons along the green was a sight well worth seeing.

The peace of the beautiful, quiet afternoon was only once disturbed. That was when the pole boxing contest was on. Otherwise harmless members of the staff sat astride the pole—ferocious and blood-thirsty—employing real Foch strategy to get a good wallop at the other fellow.

From the Queenstown wharf up to the park the cars screeched "something fierce"—as badly as McEntee's Ford Miss Fuller's patience in dispensing apple pie to three voracious appetites at a time was a feat to be commended.

W. L. Townson says it is a great thing to aim at a goal—but it's a mighty hard thing to do when you're dizzy.

A side-show vote as to whether J. V. MacKay shone most as a baritone soloist or as an all-round athlete failed to settle the question. The vote was 50-50.

To say Harry Claxton, the convenor-in-general of the picnic committees, was a very busy man, is like saying it's several miles from here to the sun. None of his family got any prizes, as nearly as we remember.

Mr. Petch says a "time" in New York is nothing to be compared with the Williams annual outing.

Some Americans also visited Brock's monument. One lady said to a man in the party, "Is that great monument for only one person buried there?" "Yes," replied the gentleman, "some man erected it for one person only—but it must have been for his mother-in-law."

Mr. Thomas Anderson, the well-known Hamilton dealer, Grank-Trunked over for the afternoon sports, and evidenced a keen interest in all the competitions.

It was regretted that Mr. Hassall was unable to be present through illness.

Ben Honea put the ukulele and Hawaiian guitar on the map, picnically speaking.

Nobody worked harder to make the outing a success than Frank Shelton. The "baggage end" of the transportation committee's duties is no sinecure, and its importance is not apparent on the surface. Frank was always on the job, too, in running off the various programmes.

No more interested party was present than Mr. D. S. Murray, who acted as one of the judges.

Mr. E. R. Parkhurst, music critic on the Globe, spent a happy day with a happy crowd.

Only one criticism. It was rude for a whole table of diners to get up and go away before Malcolm was half through his apple pie.

### Solodant Music Rolls, Manufactured by Otto Higel Co., for Months of June and July

No.	Name	Composer
014926	One Step Medley No. 9.	1. Sweet Little Buttercup; 2. Chin-Chin Chinaman; 3. When the Sammies Come Sailing Home; 4. There's a Service Flag Flying at Our House.
014934	After a Thousand Years.	Fox Trot <i>Monaco</i>
014944	At the Cotton Picker's Ball.	Fox Trot <i>Abrahms</i>
014954	When the Sammies Come Sailing Home.	March <i>Gibler</i>
014964	Eccentricity.	Syncopated Waltz <i>Johnson</i>
014974	Parfums d'Hiver.	Valse <i>Berger</i>
014986	Tallage March Medley.	Introducing: Soldiers of the Sea; Across the Border; Golden Eagle; Flower of the Land, The.
015003	There's a Service Flag Flying at Our House.	Jass One Step <i>Brown</i>
015034	Nation's Awakening, The.	March <i>Denni</i>
015044	Ching Chong.	Jass One Step <i>Roberts</i>

015054	Snow King, The.	March and Two Step <i>Powell, Jr.</i>
015063	Spirit of Freedom.	March and Two Step <i>Losch</i>
014994	Far Away in Honolulu.	One Step. Jass Arrangement <i>Leighton</i>

### Otto Higel Co.'s "Star" Rolls for June-July

432	Dream of a Soldier Boy, The.	Waltz for Dancing <i>Evans</i>
433	That's a Mother's Liberty Loan.	One Step <i>Gaskill</i>
434	Private Tommy Atkins.	Jass One Step.
435	Drop Me Down in Dixieland.	Cello Rag One Step, <i>Kortland</i>
436	I'd Love to Live the Old Days Over.	One Step <i>Paley</i>
437	Blue Moon.	Cello Rag, Fox Trot, <i>Kortlander and Roberts</i>
438	When You Find There's Someone Missing.	Waltz Song <i>Fairman</i>
439	There's a Green Hill in Flanders.	Fox Trot <i>Flynn</i>
440	Mammy Jinny's Hall of Fame.	One Step <i>Tierney</i>
441	Peace on Earth and Liberty.	March Song <i>Burtch</i>
442	Way Down in Macon, Georgia.	Fox Trot <i>Klickmann</i>
443	Night Time in Little Italy.	Fox Trot <i>Fischer</i>
444	Do Something.	One Step <i>Laska</i>
447	Go Lad and May God Bless You.	One Step <i>Marshall</i>
448	Camouflage.	One Step <i>Friedland</i>
440	Somewhere a Heart is Breaking and Calling Me Back to You.	Jass Waltz <i>Friedman</i>
451	Tickle Toe, The.	Fox Trot (From Going Up) <i>Hirsch</i>

*It has been suggested that dealers all over Canada might put on Player Piano Recitals for the benefit of the local Red Cross Societies.*

Flattery is the bridge some men walk over to reach the good graces of others.

It is pitiful to see how hard some fellows work to keep from turning loose a smile now and then.

True, age brings wisdom, but only a precious short time to use it.

Don't keep a good scheme on hand when it should be placed on foot.



## MILITARY BUGLES

Regulation Army Pattern Copper B Flat Bugles, with nickel-plated mouthpiece.

\$5.50 each

### "TRIUMPH"

Accrabelle Violin E Strings. Very high grade Artist's String. Guaranteed perfect. Full 3-length.

\$5.00 per bundle of 30

### "MILANESE"

Highest grade Italian Gut Tested. Every string guaranteed perfect. Single length.

E. \$1.10 doz.; A. \$1.40 doz.; D. \$1.70 doz.



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The Canadian public knows that to own a Gerhard Heintzman is to be "Somebody." It really sets the stamp of musical standing on a home because it is

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Mason & Risch "Colonial"

## STANDS WEAR AND TEAR

The perfection of tone of the Mason & Risch Piano and its ability to withstand the wear and tear of time, will be more and more appreciated by you as the years go by. In constructing the

## Mason & Risch Piano

the material and workmanship employed are but one standard—the highest—the best.

The super-quality of Mason & Risch Pianos is known to and acknowledged by musicians and artists throughout the world.



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