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MANQUANTES**

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Canadian Music Trades Journal

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Some New Year Resolutions

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Resolved:

- THAT I will respect my business.
- THAT I will endeavor to build up a reputation for fair and honest dealing.
- THAT I will keep thoroughly posted on the goods I handle, showing them to the best advantage in my warehouses, and, by having improved storage facilities, keep my stock in good shape, bright, clean, and avoid loss by depreciation.
- THAT I will place my orders for seasonable lines early, giving manufacturers every opportunity to get their products to me to supply the wants of my customers.
- THAT I will earnestly strive to adopt modern business methods, refusing to accept in exchange second hand goods at unreasonably high prices, doubtful accounts, to cut prices, or to act as financial sponsor for the convenience of my acquaintances.
- THAT I will push trade to the best of my ability, endeavoring by all legitimate means to get business, and make my honesty, my efforts, my energy, my enthusiasm, my long suit in the hustle for business.
- THAT I will put forth an effort to establish cordial trade relations between myself and my competitor.
- THAT I will read and keep in touch with all matters concerning the trade in which I am engaged, and for this purpose will subscribe to the only trade paper published exclusively in my interests in Canada; namely, THE CANADIAN MUSIC TRADES JOURNAL, Toronto.
- THAT having made these resolutions I will endeavor to live up to them and will try and get my competitors to do the same.

JANUARY,
1916

FULLERTON PUBLISHING CO.
56-58 Agnes Street : : Toronto.

✧ CECILIAN ✧

The Player Piano of

DISTINCTIVENESS

There is about the Cecilian Player an atmosphere of distinctiveness. It radiates good breeding. It impresses with its even balance of design, its rich, rippling, tuneful melody, delicacy of touch, and its surplus of power.

The Cecilian distinctiveness is the result of a purpose—of a studied aim, and careful plan that the Cecilian should stand apart and be made conspicuous by its inherent worth. The Cecilian Player is entirely the product of the Cecilian experts, and every part must measure up to a standard that is really better than need be.

The retailer with the Cecilian Player and the Cecilian Piano has more than ordinary profit and good-will possibilities. His is an extraordinary proposition for extending sales and reputation.

The desirability and the reliability of the Cecilian make it an influence for permanent gain that the dealer open to conviction promptly recognizes. Let us talk over the Cecilian proposition with you.

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Makers of the World's First All-Metal
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Martin-Orme Player Piano, Style E.

Shown in satin finished mahogany. Furnished also in figured walnut. Highly polished or satin finish, or in fumed or dark mission oak. Height 4 ft. 4 $\frac{1}{2}$ in. Length 5 ft. 4 in. Depth 2 ft. 3 $\frac{1}{4}$ in. Full rich tone, suited to homes and apartments of medium size.

Among player pianos, the Martin-Orme occupies a prominent position. Its quality and excellence is recognized by the public and the trade. It is an instrument that is capable of sustaining, when played by hand, the critical demands of the virtuoso—as well as rendering with the user's own individuality all the music of the world, by means of the player mechanism.

Dealers will find the Martin-Orme Player Piano a splendid seller, and a certain business-builder through the satisfaction it will give purchasers.

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Manufacturers of Pianos and Player Pianos of the Highest Grade Only

Ottawa, Canada

The Gourlay An Heirloom



ONLY a treasured possession that will not deteriorate with time is worthy of consideration to become an heirloom in the family. It must have a binding association of pleasant memories in the home—the enjoyment of which is recalled and lived over again by its very presence. The Gourlay piano is made with a solidity of construction that gives those wearing qualities, absolutely necessary in a piano that is to be used constantly for years.

A Gourlay for that reason is a gilt edge investment which repays itself a thousand times in life-long pleasure and joy derived from its never-failing appeal to refinement, beauty and character.

QUALITY is the first and last thought throughout the whole course of its fine construction. The materials used are of the highest grade procurable regardless of the cost. *Only when the Gourlay piano becomes the finished product of the most thorough artistic workmanship that scientific knowledge can devise—then only is the price figured.*

This Gourlay standard of quality first and price second is universally approved in musical centres. The fact that the Gourlay is constructed to weather the severest test of time and to hold its beauty of tone with reliable strength and character renders it a highly valued heirloom for any refined home.

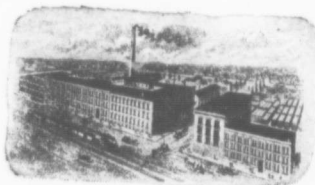
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Toronto - Canada

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188 YONGE STREET

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spruce up—ginger up—and
work up piano sales



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LINE**

gives you

KARN PIANOS
MORRIS PIANOS
KARN PLAYERS
MORRIS PLAYERS
KARN ORGANS

Retail conditions are better. All indications point to a healthy improvement in business. Look at Canada's Savings Bank Balances, Commercial reports, sales records, and the greatly over-subscribed Government War Loan. They all spell "better times." The year 1916 will see good piano business. Your best preparation is to arrange for the selling of KARN and MORRIS Instruments.

The Karn-Morris Piano & Organ Co., Ltd.

Head Office—WOODSTOCK, ONTARIO
Factories—WOODSTOCK and LISTOWEL

When a piano is needed for the Musician, the Home, the School, or the public Hall; when something is required above the cheap and medium grade class; when the finest in tone and enduring qualities is sought—with the price a secondary consideration, you can meet any and every competition with the "KARN"—and win out.

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The Lonsdale Commends Itself

to the Aggressive Dealer



who requires none other than a High Grade Instrument at a reasonable price.

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WRITE TO-DAY for Catalogue and prices and **TIE UP** with the best selling proposition that was ever offered you.

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Manufacturers of the Highest Grade Upright and Player Pianos

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If you are in the market for a "Leader," a piano that never suffers by comparison, you want the—

Newcombe

If you want to sell the richest, sweetest, lasting tone, you find it in the—

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Are you looking for an agency furnishing a varied line of handsome case designs? Then you need the—

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The only piano to-day equipped with the Howard Patent Straining Rods, which are of such great advantage, is the—

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Style 72

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Upright Piano Actions

Grand Piano Actions

Player Piano Actions

Player Piano Rolls

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Organ Reeds and Reed Boards

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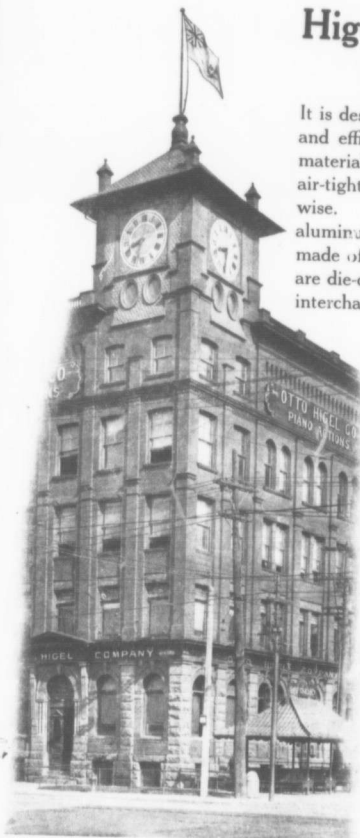
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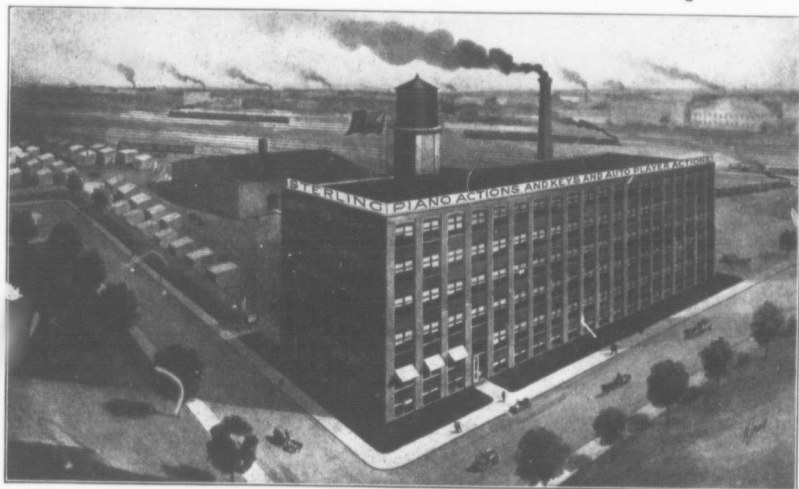
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ACTIONS AND KEYS



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The name "Sterling" in the world of piano actions is peculiarly fitting. Sterling Actions are widely recognized as conforming to the highest standard.

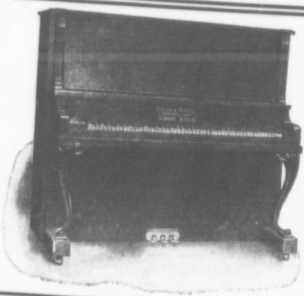
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They are made "right" in every detail and do credit to the highest grade Canadian pianos.

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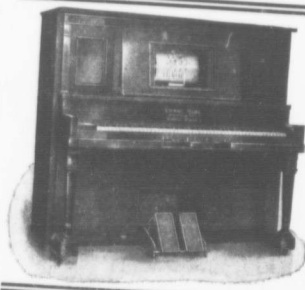
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Who appreciate the selling force of a quality-piano at rock bottom price will find that in every EVANS BROS. instrument. Our designs embrace one to harmonize with any style of home furnishings, giving your customers all the needed range of choice.

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The quality of every material going into the production of every EVANS BROS. piano, and the care with which every stage of manufacture is carried out is for you a protection that protects.

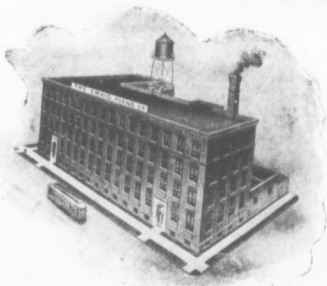
EVANS BROS. Piano and Manufacturing **Co., Ltd.**
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THE tone of the CRAIG piano is of rare quality. Whether played to produce a large volume of sound or a sustained singing quality, the CRAIG piano is always noted for its pure, sweet, sympathetic notes. The Craig player furnishes the same music as the Craig piano, only for the pianist is substituted a player action, that is instantly responsive—one that is capable of permitting you to render your favorite numbers according to your tastes—one that lasts and keeps in repair.

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 Montreal - Canada



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In a Letter to a New Dealer Gave the Following Advice Regarding

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Gentlemen:

What have you done about ordering your player music for your players? You should look ahead for this. We have found the Universal music to be the best made and we recommend it most highly as being music that will give the least trouble. Some music, as your Mr. _____ has perhaps found, is made of flimsy paper, and in running over the mouthpiece chips off very easily and fills up the holes in the mouthpiece, thereby putting the player out of commission. Then some music that you buy cheaper than you can the Universal shrinks in the width, and when it so shrinks it will not track properly. These thoughts come to us through experience and we pass them along to you.

Yours very truly,

UNIVERSAL MUSIC ROLLS

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Manufacturers of Pianos
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The Canny Piano Man Says:

"Show me. If WRIGHT PIANOS will give me certain decided advantages in going out after 1916 Trade—I'm game—I want your agency."

That's just the point—we can show you, prove conclusively that the WRIGHT PIANO has many specific advantages. If you'll arrange to talk business, we can tell you of dealer after dealer, whose experiences in handling the WRIGHT have been so satisfactory that he has made it his Leader. You can talk **tone** in selling WRIGHT PIANOS every hour of every day. The rich singing qualities are there to back you up.

ABOUT WRIGHT PLAYERS? The pumping of the Wright Player is light and easy, and the pedal control of the most effective type. The nature of the Player makes it used far more than the straight piano. The Wright Player has the needed extra strength—and more.

A new addition to our plant in 1915—a greater output provided for in war times—Doesn't that whisper something to you that sounds like good business?

Arrange to talk it
over with us—soon

WRIGHT PIANO CO., Ltd.
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NEW STYLE "F" 88 NOTE PLAYER PIANO IN MAHOGANY

IF

- you have prospects who want to invest the price of a piano in a brand where every dollar goes into quality—and quality only—
- If you want the pianos you place to possess a tone that will get you other buyers;
- If you require pianos that are absolutely right from casters to top;
- If you desire the finest available basis for a piano agency;

Your solution is

The Mendelssohn Line

Mendelssohn Piano Co., 110 Adelaide St., West
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THOMAS Double Manual With Pedals

The Most Perfect Practice
Pedal Organ ever
manufactured

Approved by SIR FREDERICK
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Twelve Stops, Two Manuals
(CC to C4, 61 Notes)

Six Sets of Reeds

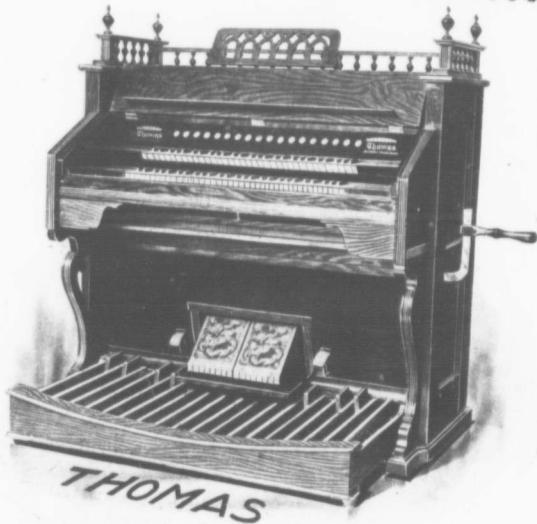
(Five of 61 Notes and one of 30
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The measurements of manuals and pedals, and the location and compass of the registers, are the same as in a pipe organ, the stops running throughout. The pedal clavier is concave and parallel, but can be had concave and radiating if desired; it occupies the proper position and is according to the rules of the R.C.O.

Sufficient knee room is allowed for pedalling, so that the student may practise with ease, and later transfer to an ordinary pipe organ without discomfort or disadvantage.

Blow Pedals fold up when not in use.

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ORGAN AND PIANO CO.
Woodstock - Ontario



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SUPPLIERS OF

High Grade Commodities

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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.

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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
Bushings Cloth — Hammers.



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Beauty of Case

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The Organ of Quality

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We own the sole rights to manufacture the Anglo-American Disc Record Cabinet in Canada. The most unique and convenient device for taking care of disc records. Simply press the button and the record comes forward.

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

English Music Wire Announcement

D. M. BEST & CO., 455 King St. W., Toronto

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Piano Hammers and Piano Strings

Announce to the Trade that they have secured the sole Canadian agency for

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CELEBRATED

MUSIC WIRE

MANUFACTURED BY

LATCH & BATCHELOR, Ltd.

At Birmingham, England.

Scientific tests show this wire to be the superior in tension, strength and elongation to the best German Wire.



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



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BRANTFORD

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Buy your cases and extend your sales with capital otherwise tied up in lumber, dry kilns and mill plant. When you purchase piano cases at a contract price you know to a cent their cost. We are piano case specialists and can submit designs or work from your own drawings. Our equipment is as good as money and machinery can make it.

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We manufacture fine calender coated silks and nainsooks for Pouches and Pneumatics, and special fabrics for Bellows of every description.
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Send for samples—prices. Sketches Submitted Free.

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“Superior” Piano Plates
MADE BY
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The new walnut with the figure
and soundness of American
Walnut but with the Circassian
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We show the largest and most select line of
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Write us for quotations on Pin Block, Bellows,
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THE NEW LOUIS XV PLAYER

"A Piano Aristocrat"

Louis XV. Player, made in mahogany only. Height 4 ft. 4 in.; width 4 ft. 10½ in.; depth 2 ft. 2¾ in. Each piano contains full Brass-Flanged Action, best Felt Hammers, Solid Copper-Spun strings in bass, Finest Quality of Ivory on Keys, Solid Mahogany Trusses, Pilasters and Mouldings, Noiseless Cushion Pedals and Empire Top.



The Louis XV. is designed for people of the most artistic tastes and combines all the graceful lines which accompany all our pianos. The tone of the instrument is one that will appeal to every person of musical ability—a more refined piano we do not believe exists.

For this piano we are receiving the patronage of the best class of people everywhere and can justly claim it as a de luxe to the piano world.

We also make the **Marshall & Wendell** piano which is the best value for the money in Canada.

In the Spring of 1914 the superintendent of a large Soldiers' and Sailors' Orphans' Home wrote:

"It gives me pleasure to state that after a thorough testing of our Haines Bros.' piano report that it far surpasses our expectation. We find it all that could be desired in every way. The touch is fine, without being stiff, and it repeats excellently; the tone is beautiful. Everyone that sees it, hears it or plays upon it is delighted."

During 1915 the same party again wrote:

"We are perfectly satisfied concerning the Haines Bros.' piano purchased from your local dealer. Perhaps you will be glad to have me emphasize this statement by saying that in proof of our satisfaction we have bought two others from him since our first purchase."

That is the kind of recommendation that means something to you.

Foster-Armstrong Co., Limited

HEAD OFFICE: 4 Queen St. East, Toronto.

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E. BIRCH
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J. BETZNER
Accountant



Nordheimer Prestige Reflects upon the Dealer

THERE are in the piano trade of Canada a small, but steadily growing group of business men, building up a reputation and prestige for themselves that will ultimately land them high in both standing and financial rating.

These men sought as the foundation stone of their business, a Canadian piano that could be depended on to add lustre to the name of any house that might handle it.

And seeking such an instrument, their choice inevitably rested upon the Nordheimer—not only as the leading Canadian piano—but among the few—the very few—first pianos of the world.

How about your business? Is it based on the principle of known value? Is it gaining by the reputation of the makers you represent? Or losing?

Have you ever listened seriously to the Nordheimer proposition? It will pay you to. Write us to-day.

NORDHEIMER
PIANO & MUSIC CO., Ltd.

Cor. Yonge and Albert Streets
TORONTO



A Message
from the
Governor-General
about the New

Edison Diamond-Disc

GOVERNMENT HOUSE
OTTAWA

August 23rd 1916.

Dear Sir,

In reply to your request, I am commanded by Field Marshal His Royal Highness The Duke of Connaught to inform you that he is very pleased with the Edison Diamond Disc Phonograph which you supplied to Government House.

You are entitled to use the words "Patronized by H.R.H. The Duke of Connaught" if you wish to do so.

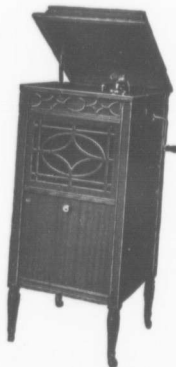
Yours faithfully,

Richard Skell

Comptroller of the Household
to H.R.H. The Duke of Connaught.

To the Manager
The R.S. Williams
& Sons Co., Ltd.
Toronto.

If you can see a few years ahead you will write us for particulars of an Edison Dealership.



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

WINNIPEG CALGARY MONTREAL TORONTO

CANADIAN MUSIC TRADES JOURNAL

Issued Monthly

In the interests of the Musical Industries in Canada, including Piano, Organ, Player Piano, Supply, Talking Machine, Musical Merchandise, Sheet Music and all kindred trades.

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Published by

Fullerton Publishing Co.

56-58 Agnes St. - - Toronto, Canada

Telephone Main 3589

John A. Fullerton, - Proprietor

Residence phone Gerrard 965

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Residence phone Gerrard 2267

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VOL. XVI.

TORONTO, JANUARY, 1916.

No. 8

Stock Sheets to Prove Loss in Case of Fire.

FAIRNESS to oneself, his family and his creditors all demand that the dealer keeps his stock well insured against fire. The expense is a necessary one. And now, not after the fire is the time to take all necessary precaution. There are cases where the dealer is burned out he would find himself in bankruptcy. There are more cases where the fire would give him a setback that would take years to recover from.

In order to be certain that he is fully insured, the merchant must know the amount of his stock. It is taken or granted that the dealer is running his business in a business-like way, and that stock is taken at least once a year. Indeed, this is one of the values of stocktaking—the stock sheets are at hand to prove loss at once in case of fire, and this rapidity of settlement reduces loss of profit from business being demoralized. When claims are settled up at once, the merchant can get business under way without delay. Stock sheets should be filed away in the safe after each stocktaking.

When the stock is increased the amount of insurance should be increased also. Dealers who enlarge their stock at certain periods of the year can get short term policies. The rate on these is higher than ordinarily, but the dealer needs the protection. Some fire insurance companies allow a percentage off the premium when 80 per cent. of the stock is kept insured during the entire year. Insurance up to 80 per cent. of stock is considered fairly good protection, although a dealer can ask for insurance up to 100 per cent.

The dealer should not only be fully but well insured—his insurance should really insure and protect. Next, he should make certain that his policy reads so that in case of fire he will really receive the amount he expects. Look over your policies carefully and make sure that they read concurrently, that the description of your stock and premises is worded in the same way in each policy, if insured in more than one company, and that each has notice of the insurance carried by the others. This latter is an important point, because in the past it has been an argument for non-payment by some companies.

Fire is something in which the dealer should use the ounce of prevention. No matter how well he is insured, no honest dealer wants a fire. Accordingly, every pre-

caution should be taken. Premises should be kept clean and free from rubbish and waste paper. Clerks should be instructed to be careful in the use of matches. Electric wiring should be given attention.

Does Not Advise to "Consolidate Your Accounts."

"**W**E would not advise your readers to carry out the advice of the old time piano man, or they will get into trouble," writes the Ajello Piano Co., of Vancouver, referring to the item in December issue of the Journal, entitled "Consolidate Your Accounts."

"It is not generally known," write this firm "that a subsequent lien note is not valid, and the original lien note only stands good, nor is a lien note any good after an absolute sale.

"In registering a lien agreement in any province in Canada, and the purchaser subsequently moves to the Province of British Columbia, the lien note must be again registered in British Columbia, or the contract carries no protection in this Province.

"In the Province of British Columbia itself all lien notes must be registered within a stipulated time after the delivery of the goods or the lien is invalid."

Another reader of the Journal, commenting upon the consolidating of accounts, stated that where making a new agreement to cover unpaid principal and interest he was careful to insert the words "without prejudice," so that in the event of subsequent objection his original lien note could not be interfered with, and which in any case he kept intact.

Look at Your Store Through Customer's Eyes.

AT a convention of retailers not long ago a dealer stated that he makes it a policy to frequently put on his hat, walk around the block and enter his own store and try to see it as a casual customer would.

He says that in this way he discovers many weaknesses in the appearance of his store and in his store service.

The idea is a good one, for the big trouble with many retailers is that they fail to look at many of their store problems from the standpoint of their customers. It is quite true that a dealer is so much in his own store that he becomes unable to detect weaknesses that develop, but which are quite apparent to the casual

observer. Constant contact with the store blinds him to its shortcomings.

The big fault with many retailers, however, is that they make no effort to discover any weaknesses that exist. They are inclined to go around with their eyes closed to their own faults. It is good business to break away from such an attitude, however, and try to take a look at things from the customer's perspective. To most dealers it would mean a great improvement in the appearance and other business-getting factors in connection with the store.

Get in the habit of looking at your store through the eyes of your customers.

On Plucking Geese.

TWO farmers had quarreled, resulting in the one entering a legal action against his neighbor. On being served with notice of suit the defendant promptly visited the only lawyer in the adjacent village. "I'm sorry to say, I cannot take your case," advised the legal hawk. "I'm looking after the interests of the other man, but I can give you a letter of introduction to a lawyer in W——," naming a town eleven miles away.

"All right, give me the letter," said the farmer, and if he thought the two dollars charged for it was an excessive fee, he kept the thought severely to himself.

He set out at once to see the lawyer to whom his letter was addressed. He set out on foot, as the horses were all busy in the fields, and like many farmers, he would not interrupt the farm work even for a law suit. After he had trudged along for a few miles he sat down to fill his pipe and rest his legs. As he threw his coat on the grass the letter in his pocket crinkled and reminded him of its presence. He pulled it out, looked at it, turned it over and became very curious as to what message it might contain. He held it up to the sun but could see nothing through the envelope. Then he tore it open. As he read, the neglected pipe dropped from his mouth. With surprising alacrity he grabbed his coat, jumped to his feet and started back almost on a run over the road he had come. Nor did he slow up in the slightest until he was in the presence of the plaintiff farmer in the latter's own dooryard, to the great surprise of both. The plaintiff received the other's overtures very coldly, and a proposal that they adjust their differences, with a surly refusal.

"Well, I have a letter here that will change your mind. Read that," he commanded, as he thrust his "introduction" before his astonished neighbor.

"In re the case of Farmer One vs. Farmer Two," he read, "this will introduce the defendant. They are two fine fat geese. You pluck one and I'll pluck the other." (Signed) A. Swindle.

"I'll be hanged if Swindle's going to pluck me!" angrily exclaimed the plaintiff, and "I'll be hanged if the other fellow's going to pluck me!" exclaimed the defendant, with equal warmth. In five minutes their differences had become bygone, and for years the lawyer never ceased regretting the goose he didn't pluck.

Advertising lowers the cost of living. By increasing the volume of sales and bringing a quick turn-over it yields a larger net income and permits a closer margin of profit on each article sold.

The Halo Around the Piano.

SAID the observer, who though not a piano man is familiar with the piano trade, "It is the poorest kind of poor business to run down the goods of a rival. Rather is it better to respect all makes and encourage the public in its preconceived notion that the piano is an exalted creation of art. Retailers and manufacturers should not allow any selling plan or talk that tends to dissipate the halo with which the piano is surrounded in the minds of many people.

"That the piano in the home is a sacred object is only the natural result of influence and training. Children growing up have been morally and physically impressed with the serious consequences following any abuse of the piano. They are taught that they must not touch it, and altogether the piano is coddled like a sick child, though it may be less intelligently with respect to atmospheric conditions. The result is the boy or girl grows up with a supreme respect for the piano. Any other piece of furniture may pass through various stages of abuse and usefulness until it ends in the attic or the garbage heap, but the respect for the piano increases with the passing years.

"With the piano exalted in the minds of the prospective buyers a favorable atmosphere has been created for the manufacturer or retailer, though it is doubtful if he appreciates the fact to the full. Any selling campaign that would have a tendency to disillusionize the public would be a misfortune not only to the dealer responsible, but to all other firms.

"It is policy for everyone connected with the trade not only to keep the piano up on its pedestal of sanctity, but to elevate it still higher. It is an art creation, not a mere utility article, therefore must be marketed as such.

FEMALE LABOR IN PIANO MAKING.

In a forecast of piano trade conditions in England made in his last issue of the old year, the editor of "Music" said: "The further entrance of women into the sphere of labor is one of the most remarkable results which the recent industrial development has shown—and it is an innovation which has been effected with extraordinary success. It is a well-known fact that in the pianoforte trade the introduction of girls into the polishing department has produced work of a class such as boys had never succeeded in accomplishing."

MODERN PIANO WIRE.

Supplanting the hard, high-tension strand of old, the piano wire in demand to-day for the highest grade instruments is tough and fibrous and of absolute uniformity, and when cut it shows a clean, white steel. The piano makers have, by actual test, been brought to see that the softer wire has the greater artistic merit. The latter vibrates so evenly throughout, when actuated by the proper degree of energy, that a true fundamental tone results, with just enough of the octave to impart brilliancy, of the fifth to impart timbre, and of the third and sixth to impart richness, and will be amplified by the sounding board.—*Scientific American*.

Here's a Test for You!

Supposing You Were to Strike the Same Note in a Player Piano
1,793,280 Consecutive Times.

Think of striking one note continuously for 4,998 hours—
298,880 minutes—Think of it!

Our "Maester-Touch" player action has been playing a Kelly
test roll continuously every hour the factory has been running since
March 20th, 1914, which means that every pouch—every valve has
been operated at least one million, seven hundred and ninety three
thousand two hundred and eighty (1,793,280) times.

If that isn't a **real** test we'd like to know what is. And yet that
same action is running along to-day just as smoothly as it ever did.
WHY?

Because the action we make is built of the natural material—
wood—with weather proof rubber tubing. Nothing to rust or corrode,
break or leak.

No matter what we or anyone else might say the statement
printed below is the answer.

Remember that our player pianos are built for durability.

Read the affidavit below and you'll be convinced of the staying
powers of the Williams Player Piano.

CANADA
PROVINCE OF ONTARIO
COUNTY OF ONTARIO
TO WIT:

IN THE MATTER OF THE MAESTER TOUCH
PLAYER ACTION.

We, Frank W. Bull and Theodore Fishleigh, both of the Town of Oshawa, in the County of Ontario,
make oath and say:

1. THAT we are respectively the Vice-President and Foreman of the Player Construction Department
of the Williams Piano Company, Limited.
2. THAT a Maester Touch Player Action was on the 20th day of March, 1914, put in operation on an
Automatic Tester to play a continuous roll (the Kelly Tester), and such player action has been in operation
every working hour since said date, that the factory of said Company has been running.
3. THAT the said Player Action has been put in operation to test the durability of every working part,
and up to the present time every note is playing as freely as when the action was first placed on the tester,
with all parts operating perfectly, and showing no deterioration that would indicate other than satisfactory
durability.

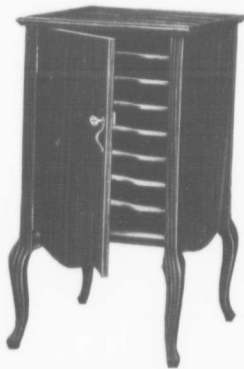
SEVERALLY sworn before me by Frank W. Bull
and Theodore Fishleigh at the Town of Oshawa in
the County of Ontario, this 8th day of December,
A.D. 1915.

F. W. BULL (Sgd.)

THEODORE FISHLEIGH (Sgd.)

(Sgd.) J. F. GRIERSON,
A Comm'r, etc., H.C.J.

NOW FOR ANOTHER YEAR OF IT!

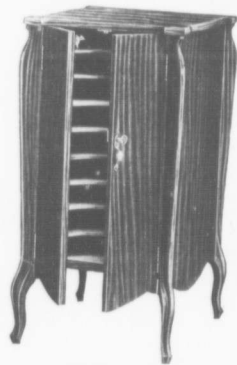


No. 80, 81, 82
Fitted with Shelves for Columbia or Victor

To the Trade:

We extend our sincere thanks for your liberal patronage during the past year. If we disappointed some at the Christmas rush, believe us, we did all we could and will lay larger plans for another year.

Wishing you a happy and prosperous New Year, with Empire triumphant.



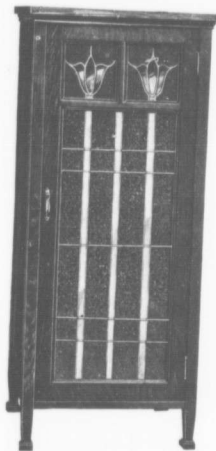
No. 83, 84, 85
For Victor IX. Note the top cut to fit base of machine



Newbigging Cabinet Co.

LIMITED

HAMILTON - ONTARIO



No. 44, with leaded glass panels, adjustable steel rod shelving

Everything in Talking Machine and Player Roll Cabinets

Let us have your order early even if you do not want goods shipped until later, it helps us out in the rush season



For Edison A 80.

VETERAN OF PIANO TRADE CALLED BY DEATH.

J. J. Thomas, Superintendent Piano Department Bell Piano & Organ Co., Died of Bright's Disease.

In the death of Mr. John J. Thomas of Guelph a veteran in the music industries of Canada has passed out. Deceased, who had been connected with the Bell Piano & Organ Co., Ltd., for the past twenty-eight years, was a sufferer from Bright's disease for a number of months and was confined to his home. For several weeks prior to his death, which occurred on December 22, he was unable to leave his room.

From the Guelph Daily Herald the Journal reproduces the following biographical sketch:

Although his death was by no means unexpected, the majority of Guelphites were surprised to-day to learn of the death of Mr. J. J. Thomas, which took place at an early hour this morning at his late residence, 80 Yorkshire Street. Mr. Thomas has been suffering from Bright's disease for a number of months, and it has been known for some time that he could not live long, although everything possible was done to prolong his life. He had been confined to his room for several weeks previous to his death, and has been incapacitated from business for some months.

The late Mr. Thomas was born in Toronto in 1850, and was the son of the late John Morgan and Mary Lewis Thomas, of Gloucestershire, England, who came to Canada in 1832 and settled first in Montreal. The family for many years previous to this had been interested in the manufacture of pianos, and in fact it is claimed that the Thomases were the founders of the piano industry in Western Canada, if not the Dominion, and it was not surprising that some years later, John J. and his brother, Chas. W., entered into business in Hamilton, where they manufactured pianos, and gained an enviable reputation as skilled workmen and mechanics. Mr. Thomas came to Guelph 28 years ago, entering the employ of the Bell Organ & Piano Co. In fact it was Mr. Thomas who commenced the manufacture of pianos for this firm, and he has been their superintendent ever since, and to him is due much of the credit for the splendid reputation of the Bell piano in all parts of the world. He took a keen interest in the affairs of the firm, was well liked by the men under his charge, and was considered an expert in the manufacture of pianos. It was only on account of illness that he was compelled to relinquish his position, much to the regret of all concerned.

Deceased has been for many years a prominent citizen of Guelph. He always took an interest in the affairs of the city, was a strong supporter of all kinds of out-door sports, and encouraged them in every way. He was a faithful member of St. James' Anglican Church, and was a past warden of the church. He will be much missed in church circles. He was also a member of the Masonic Order and a Forester. He married a number of years ago, Miss Jane Campbell, eldest daughter of Mr. and Mrs. Campbell, of Hamilton, who with one son, Chas. E. Thomas, of Victoria, survive the loss of a loving and faithful father and husband. He also leaves two sisters, Mrs. Musson and Mrs. Tray, of Toronto.

The funeral will take place at 2:30 o'clock on Friday afternoon from his late residence, 80 Yorkshire Street, to St. James' Church, thence to the Union Cemetery.

The sincerest sympathy of a host of friends will be extended to those who are left to mourn. The deceased was a man of many sterling qualities, a staunch friend, and had an open hand and a generous heart to everyone and everything that appealed to him for support. His death will create a gap in many circles that will not be easy to fill. There are altogether too few really God-fearing men, in the truest sense of the word, like the late John J. Thomas.

As showing the prominent part the Thomas family have taken in the musical development of this province it might be stated that the late Mr. J. J. Thomas' father started piano manufacturing in Montreal away back in 1832, removing the business in 1839 to Toronto. The deceased cherished as one of his richest possessions, a patent deed issued to his father in 1840 for what is now known and universally used as the full metallic frame, and a diploma issued to John Thomas and Son, Toronto, for an exhibit at the first exhibition of all nations in the Crystal Palace, London, England, 1851, which piano was built in Toronto. Eventually Mr. T. Heintzman connected himself with Thomas & Co.

There were five brothers as well as the father, all of whom were practical piano and organ builders. They were: The late Charles L. Thomas, Hamilton; the late Thomas L. Thomas, (at one time associated with R. S. Williams); the late Frank J. Thomas, piano builder; E. G. Thomas, founder of Thomas Organ & Piano Co., Woodstock, and the deceased, J. J. Thomas.

AN HONEST TRADE GONE TO PIECES.

Disorganized Condition of Street Piano Business Described by Writer in London Times.

A year ago there were 400 street pianos pouring their strident notes upon the cars of London. Where are they now? If you would have an answer, walk along Great Bath Street or Little Bath Street, or any of the ill-named, ill-paved, and ill-kept streets which lie between Gray's Inn Road and Farringdon Road. Here, in the jumble of narrow courts and alleys known as Little Italy, you will find the home of the ice-cream merchant and the street-piano proprietor. Turn into the dirtiest street you come to, where tattered washing hangs on a cart-tail and chickens are pecking at the garbage in the gutter. Over a gateway you will see an Italian name and the words "piano-organ manufacturer." Behind the gate you will find the missing street pianos, packed tightly together in rows like motor cars in a garage. Some of the pianos still stand upon their barrows; the barrows of some are piled on top of the pianos. Many of them are empty shells, their inner works lie rusting in a heap in the corner.

Talk to the proprietor, and he will tell you that his heart is breaking. Once he hired out 30 pianos a day at 1s. 6d. or 2s. each. To-day he finds customers for four or perhaps five. The rest are here, rotting to pieces. "Where are the men who used to hire them?" The Italians who were of military age have gone to Italy. The Englishmen who were fit for the Army have enlisted.

A New Year's Resolution

The Sherlock - Manning Piano and Organ Co.



Style 135, Metalola Player

Is Resolved

to continue to keep abreast of the times and at all times to furnish Sherlock-Manning Dealers the very latest in artistic and musical excellence.

to continue and increase the national publicity campaign, which brought such splendid results for Sherlock-Manning Dealers in 1915.

TO CONTINUE TO PROTECT SHERLOCK-MANNING DEALERS ABSOLUTELY IN THEIR OWN TERRITORY.

to continue to assist Sherlock-Manning Dealers to add to their profit account by shipping good selling stock, promptly, and by referring all prospects to Dealers in proper territories.

Brockville, Ont., Dec. 30th, 1915.

Sherlock-Manning Piano Co.,
London, Ont.

Gentlemen:—
Your kind favor of the 29th inst. to hand and contents noted, re Mr. ——— would say that I will interview him to-day, and will let you know the result. I don't know him, but will lose no time in getting in touch with him.

Yours truly,
(Sgd.) J. CURTIN.

Tilsenborg, Ont., Dec. 31st, 1915.

Sherlock-Manning Piano Co.,
London, Ont.

Gentlemen:—
Your kind letter gladly received re ——— of Glen Meyer. I had worked him before he wrote you, in fact I was there in the morning of the 23rd as they wrote you at night.

Wishing you a Happy Prosperous New Year,
I remain,
(Sgd.) E. J. HOUSE.

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

Dear Sirs:—

I am, just in receipt of your favour of the 14th instant, enclosing enquiry for piano catalogue from ——— of Erskine, Alta., together with your reply.

May say that I will go and see ——— personally without delay, and will sell her a Sherlock-Manning piano if it can be done.

Any enquiries you receive from my territory and forward to me, will receive my best and prompt attention.

Yours truly,

(Signed) J. H. ROBINSON.

Wetaskiwin, Alta., Aug. 19th, 1915.



Style 80

to continue to give the Sherlock-Manning Dealer value dollar for dollar.

to continue to make the Sherlock-Manning Agency so valuable that a Dealer once started will never care to lose it.

In short
to continue to furnish the Trade
"CANADA'S BIGGEST PIANO VALUE"

Dealers should start 1916 aright by arranging for Sherlock-Manning Agency and by having some stock always available to show customers.

Now is the time to lay the foundation for 1916 profits.
Write for cuts and prices on our new models.

The Sherlock - Manning Piano Co.

LONDON ONTARIO

Others have found regular work and abandoned the precarious life of the itinerant musician. The blind cannot find anybody who will go round with them. A few old people and cripples still take out pianos, and occasionally a piano is hired for a children's picnic, for a garden party for wounded soldiers, or for a music-hall turn. Apart from that, business is at a standstill. The pianos are mute, and soon they will be valueless save as firewood and scrap iron. Automatic penny-in-the-slot pianos come along now and then from public-houses for an alteration of tunes; but the men who are able to do that work have enlisted, and the manufacturers in Leeds are too busy on munitions to supply steel pins for the music cylinders. So the tale of trouble goes on and you are duly sympathetic. An honest trade has been ruined, and a touch of brightness has been taken out of the lives of the poor.

TUNING WITH A MONKEY WRENCH.

The resourcefulness of the western farmer is almost proverbial, but when it includes tuning the piano with a monkey wrench it is "going some." The following experience is related by Mr. F. B. Fenwick of Moosomin, Sask.

"I had a commercial excursion in the country to tune a piano that a farmer had previously tuned with a monkey wrench and despite the fact that his unmusical wife had sat on the divan, saying "higher," "lower," "a little bit the other way," "that's about it," he made such an interminable mixing of tonal metaphors that had it been any other than the redoubtable Doherty its demise would have been absolute. It cost him three turkeys to rejuvenate that Doherty, and my advocacy for the distribution of monkey wrenches is in danger of becoming a mania. Another farmer sent for me to fix a Bell organ. I asked him if he had diagnosed the case. He replied, "No, we only use liquid veneer, but some keys wout sound, and the mice had eaten the little windmill at the back." So you see this great western land is producing something besides wheat. Could you not include a monkey wrench with your pianos without extra cost and label it "For Tuning?"

CHRISTMAS PRESENTATION TO SALES-MANAGER.

Staff Tender Dinner to "Dave" Gourlay and Give Him Set of Pipes.

When the Journal man dropped into the Elliott House dining-room a couple of evenings before Christmas, the usual number of Toronto business men were gathered for dinner. But across one end of the room a large table was arranged. This was out of the ordinary, and the Journal man was probably not alone in his curiosity as to the party for whom the table was reserved.

Presently it was surrounded by a group of immediate interest to the Journal and its readers. This was a jolly family party from Gourlay, Winter & Leeming's retail warehouses at 188 Yonge Street.

The entire selling staff had gathered to do honor to their salesmanager, Mr. D. R. Gourlay, and to hand him a little practical evidence of their good feeling toward him. In short they wanted to give "Dave" a

testimony of their loyalty to him and "The House of Service." They therefore planned to get him out to dinner with them and then spring a surprise. They did it. Taking advantage of the lull between 6.30 and 7.30 they walked out, locked the doors and proceeded to the Elliott House to the table reserved for the party.



MR. D. R. GOURLAY
Vic-President Gourlay, Winter & Leeming, Ltd.

Mr. R. S. Gourlay, president of the firm, who had just returned from a trip to New Brunswick that morning, was asked to grace the head of the table, which he did in his characteristic manner. Mr. Albert Gourlay, who looks after the manufacturing end of the business, and Mr. E. A. Breckenridge, the financial man, were also guests.

When the last course had been reached Mr. A. P. Howell, who sat to the right of the guest of the evening, got to his feet and in a brief address told "Dave" how much they all thought of him personally and in a business way, and how they appreciated his unvarying courtesy and consideration for his staff. He handed him a parcel and asked him to accept it as a symbol of the loyalty and good feeling that existed.

In acknowledging the gift, which proved to be a set of pipes in a handsome leather case, inscribed in gold, Mr. Gourlay admitted that their surprise attack was complete. He had not the slightest inkling of their handsome treatment in respect to the dinner being enlarged to include a presentation. He confessed to the staff that he could not adequately tell them how much he appreciated the gift and the kindly spirit that prompted them to so express themselves, as well as for their loyalty and co-operation in making the Christmas business of 1915 the largest in the history of the firm.

Do what you are paid to do and then some. It's the *then some* that gets your salary raised.



For
1916
Trade



IT WILL PAY YOU TO SHOW
AND RECOMMEND THE
PHONOLA
DISC TALKING MACHINE
The Ideal Instrument
For Any Home

It is made in Canada, by Canadians. There is no duty—no war tax, added to the price. It gives the customer bigger value than any other sound-reproducing instrument he can buy, and the dealer gets a better profit. The agency proposition is open. You can handle anything else you like with the Phonola. The Phonola will play any needle disc record and play it better. It has several exclusive features—notably, the noiseless, smooth running, durable motor.

The Retail Prices are \$20, \$30, \$40,
\$65, \$85, \$125, \$160 and \$250

The newest type Phonola is fitted with resonating chambers, which amplify and purify the tone. This device is in no instrument but the Phonola. It is our invention and we hold the patents. It will get you the highest class trade.

The Pollock Mfg. Co., Ltd.
Berlin - Canada

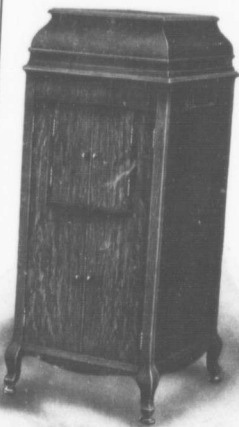
WHOLESALE DISTRIBUTORS

Whaley, Royce & Co., Ltd.
Toronto

The National Talking Machine Co., Ltd.
Winnipeg

For Ontario and Maritime Provinces.

For Western Canada.





Separate Talking Machine and Piano Departments.

"KEEP the talking machine and piano departments entirely separate," advised a retailer of both lines. "It is important to know exactly the profit or loss each line of business makes. In the larger centres it is desirable to have two selling forces, but in smaller places this is impossible. It is not impossible, however, to charge each branch with its proportionate cost of doing business, and this is more accurate than lumping the expenses against the total sales of both departments. If the talking machine department is losing money or is not making as much as the expense, effort and prospects justify, it is very important to know it. If the dealer knows the department is losing or not making enough he can change his methods, but if he does not know he can go on indefinitely making one department cover up the deficit of the other, which is not good business, and which is not necessary in the retailing of pianos and talking machines."

Sell Talking Machine Before Fixing Terms.

"SELL the machine first; then arrange terms. That is my method," volunteered a dealer the other day to a traveller. "Of course, we make 'convenient terms,' just as all dealers do," continued this party, "but with us the machine is always the major consideration. I believe that is the best way to sell. By far the larger proportion of buyers can be more interested in the qualities of a talking machine than in the terms of sale. When you appeal to these people you make a stronger impression if you put the emphasis on the instrument instead of making the price the first consideration. Most buyers are not thinking of how big a show they can make for the money; they are thinking of the good music they want to hear, of the pleasure they will get out of ownership of a high-grade instrument."

"When you put the most stress on the musical instrument itself, its quality, its tone, its workmanship, its other things that go to make it good, you are appealing to these higher sentiments in the prospective purchaser. Everybody knows that he has to pay for what he buys. That goes without saying. Everybody knows he can arrange if he wishes to, to pay for his machine a little at a time. He knows that his credit will determine in a large measure the nature of the terms he can make. People nowadays understand all these things. Of course the element of price will not down. It cannot be separated from a sale. I have machines to sell; you want to buy. I know I cannot sell to you unless I think you can pay and you know that if you buy you will have to pay. A certain standard of values holds good on all my stock.

"This instrument with an elaborate case is bound to cost more than one with a commonplace case. The price I ask and the price you pay is what it is all about. I am not selling talking machines from purely altruistic motives and you are not going to get something for nothing. But when price is made the important thing in selling talks and in advertising I do not see how the prospective purchaser can escape the conclusion that cheapness is the article's principal recommendation. Your customer is bound to think that the thing you say most about is the thing you consider the foremost quality of the article you are selling and he will take it as a guide to the true value of the article he is buying. It is true that standards of well-known makes are well established.

"Take the case of a salesman who is showing a prospective purchaser his stock.

"How much?" asks the customer.

"Two hundred and fifty dollars. Blank dollars down and blank a month."

"That is too much for the customer and he says so, whereupon the customer turns to another instrument.

"Now here," says the salesman, "is one I can sell you for \$5 down and \$3.50 a month."

"Right there he has lost a sale. It is as much as if he looked the customer up and down and said to him: 'Oh, you want a cheap machine.'

"True the implication is not as direct in a general appeal to the buying public as in a case such as that I mention, but the results are somewhat similar. An appeal of this kind, based on terms, will not reach the people who want talking machines for the good things it represents.

"It will reach those who want to paralyze their friends by displaying a life-sized machine in their parlors, but who have not the credit or the money or the desire to own one for the music that it will bring into their homes. You can, of course, interest a lot of people who know the worth of your machine by naming it and stating terms of sale, but at the same time you are endangering its reputation among those who do not know it and have no choice but to base their estimate of your machine's worth on the ease of your easy-payment plan.

"Furthermore I owe more than that to the scores of people in my territory who own machines I sell. Many homes are made better homes by the machines we have put into them, and many owners are getting much satisfaction out of the quality of these instruments. We emphasize these things when we sold them, and when the owners think of these they remember what we said rather than what we sold for and the terms we sold on.

"If I were to adopt another sales policy now and to advertise on the basis of easy payments I would be virtually holding up all my previous customers as 'installment-plan' buyers.

"I see the Joneses have a Blank machine," a friend says to another friend. "That's a good one, isn't it?"

"Well So-and-So sells them for so much down and \$3.50 a month. He advertises that price every week and it's on a sign in the window of his store."

"That kind of stuff would hurt. It means that if either of those two friends of the owner of the one, if I should advertise that way and if I did sell the

The Jury of Awards at the Panama - Pacific Exposition
HAS AWARDED

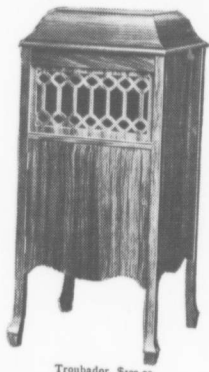
THE HIGHEST SCORE FOR TONE QUALITY

TO THE

SONORA

CLEAR AS A BELL

"The Highest Class Talking Machine in the World"



Troubador, \$100.00

THIS IS THE STRONGEST KIND OF AN ENDORSEMENT

You, Mr. Dealer, surely recognize the strength of this endorsement and just as the tone experts at the Exposition recognized the superiority of the SONORA, so will ALL who hear it note its clearer tone and other leading features.

YOU WILL HAVE CALLS FOR SONORA MACHINES. Have you the SONORA line to show these prospective customers? For not only does the SONORA excel in tone, but is superior in individual and selling features—viz.—

Plays perfectly every make of Disc Record—Diamond—Sapphire—Steel Needle—which means the "Record Library" of the world.

A Tone Modifier that controls volume of tone according to the size of the room.

Powerful Noiseless Motors that are scientifically perfect and play from 3 to 15 records with one winding.

Cabinets beautifully designed and constructed and finished on all four sides.

An Automatic Stop that works perfectly—as well as a Motor Meter and Spring Control.

Manufactured by

SONORA PHONOGRAPH CORPORATION, New York

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

I. MONTAGNES & COMPANY

RYRIE BUILDING - YONGE AND SHUTER STREETS - TORONTO

machines on that basis, would therefore want one more because it could be bought easily—that is, because it is cheap—than because of its real merit.

"But when I sell to people whom I have made want my make of machine I am giving them the same reasons to be glad they own it as I gave them for buying it, and the same reasons that make them glad they have it will make them influence their friends toward buying on the same basis. Furthermore, when the present owners come to want new ones they will be very likely to consider me and my stock because of the idea of quality they got at the outset when they bought here.

"We proceed on the basis of making people want our machines. It is the best plan, I believe, to build up a business, for the reasons I have stated. And this policy also gives us more angles to take hold of, more avenues of approach to the buying impulse of the prospective purchaser.

"If we made price the principal consideration and put the emphasis on the easy terms, statement of the terms would have finished the argument and we would be then in the attitude of saying to the customer: 'In spite of the fact that we are able to sell you this on such absurdly small payments it is a good machine.' When you make the easy payment the basis of your selling plan you are put on the defensive as to your goods right away."

Record Circulating Libraries.

TALKING machine dealers in Washington are trying to decide what effect the circulating library of records established there is going to have on the business of retailing records. Naturally dealers in other centres are interested, as the innovation of the Washington library in opening a record lending branch is likely to be followed by libraries in other cities and towns.

The average book dealer, if asked as to the effect of circulating libraries on his sales would probably be unable to say, although some of the fiction publishers claim that because of the lending libraries their sales are curtailed. The majority of book dealers now in business have probably come into existence since libraries became general, and consequently do not know of any other condition.

In Washington the talking machine dealers are undecided as to whether the library will help their sales or retard them. Since the dealers have restricted the "records on approval" habit to forty-eight hours, it simply means that the library carries the stock for lending purposes instead of the dealer. In theory the library patrons are those after the hits in popular songs and dance music, but in practice the library patrons are those interested in studying the better class of music.

It is too early in the history of free circulating record libraries to judge the effect upon retailers' sales, and while it is to be expected that these libraries will become general, it is not probable that music dealers will take the initiative in having them established.

Library Does the Demonstrating.

WITH reference to the matter touched upon in the preceding paragraph, Waldon Fawcett in a lengthy article brings out the point that patrons of the library are enabled to form such favorable impressions

of many records that they will want to own such, this being to the dealer's advantage and profit. Mr. Fawcett says: "It is the theory of the believers in the record library as a trade-puller that such a circulating library supplements in a most effective manner the record demonstration work of the average dealer in the district covered. These enthusiasts go so far as to claim that much of the lapsed interest in the talking machine on the part of certain owners and much of the hesitancy displayed by a portion of the public in buying newly issued records is directly traceable to unfortunate experiences in 'trying out' records.

"According to these students of the situation, there is always opportunity for the transformation of a talking machine 'fan' into a disappointed customer when the owner of an instrument buys a new record as a result of his verdict when listening to the selection in a demonstrating booth fitted with an expensive instrument of the finest tone quality and then takes that record home to a room of inferior acoustic properties with a cheap machine as a vehicle of interpretation. But, urge the defenders of the circulating record library, if a talking machine owner has conceived a deep-rooted admiration for a selection as the result of having lived with that record and having played it over in his own home every night for a week, it is a pretty safe gamble that when he purchases that record to add to his collection, he will not speedily get out of conceit with it, as sometimes happens when a purchase is made after a single hearing.

"It may be of interest to talking machine dealers that the promoters of the circulating record library project admit frankly that they could not have gotten anywhere with their undertaking were it not for the fact that talking machine dealers in general have so stiffened their policies with respect to allowing records to go out on approval. The general manager of the record library innovation studied the subject for a long time ere he launched his enterprise, and he admits that he had nary a chance so long as dealers were willing to send out on approval almost any number of records with no hard-and-fast rules as to the return of unpurchased goods. But now that dealers are, for the most part, limiting to forty-eight hours the try-outs of records sent on approval and are insisting upon purchases equal to approximately one-third of the value of the goods, the door has been opened for the circulating library."

Successful Record Follow-up System Explained.

KEEPING track of the goods delivered to homes on approval or on other conditions is a very necessary part of the talking machine dealer's bookkeeping. The most satisfactory system is the one that is non-complicated yet complete. The Journal here publishes a description of the system employed by an American departmental store in the musical instrument department. It is adapted from various forms used in other departments of the store.

Incidentally it provides a way for taking care of everything the talking machine department has to sell. This in itself is important, inasmuch as it further reduces the number of records which the department has to keep and means that references to them can all be made at one time and in the same filing case, instead



What Does This Picture Mean To You?

It illustrates the fact that the New Edison Diamond Disc Phonograph is a scientific and artistic accomplishment, lifted out of the realm of the talking machine into that of the finest musical instruments.

It illustrates a new era in musical history—an artist singing in direct comparison with her own records before phonograph experts, who could not distinguish between the living voice and the instrumental re-creation. Similar tests have been made in every important musical centre of the country, with the same result.

WHAT DOES THIS MEAN TO YOU AS A DEALER IN MUSICAL INSTRUMENTS? Just this—that the Edison Diamond Disc broadens the selling horizon and opens up a new field—the music lover who considers talking machines but mechanical echoes unworthy the title of musical instruments.

NOW, the test for you is:—Get dealers' terms on an instrument that proves its perfection by public demonstration, an instrument of the present and the future.

Just a line will do. Our address is

Thomas A. Edison
INCORPORATED

103 Lakeside Avenue,

Orange, N. J.

of it being necessary for the bookkeeper or whoever handles that part of the work to wade through one file for the records of machines and perhaps another for the records of records, if not a third for a record of those transactions involving both machines and records.

Leaving machines and cabinets out of consideration for the time being, suppose that a customer called at the store and made a selection of records she wanted to have sent out for trial. Of course, the matter of the credit of the customer has to be settled first. In this store the extension of credit is handled in a common-sense way. Often the sales people know the customer, and if not it is an easy matter to inquire whether the customer has an account at the store. The credit department passes the case in a moment. Then for the record.

The forms, printed in triplicate, serially numbered, etc., are supplied in books. A white sheet on top is for the store record and files, the tissue which takes the impression on the under side from the double-faced carbon, and the pink or yellow sheet, which is delivered with the goods. The tissue remains in the book for later reference in case of accident to one of the other records, etc., and for use in making up the report of the department manager. This book always lies on the desk next to the little filing cabinet, where the permanent file is kept, and this is arranged conveniently to the section where the stock of records is kept.

When the selection of records to go out is made up, etc., the blank is filled in. Beginning at the top, the number of days allotted for trial is noted—usually two—though it sometimes is advisable to be somewhat more generous in cases of free-buying customers. Then the date is written in, name of customer, address, etc. The space for description of the records is divided into six columns. This is a convenience and enables separation according to the cost of the several records. These are listed by number only, the numbers representing \$1.50 records going in a column by themselves, the same with the \$1 records, and so on up or down the list. In this manner the totaling of the valuation is expedited, it being necessary to count the records in one column and multiply. Then the total amount is ascertained and entered in the space provided.

The white sheet goes into the A to Z file, according to the name of the person to whom shipped. Every morning this file is run through by one of the men who is assigned to that duty, and the "call-in" items listed, with number of records, nature of articles, etc. Comparison of the date and number of days allotted is the work of a moment, and the list of calls the drivers are to make is made up in a few minutes, at least when the file is not bursting full, as it would like to be seen by any dealer. As the drivers report, that same day or the first thing the next morning, the returns they report are checked. In the case of a report showing no success in recovering records, a penciled note is made on the edge of the record, such as "Not in," "Nobody home who could attend to the matter," or "Want records another day." In each case like that the date on which the "call in" was attempted is noted for later reference. All the alibis that householders know find their way to such entries, and they are numerous.

When records are returned, however, the memorandum is checked against them. A record in good condi-

tion and represented by a number on the memorandum is indicated as returned by a pencil line drawn through the number. When the whole stack is gone over the lists will usually show one and often several numbers not checked off. In other words, sales have been made. And then the account is handled in exactly the same manner as any other charge account, the bill being made out in the usual manner on one of the duplicating books, the record going to the bookkeeping department of the main store for further handling. The white slip itself is put away in a large filing case, A to Z, like the smaller one, and retained for a varying period, sometimes for months before the file is gone through and the old records destroyed.

It has proved necessary to preserve these records in this manner, for sometimes there are disputes as to the accuracy of the bills presented. A customer will say he, or she, is being charged with something never received. The record shows distinctly, the number of the record is there. If, as is uniformly the case, the customer is honest about the deal, she will identify the record in her collection by the number, and will then often recall that she did get it in such and such a collection, and will pay with no further objection. The system is so carefully followed, however, that there are ordinarily few mistakes, the plan of double-checking and following up serving to keep records that are out at the same time well in hand.

Whether, as sometimes happens, the person who is noted as having received a selection of records, etc., proves too much for the drivers to handle, the white slip comes out of the original file and goes to the manager's desk. Here it is collected with the statement of charge for the whole selection which went to the customer's home, the duplicate of the bill made out by the department; notes as to what she said, etc. The manager then undertakes to straighten out the tangle by letter, writing according to the facts in the case and reminding the customer of the understanding that the records were to be charged for at the end of a specified time, together with what other information that is available from looking up to the men whose check marks are signed to the memorandum. The whole correspondence is kept together by clips, and on a corner is marked a date, thus: "8/20," meaning that it is to be followed up on the 20th of August. If inquiries prove that the first letter got results the incident is closed. If not, another communication follows, marked to be followed up at a certain soon-following date. By running through the file of this matter every morning, not a tedious undertaking when the follow-up system is followed up, the bulk of matter in this file is held down.

In other words, here is a simple system in the extreme. It is one that calls for few motions. One set of entries, only; one record, only; and a complete and perfect record of every transaction the department could be expected to make. It is used when the house supplies some other dealer with a record or records he does not happen to have, and the record of these transactions thus kept to be checked against similar favors asked of that other concern. In cash sales, also, the system could be used, and thus would give a complete record of every item handled by the department. It is a system that cannot make mistakes—provided the men who

make the records make them accurately. And that is a qualification that must be applied to whatsoever system of record keeping.

The system has been in use from the time the company began to handle musical instruments. All the managers of the department have employed it, and the back files show that it has generally been well handled.

Making Business on a Rainy Day.

THE ideas for a rainy day embodied in the following article from the "Voice of the Victor" are equally applicable for retailers handling other lines.

"A rainy day is so proverbially a thing of gloom and pessimism that people speak of putting something by 'for a rainy day' with much the same feeling as they speak of 'keeping the wolf from the door.' As a matter of fact, a rainy day contains certain possibilities which cannot be found in the finest weather ever brewed.

"Not long ago we heard of a Victor dealer who makes it his business to send out canvassers on rainy days. That doesn't sound particularly attractive—for the canvasser—but rain doesn't hurt the man who is prepared for it.

"The men are not sent out haphazard but an appointment is made by telephone and any canvasser will be quick to realize what a splendid chance there is to get people interested when they are afflicted by the general gloom of a rainy day. In most cases it is only necessary to assure the prospective customer that there will be no expense and that the canvasser is an accredited representative of a reputable concern which will be responsible for him. In the preliminary telephone conversation a touch of frankness will help. People know perfectly well that the object in sending them a Victrola is to interest them in the idea of having one. They don't mind that, but they don't like the idea of being pestered ever after. That is the point to make clear. Admit your purpose, but assure them that you are perfectly willing to take a sporting chance and wait upon their convenience for further developments, or none, as the case may be.

"Another rainy day possibility is the lunch hour concert. It may not seem desirable to admit a number of wet and muddy people into a store on the off chance of creating a little business. This, too, is a matter of special preparation. There's no need to spoil your rugs and chairs. Roll the rugs up out of the way and use folding chairs. A rainy lunch hour in any city big enough so that people don't go home to lunch is apt to be a rather dismal time, and an opportunity to listen to a little music would be eagerly welcomed.

"One of our big distributors has made its Victor concerts a feature in the life of a metropolitan city. It was started as a lunch hour proposition.

"Ordinarily there is little retail business to be done on a rainy day, and such days are devoted to neglected jobs of one sort and another around the store. There will be plenty of time for them and for a lunch hour concert, too. And the friends your hospitality makes on the rainy days will remain your friends under kindlier skies.

Mr. Sydney G. Cave, Montreal, has joined the selling staff of Gervais & Whiteside.

HOW THE FAMOUS MELBA WAS CONVERTED TO MAKING RECORDS.

From Pearson's Magazine.

FOR five years efforts had been made in vain to induce Mme. Melba to make a gramophone record of her own songs. To say that she was indignant at the proposal was—well, to put it very mildly.

One day it happened that Mme. Melba was trying to think of some original birthday present to send to her father. Somebody suggested, "Why not send him a message through the medium of the gramophone, for think how delighted he would be to hear your own voice speaking to him?"

Mme. Melba's father is now an old man, and lives in Australia. No father has a daughter more passionately devoted to him. He is now too old to come over to Europe to see his beloved daughter; nor is the journey from Europe to Australia easily to be made by the great prima donna. The idea that the gramophone should be used as a vehicle for a birthday greeting appealed, therefore, to her; and she asked the head of the Gramophone Co. if he could arrange to send her message. To this he readily assented.

But the plan was doomed to failure. Mme. Melba, overcome by the thought that the very tones in which she was speaking would be carried to the ears of her father so many thousands of miles away from her, broke down after speaking only three words.

Then, instead of sending a message, she decided to sing a song. The song chosen was Reynaldo Hahn's beautiful "Si mes vers avaient des ailes," so touchingly pathetic and so appropriate.

And this is how Mme. Melba came to sing into the gramophone, to make the first of that long series of records which since have delighted myriads of people in all parts of the world.

It was at Monte Carlo, in March of 1905, that Melba first heard her own voice as reproduced by the gramophone. Launching with her at her villa were the veteran naster, Dr. Saint-Saens, and Jean de Reszke, the great tenor. The gramophone was played in an adjoining room suddenly during the luncheon.

"Heavens!" exclaimed Melba, in surprised tones, when the last notes of the song she had sung for her father died away. "Heavens, but it's me!" That luncheon party was unique. Never did the gramophone receive such praise.

Mme. Melba now can never hear one of her own records without singing in unison. What price would not the wealthy music lover pay to hear such a duet—"Melba and Melba!" Her own delight at every new record is almost childish, remembering that nothing can be more keen and strong than the delight of a child. Multiply that delight by millions, and you have some idea of the pleasure Melba has given the world by making gramophone records.

Only the other day a letter found its way into Mme. Melba's post-bag from the opposite end of the earth. "All the wonderful things you have ever done," wrote her unknown correspondent, addressing his letter from some home for incurable invalids in Australia, "all your wonderful triumphs have been eclipsed by the scene of

(CONTINUED ON PAGE 36)



COLUMBIA

Reduce Prices on
Symphony Series Records
and rebate Dealers for Stock on Hand

. . . . DEALERS
SHOULD GET PARTICULARS
OF THIS LIBERAL OFFER.

Columbia is Forging Ahead

BECAUSE—The Goods are Good Goods.
BECAUSE—The Columbia Policy is a Generous one.
BECAUSE—The Music Supply Service is the Finest in Canada.

Ontario is nearly covered but a few more agencies can be arranged.

MUSIC SUPPLY CO.

JOHN A. SABINE

TELEPHONE
MAIN 4716

CHAS. R. LEAKE

36 WELLINGTON STREET EAST

TORONTO



Columbia Grafonola "Mignonette"
\$130

TONE — above all, tone!
That's what sells Columbia
Records!

Tireless research and experiment have perfected their manufacture, down to the most minute mechanical and artistic detail. Columbia Double-Disc Records are one of the strongest dealer points in the whole Columbia proposition.

Competitively—remember this—**competitively**, Columbia Records in tone quality, timbre, rhythm and musicianship never fail to win the judgment. Wherever compared, Columbia Records are demonstrating superiority, and are being demanded more and more by owners of all standard makes of talking machines.

Proof of all this lies in the staggering increase in Columbia business during the past year. And there is no plausible reason why **you** should not be prepared to satisfy this ready-made demand, instead of seeing your customers go across town or down street.

**Columbia Graphophone
Company**

365 Sorauren Ave.,
TORONTO



As they have in the past, so to-day, Columbia Grafonolas and Columbia Double-Disc Records not only produce bigger profits, per sale, or per dollar, or per hour than any other line of musical merchandise now being sold, but they add to the appearance of a piano store and to the standing of a piano business.

More on this subject in "Music Money," a free book you ought to have.

Columbia Graphophone Company



365 Sorauren Ave.,
TORONTO



Columbia Grafonola "Deluxe"
\$250

delight in this home when the inmates were given a selection of your songs on the gramophone."

Mrs. Melba receives many letters by every post begging for her autograph.

But nowadays she receives almost as many expressing the delight her gramophone records have given to the poor, the sick and the suffering, to the crippled and to the paralyzed. Her life would not have been spent in vain had she done nothing more than to make the simple gramophone record which allows her rendering of Gounod's "Ave Maria" to be reproduced in our hospital wards.

NEW RECORDS

COLUMBIA RECORDS FOR FEBRUARY.

- 10-INCH DOUBLE-DISC RECORDS—PRICE \$1.00.**
- A1898 You'll Be There (Byrnan and Ball). Peerless Quartette. Orchestra accomp.
- Don't Bite the Hand That Feeds You (J. Morgan). Burr and Campbell tenor duet. Orchestra accomp.
- 10-INCH DOUBLE-DISC RECORDS—PRICE 85c.**
- A1890 At the Circus (P. Wallace Rega). Descriptive. Orchestra with Sargent Man (Hager). Descriptive. Arthur Collins and Byron G. Harlan. Orchestra accomp.
- A1903 A Girl in Your Arms (Worth Two in Your Dreams (Wenrich). Grace Nash and Henry Burr, soprano and tenor duet. Orchestra accomp.
- When You're Dancing the Old-Fashioned Waltz (A. Von Tilgner). Burr and Campbell tenor duet. Orchestra accomp.
- A1900 When You Were a Baby and I Was the Kid Next Door (Harry Tenor duet. Orchestra accomp.
- Is There Still Room For Me (Neath the Old Apple Tree (Abrams, Burr and Campbell, tenor duet. Orchestra accomp.
- A1901 I Guess I'll Soon Be Back in Dixieland (Rogers). George O'Connor, character singer. Orchestra accomp.
- These Feet of Mine (Martin Horn). George O'Connor, character singer. Orchestra accomp.
- 12-INCH DOUBLE-DISC RECORDS—PRICE \$1.25.**
- A5760 Perditia Waltz (McKee). Prince's Orchestra.
- Blue Paradise Waltzes (Eysler and Romberg). Introducing "The Waltz of the Season" and "Auf Wiederseh'n." Prince's Orchestra.
- A5757 Honey-Bunch Fox-Trot (Cusler). Prince's Band.
- Chin-Chin Fox-Trot (Brown and Spencer). Introducing "Underneath the Stars." Prince's Band.
- A5758 When You're Down in Louisiana One-Step (Berlin and Abraham). Introducing "Is There Still Room for Me (Neath the Old Apple Tree)." Prince's Band.
- The Sweetest Girl in Monterey Medley (Paley Marshall and Cormanack). Introducing "An Old-Fashioned Garden in Virginia" and "That's When I'll Marry You." Prince's Band.
- A5759 In the Glory of the Moonlight One-Step (Morgan, Monaca and Wenrich). Introducing "Don't Bite the Hand That Feeds Archibald One-Step (Kraus). Prince's Orchestra.
- A5749 Casse-Noisette Suite (Tschakowsky). "Danse Chinoise" and Casse-Noisette. Prince's Orchestra.
- A5750 Post and Peasant Overture (Von Suppe). "Valse des Fleurs." Prince's Orchestra.
- Post and Peasant Overture (Von Suppe). Part 1. Prince's Orchestra.
- A5751 Morning, Noon and Night Overture (Von Suppe). Part 1. Prince's Orchestra.
- Morning, Noon and Night Overture (Von Suppe). Part 2. Prince's Orchestra.
- A5752 The Curio Seekers. Original. Billy Golden and Jim Marlowe. Comedy dialogue. Banjo accomp.
- A Coon's Attempted Suicide. Original. Billy Golden and Jim Marlowe. Comedy dialogue. Banjo accomp.
- 10-INCH BLUE-LABEL DOUBLE-DISC RECORDS—PRICE \$1.00.**
- A1866 In the Gloaming (Harrison). Taylor Trio, violin, cello and piano. Home. Sweet Home (Payne). Taylor Trio, violin, cello and piano.
- A1885 Cohen Telephones from Brighton. Original. Joe Hayman and Company.
- A1886 Serenade (Szkoskowski). Prince's Orchestra.
- A1887 Casey at the Dentist's. Michael Casey, comedy monologue. Casey as a Doctor. Michael Casey, comedy monologue.
- A1887 Whispering Willows (Victor Hebert). Intermzzo. Prince's Orchestra.
- A1888 "In the Pavilion (Cudman). Intermzzo. Prince's Orchestra.
- A1888 Little Beauty (Mazurka (Rubinsan). Howard Kopp, orchestra bells.
- A1889 Friend o' Mine (Sanderson). Albert Wiederhold, baritone. Some Day (Wellings). Albert Wiederhold, baritone. Orchestra accomp.
- A1901 Absent (Metalf). Columbia Stellar Quartette. Unaccompanied. Crossing the Bar (Barby). Columbia Mixed Quartette. Or-

- A1892 A Hong Kong Romance (Hadley). Columbia Stellar Quartette. Orchestra accomp.
- There Was a Little Man (C. B. Shaw). Columbia Stellar Quartette.
- A1894 Lord Have Mercy (Ablohek). Russian Cathedral Choir.
- A1895 On the Banks of the Wabash (Dresser). Broadway Quartette. Orchestra accomp.
- Medley of Old Songs. Columbia Stellar Quartette. Orchestra accomp.
- A1895 There is a Light Shining For Me. Fisk University Male Quartette. Male Quartette.
- A1896 His Lullaby (Carr). Jacobs-Bond. Mary O'Rourke, soprano. Orchestra accomp.
- A1897 Little Girl Home in the West (Loehr). Mary O'Rourke, soprano. Orchestra accomp.
- A1897 Where My Caravan Has Rested (Loehr). Judson House, tenor. Orchestra accomp.
- Tell Her I Love Her So (DeFaye). Judson House, tenor. Orchestra accomp.
- A1899 M-O-T-H-E-R (Morse). Henry Burr, tenor. Orchestra accomp.
- I Was Never Nearer Heaven in My Life (Snyder). Sam Ash, tenor. Orchestra accomp.
- A1902 Dialogue for Four (Val Hamm). "Vier-Vier-Gesprach." Oboe, clarinet, French horn and flute, with orchestra accomp.
- Suite Saville (A. Bachmann). "Bokoro." Bergh, Stehl, Hughes and Laurendeau, instrumental quartette.
- 12-INCH BLUE-LABEL DOUBLE-DISC RECORDS—PRICE \$1.60.**
- A5746 Dinky (Harwood). Cyril Maude, monologue.
- A Telephone Reconciliation (Conversation Overheard in London After the Great War) (Harwood). Cyril Maude, monologue.
- A5753 International Folk Songs Medley, Part I. Columbia Light Opera Company. Orchestra accomp.
- International Folk Songs Medley, Part II. Columbia Light Opera Company. Orchestra accomp.
- 12-INCH SYMPHONY DOUBLE-DISC RECORDS—PRICE \$1.50.**
- A5755 Etude in C Minor (Sternberg). Josef Hofmann, piano solo.
- A5754 Angel's Serenade (Braga). Corinne Rider-Kelsey, soprano. Orchestra accomp.
- Chanson Provençale (dell'Aqua). Corinne Rider-Kelsey, soprano. In French, with orchestra.
- A5756 Liebermann (Liszt). Pablo Casals, 'cello solo. Orchestra Air For G String (Bach). Pablo Casals, 'cello solo. String orchestra accomp.

EDISON RECORDS FOR JANUARY.

- CONCERT LIST—\$1.00 EACH.**
- 28223 Gloria—Twelfth Mass (Mozart).....Gregorian Choir
Mixed Voices, orchestra accomp.
- 28222 Recitativ of Missa—The last splendour immortelle—Benedicte (Eugene Dala). Baritone, orchestra accomp.
- Orpheus Languin
- REGULAR LIST—70c. EACH.**
- 2790 Armina—Egyptian Serenade (Paul Lincke).....Sodero's Band
- 2775 Auf Wiederseh'n—The Blue Paradise (Sigmund Romberg).....Burton Lenthall, Gladys Rice and Chorus
- Tenor and soprano, orchestra accomp.
- 2785 Ballymooney and Betty Medley (Terence Lowry).....Billy Murray and Chorus
- Tenor, orchestra accomp.
- 2793 Battle of the Nations—Descriptive (E. T. Paul).....New York Military Band
- 2786 Blue-White March (Ernest Schmidt).....New York Military Band
- 2788 Chin-Chin—Hip-Hip Hoopay—New York Hippodrome (A. Seymour Brown).....Burton Lenthall, Gladys Rice and Chorus
- Tenor and soprano, orchestra accomp.
- 2791 Cohen Owes Me Ninety-Seven Dollars (Irving Berlin).....Maurice Burkhardt
- Comic-Song, orchestra accomp.
- 2779 Dancing with Me (Finney (P. H. Losky).....Charles Daab
- Xylophone, orchestra accomp.
- 2777 Daybreak at Calumity Farm.....Gilbert Girard and Company
- 2784 Good Bye, Virginia (Jean Schwartz).....George Wilton Ballard and Male Chorus
- Tenor, orchestra accomp.
- 2792 In the Land of Lorraine—Two Is a Company (Jean Briquet and Adolph Philipp).....Frederick Wheeler
- Baritone, orchestra accomp.
- 2783 Kaiser Friedrich March (Friedemann).....New York Military Band
- 2789 Lauterbach and His Little (with Yodels).....George P. Watson
- Orchestra accomp.
- 2778 Love's Garden of Roses (Haydn Wood).....Reed Miller
- Tenor, orchestra accomp.
- 2797 Molly Dear, It's You I'm After (Henry Pether).....Walter Van Brunt and Chorus
- Tenor, orchestra accomp.
- 2781 My Fox-Trot Wedding Day—Hip-Hip Hoopay—New York Hippodrome (Benjamin Haggood Hart).....Irving Kaufman
- Tenor, orchestra accomp.
- 2787 My Wild Irish Rose (Chancey Olcott).....Walter Van Brunt
- Tenor, orchestra accomp.
- 2782 Omnia—Intermezzo (B. Hartz).....Fred Van Eps
- Banjo, orchestra accomp.
- 2794 On the Bark of an Old Cherry Tree (Diez Howard).....George Wilton Ballard and Chorus
- Tenor, orchestra accomp.
- 2796 Soft Southern Breeze (Joseph Barabak).....Reed Miller
- Tenor, orchestra accomp.
- 2795 Song of Hydris (The Great G. W. Elliott).....T. Foster Why
- Bass, orchestra accomp.
- 2776 When Old Bill Bailley Plays the Ukulele (Chas. McCarron and Nat Vincent).....Billy Murray and Chorus
- Tenor, orchestra accomp.
- 2780 With Sword and Lance March (Hermann Starke).....New York Military Band

SUCCESSFUL SONORA CHRISTMAS TRADE.

Two days before Christmas Mr. Montagnes of I. Montagnes & Co., Toronto, who have the Canadian agency for Sonora phonographs, made a personal visit to the factory at New York to insist on more goods. This was after orders by telegraph and over the long distance telephone brought a positive assertion that the factory could not possibly supply more machines before Christmas. When Mr. Montagnes entered the Sonora offices immediately on arriving in New York, he was greeted with the same news. "You told me that over the phone," said he, "I didn't come all the way from Toronto to be told that. I want some Sonoras and I want them on the same train that I go back on to-night."

He got the goods, although they were too late for the train on which he returned but by special arrangement with customs' officers, express company and earlier the goods were landed in time to be delivered in the customers' homes on Christmas eve.

Mr. Montagnes reports that Sonora sales amounted to as much in six weeks as they had figured for six months and said he "we are well pleased with results so far."

The Bestphone Co., distributors in Canada of the Bestphone, have leased the store at 103 Yonge Street, Toronto, for a year. They moved in several weeks before Christmas and are so well satisfied with results that Messrs. Brophy and Bryson decided to take a year's lease and have the store overhauled and decorated to suit their own business.

W. H. BAGSHAW

Lowell, Mass., U.S.A.

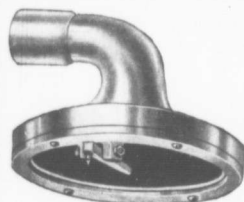
Oldest and Largest Manufacturer of

Talking Machine Needles

WORLD'S RECORD SHIPMENT OF

63,000,000

NEEDLES IN TEN DAYS



Do you want to hear the Edison Tone reproduced on the Victrola or Grafonola?

The **VICSONIA** Reproducer is the sound-box that will do it

The **VICSONIA** will reproduce every note, sound wave and minute variation, as recorded on the wonderful Edison Disc records, with all fullness, sweetness, and accuracy of tone. Does the **VICSONIA** is a revelation in reproducers, and the largest talking machine men in the country who have heard and tested it are enthusiastic over its merits. The **VICSONIA** fits the Victrola, Grafonola, Crescent and Sonora phonographs, with special type for the Acouline Vocalion. Instantly and easily attached. A child can do it. No alterations necessary.

The **VICSONIA** sells in the United States for \$7.50 Nickel plated; \$8.50 Gold plated; and in Canada for \$10.00 Nickel; \$12.00 Gold. Liberal discount to dealers. General agents wanted. One demonstrating model will be forwarded to any dealer's address in the United States for \$1.00, or in Canada \$3.00, cash with order. Money refunded if not satisfactory.

WALTER M. SEYMOUR, 133 West 129th Street, NEW YORK CITY, Distributor

REDUCTION IN PRICES OF COLUMBIA RECORDS.

Dealers Rebated on Stocks Affected.

Effective February first the Columbia Graphophone Co. have made important price reductions in their Symphony series of records. Columbia dealers have been notified of this reduction and also that each dealer will be allowed rebate on the stocks on hand of the records affected by the reduction. The price reductions are as follows:

Effective February 1st, 1916, the following 10-inch Symphony records will be reduced from \$2.00 to \$1.00: A679, A680, A681, A682, A683, A688, A689, A690, A692, A693, A706, A846, A847, A848, A1153, A1214, A1215, A1243, A1330, A1344, A1434, A1471, A1472, A1490, A1555.

The following 12-inch single Symphony records will be reduced from \$2.00 to \$1.00: 30359, 30397, 30466, 30475, 30871.

The following 12-inch concerted numbers will be reduced as indicated hereunder: A5177 from \$7.50 to \$3.00; A5187 from \$5.00 to \$3.00, A5370 from \$4.00 to \$3.00, A5399 from \$4.00 to \$3.00, A5406 from \$4.00 to \$3.00, A5426 from \$4.00 to \$3.00, A5180 from \$4.00 to \$2.00, A5181 from \$4.00 to \$2.00, A5186 from \$4.00 to \$2.00, A5182 from \$4.00 to \$2.00, A5183 from \$4.00 to \$2.00, A5184 from \$4.00 to \$2.00, A5285 from \$4.00 to \$2.00.

The following 12-inch Symphony records will be reduced from \$3.00 to \$1.50:

A5109	A5110	A5111	A5112	A5113	A5126	A5127
A5178	A5179	A5192	A5193	A5194	A5195	A5196
A5197	A5198	A5199	A5200	A5201	A5202	A5203
A5204	A5205	A5207	A5208	A5209	A5210	A5211
A5212	A5213	A5214	A5215	A5216	A5217	A5246
A5247	A5248	A5249	A5250	A5270	A5271	A5272
A5294	A5295	A5300	A5340	A5341	A5353	A5354
A5379	A5428	A5432	A5439	A5499	A5533	

The Music Supply Co.'s offer to supply to the Ontario retailers of Columbia lines the services of an expert repair man to look after any Grafonolas that might need attention in their stores or customers' homes has been well received. The company has been complimented on this bit of enterprise in providing service to the dealers at a nominal cost.



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 West 45th Street
NEW YORK

CHICAGO OFFICES
19 West Jackson Boulevard

FACTORY
Elyria, Ohio

We manufacture high grade motors
for phonographs. Eight different
styles, playing from one to eight
records with one winding.

TONE-ARMS
SOUND-BOXES

Write for our new Catalogue



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Winnipeg Dealers Give Cheerful Reports for December. Lively Christmas Trade In Pianos and Talking Machines. Collections Improving Although Money Still Tight.

LOCAL dealers report splendid business for the last month of the old year, sales and collection totals running up to figures that it gave some pleasure to contemplate. Money is more free in circulation as the farmers convert their grain into cash, but conditions in this respect still leave an appreciable margin for improvement. Farmers in some localities report difficulty in securing cars to move their crops, while others are "sitting tight" as far as selling their grain is concerned, being in the fortunate position of having sufficient reserves to make early sales unnecessary. Meanwhile the business interests are accepting conditions as patiently as possible, realizing that their faith in the West has been justified to the full.

As is no doubt the case in other centres talking machine activity has been the outstanding feature in the local music trades. In newspaper advertising and in window displays the trade have played up talking machines as never before. Nor have the selling efforts been confined to the low priced styles. The higher priced machines and records have been featured with good success. In fact the talking machine is looked upon as a real benefactor in keeping things moving when otherwise trade would have been very slow indeed. Easy payments have helped to run up the balance and with their experience in instalment business and collection organizations the piano houses are making good on the deferred payments plan of retailing talking machines.

Mr. Gower, of Childs and Gower, Regina, agents for the Nordheimer and Steinway pianos for Saskatchewan, passed through Winnipeg on his way east for a two weeks' vacation. Mr. Gower will visit his firm's agency headquarters in Toronto and will also pay a visit to his parents in London, Ont.

Mr. E. J. Gifford who is well known here has assumed the management of the Dauphin branch of the Fowler Piano Co.

Mr. Geo. Suckling, manager for the Nordheimer Piano Co.'s Western branch, is now on a vacation in the east.

Mr. Fred Wray, proprietor of Wray's Music Store, and a report of whose enlistment and subsequent injury "somewhere in France" has been reported in these columns is still in hospital at Ramsgate, Kent, England.

Mr. H. Pouwels, formerly on the J. J. H. McLean selling staff and an accomplished musician, has removed to Toronto where he is now the player expert with the House of Nordheimer.

The management of the local Mason & Risch branch report a great improvement in holiday trade as compared with a year ago. This applied to both piano and Victrola departments. They look for a steady improvement.

Stanwood's Limited had an exceedingly good month for December in Columbia machines, the only difficulty

being found in supplying the demand as there was a shortage of both Grafonolas and records.

The Fowler Piano Co. are well satisfied with their December business both in pianos and Victrolas. Collections, Mr. Fowler states, were hardly as good for month of December as November.

Mr. R. C. Willis reports a "banner month" for the Doherty Piano Co., piano and phonograph business having exceeded every other month.

Mr. Shaw, western manager of the Columbia phonograph Co. is at present busy stock taking. Mr. Shaw reports a big year for Columbia products.

Mr. H. P. Bull, manager of Cross, Goulding and Skinner, is at present on a visit to the Williams Piano Co.'s factory at Oshawa, Ont.

Mr. Wagner, manager of the R. S. Williams Co., reports trade could not be better. Best Christmas trade they have ever had. Collections are good, money having started to move more freely owing no doubt to farmers receiving their crop payments. This firm report the sale of a twenty-piece Boosey Band instruments to the 128th Band of Moosejaw, Sask.

With Winnipeg Piano Co. "an especially good Christmas trade" was the report of Mr. "Joek" Smith, and better times are looked for. Collections are on the increase and a steady demand for pianos is expected.

Wray's Music Store had a good Christmas trade in sheet music, books, etc. A number of out-of-town customers calling on them.

With Babson Bros., dealers in Edison phonographs and records, city business for month of December was very satisfactory, mail order business being especially good.

The Karn-Morris Piano Co. report a splendid Christmas trade. They were sold out entirely of upright pianos, only a few players remaining. Country business was very good. Collections are reported as coming in freely. Mr. Merrill was suffering from a severe cold and had been confined to his home for a few days when writer called.

Mr. Kelly, president of the J. J. H. McLean Co., reports an excellent Christmas trade. Mr. Kelly stated Christmas trade came in such a rush they could not attend to it properly, there being such a big demand for pianos and Victrolas, also sheet music and small instruments.

COLUMBIA MANAGER IN NEW YORK.

Early in the month Mr. Ralph Cabanas, manager of the Columbia Graphophone Co.'s business in Canada, with headquarters at Toronto, visited the company's head offices in New York. He arranged for a large increase in deliveries of those Grafonolas and parts that it is necessary to import and although the head factories have unfilled orders for months ahead in spite of large additions to the factory recently completed and other additions under way Mr. Cabanas arranged for special consideration of the Canadian interests.

The local Columbia management is delighted with the past year's sales though regretting that the impossibility of securing sufficient quantities of goods caused disappointment to many of the dealers and to the distributors.



In the industrial world certain names have won a leading position through the merit of the goods bearing those names.

So it is with the WILLIS. No previous year saw the name Willis accorded the rank it holds throughout Canada at the opening of 1916. This is due to the uniform merit of WILLIS Pianos and Players. Dozens of dealers appreciate this fact, and are "solid" for the advantages of Willis representation. Are you one of them? If not, look into our agency proposition while our line is open for your district.

Willis & Company, Limited

Head Offices: 580 St. Catherine St. W.

Montreal, Que.

Factories: St. Therese, Que.



WILLIS
Style "A" Piano

WILLIS
Style "A" Piano

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Much Activity In Montreal Trade. Dealers Anticipate Bright Year. Christmas Trade Big Improvement. Talking Machines To the Front. Normal Conditions Gradually Returning. Journal's Correspondent Extends New Year Greetings.

ON this particular occasion we want to express our sincere thanks and appreciation to the many friends of the Canadian Music Trades Journal who have so kindly assisted the writer during the past twelve months and who have at all times shown their willingness to give news freely and to co-operate in every way. The work of a correspondent is really enjoyable when he gets co-operation and the writer can truthfully say that he has considered his work one of great pleasure in his endeavor to serve both publisher and readers of the Canadian Music Trades Journal. May 1916 be even more pleasant than 1915. Here's hoping every piano dealer sells more pianos than ever and here's wishing that 1916 is by far the greatest year the industry has ever seen.

No tears will be shed by the piano dealers over the passing of the old year. Its shadows were many and serious and its rays of sunshine figuratively as well as literally speaking few and far between. However unsatisfactory as a whole the business may have been even the most pessimistically inclined cannot shut his eyes to the fact that the piano business faces a much brighter outlook based on much more solid foundations than twelve months ago. Last year hope and natural optimism were the main features which induced the manufacturer and retailer to look forward to a betterment. This time it is solid, indisputable facts on which he bases his expectations for a decided improvement in business.

The holiday trade here was far better than a year ago. Every piano retailer who is active in the business has shown a wonderful increase, not only that but it ran to the higher priced instruments. Buyers seemed to be more liberal in spending their money.

With the Talking machine dealers many stocks were depleted before the rush was over and a shortage of machines was an actual condition.

A case of interest to landlords, tenants and merchants who do business on the instalment plan was thrashed out before Mr. Justice Dunlop recently, when His Worship upheld the contentions of the Leach Piano Company, opposant, in the case of Moses Griffin versus L. Bernstein. The Leach Piano Company sold Bernstein a piano, the deed, as in all such cases, being to the effect that the piano was to be considered as having been leased to the buyer, and as remaining the property of the seller until such time as all the instalments were paid up. The Leach Company notified the Rose Realty Company, Griffin's agents, that the piano placed in the house of Bernstein, Griffin's tenant, was the property of the seller until fully paid for, and thus was not to be considered as security for payment of the rent. As Bernstein failed to make payment of the rent, Griffin seized the furniture, including the piano, submitting that the alleged notice to the agent was not sufficient to

deprive him of his privilege thereon. Judge Dunlop held that it was sufficient and quashed the seizure as far as the piano was concerned.

Mr. R. S. Gourlay, president of Gourlay, Winter & Leeming, Ltd., passed through Montreal to his firm's headquarters in Toronto just in time to spend Christmas at his home. Mr. Gourlay was on a business visit to points in Quebec and New Brunswick provinces. He was accompanied by Mrs. Gourlay and their son-in-law, Dr. W. T. Hamilton, a well known and successful medical practitioner of the Queen City.

Mr. H. S. Berliner, vice-president and general manager of the Berliner Gramophone Co., Ltd., Montreal, has been in New York since the Christmas holiday season where he was a guest at the Ansonia Hotel.

The Cowan Piano and Music Co., successors to Clarkson & Cowan, have opened at 633 St. Catherine St. West with a complete line of pianos, player pianos and musical instruments.

During Christmas week Willis & Co., Ltd., with their usual generosity loaned a Willis piano to each company of the 87th Battalion of the Canadian Grenadier Guards at the barracks, St. Johns, Que., for use in the various recreation rooms. This act on the part of Willis & Co., Ltd., was, it is needless to say, more than appreciated by all.

Miss Lapierre of J. A. Hurteau & Co., Ltd., is still as enthusiastic as ever over the Sonora, but unfortunately has not been able to get sufficient machines to fill orders. Pathe business was well to the fore during December.

Arthur Blouin, of Sherbrooke, Que., has secured the sole agency for the new Edison Diamond Disc and anticipates a lively trade in this direction.

Charles Culross has taken on the representation of the Sonora phonograph in addition to the Columbia which make he is so successfully exploiting.

Alderman Lavigneur of Lavigneur & Hutchison, piano dealers of Quebec City, has been approached by a number of leading citizens to become a candidate for the mayoralty.

A Mason & Risch grand in Circassian walnut, made to order for one of Montreal's society leaders was the centre of attraction during the time it was on exhibition in the windows of Layton Bros., the local representatives of this make. This firm report a bumper holiday trade in Edison and Columbia and especially in the more expensive models of Edisons.

Armitage Layton, manager of the talking machine department of Layton Bros., was the fortunate winner at a recent church raffle of a Columbia Baby Regent.

Henry Hamlet of Layton Bros. spent the New Year's holidays in Toronto.

In Montreal in the past it has been conclusively demonstrated that Karn and Morris pianos hold their own with any make and this is being more than confirmed these days by W. J. Whiteside who states that after a record-breaking holiday business one cannot but feel it is a forerunner of unprecedented business prosperity and with the money being gained by this country in its present foreign trade is bound to percolate through the factory workman to the channels of business.

"Never within my memory have business conditions in this country looked so bright as they do to-day," said

Manager A. E. Moreland of J. W. Shaw & Co. "Our tremendously improved business is only one sign of the times. It is not a boom but it is a grand totalling of favorable commercial conditions as a result of which 1916 is sure to be a year of national prosperity. Our December business in the call for Gerhard Heintzman and Shaw pianos was never better whilst our Columbia grafonola department had to turn down orders from shortage of stock."

"A spirit of buoyant optimism has prevailed in Montreal now for some time past. It has taken hold of everyone; has permeated almost every line of business and better still it has been growing and developing until to-day it is fair to prophesy that 1916 will be a year of big business and prosperity for all who are ready and willing to share it," said E. A. Gervais, of Gervais & Hutchins. This firm report some nice holiday cash sales for Cecilian and Mendelssohn product.

W. J. Whiteside has placed his son, F. L., in charge of the talking machine department. This branch of the business already shows considerable activity, holiday sales in Columbia grafonolas being particularly good. From four to six demonstration rooms will be built shortly and the basement utilized for this purpose.

The Canadian Graphophone Co. report that their holiday trade both wholesale and retail was equal to any year they have experienced since their inception in business. Columbia Models De Luxe and the Favorite were especially good sellers, the majority of the business transacted being of a cash nature. "And as far as we are concerned," said this firm, "there is no further room for the pessimist."

"Very seldom has a year started out under brighter prospects than 1916," said the House of C. W. Lindsay, Ltd., "and we are looking forward to a very successful business year in all our lines." The Victrola department, under the able guidance of Norman F. Rowell, during the month of December transacted in volume of business the largest in the firm's history.

President A. P. Willis of Willis & Co., Ltd., following his customary habit of making his staff doubly happy at Christmas time presented to each and every member of the same including the outside branch offices situated in various parts of Canada, and in fact from the office boy up with a stall-fed turkey. This generosity of Mr. Willis is fully appreciated by the numerous recipients.

That window dressing is an art is well exemplified by a glance at the show windows of Layton Bros. which reflect much credit to Henry Hamlet for originality of design and artistic features. The new innovation in the background being most effective. In short piano window dressing is a hard problem to master but H. H. has solved the solution.

Speaking of 1915 the Leach Piano Co., Ltd., were well satisfied with the year's total and like the rest of their brethren in the trade are looking forward to a large increase in business judging the future by the past, said W. H. Leach, president of the company. "My belief is that 1916 will make record figures in the commercial world."

Charles Culross is as ever quite optimistic as to the business outlook for 1916. "Our volume of piano business is steadily increasing and substantially increasing

Are you looking for a First-class Piano at a Low Price?

IF SO
THE

"STANLEY"

(A Good Old English Name)

Is the Piano for YOU

BEST VALUE IN CANADA

Write to-day for Our Prices on Pianos and Player Pianos. They will Astonish You.

The "STANLEY" Piano will give ENTIRE Satisfaction.

What More Could Be Desired?

STANLEY PIANOS

241 Yonge Street

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Toronto

and we believe that these favorable conditions will continue without interruption during this year. We have faith in the goods we handle (Martin-Orme lines) and if we are not much mistaken the sale of these popular instruments will be larger this year than ever before," said Mr. Culross.

J. A. Hurteau & Co., Ltd., cleaned up some nice business in December for New Scale Williams instruments and were well pleased with the amount of cash sales registered. They are of the opinion that 1916 will be a year of great prosperity to the piano dealers throughout Canada.

The Berliner Gramophone Co., Ltd., have just closed one of the most successful years of their long career. "With the wheels of industry throbbing in all great manufacturing centres of the country, coupled with a good crop record, how else can 1916 show up but in the most prosperous way? We not alone look for this but have made every preparation to take care of this anticipated increase," said this firm.

In an interview with A. P. Willis, president of Willis & Co., Ltd., he is quoted as saying, "All's well that ends well." This might be inscribed as an epitaph of the year 1915. When the year started in nobody would have ventured to predict that it would deserve to be graced with such an epitaph. For Canada found itself in a bad way due to a continuance of the European conflict. Idleness in factories and mills was prevalent. The transportation arteries of the country suffered from lack of freightage and a reduction in their incomes, and with the stock market still in the dumps, all of which had the distressing effect of reducing consumption, cutting prices and fostering a general sentiment of pessimism. But the prosperity of the piano industry could not have become staple if the general prosperity of the country had not become we might say almost general. So with all the ups and downs of business conditions during 1915 the trade will have reason to endorse cheerfully, I think, the year's epitaph, "All's well that ends well."

"Evans Bros., along with other lines we handle, have enjoyed their usual run of prosperity during 1915 and answering your query as to the outlook for 1916 might say that indications everywhere point to a phenomenally prosperous year for 1916 (Leap Year), giving us one day more than usual to sell pianos. There is no doubt that Canada is fast getting on a bigger business basis than it has for many years and we are preparing to take advantage of this condition in every regard," said J. H. Mulhollin.

The birth of a fine nine-pound girl to William Lindsay Leach, secretary-treasurer of the Leach Piano Co., Ltd., the past week puts W. H. Leach, president of the Leach Piano Co., Ltd., in the grandfather class. Mr. Leach wears his new honors gracefully and has been receiving the congratulations of many friends on the happy event.

A gramophone with a large collection of Victor records has been donated by the Berliner Gramophone Co., Ltd., to the Moore Barracks Hospital, Shorncliffe, England. Some months ago the attention of the Berliner Company was called to the fact that a number of convalescents in No. 1 Stationary Hospital, France, had, in writing to their homes here, alluded to the fact that

there was not a musical instrument in the hospital. On this being brought to the attention of the Berliner people they immediately donated a large Victrola and a collection of records.

UNIVERSAL JANUARY PLAYER ROLLS.

To the prices quoted below 20% is added for Canadian delivery.

METROART (88 NOTE, HAND PLAYED).	
202476 Art Wiedersheim, The Blue Paradise, Sigmund Romberg	\$ 50
202338 Caprice-Spannello, Carnaval Mignon, A. Bat. Edouard Schuett 85
202426 In The Glory of The Moonlight, Percy Wenrich 80
202404 Kashmir Song, Indian Love Lyrics, Amy Woodford-Finden 85
202484 Waltz Entrancing, Albin Al. Lind, Franz Lehar 80
202454 At The Old Plantation Ball, Fox Trot, Walter Donaldson 50
202444 Fox Trot Day, Fox Trot, Frank W. McKee 50
202428 There's a Little Lane Without a Turning, On The Way To Home Sweet Home, George W. Meyer 40
202436 When We Teach Picking Time In Delaware, James Kendis 50
202458 She's The Daughter of Mother Machree, Ernest R. Ball 50
METROSTYLE THEMED (88 NOTE).	
302326 Abroad on Broadway, Medley Overture, Arranged by H. A. Wade \$1.00
302312 A Dazzler, One-Step Medley, Arranged by H. A. Wade	1.00
302246 Beatrice, Fox-Trot, Arranged by H. A. Wade 1.00
302252 C.O.D. (Come on Dance), One-Step, Mel. H. Kaufman 85
80023 Concerto, Op. 11, E minor, Part I, Frederic Chopin 90
302244 Concerto, Op. 11, E minor, Part II, Frederic Chopin 75
302174 Day at West Point, Descriptive Fantasia, Theodore Bendix 1.00
302294 Girl in Dixie in the Days of 1860, One-Step, Bob Yocco 45
302286 Girl Who Studies, Selection, Briquet and Philipp 30
302242 In Monterey, One-Step, Nell Muret 30
302262 March of the Allies, Arthur W. Hughes 30
302258 New York Hippodrome March, John Philip Sousa 50
302164 Played by a Military Band, Halsey K. Mohr 45
302268 You'd Never Know What Old Town of Mine, Fox Trot, Walter Donaldson 45
METROSTYLE THEMED (Popular Edition) 25c. each.	
6262 Little Bit of Heaven, Where They Call It Ireland, Waltz, Ball.	
6262 National Defense March, Thompson	
6262 Paloma, In. Sebastian Yradier	
6258 Royal Canadian March, Wellesley	
6254 Springtime Fancies, Hosiatain Waltz, Ross	
6256 When It's Moonlight on the Mississippi, One-Step, Lange	

LOST-TWO PIANO, ONE ORGAN.

C. W. Lindsay, Limited, 189 Spadina Street, Ottawa, desire information as to the present location of Palmer Piano No. 2921, Dominion Organ No. 17270, Bord Piano No. 22899. Tuners are requested to note these numbers and if located report same. A reward will be given in each case for correct information.

SMALL GOODS SALESMAN WANTED.

This is a good opportunity for a bright and progressive young man with some experience in retailing small goods. Apply by letter or in person to The R. S. Williams & Sons Co., Ltd., 145 Yonge St., Toronto.

PHONOGRAPH SALESMAN WANTED FOR OTTAWA.

We have a good opening in Ottawa for a live phonograph salesman interested in his business and who can "deliver the goods." R. S. Williams & Sons Co., Ltd., 145 Yonge St., Toronto.

TOOLS FOR SALE.

Pianomaker now unable to work owing to blindness offers his complete kit of tools for sale. Case is strongly made with interior veneered in cherry. Tools are in good order. A second cabinet of tools that would interest a case maker is also offered for sale by the same advertiser. Apply to George Sanderson, 115 River Street, Toronto, or in care of Canadian Music Trades Journal, 56-58 Agnes Street, Toronto.

PIANOS WANTED.

A South African manufacturers' agent seeks agencies for the sale of Canadian pianos, and would like to receive catalogues and quotations on a 5 per cent. commission basis. Apply quoting reference No. 1273, to Secretary Canadian Manufacturers' Association, Toronto.

WANTED.

Readers wanted to advertise their wants in the Journal. If you want a man. If you want to sell out. If you want to buy a business. If you want to sell second-hand goods to other dealers. If you want to buy second-hand goods from other dealers. If you want to locate a lost piano, advertise in

GOURLAY STAFF BANQUETED BY THE FIRM.

Factory Department Heads, Toronto Selling and Accounting Staffs Guests of Directors of Gourlay, Winter & Leeming, Ltd. Presentation to President.

To bring together in a social way the heads of the manufacturing departments and the members of the Toronto selling and accounting staffs the directors of Gourlay, Winter and Leeming, Ltd., tendered a complimentary dinner on the evening of December 30th. Mr. R. S. Gourlay, president of the firm, desired also to express to the men, whose enthusiasm and loyalty he has been so successful in enlisting, his personal thanks and assurances of appreciation.

Several of the men present had been in the continuous employ of the firm for twenty-five years, while others dated their business and personal relations with Mr. Gourlay over a period of thirty years.

At the close of the business day the officers of the company and their guests assembled at the Board of Trade banquet hall, where the tables, arranged in a hollow square, were beautiful with floral decorations. The room was decorated in keeping with the occasion and the season.

It was appropriate that the programme at a gathering of makers and distributors of harmony should be largely musical. The ever-happy George Butt looked after this. The addresses were short and snappy, interspersed with vocal selections and musical numbers from the song sheet in which everybody joined. Mr. A. F. Howells, "the man from the golden west" was generous with his skill on the violin. Fred Shuttleworth, composer of "Be British" and other patriotic numbers, played the accompaniments on a Gourlay, which had been hoisted the twenty stories for the occasion. A vocal selection by Mr. George Taylor who has been one of the "boys" on the Gourlay staff for twenty-five years received the decided approval of his audience.

When cigars had been lighted following the service for which the Board of Trade steward has made a reputation Mr. R. S. Gourlay, president of the firm, who occupied the chair, in a short, happily worded address told the "boys" of the delight it gave him to have them as guests, under such pleasant circumstances. He referred to the greatly improved business conditions, and to the firm's Christmas trade, which had eclipsed all records, and was only made possible through the cheerful willingness, ready co-operation and enthusiasm of the staff. The spirit of unanimity also prevailed in the factory where every man was a volunteer for overtime if his particular work was required for the fulfilment of an undertaking of the house to "deliver the goods." The spontaneity of the men in volunteering for overtime work, regardless of the hour, when overtime was necessary to get the business, he particularly appreciated. Mr. Gourlay also emphasized the extreme pleasure of their being present men who had been connected with the house since its establishment twenty-five years ago, and still others whose relations went back even beyond that time. In concluding his remarks Mr. Gourlay put the meeting at the disposal of the company to call

on any speaker or artist they wished to hear from, or to suggest any number on the song sheet they wanted.

Mr. W. R. Winter promptly took advantage of this general invitation. He aimed his remarks directly at the astonished chairman, who did not know that a presentation was part of the programme. Following his personal expressions of regard and esteem for Mr. Gourlay and the appreciation of all of them for his courteous consideration at all times, he asked Mr. Gourlay to accept from them a set of "Chronicles of Canada," a wholly made-in-Canada work.

The presentation was feelingly acknowledged after the company ceased "For He's-a-Jolly-Good-Fellow", cheering and tigering their president, and Mr. Gourlay assured the boys that of all the gifts ever presented to him, and some of those by large and important organizations, none would be more heartily prized than this one.

The Fifty-Thousand Club was the basis for a short talk by Mr. Albert H. Gourlay, factory manager, who had been requested to give some of his time in placing the objects of this worthy organization before the men not only in his own firm's factory, but in adjacent factories. He explained the purpose of the fund in taking care of widows and children of soldiers. He did not ask subscriptions, leaving the matter entirely with the men. Later in the evening the list was returned with every line on it carrying a signature.

Reference was also made to the fact that one of the number, Donald Stevenson, had enlisted, and would shortly leave to commence training for active service. As his name and accent would suggest Mr. Stevenson chose a kilted regiment.

Mr. Sanford Leppard of the tuning staff readily responded to the demand for a song. Mr. Leppard made a feeling tribute to the head of the firm with whom he had been associated for twenty-five years, being one of the firm's first two employees; and to his fellow-workers. Though without the advantage of eyesight, Mr. Leppard is a striking example of optimism, and many thousands of citizens under whose observation he has come during his long and honorable career in Toronto have been impressed by his always cheerful countenance and voice, and intelligent interest in current events.

Mr. Hamilton, head of the belying department, worked on the first Gourlay piano made. George Taylor, who is one of the firm's quarter century boys, promptly responded to an invitation to sing for the rest of the boys. Dr. Doward, whose personal friendship with Mr. Gourlay goes back over a period of over forty years, extended congratulations on the success that has attended the firm's reorganization.

George Hudson, one of the oldest employees, and Mr. Brown, known as "Doctor of the Derelicts," being head of the repair department, were in turn called upon by some of those present, to "say something," as was Mr. Boland, "the lustre man"; Mr. Iglestrom, tone-regulator, who has grown up with the firm, in whose employ his father was when he died.

Mr. Wm. Shaw in charge of the Angelus department invited the tuners to consider himself and his department always at their disposal. Any suggestions or ideas that presented themselves he desired they promptly take up with him, so that together they could work out

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any problems to the advantage of both, as well as in the interests of the house and the customer.

Mr. Howells was invited to respond for the lady members of the staff who were present, which he most gracefully did with a violin solo.

Mr. E. A. Breckenridge, secretary, emphasized to his audience the place of the financial department in a business, and the necessity of keeping collections up always. The collection department had to work hard under favorable trade conditions, as well as under adverse conditions. Upon the activity of the collection department depended much of the success of any firm.

Mr. Grant for the phonograph department told the boys that he wanted their interest, and any business they could turn to him, even if only for a single record. Mr. Rainer, whom the boys have dubbed "Mr. Edison," also spoke on behalf of the phonograph department, as did the accompanist of the evening, Mr. Shuttleworth.

Other speakers were Mr. McGregor, Mr. Clark, Mr. Dyce, Mr. Atton, Mr. Robinson, Mr. Russell, Mr. Mably, Mr. Wingrove, Mr. Preston, Mr. Otton, paymaster, whom the boys always like to see and the vice-president, Mr. D. R. Gourlay, whose motto "Enthusiasm inspired by service" has been a winner since the reorganization of the company. The vice-president's terse remarks and examples of this spirit in the organization since he took complete charge of the sales forces, was in evidence in the dinner arrangements under his care, as well as the year's splendid business record.

The only outsider of the evening, Mr. J. A. Fullerton, of the Canadian Music Trades Journal, acknowledged the courtesy to himself and the Journal in the invitation to the family gathering. He was impressed with the spirit of unanimity, good fellowship, enthusiasm and cooperation that existed in the Gourlay organization, and which was positive assurance of a product up to the standard and ideals of the firm. He had heard the head of the firm refer to the high standard of the men in the plant, and express his pride in the clean-cut, intelligent workers always striving to do their part still better. He predicted an era of unprecedented prosperity and expansion ahead of the firm of Gourlay, Winter and Leeming, Ltd., under the generalship of Mr. R. S. Gourlay assisted by a splendid staff of officers.

The meeting then broke up after singing Auld Lang Syne and the National Anthem, and the first annual gathering of the heads of departments of "The House of Service," had become a pleasant memory.

TRADE NEWS BRIEFS.

The trade friends of Mr. Frank Stanley, Toronto, learn with regret of the illness that has confined him to his home since before Christmas. While seemingly in good health he was compelled to relinquish his activities at the busiest season of the year, being threatened with a nervous breakdown. His doctor prescribes a complete rest from business cares and worries.

Mr. H. Pouwels, formerly with J. J. H. McLean, Ltd., of Winnipeg is now on the Toronto selling staff of the Nordheimer Piano & Music Co., Ltd. Mr. Pouwels is a player enthusiast and is one of the few skillful player demonstrators in the country. He is an accomplished organist and pianist. At the Nordheimer

Saturday afternoon recitals Mr. Pouwels plays the accompaniments on the player piano.

Mr. F. A. Trestrail, advertising manager of the Williams Piano Co., Ltd., Oshawa, accompanied by Mrs. Trestrail, visited their old home town, New York, during the holidays. Mr. Trestrail mixed in considerable business with pleasure more particularly in connection with export business which is receiving a large share of the Williams Piano Co.'s attention. "Broadway's bright lights and attractively dressed windows are just the same," said Mr. Trestrail referring to the "Great White Way."

At the municipal elections on New Year's day the citizens of London showed good judgment in electing Mr. W. N. Manning of the Sherlock-Manning Piano and Organ Co. to the Board of Education. Mr. Manning has always taken an interest in this branch of public welfare, particularly as it relates to technical advancement. In the election he polled the highest vote of any of the new candidates, though soliciting no votes nor giving any time to electioneering.

"Everything in the shape of a finished piano cleaned off the floors at both factory and warehouses," was the way the Newcombe Piano Co. referred to Christmas trade. Mr. T. J. Howard, manager of this firm, who enthuses over the selling end of the business perhaps more than any other branch of it, though a thoroughly practical man, looks for favorable trading conditions this year. Already Newcombe dealers are showing evidence of much greater confidence.

A new Haines Bros. player has just been introduced by the manufacturers, the Foster-Armstrong Co., Ltd., Toronto and Berlin. This is a Louis XV design somewhat similar to their Louis XV De Luxe but with less carving. Mr. J. W. Woodham, manager of the Foster-Armstrong Co., is quite pleased with this latest product of their factory which has already received substantial endorsement of the dealers.

Mr. John A. Croden, general manager Williams Piano Co., Ltd., Oshawa, has returned from a nine weeks' tour of the trade in Western Canada. Like other visitors from the east Mr. Croden speaks enthusiastically of the courteous treatment accorded by the western dealers that he visited, from a business standpoint he was satisfied with his trip. He has now visited the extreme east and west in the interests of his firm.

The retail store occupied by the Bell Piano & Organ Co.'s Toronto branch at 146 Yonge Street has been vacated. Offices and sample rooms have been secured in the new Ryrie Building at the corner of Yonge and Shuter Streets where Mr. H. E. Wimperly and his assistants are handling the collections. Mr. Wimperly has taken over the Bell agency for Toronto, as stated elsewhere.

The first item of business for the new year on the docket of Mr. E. van Gelder of I. Montagnes & Co., Toronto, was a visit to New York. Among the matters requiring his attention there was the hustling along of shipments of Sonora phonographs, for which line the firm have the Canadian representation. The firm also report greater activity in general lines of musical merchandise.

ASCHERBERG HOPWOOD & CREW, LTD. A List Worth Your Trial

SONGS

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

DANCE AND PIANOFORTE

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

PATRIOTIC SONGS

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

A Special Number
MATE O' MINE Percy Elliott
OF ALL MUSIC SELLERS OR

16 MORTIMER ST., LONDON, ENG.

Canadian Agent, LEO FEIST, 134 W. 44th St., New York

Special Announcement

Owing to general request, FREDERICK DRUMMOND'S
Popular Song-cycle

Songs from Love's Garden

No. 1	"The First Spring Day"
No. 2	"In Violet Time"
No. 3	"Roses for You"
No. 4	"Summer Begins"

Have now been issued in three keys, i.e.,

Low Voice Medium Voice High Voice

Price 3/- Net Cash

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PUBLISHERS OF

DOROTHY FORSTER'S Popular Songs FREDERICK DRUMMOND'S Popular Songs

Come—for it's June	Dawn Skies
A Wild, Wild Rose	Home that is Calling
Your Daddy was a Soldier	The Lover Hills
A Little Home with You	Dear Clinging Hands

THE BEST NOVELTIES
OF THE SEASON

Bosworth Edition.

THE BEST NOVELTIES
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TENDER APPEAL - - -
GLAD DAYS - - -
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Piano Solo.
Violin and Piano.
Orchestra.
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Orchestra.
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KEEP UP YOUR STOCK (in great demand): "Rendezvous," "Hearts and Flowers," "Parfum de Rose,"
"Plainte d'Amour."

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Contains 256 pages of valuable Copyright and Popular Works. The most attractive Album ever offered to the public.
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Music paper
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If you are looking for good teachable pieces by MODERN COMPOSERS OF REPUTE, who write under their own names and have given of their best as to form, tune, &c., ask your Dealer for Bosworth's Thematic Lists of carefully graded Pieces and Shilling Albums

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

Merchandise and Sheet Music

AMOUNT OF STOCK NECESSARY FOR A SHEET MUSIC DEPARTMENT AND TIMELY SUGGESTIONS FOR THE OPERATING OF SAME.

By S. Ernest Philpitt, General Manager American Music Stores.

THE question so often asked, "What stock is necessary in the opening of a sheet music department?" has proven a most perplexing problem, and especially so unless one is thoroughly conversant with the local conditions—the general interest manifested in music; whether one intends to cater mainly to the popular, or to the teaching and standard trade; and if the department is to be operated in connection with a recognized music establishment, a department store (and in this instance, what section of the building). Also it is important to consider the population of the city, and know in how close proximity it is to a larger city where there may be greater musical interest manifested, and last, but not least, who is to personally conduct the department, and be responsible for its upbuilding, and what relation such person may have to the department, as to proprietor, store manager, department manager, or sheet music clerk.

Population.

In many cities of approximately 100,000 population, it is possible to open a first-class music department, with a well-selected stock, for less than \$4,000. If the same department is located in a department store, the same volume of business may be enjoyed with a stock of less than \$2,000. This is due to the fact that in a department store from 40 to 60 per cent. of the sales are creative, whereas in the music store not enjoying the same number of daily visitors, at least 75 per cent. of the goods are sold on demand. This also depends largely upon the person in charge, local competition, and applies to cities east of the Rockies, Western cities requiring larger quantities due to time required to replenish stock, once sold.

Increase First, Second, and Third Year.

The above rough figures will cover a first-class stock, if properly selected, to start with. However, the average stock as carried in most departments will increase at least 25 per cent. the first year, and 15 to 20 per cent. the second and third years. After the third year, the department stock should be kept down to the minimum under proper management, and the depreciation should not amount to over \$500 if properly inventoried from year to year.

Depreciation at Inventories.

Many dealers are accustomed to purchasing music in large quantities periodically. Considerable of this stock is placed in the regular wrappers, not having the proper system for the carrying of a duplicate stock, resulting

in a quantity of surplus stock, which must necessarily suffer a decided depreciation from year to year. On the other hand, a standard stock properly handled should not depreciate over 20 to 25 per cent. per year. If the average dealer will deduct 25 per cent. from the net cost of this merchandise upon inventory each year, he will have a better idea as to depreciation, and in the deducting of this loss, yearly, it will bring him to a full realization of the manner in which his stocks are being carried, and will have a tendency to cause him to be more rigid in his daily, weekly, or at least monthly inspection of all stock, to see that goods are working out within a reasonable period.

Periods of Recording and Inspecting Stock.

Music stocks, to be properly handled, should be invariably wrapped when received, each subject and key in a separate wrapper, upon which a complete record should be kept of any and all copies as received, the date, and cost and selling price. The stock once having been arranged as above, if the dealer will go through not less than five boxes each day, he will have given a minute inspection of his entire stock every couple of months (this depending upon size of stock—if very large, it will naturally necessitate going through more than five boxes daily). In this manner, he has an opportunity of reviewing the record upon each wrapper, and a popular number which he notices has not sold one copy in three months, it will enable him to remove from the wrapper, and place the popular issue upon a work-off bin. A standard number can be taken care of in the same manner, excepting that due to the more staple merchandise of the standard catalogs, it is wise to carry at least one copy of any standard print in stock, if necessary, for a year without a sale. Only too often a standard number is featured in some city, and if the dealer had but one or two on hand to meet that immediate demand, a number of sales would result from re-orders on same. Failing to fill the original demand, however, he is unable to enjoy the additional demand, as probably his competitor has already taken care of it.

Sales Lost.

If the dealer will tabulate a complete list daily of each and every number called for and not found in stock he will be surprised at the total volume of business he is missing daily, which when totalled per month is simply appalling.

If a stock is followed up systematically, one need not hesitate to wrapper most any number, as it is the easiest way of disposing of a number once it has been received, with the assurance that if it does not sell, the daily, weekly, or monthly inspection will catch up with it within a given period, and be able to throw out upon the counter, into the work-off bins, re-recommend it to the public, and sell, thereby recovering the original investment and your profit besides.

Accumulation of Dead Stock.

The greatest losses of music departments are due to too much music being placed upon the shelves, with no systematic method for the culling out of same, and as a result, many music departments of old established firms have been found to have purchased within 10 per cent. at wholesale rates, of their entire retail output. This is especially so in the instance of many piano

Imperial, Ideal and Sterling Band Instruments, Guitars, Mandolins, Banjos, Mouth-Organs, Imperial Strings and Rosin.

IMPERIAL EDITION OF 50c. MUSIC BOOKS are the very best value obtainable. You need a good stock of these all the time. They sell steadily twelve months of the year

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Order all goods from us—Only one bill for freight or express

We are exclusive agents for Canada of **Tru-tone** Needles. Put up in attractive tin boxes of 200, five boxes in a carton ready to hand the customer at \$1.00. It gives him five variations in tone—and you a good margin.

Also **Imperial** Needles in envelopes of 100, loud, medium and soft. **Ideal** Needles in tin boxes of 300—medium tone only.

Write for samples and liberal dealer discounts.

Whaley, Royce & Co., Ltd.

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BELL BRAND HARMONICAS

"MADE IN AMERICA"

Have won a national reputation because of their remarkable and durable qualities. They are not the best merely because they are American made, the only harmonicas made on this continent, but they stand competition with the products of the world, embodying the very best musical qualities and workmanship.

**THE NATIONAL
MUSICAL STRING CO.**

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dealers, where they have conducted a music department, and are willing to sustain the slight loss, due to the piano sales which might result from their music department.

New Issues.

When new issues are received (standard and teaching material), the number once wrapped, wrapper should be filed for a reasonable period with empties, and the new issue copies circulated among teachers or students that may be most interested in that particular class of publication. By so doing, this publicity will result in many sales, after which the wrappers are re-filled, and placed in regular stock to meet further demand. Many dealers who wrapper new issues and place in stock without due publicity, fail to enjoy the sale that naturally results therefrom.

Canned Music.

The above condition was pretty general up to a few years since, whereupon the entry of the talking machine industry many piano dealers considered the talking machine line to attract patrons to their establishment and at the same time yield a greater profit, which resulted in many dealers throughout the country discontinuing sheet music and confining their efforts to the sale of pianos and talking machines only. Inasmuch, however, as statistics prove that there is a greater amount of sheet music sold to-day than ever before, the next problem is, Through what channel is this business being enjoyed? One would naturally reply, The 10-cent stores.

Lack of Foresight.

Upon the Ten-Cent Stores becoming interested in the handling of sheet music, it naturally opened a vast field for the popular publisher, one unheard of in previous times, and even though many of these ten-cent store departments were doing little or no business, for some few years there was quite a business afforded the publisher, due to the mere stocking up of these various departments, and as the ten-cent stores became more numerous, many dealers discontinued the popular music entirely, after which they found there was not sufficient volume of business in their community upon teaching and standard prints alone to longer warrant their investing the money, time and attention required for same, which finally resulted in so many dealers entirely eliminating sheet music from their establishments.

Ten-Cent Store Evil.

However, in the last few years the Ten-Cent stores have shown a tendency to exploit the smaller and local publishers' prints to a greater degree, which has deprived the recognized popular publishers of the real publicity upon their newer prints, until it has almost reached a stage where the Ten-Cent syndicates insist upon a publisher making a number before they become interested. This, together with the demand for lower prices, has made the position of many publishers untenable, and is mainly responsible for the many failures among the popular sheet music publishers in the last two or three years.

Evolution of the Industry.

As a result of this evolution of the sheet music industry, there is now a sure indication of a "survival of the fittest," as is evidenced by the fact that many of the English houses have opened up their own

branches in this country, and are making a study of the semi-classic situation, resulting in these houses having enjoyed tremendous sales upon numerous foreign prints, which, while they are classed as semi-classic or standard prints, have assumed a popular nature, due to volume of sales; and as the trade has been saturated with most every form of ragtime for the past fifteen to twenty years, the past season would indicate that the public were fast becoming more interested in the better class of music, which resulted in a number of big hits being created by many of the popular publishers. This, together with the fact that dealers are organizing, and getting in closer touch with publishers, and many publishers having shown a spirit of co-operation, the dealer and publisher are now both being benefited, due to this closer co-operation, and the study of one another's interests.

The Future.

Present indications are most promising that there are better times ahead for all dealers interested in the sale of sheet music and musical instruments, especially dealers willing to give time, attention, and invest a fair amount of capital.

EDUCATIONAL WORKS BY STEWART MACPHERSON.

Review of three books published
by Joseph Williams, Ltd., London.

There is an interesting group of books on Educational subjects by Stewart Macpherson, professor of Harmony and Composition in the London Royal Academy of Music, who is also responsible for the analytical edition of Beethoven's Sonatas now on the market.

Music and Its Opportunities: is a work primarily for the amateur designed to show the music-lover how much is lost to him if he is content to regard music as a more or less agreeable sensation. Many listeners at a musical programme hear only the tune and have no realization of the inner parts of the harmony. This splendid little volume which is profusely illustrated with musical examples should incite the lover of music in just a general way to a deeper study of the meaning of the masters who have written for our pleasure.

In one of the opening chapters dealing with the requisites for true listening an important note is struck in the explanation of the difference between bald repetition and true development. "There is just the same contrast between the two" says the author, "as there is between a poor speaker who keeps repeating the same word or phrase with futile emphasis and the man of real eloquence who follows a train of thought no less closely but manages constantly to cast his ideas in new phraseology and fresh figures of speech, so that the variety of what he says is quite as striking as its fundamental unity."

Another particularly good chapter is the one on the instruments of the orchestra, intended to show the distinction in the tones of the various instruments in modern use and to indicate means by which the amateur listener may identify their tone-colors.

Form in Music: An idea of the basis of this work which is an extremely able and informative production may perhaps be best gathered from this brief extract

A PARCEL OF
SELECTED SAMPLES

DANCES—

New Moon (Intermezzo) Montague Ewing
Dance of Delight (Prize Waltz) . . . Gramina Brine
The Early Bird (Fox Trot) Norman Kennedy
Lace and Lavender (Intermezzo) Guy Jones
The Fireman's Frolic (One-step) M. Craske Day
The Girl in the Box (Waltz) C. B. Yearsley
Paddy's Outing (Irish Two-step) P. C. Holiday

SONGS—

One Voice Alone C. B. Yearsley
Summer Gladness Harold E. Scott
Love of Mine Hilary Vaughan
Wert Thou the Sun Oswald Anderson
The Summer is Sweet Herbert Matheson
One United Front Chas. Bradwell
Your Love for Me Frank Rex

To the TRADE: These 14 copies will be mailed post free, for \$2.00.

We commend our offer with the utmost confidence, believing that dealers will find a ready market for each of these numbers.

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WE have had a very big demand for Mandolins, Banjos, Guitars, Ukuleles, etc. The Flat Mandolin is in great demand, and we have a big variety of these.

We shall be glad to submit samples and prices.

The enormous increase in our violin case department in 1915 assures us we are giving the best value. We have just received some half dozen new designs in these.

We are up to the minute in all musical lines.

Quick despatch service our speciality.

**STANDARD BOOKS THAT
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Bellairs' Pianoforte Primer

A modern method for piano used and endorsed by many leading teachers, schools and colleges. The aim of this primer is to eliminate mechanical drudgery and to encourage the young student to take real pleasure in this branch of study.

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Arranged upon a Rhythmic Basis. A splendid work for teachers, to aid students in developing the sense of Rhythm simultaneously with technical facility from the very outset.

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By one of the world's leading vocal teachers.

**Geehl's New School Progressive
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In six books. A very useful work.

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By Orlando Morgan.

Six books of piano material carefully graded in order of difficulty.

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Offering proven recipes for acquiring the "art of presentation in song," and general "deportment in singing."

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The most complete book of the kind on the market.

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For Violin—used by all leading violin teachers.

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Somewhere in France Herbert Ivey
Canada, Fall In Edward W. Miller
Don't Forget Rev. J. D. Morrow
Archie's in the Flying Corps

J. C. Fetherstonehaugh
Our Own Canadian Boys Dorris A. Wilbers
Canadian Highlanders Ernest R. Bowles
Admiral's Broom F. Bevan
Heroes and Gentlemen F. Peskett
Come, Sing to Me Jack Thompson
Little Red House on the Hill La Touche
Somewhere a Voice is Calling Tate
We'll Never Let the Old Flag Fall
Canada's Greatest Song Success. 70,000
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Edwin Ashdown, Ltd., Enoch & Sons, Leonard & Co.,
Elkin & Co., J. H. Larway and other houses

from chapter 1: "It is an axiom that every object of nature, and consequently every work of art, must have some sort of intelligible shape or form through the medium of which it reaches our mind and senses. This is true whether we are considering a planet, or a cathedral, or a miniature, or a Shakespeare drama, or a simple ballad. In music the need for clearness of form is even more urgent than it is in literature, which apart from the design of the whole work, individual sentences, or even individual words contain some sort of meaning in themselves, simply through their being the recognized expressions or description of certain ideas and objects familiar to us in our daily life. Such, however, is not the case with music. No one particular set of notes can ever be said to represent either a concrete object, or an abstract idea, except by an arbitrary act of will on the part of composer or listener; hence it is that music unallied to words must largely depend for its intelligibility upon questions of form. The evidences of form in music are various but they can have the common object, just alluded to.

The author then goes on to enumerate the various evidences of form, and to treat the various subjects in a concise and very helpful manner. Like in the former work the author is very generous with musical examples by way of illustrations.

Practical Harmony: A third Macpherson book is a concise treatise to set forth in comprehensive yet terse style the principles of harmonic combination and progression as exemplified in the works of the great masters. The contents are in three divisions: Diatonic Harmony, Chromatic Harmony and Harmonization.

BEARE & SON MANAGER MAKES INTERESTING OBSERVATIONS.

In conversation with Mr. S. A. P. Clarke, Canadian manager of Beare & Son, the Journal was given a brief resumé of conditions, as viewed from that gentleman's standpoint. Mr. Clarke just returned to Toronto headquarters at the end of December from a several weeks' trip through the western provinces. "The West is more substantial than ever," said he. "Those dealers now ordering have weathered a crisis thereby proving their stability and are now only buying what goods they are sure of selling and what they can pay for."

He intimated that almost everywhere there was a noticeable revival in the use of the smaller musical instruments, a goodly portion of this stimulus being due to the raising of new military bands all over the country.

"The talk of increased prices is no idle report," continued Mr. Clarke. "I had a recent letter from England in which it was stated that the snallest advance in small goods prices had been 75%, while in numerous cases it was a 300% one. Retail dealers who did not advance their prices earlier will be forced to make a very large one." One result of all this Mr. Clarke pointed out was that the Canadian public would never return to any extent to the buying of the very cheap goods.

As to their own business he said the Beare & Son staff started out in 1915 with one aim—to increase the house's trade no matter what difficult conditions might

present themselves and their aim was more than surpassed. With the vision of a clearing horizon Mr. Clarke furnishes a good example of an untiring worker whose enthusiasm is the result of real optimism. He expressed the wish that 1916 would be a prosperous one for the trade as he confidently believes it will be.

A FINE POINT OF DISTINCTION.

The Board of General Appraisers in the United States sustained the claim of a Chicago firm that metal triangles used in orchestras and bands are not "musical instruments." The judge disregarded the Government's contention that the triangles are catalogued and sold as musical instruments. He maintained that a sound such as produced by the triangles in controversy might be had by striking an ordinary piece of steel or metal. With reference to the Government's claim the General Appraiser said: "A whistle imitating the notes of a bird might as well be called a musical instrument."

NEW MUSIC Copyrights entered at Ottawa

31038. "On the Trail to Santa Fe." Words by Gus Kahn. Music by E. Van Alstyne.
 31039. "Bring Along Your Dancing Shoes." Words by Gus Kahn. Music by G. Le Boy.
 31040. "Bonnamy Waltz." By Merle Von Hagen.
 31041. "The Humoreske Waltz." By Dvorak-Danmark.
 31042. "An Old Fashioned Garden in Virginia." Words by Marion Sunshine. Music by H. J. Marshall.
 31043. "Meet Me When I Come Back Home." Words and Music by Clara Hesse and Richard A. Whiting.
 31044. "When I Come Back to You." Words by Arthur J. Lamb. Music by J. Anton Dalley.
 31069. "We'll Soon be Back to Erin." Words and Music by Cal. H. Witts. Arranged by Julius Brazil.
 31062. "Peace to the Souls of the Heroes." Words by T. Hackley. Music by Frederick Shultsforth.
 31066. "Only a Private." By Andrew Templeton. Andrew Templeton, Toronto.
 31070. "When We March Into Berlin." Words by Beth Lord. Music by Dorothy Swan. Arranged by Julius Brazil.
 31074. "Phrynette—My Moonlight Maid." (L'Amante de Mon Reve.) Paroles de R. Brisson. English words by R. Baxter. Musique de Louis Payette.
 31076. "Rose of Dreamland." Words and Music by Dougan and Dougan. Wilson T. Dougan, Vancouver, B.C.
 31093. "Till Belgium's Wrongs are Righted." Words and Music by John Adamson. Anglo-Canadian Music Publishers' Association, Limited, London, Eng., and Toronto.
 31094. "Goblins." Grand Galop de Concert. By Harry J. Lincoln.
 31095. "Christmas Chimes." Reverie. By F. W. Vandorlandt.
 31096. "I'll Not Forget You Soldier Boy." Words and Music by Albert E. MacNutt. Anglo-Canadian Music Publishers' Association, Limited, London, Eng., and Toronto.
 31097. "The King Needs You." Patriotic Recruiting Song. Words and Music by Henri Kew Jordan. Anglo-Canadian Music Publishers' Association, Limited, London, Eng., and Toronto.
 31111. "I'm Only a Khaki-Clad Soldier and I Hail from Old B.C." Words by Harry L. Shaw. Music by George W. Chalmers, Vancouver, B.C.
 31115. "Little Girl in Belgian Blue." Words by Florence M. Benjamin. Music by Jules Brazil. Anglo-Canadian Music Publishers' Association, Limited, London, Eng., and Toronto.
 31116. "There's a Fight Going On, Are You In It?" Words and Music by Herbert Kohler. Arranged by Jules Brazil. Anglo-Canadian Music Publishers' Association, Limited, London, Eng., and Toronto.
 31118. "Langemarch." Solo Quartette for Male or Mixed Voices. Words by Andre Fissiault. Music by Cecil Birkett. Andre Fissiault, Ottawa, Ont.
 31119. "I Love You Canada." Words and Music by Kenneth McLenis and Morris Manley. Musgrave Bros. Toronto, Ont.
 31120. "We'll Fight, Fight, Fight." Words by E. R. Craven. Music by N. Fraser Allan. Empire Music and Travel Club, Limited, Toronto, Ont.
 31121. "Follow Us Along." Recruiting Song. Words and Music by Ada Beard and N. R. Carruthers. Empire Music and Travel Club, Limited, Toronto, Ont.
 31125. "Home to the Elks." March and Two-Step. P. Venata, London, Ont.
 31127. "On the Fighting Line." Words by C. R. Tuttle. Music by C. J. Matthews. Tuttle-Matthews Music Co., Toronto, Ont.
 31132. "You Bet Your Life We'll Go." Words by E. R. Craven and Music by Rev. J. D. Morrow. Anglo-Canadian Music Publishers' Association, Limited, London, Eng., and Toronto.

Rose—Are you fond of music, Henry?

Henry—Not very; but I prefer it to popular songs.

"The Perfect Song"

By Joseph Carl Breil

is the Love Strain or Theme, and is the only published number from Mr. Breil's Incidental Music to D. W. Griffith's

"THE BIRTH OF A NATION"

The music is by the composer of

"THE SONG OF THE SOUL"

which had such a big sale in Canada.

We anticipate an enormous run for

"THE PERFECT SONG"

inasmuch as owing to the large number of theatres in all sections of the country at which

"THE BIRTH OF A NATION"

is being shown, thousands of people will hear the music and will become acquainted with its seductive and contagious melody.

"The Perfect Song"

is published as for

Song (3 keys)	60c.
Piano Solo	60c.
Violin and Piano	75c.
'Cello and Piano	60c.
Small Orchestra and Piano	65c.
Full Orchestra and Piano	90c.
Band	50c.

CHAPPELL & CO., Limited

347 Yonge Street, Toronto

LONDON NEW YORK MELBOURNE

AFFAIRS AT 237 YONGE.

Every department at Whaley, Royce headquarters is reported going full blast. The music printing department is keyed up to the limit in an endeavor to turn out all the work offered. The formation of military bands all over the country is reflected in the band instrument, bugle and drum department, which is very busy. The firm is also pleased at the manner in which 1916 has started out with a strong, steady demand for their edition of Imperial 50-cent music books which maintained such a fine record throughout last year.

Customers of Whaley, Royce & Co.'s retail department are glad to see "our Scotch friend," Mr. Malcolm F. Woods, back behind the counter again. Three years ago Mr. Woods joined the R. S. Williams & Sons Co. selling staff but recently resigned his position as player demonstrator to return to the Whaley, Royce firm. Mr. Woods is a skilled musician and thoroughly versed in music publications.

BOSWORTH MANDOLIN MUSIC SUCCESSES.

From their lists of mandolin, banjo and guitar music Bosworth & Co., London, have chosen for special mention these numbers that will appeal to Mandolin players: Alotter's "Rendezvous" (King Edward's Favorite), Czibulka's "Songe d'Amour," Tellier's "Plainte d'Amour," Czibulka-Tobani "Hearts and Flowers," Zeller's "Nightingale Waltz," Wagner's "Double Eagle March." These are with 2nd mandolin, mandola and guitar; all with piano accompaniment.

THE MUSIC OF THE BIBLE.

To those who enjoy delving into the past a most interesting book is "The Music of the Bible," with an account of the development of modern musical instruments from ancient types by John Stainer, M.A., Mus. Doc. This work treats the subject under four headings: stringed instruments, wind instruments, instruments of percussion and vocal music. The description of the early instruments are so informative that it is well worth anyone's while reading about them. References to the harp, guitar, flutes, horns put into concise form the history of these instruments as also the development of the dulcimer into the modern pianoforte and the evolution of the organ.

"The Music of the Bible" is published by Novello & Co., London, Eng.

Established 1852

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Musician's Demands

Satisfied in every way at our store. We have a most complete stock of String, Wood, and Brass Instruments, also a full stock of Sheet Music. Don't forget, too, our expert repairing.

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THE MONTH'S OFFERINGS BY ANGLO-CANADIAN MUSIC COMPANY.

"Two more Miniature Songs" by Godfrey Nutting, containing in one cover "My Dream" and "I Have Your Heart," for both high and low voices, is almost sure to go well in view of the success of the former miniature songs by this composer.

"Little Girl in Belgian Blue," another of Jules Brazil's products looks like a good seller. Its sentiment, though by no means new, is in a new form and is further evidence of Canadian talent.

Of a high order both musically and in the thoughts expressed is John Adamson's "Till Belgium's Wrong's Are Righted," founded on the much quoted words of the King, "We are fighting for a worthy purpose and shall not lay down our arms until that purpose has been achieved."

Three good Larway issues are "Silver-Cloud" (an Indian Maiden's Song), for piano, violin, organ or orchestra, by Albert W. Kettelbey, composer of "In a Convent Garden"; "Crimson Sunset," for piano, violin or orchestra, by J. A. Meale; and Charlwood Dunkley's song, "The Lovelight in Your Eyes," a taking number issued in four keys. Both "Silver-Cloud" and "Crimson Sunset" have artistic frontispieces in striking color combinations.

"Carry On," by Elsa Maxwell, producer of "Chimes," and Jack Thompson's "The Call to Arms," should climb high in the sales ladder for both are worthy of a place in every musician's music cabinet.

May H. Brahe, whose "Dewdrop Time" displayed much skill, is out with "As I Went A-Roaming," a song of considerable promise.

Neither Daisy McGeoch nor Easthope Martin need any introduction to music sellers. To the former credit is due for "Spring Flowers and Summer Roses," and the latter "A Song of a Smile," two songs the quality of which makes them welcome in Canadian musical circles.

Three Additions to 15-cent Songs.

"There's a Fight Going On, Are You In It?" a swinging patriotic song with the direct present-day appeal, arranged by Jules Brazil; "You Bet Your Life We All Will Go," a battalion marching song by the athletic parson of Dale Church, Toronto, composer of "Don't Forget," announced a few weeks ago; and a third war song, "I'll Not Forget You Soldier Boy," by the celebrated composer of "We'll Never Let the Old Flag Fall." Albert E. MacNutt; these are the latest additions to the 15-cent song series published by Anglo-Canadian Music Co.

Regarding the works of Mr. MacNutt, his "We'll Never Let the Old Flag Fall," which has reached the 70,000 sale mark in Canada, is taking on in Australia and is published in Britain by Enoch & Sons. Ten thousand copies of his "By Order of the King" have already been sold in Toronto.

"Good Luck!" and "The Grey Watch."

Lewis Barnes, composer of "The Joy Bird," is responsible for a creditable new song number entitled "Good Luck," to be sung brightly and well marked. The words of the opening stanza are:

I haven't got a shilling,
I haven't got a sou,
But I've got a bit of Shamrock
And I'll give it lad, to you.
And though it isn't worth much,
Yet I know that it can bring
The greatest gift in all the world,
Oft envied by a King:
You're going on a journey
And you'll need a heap of pluck,
So to cheer you when you're lonesome
Take my Shamrock just for luck.

P. J. O'Reilly, whose words find a place in so many of our good songs, is the author of the words in "The Grey Watch," a song tribute to the British Navy, having appropriate music by Donald Crichton. The refrain goes as follows:

For the ships are strong as they were of old,
And the men are the old, old breed,
And the soul of Drake is still awake,
To guard us in our need!
So here's to the west, where the bravest and the best
Still show how our ships are manned,
And a cheer for the men of the tor and the glen,
The men who guard our motherland!

Both these songs are Enoch & Sons publications and are handled in Canada by Anglo-Canadian Music Co.

TORONTO STRING QUARTETTE DO CREDIT TO CANADA IN PROGRAMME AT BUFFALO.

It is pleasing to read the Buffalo Courier's critics praise of the work of four Canadian musicians as follows:

"An exceptionally delightful musicale was given at the home of Mr. and Mrs. Walter Platt Cooke, before an audience of invited guests, by the Toronto String Quartette. This organization has played in Buffalo on two previous occasions, leaving a pleasant memory of its excellent achievements, but never has it been heard to such advantage as last night. The quartette comprises Frank E. Blachford, first violin; Benedick Clarke, cousin of Mr. Clarke, Canadian manager of Beare & Son, the violin and small goods house, second violin; Frank Converse Smith, viola, and Leo Smith, cello. All are performers of distinct merit on their individual instruments, and the ensemble is most admirable, possessing fine tone and intonation, unity and musical sympathy which can only result from unwearying concerted practice and the association of years, and a command of much beautiful shading and nuance. The players are young men, and they play with a quality of spontaneity and enthusiasm which makes their work doubly interesting.

"Space does not permit the well-deserved eulogy which could be written of each programme number. The brightness of the Haydn work, the warmth and beauty of the cello tone in the Chopin study, the irresistible rhythms of the Grainger Irish dance, the fine blending of the instruments in the Interludium, the vague and haunting fascination of the Debussy and the daintiness of the smaller pieces, all were musical

merits which commanded admiration in high degree. The Toronto String Quartette is an organization well worth hearing, and it is to be hoped that a public appearance this season may follow the private recital of last evening."

AT CHAPPELL & CO. HEADQUARTERS.

January stocktaking has become a matter of historical record and the staff look pleased.

Mr. W. J. Roberts recently received a letter from a former member of his staff, Mr. Horace Hillman, who is "somewhere in France" fighting with a Canadian regiment. Mr. Hillman objects to the expression "Sunny France," as it has proved to be anything but that for him. Rain and mud are more accurately descriptive. He told of how the boys at the front appreciate receiving music.

"Till the Boys Come Home," the great song success by Ivor Novello, is now available as a quartette for both male and female voices.

"Love Moon" from Ivan Caryll's success "Chin-Chin" is being published as a Fox-Trot.

Washington and New York audiences were generous in their praise of the new Victor Jacobi musical play "Sybil," in which the popular numbers were "When Cupid Calls," "Love May Be a Mystery," "I Like the Boys," "Lift Your Eyes to Mine," "The Colonel and the Crimson Hussars," "Girls Are Such Wonderful Things" and "Letter Duet." Victor Jacobi is known the world over for his former production, "The Marriage Market," which had such a big run and great predictions are made by several of the critics for "Sybil."

THE BIRTH OF A NATION.

Dealers in the following places and adjacent towns will be interested in the plans for producing the great "Birth of a Nation." This moving picture spectacle has made the book sell like wildfire and Chappell & Co. have published "The Perfect Song," by Joseph C. Breil, from the incidental music which promises to "go in a big way."

St. Catharines, Jan. 17-18-19; Niagara Falls, Jan. 20-21-22; Hamilton, Jan. 24-25-26; Brantford, Jan. 28-29; Stratford, Jan. 31; Feb. 1-2; St. Thomas, Feb. 3-4-5; Windsor (probably), week Feb. 7; Chatham, Feb. 14-15-16; Sarnia, Feb. 17-18-19; Strathroy, Feb. 21-22; St. Mary's, Feb. 23-24; Woodstock, Feb. 25-26; Guelph, Feb. 28-29; March 1; Collingwood, March 2; Midland, March 3; Parry Sound, March 4; Peterboro, March 6-7-8; Lindsay, March 9; Port Hope, March 10; Cobourg, March 11; Kingston, March 13-14-15; Smith's Falls, March 16; Brockville, March 17; Cornwall, March 18; Sherbrooke, week March 20; Montreal, week March 27.

Kamloops, Jan. 31; Revelstoke, Feb. 1; Vernon, Feb. 2; Kelowna, Feb. 3; Pentton, Feb. 4; Grand Forks, Feb. 5; Nelson, Feb. 7-8; Calgary, Feb. 10-11-12; Lethbridge, Feb. 14-15-16; Medicine Hat, Feb. 17-18; Swift Current, Feb. 19; Regina, week Feb. 21; Saskatoon, week Feb. 28; Battleford, Feb. 6-7; Prince Albert, Feb. 8-9-10-11; Brandon, Feb. 16-17-18; Winnipeg, week Feb. 20; and probably week of Feb. 28 in Port Arthur and Port William; week of March 6 in Sudbury, Sault Ste Marie and North Bay.

BOSWORTH & CO.

"Tender Appeal" (Byford), "Glad Days" (Berche), and "La Reine" (Durand), are three novelties in piano music announced by Bosworth & Co., London. This firm is also recommending dealers to keep up their stock of "Rendezvous," "Hearts and Flowers," "Parfum de Rose" and "Plainte d'Amour" which are found to be in great demand.

SOLO-ARTIST RECORDS AND SOLODANT ROLLS FOR JANUARY.

New Player Piano Music List by The Otto Higel Co., Ltd.

SOLO-ARTIST RECORDS—Hand-Played.	
502004	Beauty's Eyes (Tooti). Song \$ 70
501513	Love's Admirably (Mascaroni). Sacred Song 55
502054	Hymn Medley No. 5 70
	Introducing—(1) Lead, Kindly Light; (2) There is a Green Hill Far Away; (3) Work for the Night is Coming.
502043	Love Comes a-Stealing (Van Alstyne). Song 55
501993	My Sweet Adam (Friedland). Song 55
502033	Perfume of the Flower (Friedland). Song 55
501123	Robin's Return (Fischer). Caprice 55
502004	Soldier's Farewell (Waizman). Morceau 70
502024	When the Maple Leaves are Falling (Taylor). Song 70
502014	That's the Song of Songs for Me (Osborne). Waltz Song 70
SOLODANT MUSIC ROLLS.	
012234	Bridal Blushes (Schmid). Valse \$ 70
012273	"El 101" (Toro). Tango 55
012294	For Valour (Ancliffe). Military Valse 70
012225	Fox Trot Medley No. 1 85
	Introducing—(1) Down in Bon-Bombay; (2) We'll have a Shillee in my Old Kentucky Home; (3) At That Old Plantation Hall; (4) My Honolulu Bride.
012325	Fox Trot Medley No. 2 85
	Introducing—(1) Back Home in Tennessee; (2) Somebody Knows; (3) Pigeon Walk; (4) Sweetest Girl in Monterey.
012313	Good Scout (Kaufman). One-Step 55
012303	Harrison Oak Walk (Roberts). Fox Trot 55
012245	Joaquina (Bergamini). Tango Argentino 85
012246	Charabelle (McKee). Waltz 70
012215	Valse Annette (Baxter). Waltz 85
STAR MUSIC ROLLS—etc. each Retail.	
X151	My Own Home Town in Ireland (Solman). Song.
X152	Valse Marie (Israel). Hesitation.
X153	Summer Moon (Lange). Fox Trot.
X154	When It's Moonlight on the Mississippi (Lange). March Song.
X155	Best Old Flag On Earth, The (Harrison). March Song.
X156	Merry Whirl (Lenzberg). One-Step.
X157	That Soothing Symphony (Snivler). Fox Trot.
X158	When You're Down in Louisville (Berlin). Fox Trot.
X159	Along the Rocky Road to Dublin (Grann). March Song.
X160	Knitting (Alliotti). March Song.
X161	I'm Going Back to Frisco Town (McKenna). March Song.
X162	I've Been Flooding Down the Green River (Casper). One-Step.
X163	King George, You Can Count on Me (Batholomew). March Song.
X164	America—Love You (Gleason). One-Step.
X165	Everybody Loves a Little Bit of Irish (Smith). March Song.
X166	Beatrice Fairfax Tell Me What to Do (Monaco). One-Step.

COLUMBIA DISTRIBUTORS PLEASSED WITH REDUCTION IN RECORD PRICES.

Messrs. Sabine and Leake, proprietors of The Music Supply Co., Toronto, the Ontario distributors of Columbia lines, are jubilant over the price reductions in the Symphony series of Columbia records. They are also pleased that the arrangement permits allowing dealers a rebate on the stocks they now hold. The first application for rebate was received by The Music Supply Co. during the forenoon of the day following the letter announcement of the price reduction.

The reduction means that operatic records formerly priced at \$3.00 or more for the twelve inch size and \$2.00 for ten inch size will after February 1st sell at one-half these figures.

TAKES OVER BELL AGENCY IN TORONTO.

Mr. Harry E. Wimperly, manager of the Bell Piano & Organ Co.'s retail warehouses in Toronto, which branch has now been discontinued, has taken over the Bell agency for this city. Mr. Wimperly has opened up salesrooms on the fourth storey of the new Ryrie Block, at the corner of Yonge and Shuter Streets.

So far as the Journal knows Mr. Wimperly is the pioneer of upstairs piano warehouses in Toronto and he enters business on his own account with the best wishes of many personal and trade friends who also have every confidence in his venture. Mr. Wimperly

has had long experience in the retailing of pianos and organs and in a managerial capacity and is in every way equipped to make the success predicted for him.

The sheet music department formerly handled in the Bell warerooms by Mr. A. L. E. Davies is being continued by the firm under his management and is also located in the Ryrie Block.

TO INCREASE ADVERTISING.

The Sherlock-Manning Piano & Organ Co., London, have notified their dealers that they will increase their advertising appropriation for 1916. Instead of retrenching last year as many firms did they expended more on printer's ink than ever and the results so justified the wisdom of their policy in this respect that they will still further enlarge their consumer advertising campaign. Inquiries are always turned over to the local dealer who thus benefits directly from this consumer publicity.

WILLIAMS EXPORT TRADE.

The Williams Piano Co., Ltd., report a large order from New Zealand, and a possibility of placing their exclusive agency for all of New Zealand. This Company report also that they are shipping an order to Jamaica this month.

A business convention of the Williams Piano Co. executive, agency superintendents and branch managers was held at Oshawa early in the month. There were animated discussions of plans, ideas and suggestions having in view the promotion of sales through retailers' selling helps. Those in attendance have returned to their respective posts greatly enthused and determined to make 1916 the best year in the history of the company.

NORDHEIMER ADVERTISING.

The Nordheimer advertising that has been appearing in the daily papers for some months has attracted favorable criticism by reason of its dignified strength. These advertisements, which are illustrated, have all the earmarks of thoughtful preparation, intelligent composition and are designed to stand out prominently whether appearing in preferred positions in the newspapers or not.

For the benefit of Nordheimer agents a series of these advertisements have been printed and put in book form. The retailers can secure plates free of cost, and each plate is mortised for the local agent's name.

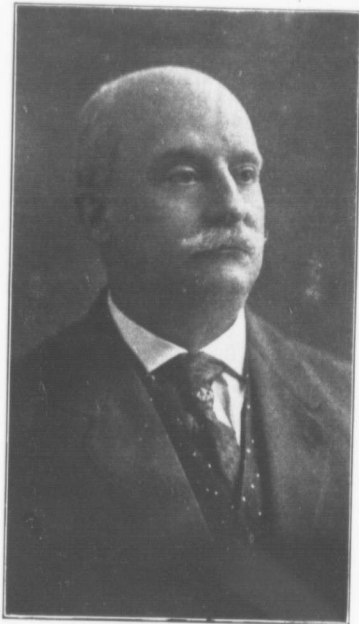
Speculative as the results of advertising may be no individual or firm with a product to be marketed needs to be told of the necessity of using printer's ink to let the people know. The necessity of advertising has become a matter of course but it is the intelligent use of space on which so many advertisers show weakness. To give their dealers, who may have had neither opportunity nor time to become conversant in advertising problems, the benefit of studied and skillful effort is a large part of the purpose of the Nordheimer advertising service.

W. Bohne, head of the piano hammer and string manufacturing firm of Toronto bearing his name, was a recent trade visitor to New York.

"OMIE" HOUGHTON DIES OF PNEUMONIA

Mr. C. H. O. Houghton of New York, who had been coming to Canada for a great many years in connection with the sale of veneers to the piano trade, died suddenly at the Whitcomb Hotel in Rochester. He was on one of his western trips and contracted a cold which developed into pneumonia. His wife and daughter and his son, Mr. Malcolm Houghton, associated with him in the business, arrived from New York before Mr. Houghton passed away.

Among the Canadian manufacturers and superintendents Mr. Houghton had many warm, personal



THE LATE C. H. O. HOUGHTON.

friends who had always a hearty welcome for "Omie" Houghton of whose sudden demise they heard with heartfelt regret.

The business of C. H. O. Houghton & Son will be continued by Mr. Malcolm M. Houghton, who has been associated with his father for a number of years. It was always his father's wish that in the event of his death his son would continue the business. Mr. M. W. Houghton purposes making a trip through Canada at an early date. He is the fourth generation of the Houghtons in active connection with this business which was established in 1824.

Mr. F. T. Quirk, manager Sterling Actions & Keys, Ltd., Toronto, was among the month's trade visitors in the east.

PIONEER PIANO MAN CALLED BY DEATH.

**Sudden Demise of John Wesley, Toronto.
Only Four Days' Illness. Had Many
Personal Friends In Trade.**

Another veteran of the music trades in Canada has passed away in the death of Mr. John Wesley of the Mendelssohn Piano Co., Toronto, who passed away at his home, 47 Borden Street, on Friday, January 7th, at the age of 72. Mr. Wesley was at his desk in his usual good health on the first business day of the new year. Through the night a cerebral hemorrhage caused him to lapse into a state of insensibility in which he remained until he slept away just four days later.

The late Mr. Wesley, who had been for the past eighteen years the right hand man of Mr. Henry Durke, proprietor of the Mendelssohn Piano Co., looking after the business and financial end, was born in Liverpool, Eng. At the age of twelve he crossed to this continent and grew to young manhood in Michigan. He was a lineal



THE LATE JOHN WESLEY.

descendant of the father of Methodism and was the son of a Methodist minister, Rev. John Wesley, who died at the age of 87 at Detroit.

Deceased commenced his career in the music trades with Clough & Warren of Detroit, with which firm he was cashier. As a result of a trip to Canada, taken partly because of poor health he saw large business opportunities in this country. He organized the Dominion Organ & Piano Co., Ltd., of Bowmanville in 1875. The following year the products of the firm's factories were shown at the Centennial Exhibition at Philadelphia. Mr. Wesley was secretary-treasurer of the firm, which soon grew to be one of the largest in the industry at that time. In 1880 they commenced the manufacture of pianos.

The goods were shown at the London and Colonial Exhibition in 1886 which Mr. Wesley attended, accompanied by Mrs. Wesley. They toured Europe for several months and among other places, Mr. Wesley established agencies in Paris, St. Petersburg and Hamburg. While a resident of Bowmanville he took an active inter-

est in educative and municipal matters, having served on the council.

In 1890 Mr. Wesley organized the Berlin Piano & Organ Co. and removed to that city where he was a popular citizen, being well known and well liked. Six years later he removed to Toronto and in 1898 became connected with the Mendelssohn Piano Co., with which firm he remained until his death.

During an unusually active career Mr. Wesley made many warm, personal friends in and out of the trade. His courteous demeanor, kindly disposition, integrity and gentlemanly bearing endeared him to all those with whom he had dealings. The esteem in which he was held by the local members of the music industries was shown by the attendance at the funeral services.

Among those present were Mr. R. S. Gourlay, president Gourlay, Winter & Leeming, Ltd., Mr. H. H. Mason, vice-president and general manager Mason & Risch, Ltd., Mr. Gerhard Heintzman and Mr. Fred Kille, president and secretary-treasurer respectively of Gerhard Heintzman, Ltd., Mr. R. H. Easson, vice-president The Otto Higel Co., Ltd., Mr. W. Bohne and Mr. H. J. Wharin of W. Bohne & Co., Mr. T. J. Howard, general manager Newcombe Piano Co., Mr. John E. Hoare, president The Cecilian Co., Ltd., Mr. Henry Durke, proprietor Mendelssohn Piano Co., Mr. C. A. Ruse of Gerhard Heintzman, Ltd., Mr. Enoch Bundall, Mr. Geo. P. Sharkey, Mr. A. A. Barthelmes. The plant of the Mendelssohn Piano Co. was closed down and the employees, who had a great affection for the company's office man, attended in a body.

Interment took place in Mount Pleasant cemetery, the body, following a short service, being deposited in the chapel. The pallbearers, all warm, personal friends of deceased, were Mr. Wm. Stone, president Stone's Limited, Mr. T. J. Howard, Newcombe Piano Co., Mr. John E. Hoare, The Cecilian Co., Mr. Henry Durke, Mendelssohn Piano Co., Mr. C. A. Ruse, Gerhard Heintzman, Ltd., and Mr. John A. Fullerton, of the Canadian Music Trades Journal.

Deceased is survived by a widow and two sons, Dr. John A. of Boston and Mr. Frank I., a valued member of the Gerhard Heintzman, Ltd., selling staff and a popular citizen of Toronto. He leaves also a number of brothers, all resident in the United States. He was a member of the A. F. and A. M. and although the son of a Methodist minister was himself an Episcopalian. Politically he was a conservative.

Many have been the kindly tributes paid to the memory of the deceased gentleman whose passing away is regretted by none, outside of his immediate family, more than by Mr. Durke. The latter naturally feels very keenly the severance of a long term of pleasant business relations and referred very feelingly to the death not only of a business associate but a close and intimate, personal friend. The deceased had Mr. Durke's entire confidence and on many occasions during the past eighteen years has left the business entirely in charge of Mr. Wesley for weeks at a time while absent from the city on holiday or business trips. "I could always depend on him being in the office," said Mr. Durke, "and that the business was being looked after in my absence just as carefully as if I were there myself."

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TRADE NEWS BRIEFS.

A. L. Garthwaite, formerly manager of the Hamilton branch of Heintzman & Co., is now connected with the Detroit Music Co., according to a Detroit despatch.

Mr. John A. Sabine, of the Music Supply Co., was among Toronto music trade men visiting the east recently. He included a call on customers and friends in Ottawa.

Mr. H. P. Bull, manager Cross, Goulding & Skinner, the New Scale Williams dealers at Winnipeg, visited Toronto, where he was a guest at the King Edward on his way home from a visit to the factory at Oshawa.

A couple of London's enterprising piano men were among trade visitors to Toronto this week. They were Mr. W. N. Manning of the Sherlock-Manning Piano & Organ Co., and Mr. Wm. McPhillips.

"We had a record Christmas trade," reports Mr. R. P. Newbigging, president Newbigging Cabinet Co., Ltd., Hamilton, "and were cleaned out of all the popular styles of cabinets, but will soon be in shape again."

A. R. Blackburn & Sons, Toronto, are now settled in their new warehouses on Yonge Street, to which they removed after five years on College Street, adjacent to Spadina Avenue. For the Christmas trade they had both stores running.

Conspicuous among delivery conveyances on Toronto streets is the large, covered motor truck put into commission by Gourlay, Winter & Leeming, Ltd., and the frequent appearances of which just prior to Christmas were particularly noticeable.

Mr. John B. Mitchell, factory superintendent of the Dominion Organ & Piano Co., Ltd., Bowmanville, was elected mayor of that place at the recent elections by a majority of 312. Mr. Mitchell has already served Bowmanville as mayor for four years.

At the first meeting of the Toronto Board of Education for 1916 Mr. H. H. Mason, general manager of Mason & Risch, Ltd., was appointed on the Advisory Committee as the Employers' representative recommended by the Manufacturers' Association.

The head of the house was glancing over his morning paper. "Wish to buy Players," he read. This was the heading of a forty-line paragraph. "Can't read it all now," he soliloquized, "so I'll just clip it out and get the details later." He did so but to his disgust the item did not refer to the piano trade but to the business of baseball.

A Model Piano Factory Needs
Francis Glue Room Appliances

For this is demonstrated daily in representative factories the world over.
When you get ready for an outfit—or for improvements or additions for your present glue room—remember Francis specializes in this line of manufacture and has done so for more than thirty years.

Chas. E. Francis Co.

Manufacturers of Glue Heaters, Glue Spreaders, Screw and Hydraulic Veneer Presses, Retainers, Etc.

RUSHVILLE - INDIANA, U. S. A.

Mr. Samuel O. Tarrant, formerly of the Whaley, Royce staff, Toronto, now sales manager of T. B. Harnus, Francis Day & Hunter, New York, called on the Toronto sheet music dealers early in the new year. Mr. Tarrant, who has many personal friends in Canadian trade, looks for healthy business conditions to prevail throughout 1916.

At the New Year elections in Strathroy, Messrs. J. W. Cameron and W. P. Dymond, president and vice-president respectively of the Wright Piano Co., Ltd., were elected members of the Collegiate Institute Board. Strathroy is fortunate in having the experience and judgment of these two gentlemen in coping with educational problems.

Mr. A. MacLean, the Nordheimer and Edison dealer at Haileybury, Ont., was among recent out-of-town dealers seen in Toronto. Mr. MacLean reports good December business with the future looking bright. Among his transactions for last year Mr. MacLean regards none with greater satisfaction than the placing of four Nordheimer pianos and four Edisons in four homes in his territory.

Mr. J. H. Hempstead of the Steinway & Sons firm in New York, and whose music trade career commenced in Canada, celebrated his fiftieth year with the Steinway firm in December. Mr. Hempstead was born in London, and came to Canada when a child. His first connection with the piano trade was with the House of Nordheimer where Steinway officials came in contact with him resulting in their acquisition of his services in 1865.

PROPORTION OF PLAYER SALES SMALL.

Player Business Hampered by Scarcity of
Competent Repair Men and Tuners.

THAT the ratio of player pianos to pianos purchased by the Canadian public is not commensurate with the enterprise and capital put into producing the instrument and making it known is generally agreed. Opinions may differ as to why this is so but there is no avoiding the fact that the state of efficiency reached in player piano construction, the length of time it has been on the market, and the amount of money invested in advertising it have not brought an adequate volume of business. Any dealer by looking at his own sales records can prove to himself the comparatively small player business that is done.

"The prices are too high," different retailers have complained, yet those few dealers who have specialized on players have found no barrier in the question of price.

"The lack of competent demonstrators" is another reason given and no doubt the sales of player pianos have been seriously retarded by a lack of ability to properly demonstrate what can be accomplished with the piano in a musical way.

The player business has also suffered from the mistake, earlier in its history, of playing it up as a mechanical wonder and not a musical instrument. Even yet much printer's ink is used in exploiting innumerable levers, buttons, pedals, etc., instead of emphasizing a musical instrument of simplicity in construction.

Probably the one feature that has done more to retard player sales than any other is incompetency of tuners and repair men with respect to the player piano. Hundreds of dollars have been spent on wages, railway fare and hotel expenses in sending men from the factories to out-of-way points and even to comparatively large centres to take care of player "trouble" that proved to be the direct result of incompetence on the part of the tuner employed.

So long as the onus of looking after the player is accepted by the manufacturer there is no incentive to the dealer to have his tuners or repair men qualify themselves to give the public a player service although as an asset of immediate and future value it is difficult to understand how any tuner can be so unambitious as to neglect the opportunities confronting the player expert.

It never occurs to the dealer to demand that the factory should send a man to wherever he might wish him to go to do some trifling work of adjustment on a piano nor would the manufacturer accede to this demand. With the player piano it is different and the dealer cannot be blamed as he has simply followed the trail that has been blazed for him and being dependent upon outside sources he has not enthused over the player piano, being afraid to push it for fear of possible "come-backs."

If the price at which the dealer retails his player piano does not permit him to give his customers service his first duty is to raise the price or lower the selling cost to a point where he can give a service. The service end of the automobile business has given that line a great forward move. The buyers of motor cars do not expect the service gratis nor do they get it unless the material or workmanship of the car is at fault. In this and other respects the player piano trade can afford to take some lessons from the automobile industry. But at the present time in addition to competent demonstrators the great want in the player trade is men competent to tune the instrument without putting the player mechanism out of order and competent to find and correct the fault when the owner or some member of his household interferes with its efficiency.

USE AND ABUSE OF PIANO ACTIONS.

WHILE containing nothing new a recent article under the above heading by a writer in "The Tuners' Magazine" can bear emphasizing and is here reproduced for the benefit of those interested.

"The question was recently asked me, 'does the pounding that many tuners give the piano action in tuning injure the action?' In my many years experience in the manufacture of actions, I have never heard of an action injured by such work. To the contrary, such hammering as a tuner gives an action is beneficial to it, as it pounds down the felts and cloths and settles the actions and keys.

"The use of an action, either by a tuner or musician cannot hurt it, more harm coming to it through lack of use or care. There is a saying 'it is better to wear out than rust out,' and this is true of an action. In many an action the moths and mice have eaten out the felts and cloths as well as the bridges, which damage

would have been prevented by a reasonable amount of use.

"The greatest damage to an action, and so to the piano comes, not from the use, but from the abuse of it by the unintelligent and the uninstructed owner or tuner.

"Too often the piano is set in drafts, in cold, damp places or near a hot air register or radiator from which the steam is escaping, and when the action rattles or works sluggishly, the blame is placed upon the instrument. And then, when it is desired to have it "tuned," without giving any consideration to or making inquiries regarding the abilities of the man they may select for the work, they choose that the one who makes the lowest bid, not seeming to realize the importance of having a competent man do the work. More harm has been done piano actions by incompetent "tuners" than from all the pounding received in tuning and playing combined.

"A person owning a watch for which they have paid from \$250 to \$1,500 would give it the most careful consideration and intrust its repair only to one whom they know is competent and trustworthy.

"The tuning profession has wonderful opportunities to educate the public as to the proper care of their instruments, as well as to instruct them in the selection of men skilled in the art of tuning and repairing.

"While it is possible for the man in the field to learn much by experience regarding an action, yet the principles upon which it is constructed and the reasons therefore are very little known. The art of piano action making is a distinct and definite branch of piano manufacture, and one to be studied by itself because of its intricacy and delicacy of construction. Where can you find any mechanism of wood, felts and cloths, so delicately constructed, from which can be obtained such power of repetition, and yet which operates so satisfactorily under so many adverse conditions. Have you ever stopped to consider that a complete set of actions, keys and hammers is composed of over 11,000 parts, each one of which has passed through from one to three dozen operations before the set was completed? And yet surprise is expressed that these delicately adjusted parts do not operate when thoughtlessly exposed to unnatural conditions.

"The interest which tuners have shown in, and their attendance at, the schools of instruction operated by manufacturers of player piano actions have been a source of great satisfaction to them. The piano action makers have always regretted that the tuners have not, in the same manner, availed themselves of all the facilities which have always been open to them."

Nothing appeals like motion in the show window. A live piano retailer in Chicago obtained considerable publicity through this simple window advertising stunt that any retailer may put on. A common wire basket was set in the window upside down, with an electric fan under it placed so as to force a current of air up through a wire mesh into the inclosed space of the inverted basket. Here he put a number of dollar bills, and when the fan was started they danced for dear life in the breeze. A placard on one side said: "Count the dollar bills and get one free."—The Presto.

SALESMANAGERS' DEFINITIONS OF SALESMANSHIP.

ASTONISHING as it may seem, the word salesmanship is not defined in either the Standard or the new Webster dictionaries. Speaking at a famous Chamber of Commerce, a great insurance salesman said that salesmanship had no standardly defined meaning. Acting on this fact, Advertising and Selling asked men who have national reputations for results in salesmanship to define what in their view salesmanship really means. They have responded, and the accompanying definitions may therefore be regarded as authoritative if not final.

How vital a thing a definition of salesmanship may be, is illustrated by the fact that it is said that John Wanamaker, before starting a school for his salesmen, sent for a man well known for his knowledge of salesmanship, and asked, "Before we go any further, please define salesmanship as you understand it." The man replied, "It is the art of persuading others to do what you want them to do." Mr. Wanamaker carefully thought this over for a few minutes, then shook his head, "I fear you and I will not be able to do business." Then he called in another man being considered for the position of teaching salesmanship, and asked him the same question. Promptly the second man replied, "Salesmanship is the presentation of the value of the article so that it will be desired and bought." Mr. Wanamaker promptly said, "Good—I don't want to inveigle people into buying; I want them to desire and be permanently satisfied with what I have to sell." It will thus be easily seen that one's working conception of the definition of salesmanship is the life and the success of the sales campaign.

1. A sale is an agreement to exchange goods for money. Salesmanship in its narrower sense is the ability to most quickly and satisfactorily consummate that agreement. In its highest developments, salesmanship is the ability of a salesman first to select from the mass of the people all those who would be benefited by owning the goods that he has to sell and then to convince them that his goods are worth more to them than the money required to make the purchase.

2. First, salesmanship is the power to persuade plenty of people to purchase one's product at a profit. Second, business-building salesmanship, which is the only kind worth while, is that art of persuasion which makes permanent and profitable patrons through excellence of service, functioning in right quality, right quantity and correct mode of personal conduct.

3. I would define salesmanship as the judgment and ability to sell the right man the right kind and quantity of goods, at established prices and terms; to follow the sale with such assistance as will insure satisfactory and profitable results, that will lead to a permanent and mutually profitable and increasing business.

4. Salesmanship is nothing more or less than making the other fellow feel as you do about the thing you have to sell. A good salesman is one who can sell anything to anybody who speaks the same language that he does.

5. Briefly, salesmanship is the ability of a salesman to get his prospect's viewpoint and not ask the prospect to do anything that he would not do were the positions reversed.

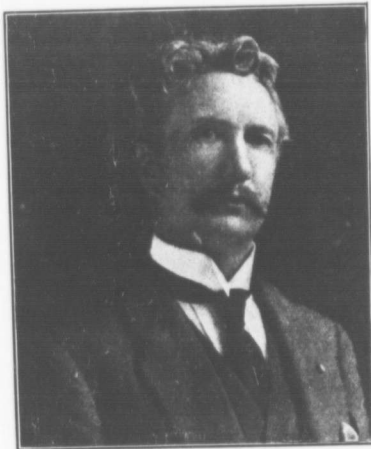
6. Salesmanship is the practical effort to help the other fellow by selling him what he needs, along methods of sincere integrity and first-class after-service.

PROMINENT AMERICAN PUBLISHER DECEASED.

Edward Lyman Bill, Proprietor Music Trade Review Dies Suddenly on New Year's Day.

A prominent figure in music trade circles of the United States has passed away in the death of Col. Edward Lyman Bill, editor and proprietor of "The Music Trade Review" and "The Talking Machine World" of New York. Col. Bill's death, caused by cerebral hemorrhage, occurred with startling suddenness at his home in New Rochelle, N.Y., on the afternoon of New Year's day. He left his office on the day previous in his usual good health having extended to his associates New Year's greetings.

Deceased was born in Lyme, Conn., in 1862. He was a descendant of William Bill, first Dean of Westminster Abbey and Provost of Eton. His antecedents came over in the "Mayflower" in 1620. While in business in Fargo, N.D., he corresponded for a number of eastern newspapers. Returning east he purchased a



THE LATE EDWARD LYMAN BILL.

part interest in Music Trade Review which had been established in 1879. In 1891 he became the sole proprietor.

Col. Bill was a member of all branches of Masonry including the Knights' Temple and Shrine. In New Rochelle he was a member of the Board of Education. He is survived by a widow, one daughter and two sons, one of whom will be actively associated with the business which is to be continued by the estate.

Many prominent members of the music industries attended the funeral services conducted by the pastor of the North Avenue Presbyterian Church.

The right kind of advertising will kill the "catalogue habit" and will keep at home the money and enterprise that are necessary for keeping a town from falling into decay.

USING NEEDLE MORE THAN ONCE.

IN spite of all the printed and spoken admonition to talking machine owners not to use needles more than once records are being injured every day by neglect to heed this advice. Probably if retailers put before their customers the following report resulting from microscopical examinations made for so impartial a publication as the Scientific American, they would realize that they do actually injure their records by using a needle more than once.

"These show that after once playing a 12-inch record the point of the needle is like an engraving tool. No serious harm will be done if it be swung back and used again on the same record, as is often done in dancing. But a record can be ruined forever by playing it with a needle that has been used before on another record, for the sharp shoulders of the needle will not fit the grooves of the record, but will scrape or plow these into nicks on alternate sides.



AT THE FAMILY THEATRE OTTAWA.

The illustration shows how the public were given a tone test in the course of an Edison recital in Ottawa recently. The violinist is Michael Coscia and the gentleman to the right A. J. Hohner, the demonstrator.

"Mr. Taylor calculates there is a weight of 4 ounces on the point, and the average area of the bearing surface of the point is 1-36,000 of a square inch; therefore, it is carrying a weight of 9,000 pounds to the square inch. In playing four records it travels 2,928 feet—that is, the records travel under it, which amounts to the same thing—at an average speed of 1.82 miles an hour (2.73 miles an hour the maximum, .91 miles an hour the minimum). By this time steel has been worn off its point to a depth of 1-500 of an inch, leaving it with a point like a chisel.

"Diamond and sapphire points are all right on the phonographs that have up-and-down cut grooves—of the Edison and Pathe type, for instance—but they cannot be used on those that have lateral-cut grooves such as the Victor and Columbia, for instance, because they do not fit the slot. If too small they wiggle from side to side, giving false tones; if too large they jam and quickly wear out the edges of the grooves.

"Steel needles are sufficiently soft to wear from an approximate to an exact fit in the first few revolutions of playing a piece, and yet sufficiently hard to play the whole of one or two records without wearing down to too extensive a shoulder bearing, or too long a base bearing for proper tone-rendering."

SLANDERING THE BAGPIPE.

All English battalions were recently warned to keep careful watch for any contrivances which the Germans might use with the object of producing poisonous gases. Shortly afterward a certain regiment on taking over some trenches found an old bagpipe left in the lines.

At once the Colonel, who possessed a sense of humor, sent the following message to brigade headquarters: "A weird instrument has been discovered in my trenches; it is believed to be used for producing asphyxiating noises."—Exchange.

MAN FOR SUNDAY WORK.

"Tommy Atkins" pleaded exemption from church parade on the ground that he was an agnostic. The sergeant-major assumed an expression of innocent interest.

"Don't you believe in the Ten Commandments?" he mildly asked the bold freethinker.

"No, sir," was the reply.

"What! Not the rule about keeping the Sabbath?"

"No, sir."

"Ah, well, you're the very man I've been looking for to scrub out the canteen."

CANADIAN ORGANS WANTED.

A South African manufacturers' agent is prepared to take up the representation of Canadian manufacturers seeking export in any line of organs and other specified goods. Apply quoting reference No. 1234, to Secretary Canadian Manufacturers' Association, Toronto.

TRADE NEWS FROM WINNIPEG.

THE death was reported in this Journal a few months ago, of Mrs. J. B. Cordingly. We are sorry to announce that Mr. Cordingly has also lost his infant daughter, who died on January 30th. Mr. Cordingly, who is well known locally, is looking after the interests of the J. J. McLean Piano Co. in Brandon.

Among the many who have enlisted recently from the musical world are Mr. Lou Redmond, son of Joseph Redmond of the J. J. H. McLean Piano Co., also Mr. J. W. Bush, who is Captain of the 178th Regiment. Mr. Chas. Richardson, another employee, has also enlisted.

The R. S. Williams & Sons Co., Ltd., report a great improvement over last year's business in sales of all lines of musical merchandise. The scarcity of goods to fill import orders is the chief concern of this wholesale house, whose Christmas trade greatly depreciated their stock.

Mr. Biggs, Western manager Mason & Risch, Ltd., has returned from a visit to the firm's branches at Regina and Saskatoon. Mr. Biggs found it extremely cold at these places and difficult for travellers to get around, but notwithstanding the cold, business was very fair at these branches.

Mr. E. C. Thornton, Woodstock, general manager; Mr. A. E. Windsor, of Listowel, superintendent, and Mr. D. S. Cluff, wholesale representative of the Karn-Morris Piano & Organ Co., Ltd., all met at the firm's headquarters here and spent a few days together recently. Mr. E. Merrill, western manager, reports the sale of a Hardman grand piano to the Walker Theatre, for use on the stage. Mr. Saddler, the firm's energetic collector, is now in khaki, having joined the 90th Regiment band.

Mr. Andrew G. Farquharson has taken over charge of the Victrola department of the J. J. H. McLean Co. Mr. Robinson, who was previously in charge, having accepted a position in the East.

Winnipeg Piano Company report collections coming in a little better. The severe weather has hurt sales, although three grands are included in the January list. Their Grafonola department is losing another assistant in Mr. J. B. Cuthbert, who lately passed the examination for barristers, and has now enlisted with the 90th band.

The 100th Grenadiers' Battalion have their recruiting office in the Winnipeg Piano Co.'s store, and whether it is the attraction of the music or not, this depot seems to be doing well, averaging nearly five recruits a day.

The local music trades now has in its membership two A. G. Farquharsons, and they are no relation to each other. They are Mr. Alfred G. Farquharson, manager Western Gramophone Co., and Mr. Andrew G. Farquharson, in charge of the J. J. H. McLean Co.'s Victrola department.

Mr. C. A. Ruse of Toronto, the Gerhard Heintzman wholesale manager, spent a couple of days in this city on his way west. Mr. Ruse, who has been active in marketing Gerhard Heintzman pianos for twenty years, is proud of his company's latest achievement, viz., player piano with all-metal player action.

Mr. T. Nash, manager His Master's Voice Gramophone Co., Toronto, visited the local distributing house of Victor lines to see the latter comfortably installed in their new warehouse at 122 and 124 Lombard Street.

Mr. D. C. McCall, better known as "Mac," piano

salesman with the Winnipeg Piano Co., was again returned as reeve of Assiniboia. This is "Mac's" second term as Reeve, which he won by a large majority.

Columbia Phonograph Co. still report a shortage of machines, and as orders are still piling up—December being the biggest month this firm have ever known—has made them particularly short of the various lines.

Mr. L. Burke, until recently with the Frank Morris Columbia phonograph department, has resigned, and is now in charge of the J. A. Banfield Columbia business. Mr. Burke has had a wide experience in this line, having organized a department in the store of the Adams Furniture Co., Ltd., Toronto.

Mrs. Field, who is an accomplished pianist, is now in charge of the Frank Morris Columbia phonograph branch. Mr. Morris is very enthusiastic over this department, and is interesting his many customers in the Grafonola.

Whaley, Royce & Co., Ltd., report a decided improvement in business, particularly in the mail order departments for this month. The made-in-Canada regulation bugles and drums manufactured by this company have made a bit with the various departments, and the demand is taxing the factory to its utmost capacity. The steady demand for this company's publications, such as the Mammoth and Empire Folios and Imperial Edition of Classics, is also very encouraging.

Mr. Will Finch, until recently employed with Whaley, Royce & Co., has enlisted in the 90th Battalion band. His position is being filled by his brother, Mr. Reg. Finch.

Mr. Fowler, of the Fowler Piano Co., has just returned from a visit to the firm's various branches at Dauphin, Selkirk, Portage La Prairie and Carman. These branches handle the Willis, Handel and Alexander pianos, and report good success. The sale of a number of Willis pianos to churches is also reported.

Mr. Mitchell, accountant for the Nordheimer Piano Co., spent a short holiday at Port Arthur recently. Mr. Hemphill, who is in charge in Mr. Suckling's absence, reports business as being fair.

Miss E. Coddon, pianist at Wray's Music Store, has just returned from a month's vacation spent visiting friends in St. Paul and Minneapolis.

Mr. E. Clegg, who has been connected with Balson Bros., Edison phonograph dealers, for some time, as shipper, has donned the khaki.

Mr. H. Stevenson, who was at one time connected with the Doherty Piano Co. as piano salesman, is now in charge of the retail department of Balson Bros.

Mr. Gillenan, until recently in charge of the retail department of Balson Bros., has now taken charge of the mail order department of this firm.

Bross, Goulding & Skinner's Victrola business indicates that the electrically driven machine appeals to the public. Three of these were among recent sales. Mr. H. P. Bull, manager of this firm, has returned from a visit to the Williams Piano Co.'s factory at Oshawa. On his return he found a noticeable contrast with atmospheric conditions, leaving Toronto in a pouring rain and arriving in Winnipeg to find the mercury at 40 degrees below zero.

The Doherty Piano Co. have no complaints in regard to business, January being very fair, notwithstanding the unfavorable weather.

Mr. and Mrs. Stanwood, of Stanwoods Limited, are on a business trip East. They will visit Toronto, Chicago and New York before returning. Mr. Walter Belknap and Miss Robinson, who were both connected with Doherty Piano Co. some time ago, are now in charge of the Columbia phonograph department of Stanwoods Limited.

It is of interest to Victor dealers in the West that the Western Gramophone Co., of which firm Mr. A. G. Farquharson is the manager, have improved and enlarged their storage and shipping facilities by removing to 122-124 Lombard Street. Their new headquarters have many advantages over the old premises. The interior is roomy and well lighted. In each of the windows fronting on Lombard Street are displayed attractive "His Master's Voice" signs. There are two showrooms adjoining the office, and to the rear of which are the stock and shipping departments. Offices and showrooms are attractively decorated and suggest "welcome" to visiting customers, whether local or out-of-town dealers, and whom the management is always glad to meet.

MARTIN-ORME PIANOS AND PLAYERS BEING FEATURED BY THE R. S. WILLIAMS & SONS COMPANY.

Announcement is made of the fact that the agency for the well known line of "Martin-Orme" pianos and players of Ottawa, has been recently secured by the R. S. Williams & Sons Company, Ltd., for their Toronto, Hamilton and Niagara districts. The management of both concerns feel that this will prove to be a very strong alliance.

The R. S. Williams & Sons Company, Ltd., is one of the oldest and largest wholesale and retail music houses in Canada, and has always handled an extensive range of musical goods. The Martin-Orme Piano Company, Ltd., of Ottawa, who confine themselves to manufacturing instruments of one grade only, have behind them a highly successful record, the Orme family's connection with the trade dating back to 1861, while Mr. Owain Martin, president of the firm, has been all his life active in piano production. His inventive genius has made him well known in the piano manufacturing world, he having a number of inventions to his credit, and in the "Martin-Orme" piano he has realized his ambition. These instruments are, and are to be, the monument to his life's work. Messrs. Geo. L. and Matthew Orme, of the second generation of the Orme branch of the house, are vice-president, and director respectively; while Messrs. Frank L. and Martin Orme have the full responsibility of the retail branch of the business in Ottawa.

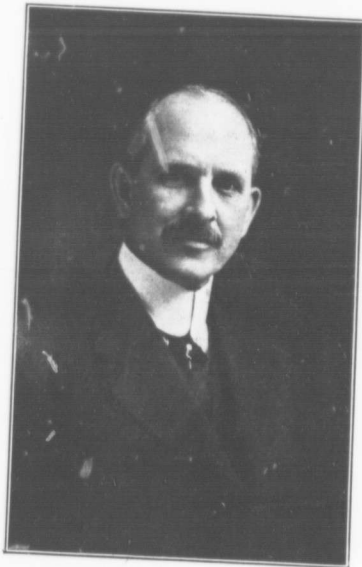
The "Martin-Orme" piano has already taken hold very strongly in the business of the R. S. Williams & Sons Company, Ltd., and as it only comes in one grade, is featured as one of their leaders.

Mr. T. Birdsall, manager of the piano department in Toronto, and Mr. Stanley D. Addison, manager of the new store of the R. S. Williams & Sons Company in Hamilton, speak enthusiastically of this new agency, reporting a pleasing number of "Martin-Orme" instruments already placed—Styles 25 "Colonial," 30 "St. Julien," and "E" Player, with the new all-metal valve action being the most popular. Mr. W. F. C. Devlin, sales manager, and who is a director of the Martin-Orme firm, is well pleased with this Ontario representation.

GERHARD HEINTZMAN WHOLESALE MAN IN WEST.

Charles Ruse on Coast Trip.

Mr. Charles Ruse of Toronto, manager wholesale department Gerhard Heintzman Co., Ltd., is on a business trip to the Pacific Coast. Owing to illness Mr. Ruse was delayed a week in getting away, but is now well on the road to the Pacific Coast.



Charles Ruse.

Mr. Ruse, who has been an exponent of Gerhard Heintzman quality for twenty years, has never been enthused with any line more than with the new Gerhard Heintzman player. This is an all-metal action, with a number of points of merit that the firm are particularly proud of. The Gerhard Heintzman management anticipate active player business for 1916, and the factory has made preparations to meet any demands the trade might make upon them.

FRANK STANLEY'S ILLNESS.

Mr. Frank Stanley, Toronto, who has been confined to his home through illness since before Christmas, is now on the road to recovery. Mr. Stanley hopes soon to be at the warerooms again, but in the meantime is in close touch with business, though not worrying over details, which are being looked after by a competent staff. In spite of his illness Mr. Stanley retains all his optimism, and insists that the business barometer indicates good business for 1916.

LONDON MAN ACQUIRES INTEREST IN MENDELSSOHN PIANO COMPANY.

W. D. Stevenson, Late of Sherlock-Manning Now With Toronto Firm—Mendelssohn Trade Connection and Retail Business to be Enlarged.

The Mendelssohn Piano Co. of Toronto have adopted a policy of expansion and will reach out for more trade. To this end and to be relieved of the oversight of financing and marketing the goods, Mr. Henry Durke, proprietor of the firm, has enlisted the co-operation of Mr. W. D. Stevenson, who severs his connection with the Sherlock-Manning Piano & Organ Co. of London to come to Toronto, and now acquires a financial interest in the Mendelssohn firm.

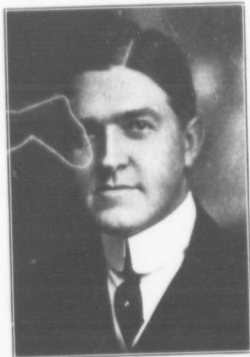
Though a young man, Mr. Stevenson has had fifteen years' experience in the piano and organ business, starting in with the Doherty Co., of Clinton, in 1900. He worked in the factory, then in the stock room, and finally in the office. In 1903 he removed to London to join the office staff of the Sherlock-Manning Piano & Organ Co. For the past six or seven years he has



Henry Durke.

had charge of the accounting, financing and advertising. In the latter feature he has been particularly interested, and a considerable mail order business has resulted, the firm following the policy of turning over inquiries to the local dealer. Mr. Stevenson has a full appreciation of the potentialities of the piano and player business in Canada, and every faith in this country's ability to live up to the opportunities confronting her and the greater possibilities that will result from a successful termination of the war. Incidentally he is full of enthusiasm as to the place of the Mendelssohn in the development of the trade and country.

The Mendelssohn Piano Co. needs no introduction to Journal readers, having a successful record of thirty years. Mr. Durke, practical in all branches of piano building, bought the business in 1896. He had learned the trade thoroughly, and among those who were his bench mates in the years gone by are men prominent in the trade in Canada and the United States. As he



W. D. Stevenson.

passed through the various stages of apprenticeship, journeyman and foreman, he was always eager to fit himself for eventual ownership. He early acquired thrifty habits, of which he now enjoys the reward in comparative affluence, being financially independent and with a well established business, the Mendelssohn being favorably known from coast to coast.

Mr. Durke owns the factory building occupied by the Mendelssohn Piano Co., a valuable site at 110 Adelaide Street West. In 1910 a four storey and basement addition was erected, doubling the factory capacity. It is the firm's purpose to make interior alterations at an early date, permitting of a larger output, and also arrangement of attractive offices and showrooms for wholesale purposes.

Mr. Stevenson, who will remove his family to Toronto at an early date, commenced his active interest in the Mendelssohn firm on February 7th, with no wishes for his success more earnest than those of his former associates.

ENCOURAGING REPORTS FROM GODERICH.

"Business is very much better than last year," was the optimistic observation of Mr. Alex. Saunders, head of the Goderich Organ Co., Ltd., to the Journal, when discussing general trade conditions. The organ branch of their business, he stated, was particularly active. "In fact," said he, "we are receiving orders every day and are behind in shipments."

Referring to pre-Christmas trade Mr. Saunders remarked that they had cleared out every bench and stool in the place. "We have been working full time," continued Mr. Saunders, "with a fairly full staff, although we have lost a number of good men who have gone to the

front." Mr. Saunders referred to his men who had enlisted, with evident pride, and referred to the fact that their wives and children were being well taken care of.

SUPPLY TRADE MAN ON THE JURY.

Mr. A. L. Ebbels, of the American Supply Co., New York, well known to the manufacturers in the music trades of Canada, has been in the involuntary service of his country. Having no valid excuse to present to the Government why he should not serve on the jury, he served.

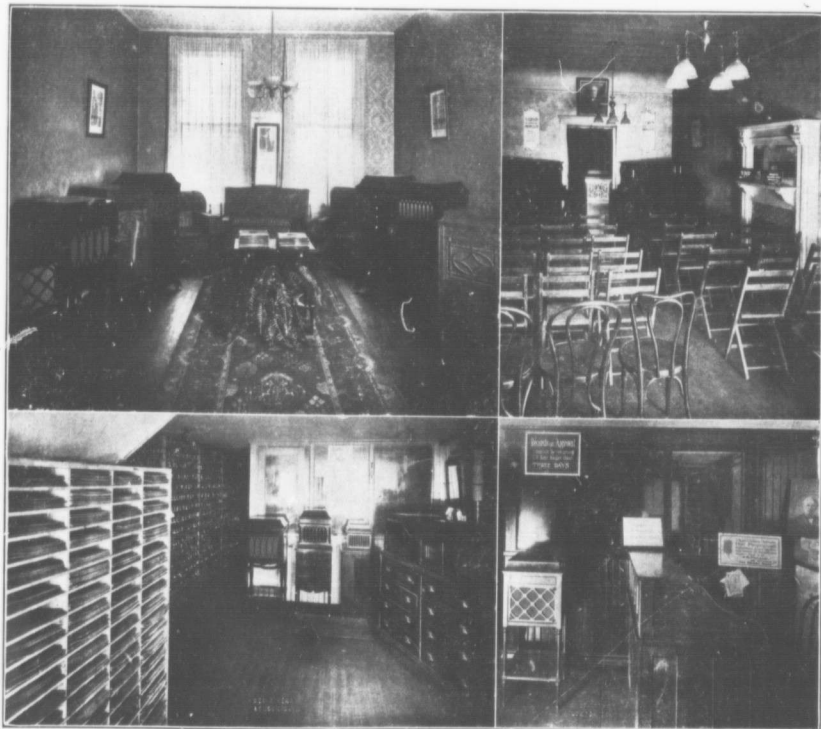
Mr. Ebbels, who is a native Torontonian, has many friends in the Canadian trade, who have always a ready welcome for him on his periodical visits, and who appreciate his cheerful willingness to oblige his customers and protect their interests in any way he possibly can. The erratic market, with all its uncertainties, has enormously multiplied the distributing difficulties of a house handling the numerous lines in which the American Piano Supply Co. specializes. Incidentally at the firm's headquarters, 110-112 East 13th St., New York, there is always a welcome for visitors from the Canadian trade.

GERHARD HEINTZMAN, LIMITED, BRING OUT METAL ACTION PLAYER.

On another page Gerhard Heintzman, Ltd., make an important trade announcement. This refers to the appearance of their player piano with metal action, and which is now on the market. In bringing out their new player piano they have studiously avoided the use of any material that could be replaced by metal, in order to insure the mechanism being absolutely leak-proof.

One of the several features of special interest to the dealer is that in the event of a note refusing to speak owing to some obstacle having been sucked in through the tracker bar, the individual valve may be removed. This can be done by the owner of the instrument, who may remove the obstacle or mail the valve to the factory, if necessary, and if desired a shell containing an infrequently used valve can be removed to replace the missing one until it is returned. These shells or cartridges containing the valves are interchangeable.

Pessimism is as sand in the machinery of business; optimism is as a lubricant.



INTERIOR VIEWS OF WM. McPHILLIPS' "EDISON SHOP," LONDON, ONT.
 (1) The Salesroom, (2) The Recital Hall, (3) Entrance to Edison Cylinder Demonstrating and Sales Rooms, (4) Entrance to Edison Disc Demonstrating and Sales Rooms.

EXECUTIVE OF MANUFACTURERS' ASSOCIATION MEET.

Ventilation Once More Discussed—Featuring of Satin Finish Successful.

WHEN the Manufacturers' Building at the Canadian National Exhibition grounds, Toronto, is finally equipped with a ventilating system, the Canadian Piano & Organ Manufacturers' Association will be deprived of an old stand-by on the order of business at its annual sessions and committee meetings.

The putrid atmosphere of the building in which the music trade exhibits are made each year has long been a grievance. Individual and collective complaints have brought no relief, but now there is hope of definite action on the part of the authorities before the exhibition of 1916.

At the exhibition of 1915, when the grievance was of vital current interest, a petition fathered by the piano and organ trades was signed by practically every exhibitor in the building. This was in the nature of an ultimatum concerning the demand of the exhibitors for relief from the foul air which has been declared a menace to health and a serious detriment to business. At the time the petition was signed it was not presented, as it was then feared that it might injure the Exhibition when its management was facing many other important problems. The matter is now to be referred to the Exhibition officials, and failing a definite undertaking a general meeting of all the exhibitors who signed the petition is to be called.

This was the decision of the executive committee of the Canadian Piano & Organ Manufacturers' Association, a meeting of which was held in Toronto on February 5. At this executive committee meeting there were present Mr. Harry Sykes of Woodstock, president; Mr. David Allan, honorary president, Guelph; Messrs. H. H. Mason, R. S. Gourlay, Albert Nordheimer, Henry Durke, C. A. Bender of Toronto, and the secretary, Mr. James G. Merrick. The only absentees were Mr. Fred. Killer, the treasurer, who was away from the city on business, and Mr. W. N. Manning, London, who telephoned an explanation of his inability to be present, owing to his recent illness. The meeting was held at the offices of the secretary, at 4 Queen St. East, Toronto.

The storage of packing cases at the Exhibition was again up, and was again referred to the Exhibition Committee. A suggestion was made that the firms from outside of Toronto, who are chiefly concerned in this matter, remove the pianos intended for display, from the boxes in the railway yards and return them to their factories, reshipping when wanted at the close of the Fair. A couple of suggestions having in view the overcoming of this difficulty were made at the annual meeting in November.

The complaint is that no facilities are now provided by the Exhibition management for the storage of empty boxes as was formerly the case, and these being left exposed to the elements for two weeks, are sometimes not in a condition for use in shipment.

It was decided that the Association should act through the Tariff Committee of the Canadian Manufacturers' Association and the Minister of Trade and Commerce in Canada, in an effort to secure some relief

from the serious effect upon export business caused by the British customs tariff.

In an ordinary sense it was considered that Canada had no right to question tariff regulations of another country, particularly under war conditions, but it was felt that as Canada was giving a preference on imports from Great Britain, the mother country should make a similar arrangement on behalf of Canada.

It was contended that the British Government's reason given for the adoption of a tariff was to raise revenue, but as the contrary resulted, there should be no objection to a concession in favor of Canada, particularly as it has been shown that the people to whom Canadian organs appeal are in a better financial position than they have ever been.

Reference was made to the display of satin finish instruments only on the outer stands at the Exhibition last year having proved entirely satisfactory, as per the following resolution passed at the annual meeting:

"Resolved that satin finish instruments only be displayed on outside stands at the Canadian National Exhibition of 1916."

Various members reported that the results were very satisfactory in causing an increased appreciation by the public of the more artistic finish, and the sense of the meeting was more favorable than ever to featuring satin finish only.

BRITISH WAR IMPOST INJURES CANADA. Organ Trade Affected by High Tax—Exporters Seek Redress.

MEMBERS of Parliament and officials interested in the promotion of exports of Canadian manufacture have had brought to their attention the trade injury to Canadian firms as a result of the war impost by the British Government. It is generally believed here that the purpose of the British Government was to discourage imports, particularly of lines that British statesmen are pleased to class as luxuries.

One interested manufacturer discussing this particular subject said:

"Obviously the intention is to discourage the importation of a class of goods which could be done without. To look more closely into the matter it will be seen that reed organs could hardly be considered to come under that heading, or classification, because they are largely sold to small churches, chapels, etc., where an instrument is a necessity, but where available funds are limited with which to make the purchase, therefore it seems a hardship that a tax should be imposed, making it impossible in some cases to buy, and in other cases to increase the amount required to be raised to pay for the organ.

"If the British Government knew the situation as it is on this side, and further knew that the imposition of the duty practically killed that trade,—at a time when it is desirable to encourage industries both at home and in the Colonies, to as far as possible ensure employment,—we feel sure they would give the matter consideration to the extent of either abolishing the duty on organs, or, easing the situation by making some concession of a substantial nature."

CANADIAN PROMINENT IN MUSIC TRADE CIRCLES VISITS OLD HOME CITY.

A. J. Mason, of London, on Visit to Toronto Relatives, Optimistic as to War and Trade.

While on a business trip to the executive offices of the Aeolian Co. in New York, Mr. A. J. Mason, manager of that firm's interests in Europe, with headquarters at London, took advantage of the opportunity to visit relatives in Toronto, his old home city. Mr. Mason, who has resided in England for several years, is a brother of Mr. Henry H. Mason, general manager Mason & Risch, Ltd., and a nephew of Mr. T. G. Mason, president of that firm.

On his arrival in New York Mr. Mason was interviewed by the daily press of that city, and the following interesting observations are reproduced from one of these interviews: "In the best informed circles in England it is believed that this coming spring and summer will see military developments which will bring peace by fall. There is a gravity in England at the present time that was not apparent in the first year of the war. The real meaning of the terrible struggle has finally come to be appreciated throughout the nation.

"Perhaps the most notable fact in English industry at this time is the presence of the women workers. They are found in ever increasing numbers in offices and factories generally. For example, the Aeolian Co.'s office staff in London is now composed of 75 per cent. of women clerks, whereas before the war it was made up wholly of men and boys. In the company's English factories, where male employees have been the rule heretofore, at least 5 per cent. of the workers are women. Many of the women are operating machines that were formerly given over exclusively to men. No one ever believed that women could do such work satisfactorily, and while at the present time they are not as efficient as

the male machinists, this is a condition that we believe will correct itself in time.

"This is typical of English industry as a whole. The labor unions have so far made no serious move in opposition to this influx of women. In office buildings and shops women have largely replaced men as elevator operators, and to a large degree they are also taking the places of drivers and chauffeurs.

"English industry has revived considerable in recent months. The paralysis that came with the outbreak of the war has been lifted to a considerable degree. The difficulty now is not to find a demand for goods, but to obtain the goods to meet the demand. In the piano industry, for example, there is a serious shortage of certain supplies mainly due to the fact that the metal industries are monopolized by munitions manufacturers. Many other lines are similarly inconvenienced through this diversion of industry.

"England is financing the Allies without great difficulty. The United States must be absorbing a tremendous amount of its own securities, which have been turned in by English investors in exchange for the obligations of their own Government. This is being done quite without pressure and on favorable terms. No Englishman doubts for a moment that every obligation of the Empire will ultimately be paid in full."

J. A. McDonald, of Halifax, N.S., president Amherst Pianos, Ltd., of Amherst, N.S., was among January trade visitors to Toronto.

Mr. D. Dickenson, factory superintendent Canadian Vitaphone Co., Ltd., Toronto, visited New York recently in connection with the electric motor with which Vitaphones are being equipped. The management is well pleased with the results of their experiments, and are now confident that their electric motor is the best yet.



CLEVER CARTOONS USED IN DAILY NEWSPAPER ADVERTISING.

The above illustration appeared in the Toronto dailies recently over an ad. announcing the securing of the agency of the Martin-Orme Piano Company, Limited, of Ottawa, by the R. S. Williams & Sons Company, Limited, of Toronto.

The idea was that of Mr. B. A. Trenstall, the clever and original Advertising Manager for the R. S. Williams & Sons Co., Ltd. It will be noticed that the illustration tells its own story very plainly, it being almost unnecessary for further explanation.

OPERAPHONE RECORDS TO RETAIL AT FIFTY CENTS.

Operaphone records to retail at fifty cents are now being featured by Canadian Phonograph Co., Toronto, who have arranged for the wholesaling of these records in Canada. Operaphone records are double side, vertical cut, or "hill-and-dale," as this system of recording is commonly termed.

Canadian Phonograph Co. have the Canadian rights of the Best-Phone phonograph, introduced by Mr. J. J. Brophy, who has just recently formed the above named firm. The headquarters are at 103 Yonge Street, where they have fitted up retail premises.

PRESENTATION BY SHERLOCK-MANNING.

On the eve of severing his connection with the Sherlock-Manning Piano & Organ Co., London, Mr. W. D. Stevenson, who has been with that firm for the past fifteen years, was presented by the principals with a cheque for a substantial amount. Mr. Sherlock and Mr. Manning expressed their regret at the severance of a long term of pleasant relations, but predicted for Mr. Stevenson all the success that they sincerely wished would be his. Mr. Stevenson, as announced on another page, becomes financially interested in Mendelssohn Piano Co., Toronto.

FEARS FOR LIFE OF LONDON PIANO MEN'S ASSOCIATION.

Some of the members of the trade in London are afraid that the inactivity of their local association pre-ages an early demise. In view of what the organization has accomplished in the past, it would be regrettable to have it lapse. In the association the local dealers have the machinery for handling any grievance that may crop up, and in the piano business in any centre grievances, more or less of minor importance in themselves, are always cropping up. Misunderstandings result from a lack of acquaintance or absence of a common ground of meeting, and misunderstandings are responsible for many hasty actions that are harmful and unfair competition. It has already been the experience of the London Association that something or other a member had on his mind concerning a competitor, proved to be of comparative unimportance when the particulars were brought to light by an introduction of the subject at a friendly luncheon. On the contrary, without the

atmosphere being thus cleared, costly rivalry on an unfriendly basis could easily result, as has often been proved.

In Montreal also, the dealers who appreciate that the whole trade benefits by those in it being united to keep out senseless and unfair competitive methods, are regretting the lapse of their association. They feel the need of an organization to watch the interests of their business against prejudicial legislation by the Province or city, as well as against unprofitable business arising out of misunderstandings.

For two or three years the London men had a harmonious organization with actual business results to its credit that made and saved money for its members. The Journal does not understand that the association or the various agreements of its members have lapsed, but it has heard expressions of fear that its inactivity for the past year looks dangerously like death.

CANADIAN PIANOS FOR NEW ZEALAND. Buyer Places Orders.

Mr. J. Scotten of the Bristol Piano Co., who have establishments in various centres of New Zealand, has been in Canada for some time making purchases of pianos for his firm. While in Toronto he was a guest at the King Edward Hotel.

Mr. Scotten holds out encouragement of the Canadian trade doing considerable business in the Antipodes, where the anti-German feeling is very strongly developed, and he placed orders with several firms while here.

WANTED.

Wanted a good aggressive piano salesman for the road in Ottawa Valley; must have record as business getter. C. W. Lindsay, Ltd., 189 Spar's St., Ottawa, Ont.

LOST—TWO PIANOS, ONE ORGAN.

C. W. Lindsay, Limited, 189 Spar's Street, Ottawa, desire information as to the present location of Palmer Piano No. 2921, Dominion Organ No. 17270, Bord Piano No. 22899. Tuners are requested to note these numbers and if located report same. A reward will be given in each case for correct information.

WELL ESTABLISHED BUSINESS FOR SALE.

A small but well established genuine music business for sale; good and exclusive agencies for instruments, talking machines, etc.; excellent prospects in immediate future; manager-partner considered; legitimate reason for action; no agents, principals only; no snap, but a reliable investment, capable of making money; opportunity to open a branch house in territory not yet fully worked. Apply Box 747 Canadian Music Trades Journal, 56-58 Agnes St., Toronto.



If you have not yet equipped yourself to supply Columbia Records by Ysaye, Hofmann, Casals—three of the world's leading instrumentalists—you are missing a considerable portion of your rightful income.



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

Columbia Graphophone Company
365 Spadina Ave., Toronto

NEW PREMISES FOR SONORA PHONOGRAPH.

I. Montagnes & Co. Again Enlarge.

To such an extent has the business of I. Montagnes & Co., of Toronto, musical goods importers and Sonora phonograph distributors developed, that they have again leased larger premises. About two years ago they removed to their present location in the Ryrie Building, at the corner of Yonge & Shuter Streets, and now they have secured much larger quarters on the third floor of the same building, running from Yonge Street through to Victoria Street.

They are arranging offices, showrooms and stock room. The latter will permit them to carry a much larger stock, and consequently make possible more

are Whaley, Royce & Co., Frank Stanley, and Thos. Claxton, Ltd.

EASTER MUSIC—NEW ELGAR PIECES.

The present is not a bit too soon to order Easter music. Many of those responsible for church music are open for suggestions for suitable Easter anthems and solo numbers, in which Anglo-Canadian Music Co. carry a large and varied stock.

"We'll Never Let the Old Flag Fall," which song has now reached the 80,000 sale mark is out on different makes of records, so that all talking machine owners may enjoy the great patriotic marching song.

Sir Edward Elgar has been receiving unstinted praise for his music in "The Starlight Express," re-



DRUMS MADE IN CANADA FOR THE BRITISH WAR OFFICE.

Part of a shipment by Whaley, Royce & Co., Ltd., Toronto, on a contract on which that firm has been making weekly shipments of one hundred bass and snare drums since September. The manufacturers report that the War Office Inspectors did not reject a single drum.

prompt shipments than has hertofore been possible. Mr. Montagnes and Mr. van Gelder are both pleased with results in Sonora phonograph business, which has been far in excess of their most liberal calculations.

Messrs. Montagnes & Co. extend a cordial welcome to dealers visiting Toronto to call on them. Their location is in a music trade centre. In the same building are Boosey & Co., sheet music publishers, and Harry Wimperly, who has the Bell agency. Mason & Risch, Ltd., are just across the street, and at the next corner is the new Nordheimer building, with Eaton's and Gourlay, Winter & Leeming, Ltd., still within a stone's throw. Universal Music on Shuter Street, and Anglo-Canadian Music Publishing Co., around the corner on Victoria Street are within a two block radius, also Heintzman & Co., on Yonge Street. To the north, within the block,

cently produced in England. Elkin & Co., have published the three songs, "To the Children," "The Blue Eyes Fairy," and "My Old Tunes," as also a "Piano-forte Suite." These three songs were sung by the organ-grinding tramp.

One of the numbers that caught on unusually well at a recent Toronto programme was a two-part arrangement of "Heroes and Gentlemen," by Peskett. This is obtainable through the Anglo-Canadian Music Co., who also have two-part arrangements for high and low voices of "The Admiral's Broom" (Bevan), "Rule of England" (Elgar), and "Hail Flag of the Empire" (Metcalfe).

Mr. James Farrow has joined the outside salesman staff of Mason & Risch at London.

A GLANCE THROUGH COLUMBIA MARCH RECORD LIST.

Being the real open season for dancing, in which joyous pastime the young folks and even their elders indulge, more than they ever did, thanks to the talking machine, which has made the impromptu home affair, as well as the formal function possible, independent of pianist or orchestra, it is fitting that the Columbia March list should include another series of dances.

There are five twelve-inch records with dances on either side. These, added to the previous lists, give the terpsichorean enthusiasts a great variety of selections for one-steps, waltzes, tango, fox-trot, three-step, etc.

In the new list interest attaches to "Anchor's Aweigh," by reason of it being a favorite in naval circles and among battleship musicians. Remick "Medley One-Step" introduces such favorites as "She's Good Enough to be Your Baby's Mother," "Save Up Your Kisses Till the Boys Come Home" and "Walking Up the Mandy Lee." Both recordings are one-steps.

"Love's Illusion on A5769, makes a seductive tango, and "Caught in the Net" is a three-step that gets the sympathy of admirers of this dance. On 5771 it is fitting that "Bridal Blushes" should be a waltz. The waltz on the reverse side is "Waters of Venice."

A beautiful ballad is "When You and I Were Young Maggie," on A1913. Sung in the rich tenor voice of Harry McCluskey added beauty is given to the sentiment of this composition that made a hit nearly a generation ago. On the reverse side the same artist sings "The Gypsy's Warning."

For the customer that appreciates humor, and some member of every household wants something to make him laugh, there is "Samuel," sung and talked by Bert Williams, and "Everybody" the same. Bert Williams has a style all his own, and these recordings on A1909 should sell just as readily as any of his previous recordings.

Billy Williams, one of the most famous of London Music Hall favorites, is no more. But his death does not prevent his humor living on. His cockney impersonations have made a hit with scores of thousands of people, and Columbia dealers have in the March list two more of his contributions on A1910. These are his last recorded selections, "Don't Go Out with Him Tonight," and "Molly McIntyre."

Casey is on the job again. He is a comedy monologist, and his first name is Michael. On A1908 he gives "Casey's Description of His Fight" and "Casey Taking the Census."

The March list introduces the debut of the Trio de Lutece among Columbia artists. The trio comprises George Barrere, flautist; Carlo Salzedo, harpist, and Paul Keefer, prominent among the present generation's most accomplished cellists. They are heard on A1907 playing Tschaikowsky's "Song Without Words" and "Serenade."

Oscar Seagle gives two more sacred selections that every home should have. These are "Lead Kindly Light" and "Nearer My God to Thee," on A576. To hear them is to want them.

Morgan Kingston, tenor, contributes two more selections, "Once Again" and "Roses," and these reveal the

clear freshness of this finished English artist that has been so marked a charm of all his work.

Among the orchestral overtures appears a new recording of "William Tell Overture" on A5764 and A5765. This subject should be in every record library, and the more it is played the more pleasing it becomes.

Parts one and two of "Stradella Overture" are recorded by Prince's Band on A5762, and on A5763 the same orchestra plays "Pique Dame Overture." The open, alluring theme is used as a background throughout the entire first part, shifting from instrument to instrument in fascinating tonal shadings, and even heard amid crashing chords and rolling drum beats. The second portion opens with a flute-piccolo passage through a constructive interlude, to the closing ensemble, a swirling whirl of sound—a driving rush of drums and brasses—a fiery finish.

FEBRUARY PLAYER ROLLS ISSUED BY UNIVERSAL MUSIC CO.

To the prices quoted below 20% is added for Canadian delivery

METRO-ARTS—(48-Note). (Hand-layered).

202496	Memories	Egbert van Alstyne	\$0.50
202512	On the Trail to Santo Fe	Egbert van Alstyne	.50
202492	Robin and the Red, Red Rose	C. Lucky Roberts	.85
202494	Unail	Wilfred Sanderson	.65
202448	Rosalie	Houston	.65
202386	Carry Me Back to Old Virginia	James Edward	.50
202472	Ireland is Inland to Me. Waltz Song	Ernest B. Ball	.50
202508	M-o-s-t-r-e-r. A Word that Means the World to Me	Theodore Morse	.45
202492	Allee, Where Art Thou?	Joseph Ascher	.75
202484	On the Bark of an Old Cherry Tree	Richard Howard	.50

METROSTYLE-THEMIDIST.

302372	A-Bouncer. One-Step Medley	By Herman Avery	\$1.00
302378	Around the Map. Selection	Herman Finck	1.00
302384	Blues Medley. Fox-Trot	Arby	1.00
302342	Good Old Days in Alabama. Fox-Trot	Gilbert & Roberts	.40
302324	Good Ship Whiplow-will. One-Step	Walter Donaldson	.45
302392	Harry Lander. One-Step Medley	Harry Lander	1.00
302254	Hill and Dale. Fox-Trot	Henry Lodge	.50
302304	I'm Simply Crazy Over You. Medley One-Step	Schwartz & Hoas	.50
302626	Melancoлия. Op. 58, No. 6	M. Moszkowski	.50
302322	Najla Dear, It's You I'm After	Henry E. Pether	.45
302236	Saja Intermezzo. Neil Moretz		.50
302352	Soldier Boy. One-Step	Thos. Hood	.35
302356	When Old Bill Bailey Plays the Ukulele. One-Step	C. Melarcon and Nat. Vincent	.45
302336	When You Were a Baby, and I Was the Kid Next Door. One-Step	Harry Tierney	.50
302358	World of Pleasure. Selection	Sigmund Romberg	1.00

METROSTYLE-THEMIDIST—"Popular Edition" 25c. Each.

6272	Broadway Brigade. March	Rees	
6266	Little Honolulu Lou	Glick & Kallman	
6280	Maid of My Heart. Fox-Trot	Edna Williams	
6264	Since You Turned Me Down. Medley One-Step	Brooks	
6278	She's the Daughter of Mother Machree. Waltz	Ball	
6276	Trot de Cavallerie	Cooper	

SOLO-ARTIST RECORDS AND SOLODANT ROLLS FOR FEBRUARY.

New Player Piano Music by The Otto Higel Co., Ltd.

SOLO-ARTIST RECORDS.

No.	Name	Composer	Price
502124	A Garden Dance	Vargas	\$0.70
502134	Can't Yo' Hear Me Cullin', Caroline? (Song)	Roma	.50
502103	Come Back With the Roses in June	Broten	.55
502143	Hark! the Herald Angels Sing (Sacred Song)	Hindel	.55
502153	Mighty Lak's a Rose	Nevin	.55
502083	M-O-T-H-E-R. (Ballade)	Morse	.70
502074	Salut d'Amour. Op. 12 (Morcean Mignon)	Elgar	.70
502104	That's How I Love You (Song)	Strickland	.70
502094	They Didn't Believe Me (Song)	Kern	.70
502114	You Planted a Rose in the Garden of Love (Ballade)	Ball	.70

SOLODANT ROLLS.

No.	Name	Composer	Price
012373	Auntie Skinner's Chicken Dinner (One Step)	Morse	\$0.55
012354	Castles in Spain (Valse)	Lemstra	.70
012423	C. O. D. (Come on Dance) (One Step)	Kaufman	.55
012384	Cuddles (Intermezzo)	Fenn	.70
012314	Dream Girl (Waltzes)	Wellesley	.70
012334	Merry Madness (Valse Hesitation)	Allen	.70
012414	National Defense (March)	Thompson	.70
012386	One Step Medley. No. 1. Introducing (1) America, I Love You; (2) I'm a Lonesome Melody; (3) Long Letter; (4) Dearie Girl Do You Miss Me?	1.00	
012403	Royal Canadian March	Wellesley	.55
012363	Some Beautiful Morning (You'll Find Me Gone). (Fox Trot)	Brockman & Osborne	.55

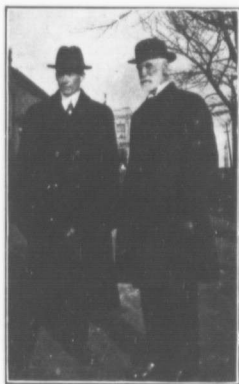
STAR MUSIC ROLLS—25c. EACH

No.	Name	Composer
N167	Sorority (Waltzes)	Frantzen & Caruso
N168	Somer or Later (Song)	Olman
N169	I Love You, Canada (March Song)	Manley
N170	In Binky, Winky, Chinky Chinatown (One Step)	Schwartz
N171	In the Valley of the Nile (One Step)	Whiting
N172	When You're in Love with Some One Who is Not in Love with You (Ballade)	Piantadosi
N173	When Old Bill Staley Plays the Ukulele (Fox Trot)	Vincent
N174	Georgia Land (One Step)	Carroll
N175	Chimes (Novelty Rag)	Denney
N176	Old Homestead (Fox Trot)	Penn

"LITTLE GREY MOTHER" WINDOW.

Telling of a successful window display featuring "Little Grey Mother," Mr. Arthur Mandy, manager of the Phonograph Shop, Ltd., Ottawa, described it as follows:

"We have in the centre of our window a back-ground representing a wall of a room and a fireplace and mantel with pictures, etc., on. In front of this we have a rug spread out and drawn up alongside the fireplace, in which we have the effect of glowing coals. We have an easy chair with a figure of an elderly lady with grey hair, dressed in black, sitting knitting. We have a few little touches of a home around and our whole idea is to feature Edison Blue Amberol Record No. 2762, 'Little Grey Mother.' We have a card in the window reading 'Little Grey Mother,' the newest War Song. Come in and hear it.' This has resulted in creating a good demand for this record, and also of



At Sydney, N.S.—Mr. C. B. Travis, one of the oldest music dealers in the Eastern Provinces, and Mr. Don Travis, manager Travis Bros., Sydney, getting people into the store who have a chance of selling other records to."

VIOLINS OLD AND RARE.

A series of interesting little booklets has been issued by the R. S. Williams & Sons Co., Ltd., dealing exclusively with the old fiddle department, which is the particular and special business and hobby of the firm's president, Mr. R. S. Williams. The late Mr. R. S. Williams, father of the present "R. S.," started the collecting of old fiddles. He gradually acquired what is considered one of the most complete and most costly private collections in the world, including the additions made since his death by the present head of the firm.

Mr. Williams is always on the lookout for some rare specimen, and runs to earth any clue that has a promise of something that he wants in the way of an old fiddle. So rare have become the remaining productions of the old masters that many of the rumors are readily detected by the skilled collector as mere canards.

Among the little booklets referred to, one is devoted exclusively to what it known as the Earl of Aylesford Stradivari of 1683. It is supposed that the Earl of Aylesford secured it from Italy through the celebrated violinist Gardini. In 1822 it passed to George Ware,



Mr. W. L. Saunders of Bridgewater, N.S., vice-pres. N. H. Plimney & Co., Ltd., snapped in his old home town of Springfield, N.S.

a violinist of that period, and finally through various channels to the present owners.

Another booklet refers only to bows of ancient origin. To Francois Turcote, born in 1747, is credited the model of the bow, and which has not been improved upon. He obtained for his best bows, mounted in gold and tortoise, approximately the equivalent of \$50 or \$60. These now bring over \$500.

PERSONAL NOTES.

Mr. R. P. Newbigging, head of the Hamilton cabinet firm bearing his name, was a recent trade visitor to New York.

Mr. S. Gibson, formerly of Heintzman & Co., Saskatoon, has become manager for Mason & Risch at Stratford, Ont.

Mr. Mason, of Mason & Hamlin, Boston, visited their Canadian agencies in January. In Toronto the line is handled by Paul Hahn & Co.

United States exports of musical instruments for ten months, ending Oct. 31, 1915, were \$2,201,593, as against \$2,205,627 for the same period of 1914, and \$2,995,411 in 1913.

Mr. A. E. Wilkinson, formerly of the Mason & Risch Winnipeg branch, and latterly of Nordheimer's, St. Thomas, has joined the London selling staff of the Mason & Risch as city salesman.

AN ANNOUNCEMENT

An Important Advance in Player Piano Construction

GERHARD HEINTZMAN, Limited, announce a distinct advance in a New **Metal-Action Player Piano**, entirely the product of their own factory

RESEARCH AND INVENTION.

The application of Musical and Mechanical skill over several years—combined with a rare opportunity for exploring and investigating the whole field of Player Piano activity—has served to produce an instrument that is capable of fine, sensitive musical shadings surpassing all former possibilities of the player piano.

A HIGH STANDARD.

The Standard attained by Mr. Heintzman is **permanency** of construction combined with sensitive playing qualities permitting of **true musical interpretation**.

SIMPLICITY AND SOLIDITY.

Only an examination of the instrument can reveal the simple, solid construction which the many new inventions allow—inventions which render the piano so sensitive, yet permanently strong and efficient. The following features we remark as particularly worthy:

1st. ALL-METAL MECHANISM.

Gerhard Heintzman Player Pianos embody the only **all-metal** player mechanism in Canada. Other makers have used certain parts in metal, but have also used wood, rubber, and leather in important sections where only seamless brass and copper parts are employed in the Gerhard Heintzman Player. **Durability is established.**

2nd. THE CARTRIDGE VALVE SYSTEM.

As the carburetor to the automobile—the escapement to the watch—so is the seamless metal shell to the Gerhard Heintzman Player. The system eliminates countless joints and yards of leather packing, and with them their peculiar faults and troubles. By this ingenious method of incasing the valve mechanism in a seamless, non-corrosive yet interchangeable metal shell (or cartridge) the instrument employs a similar working principle to the modern rifle. Should a valve fail (from a foreign particle being drawn through the tracker bar) the individual shell may be removed like a cartridge, by the **owner** of the instrument and the obstruction dislodged or a new cartridge inserted, without removing or in any way disturbing the action. A serious defect in former players is thus completely and immediately overcome.

GERHARD HEINTZMAN, Limited, will gladly forward catalogue and full particulars to anyone interested.

GERHARD HEINTZMAN, Limited

75 SHERBOURNE STREET,

TORONTO, CANADA

3rd. AUTOMATIC MUSIC ROLL CONTROLLER.

This patented device controls a pressure on the rolls permitting the attainment of uniform speed throughout the full length of the roll, regardless of its size. This does away with an annoyance common to former players—the slackening or stuttering that often occurs towards the end of long rolls.

4th. UNDER-ACTION—THE POWER PLANT.

A firmness and rigidity has been imparted to the bellows by a distinctive system of construction by which all twisting of parts is avoided. The flabby feeling common in players heretofore is entirely absent in this new instrument, so that the slightest pressure by the operator is perceptibly and directly transmitted. The new bellows system is an important feature in making the Gerhard Heintzman Player the **easiest** and most **sensitive** player possible.

5th. MANY CLAIMS OF REAL WORTH.

There are many more radical improvements all making toward the two ends—**strong** to stay and **right** to play.

We would mention:—

1. All Metal Mechanism.
2. Cartridge Valve System.
3. Automatic Music Roll Controller.
4. Unique Under Action.
5. Four Unit System.
6. Tubular Vacuum Chests of Seamless Brass.
7. Copper tubes direct from Tracker Bar to Pouch.
8. Self Cleaning Floating Bleed.
9. Transposing device.
10. Dust-proof Automatic Tracker.
11. Valve and Pouch Boxes interchangeable.
12. Action regulating with parts all in working position.
13. All working parts **accessible** and visible.
14. Top action removable without disconnecting any tubes.
15. Unique Transmission Gear.
16. Under action removable without disconnecting any small tubes.
17. Centre Control Power Plant.
18. And last, but by no means least, **THE GERHARD HEINTZMAN PIANO.**

PRE-EMINENT.

This splendid new production is admittedly the highest standard yet attained in Pneumatic player pianos—and it is installed in the **GERHARD HEINTZMAN PIANO**. "A consummation devoutly to be wished."



Through all the changes which have marked the half-a-century progress of the House of Mason & Risch, ONE thing has remained the same—the determination to make the Mason & Risch Piano the literal expression of the utmost in piano value.

It is made throughout for lasting worth, and fully meets the anticipations naturally created by its reputation as Canada's first and foremost Piano.
"The Best Piano Built."

Mason & Risch Limited

230 Yonge Street
Toronto



The New
**Gerhard Heintzman
Player Piano**

Which has made its appearance,
REVOLUTIONIZES the present day player mechanism as it is the only practically All-Metal Player made.

Made in Canada.

Made by ourselves in our own factories.

The **NEW GERHARD HEINTZMAN METAL PLAYER PIANO** contains the most ingenious method of incasing the delicate valves in a **SEAMLESS, NON-CORROSIVE, INTERCHANGEABLE METAL SHELL** or **CARTRIDGE**.

The **WIND CHESTS, TRACKER TUBES** and **TEMPO BOX** are **SEAMLESS BRASS**; the **VALVE BOXES** are **SEAMLESS METAL CASTINGS**.

The **NEW GERHARD HEINTZMAN METAL PLAYER PIANO** is simplicity itself (anyone can play it). It is **DUST-PROOF, LEAK-PROOF, NON-CORROSIVE**, will withstand any climate or change of temperature, and is practically no larger than an ordinary upright piano.

The many exclusive features are patented or patents pending.

The **NEW GERHARD HEINTZMAN METAL PLAYER PIANO** is the great realization of an ideal after years of study; let us demonstrate its selling ability to you; you, like others, will be immediately convinced that the **LAST WORD** in Player Piano mechanism is contained in the **GERHARD HEINTZMAN, Canada's Greatest Piano**.

GERHARD HEINTZMAN, Limited

75 SHERBOURNE ST.

TORONTO, CANADA.



Supreme in design, materials and workmanship—
supreme in those musical attributes which stamp the
genuinely artistic instrument, the Mason & Risch Piano
has written an enduring chapter in the history of the
Canadian Music Industry.

MASON & RISCH

Pianos and Player-Pianos

ARE INSTRUMENTS THAT YOUR CUSTOMERS
ARE PROUD TO OWN. TO SELL THEM IS TO
HAVE THE PURCHASER SET THE MARK OF
APPROVAL ON YOUR ESTABLISHMENT.

Mason & Risch Limited

230 Yonge Street
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