

CANADIAN MUSIC TRADES JOURNAL

Features of the September Issue

- I. Music Exhibits at C.N.E.
Summary of the piano displays at Toronto Exhibition—News connected with the "Ex."
- II. Sheet and Book Music Dealers Organize.
Account of initial meeting of Canadian Music Dealers' Association—list of Officers elected—New Music.
- III. Talking Machine Questions Discussed.
Current topics—advance lists of Records.
- VI. Editorials on Trade Subjects.
- V. Doings of the Trade in Every Province.



The Victor - Berliner Agency is a Business Proposition

What per cent. of the possible VICTROLA and RED SEAL TRADE in YOUR territory are YOU getting? Probably no more than the standard you set—if indeed, you have ever set a standard. Think this over and put a mark to climb to, but DON'T PUT OFF ORDERING the goods you'll need.

If you are not cashing in on the franchise that the VICTOR-BERLINER square-deal service, advertising and musical merit have built up get in touch right away,—you still have time to get in on it for fall. HIS MASTER'S VOICE products will give you MORE PROFIT on a SMALLER INVESTMENT than any other line you can handle. Ask other HIS MASTER'S VOICE DEALERS about that. The VICTOR-BERLINER list of artists has no duplicate. Here are just a few of the stars under EXCLUSIVE contract to make VICTOR RECORDS: CARUSO, Scotti, Sembrich, Melba, Clara Butt, Gluck, John McCormack, Galski, Amato, Tetrizzini, de Pachmann, Geraldine Farrar, Emmy Destinn, ad infinitum.

The Victrola and Victor Records are Played and Recommended

By leaders of society, successful business men, lawyers, doctors, teachers, musicians,—in short by discriminating people in every walk. Withal the range of prices—\$20. to \$300.—puts the VICTROLA within the range of ANY WAGE or ANY SALARY. Whether you have farm trade, factory trade, merchant trade, society trade, or just common-every-day average trade you can meet ANY TASTE and ANY PRICE with the VICTOR BERLINER line—cash or easy payments.

HIS MASTER'S VOICE lines have been advertised as NO OTHER LINE EVER WAS and still we have INCREASED this year's appropriation by \$50,000, which means MORE people ASKING FOR VICTROLAS than ever. With these and the people YOU go after can't you just enthuse over your PROFIT PROSPECTS? Write about it.

BERLINER GRAM-O-PHONE COMPANY

LIMITED

MONTREAL

CANADA



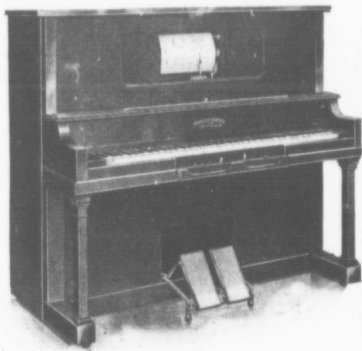
N. B.

This Company has won prominence through its special designing department, which is prepared at all times to submit special plans to customers who may wish to have instruments built to match the interior finish of their rooms.

Get the MARTIN-ORME features into your piano talk - it's business for you.

The Martin-Orme Company were one of the first to realize the future of the Player Piano.

For several years now we have concentrated our efforts and resources on players and player mechanism with excellent results. There is therefore no hesitancy in asking the trade to test our accomplishments.



The MARTIN-ORME PIANO CO., Ltd.

OTTAWA

CANADA

The Martin-Orme line is singled out for "tone." Our method of securing this is the Viololorm system, which is a logical application of acoustic principles and is a registered feature in the Martin-Orme. This is one of the several ideas employed that bring out a

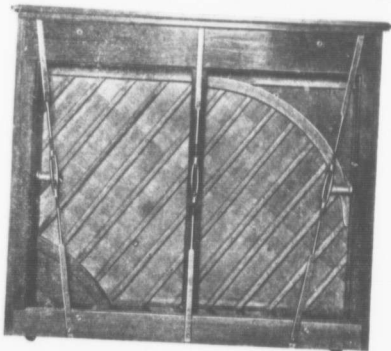
pure melodious singing tone entirely untainted by harsh or metallic suggestions that characterize unskillfully made instruments.



The MARTIN-ORME catalogue is an industrious salesman - Employ it.

With this perfected player in action the shadings of time and touch are at entire command and are so sensitive to manipulation that by the slightest touch of the levers and buttons provided every manner of musical expression is available.

Newcombe pianos and players are exponents of the highest principles in piano construction



Back of Piano showing the Howard
Patent Straining Rods

NO OTHER PIANO HAS HOWARD PATENT STRAINING RODS

They give strength to the pianos. They relieve the immense strain of the strings and make a better tone possible. They are of the best steel, handsomely nicked and are an ornament to the instrument, and they do not add extra cost to the piano.

THE
NEWCOMBE LINE
is the Helping Hand.

Dealers and their salesmen are always welcome
at any time at our new headquarters—

359 Yonge St., TORONTO.

You will find this location very handy to reach and quite near the other places you will want to visit when in the city.



Newcombe
Players

"Never Suffer
by
Comparison."

THE NEWCOMBE PIANO CO., Limited

Toronto - Canada

Head Office
359 YONGE STREET

Factory
121-131 BELLWOODS AVE.

The Largest Organization
manufacturing Musical In-
struments in the World.



Woodstock Factories



Listowel Factories

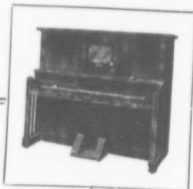
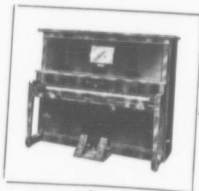
THOSE who conduct business enterprises know by experience that while it is hardest to win the most exacting customers, yet, once won, these bring many others who know that where they go it is safe to follow.

THE Karn and Morris Pianos and Players are built to win the approval of those in every community best worth winning. Their tone, appearance and durability, and our agency proposition unite to spell BUSINESS in capital letters for you.

The
Karn-Morris Piano & Organ Co.
Limited

Head Offices
Woodstock, Ont.

Factories
Woodstock and Listowel.



Gourlay Tone A Revelation

THE marvellous rich tone that pours forth from the Gourlay with bell-like sweetness has proved it a musical revelation in modern piano construction.

¶ The production of Gourlay tone is the result of scientific knowledge on the part of expert artists in every department. Co-operative attention to every smallest detail by students of tone-production who work with only the finest materials procurable, has developed a high grade piano with long life, great powers of resistance, and a clear, mellow singing tone.

¶ The Gourlay is universally endorsed by authoritative musical critics who know a piano. To know a Gourlay is to appreciate the wonderful accuracy of workmanship possible for human skill to produce.

THE degree of perfection to which science has brought the Gourlay Piano the success in producing that ideal tone — places it in the front rank of the world's famous pianos.

¶ The performer on the Gourlay feels the inspiring influence of a masterpiece. It lends itself to varying temperaments of different players with a responsiveness and sympathetic softness that charms.

¶ This wonderful tone-control is of prime importance in the purchase of a piano. It is the basis of Gourlay popularity among enthusiastic friends.

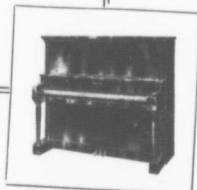
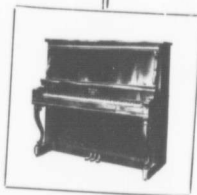
¶ We cordially invite you to our Art Rooms to investigate for yourself the wonderful possibilities of the instrument that has established a modern revelation in tonal beauty — the Gourlay.

Gourlay, Winter & Leeming

188 Yonge St.

Toronto

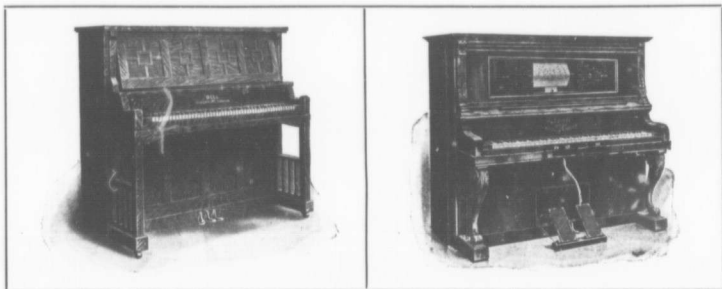
Canada



BELL PIANOS

are built to secure the appreciation of discriminating musical people who require a piano of superior tone quality, a piano with a responsive touch, a piano equal to any and every demand.

Effectiveness, durability, and artistic taste are Bell features.



The BELL PIANO & ORGAN CO., Limited

Warerooms :

146 Yonge Street, Toronto
49 Holborn Viaduct, London, Eng.

Factories at

GUELPH, ONTARIO
And LONDON, ENG.

Looking for Business this Fall ?

THE following rolls have been selected by some of the most successful player demonstrators as being ideal in every sense for effective player demonstration :

REGULAR 88 NOTE.

- | | | |
|--------|--|-------------------------|
| 300543 | Nights of Gladness (Valse), | Ancliffe \$1.25 |
| | <small>A new success. This piece was featured by the Irish Guards' Band at this year's Exhibition.</small> | |
| 300220 | Valse Fantastique, | Menges 1.25 |
| 300203 | Vesper Chimes..... | Decker 1.25 |
| 99765 | Blossoms from the South..... | Arr. by Geo. Swift 1.50 |
| 99545 | Spirit of Independence,..... | Holzmann 1.00 |

88 NOTE THEMOSTYLE.

- | | | |
|-------|--|--------------------|
| 41001 | Eldorado (Polka de Concert),..... | Bartlett \$1.25 |
| 41055 | Daydreams (Waltz),..... | Arr. by Swift 1.50 |
| 41527 | Grand Canyon of Arizona Waltzes,..... | Kedewill 2.00 |
| 41159 | Norma (Fantasie Brillante by Leybach), | Bellini 2.00 |
| 41006 | American Patrol, | Meacham 1.50 |

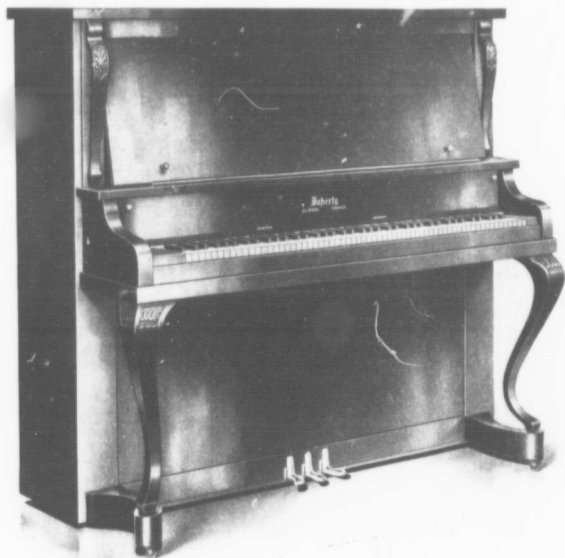
88 NOTE—THEMO—ART.

- | | | |
|-------|----------------------------------|--------------------|
| 41534 | Two Skylarks,..... | Leschetizky \$1.50 |
| 41512 | Valse Parisienne,..... | Roberts 1.75 |
| 41508 | Thais (Meditation)..... | Massenet 1.75 |
| 41586 | Sweetest Story ever Told,..... | Stults 1.50 |
| 41602 | Trail of the Lonesome Pine,..... | Carroll 1.25 |

Made by
the
oldest
and
largest
Manufacturers
of
Music Rolls
in the
World.

THE UNIVERSAL MUSIC CO.
TORONTO **10 12 SHUTER ST.** **CANADA**
 NEW YORK CHICAGO SAN FRANCISCO

The WONDERFUL NEW DOHERTY LINE



Style "C"

*In Mahogany, Walnut and
Circassian Walnut*

In this art design the case is above criticism in its beauty and artistic elegance. This instrument possesses a charm and richness of tone and a perfection of mechanical detail unexcelled by any piano in the world to-day. We stake our reputation on this statement.

Case double veneered inside and out. Full overstrung scale, seven and one-third octaves. Finest spruce sound board, ten ply acoustic rim. End-wood compound key bottom, continuous hinges. Boston roll fall. Ivory and ebony keys. Strictly hand carved throughout.

Height, 4 feet 8 inches
Width, 5 feet 2 inches
Depth, 2 feet 2 1/2 inches.

Fully Warranted for Ten Years.

Style "G"

In Mission or Fumed Oak

The beautiful proportions and plain severity of this design lend themselves so perfectly to the Mission finish that, at the request of many of our customers, we are including it in our regular line. All hinges, pedals, etc., of this instrument are SOLID BRASS, and the MISSION FINISH brought out entirely by hand work with oil and wax, is beautiful beyond description.

Case double veneered inside and out. Full overstrung scale, seven and one-third octaves. Finest spruce sound board, ten ply acoustic rim. End-wood compound key bottom, continuous hinges. Boston roll fall. Ivory and ebony keys.

Height, 4 feet 8 inches
Width, 5 feet 2 inches
Depth, 2 feet 2 1/2 inches

Fully Warranted for Ten Years

Write for catalogue, prices, terms and territory to

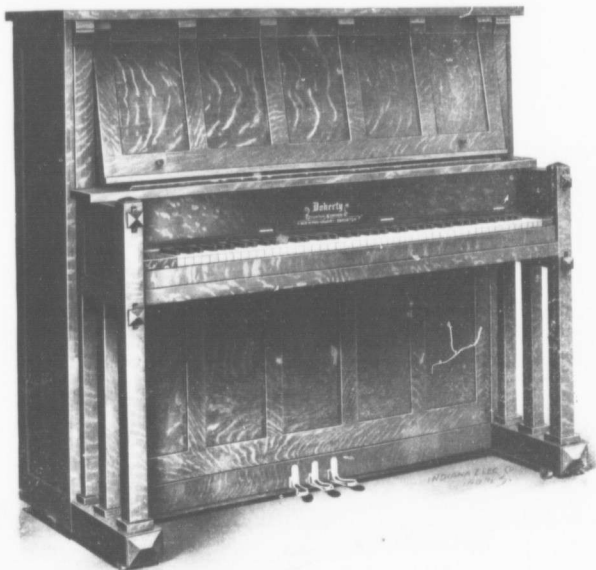
Doherty Piano Co.
Limited

Head Office and Factories:

CLINTON, ONTARIO

Branches:

WINNIPEG, Man. CALGARY, Alta.
EDMONTON, Alta.



THE WORMWITH PIANO CO. LIMITED

KINGSTON ONTARIO

Is alive to the wants of the people.



Height 4 ft. 6 in.
Width 5 ft. 1 1/2 in.
Depth 2 ft. 3 in.
7 3/4 Octaves

Figured
Mahogany

Here is our Style Louis "E" Cabinet Grand, which is proving a great seller. Repeat orders for same being an evidence.

Simplicity - Reliability - Endurance

These are the watchwords which have made "Seeburg" electric pianos and orchestrions famous.

SIMPLICITY, being the foundation of "Seeburg" electric pianos and orchestrions makes them reliable, giving unold endurance which is required of all automatic instruments.

Herewith is shown the original Seeburg electric piano, the most simple constructed electric piano on the market.



STYLE A

New and original scale of seven and one-third octaves, overstrung bass and three unisons throughout. Best music wire and copper wound bass strings. Brass flange action, with highest grade ivory keys and ebony sharps.

Double veneered hardwood case, beautifully finished in polished golden oak, mission finish oak and satin mahogany. Roll fall-board with continuous nicked hinges. Beveled plate glass top panel, automatic mandolin attachment. Loud and soft lever. Magazine slot plays one to twenty coins. Music roll contains from 10 to 20 selections on rewind system. Equipped with tempo regulator.

Write for catalogue entitled "Art and Music" showing complete line of Seeburg instruments.



J. P. SEEBURG PIANO CO.

Manufacturers and "Art Style" Originators.

CHICAGO, ILL.
U. S. A.

General Offices
Republic Building,
209 So. State Street.



Factory
913-921 West Van Buren
Street.

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

SUPPLIERS OF

NEW YORKSOLE AGENTS
U.S. & CANADA
FOR**Klinke's**
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Tuning PinsHigh Grade Commodities
TO THE
PIANO AND PLAYER TRADESOLE AGENTS
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Music Wire**Player Accessories.**

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

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

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

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

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

Soft Yellow Poplar Veneers

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Write to

The Central Vener Co.**HUNTINGTON**

200,000 feet daily.

W. Va.

GEO. W. STONEMAN & CO.

PIANO VENEERS

Maryland Walnut

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

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

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

845-851 West Erie Street
CHICAGO, - ILLINOIS.

Is It Any Wonder WE ARE BUSY?

Dear Sirs:

Please send the following new reeds for one of your organs in the church at Frampton. That organ has been sold 18 years ago. Is pretty good yet but requires new reeds, a few have been lost or broken.

Yours truly,

Placide Gagnon,
Tuner.

The above extract from a letter received to-day explains the reason.

OUR ORGANS

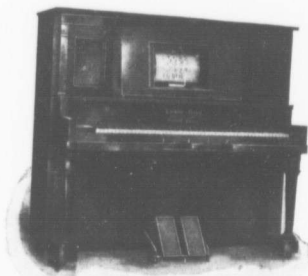
Are Durable, Sweet Toned, Fully Guaranteed.

Catalogues and Prices mailed to every dealer in Canada.

The GODERICH ORGAN COMPANY, Limited
GODERICH - CANADA

Each Player represents our very best effort.

Quality our Motto



EVANS BROS. NEW PLAYER PIANO

The Evans Bros. Piano

& Manufacturing
Co., Ltd.

Ingersoll, Ontario

Each Piano more than mere honest value.

**Established
1856**



**Built to
Serve**

CRAIG pianos serve two classes — the men who have to sell them and the people who buy them for constant use.

In every field of industrial endeavor Service has become a basic necessity. Successful commercial activity is dependent, to a large extent, upon it.

Perhaps in no business is Service more essential than in the production of high grade pianos.

We have fully realized the vital importance of Service to those whom we would serve. We are deeply conscious of the part it plays in our own success.

Results prove that the Craig factory Service has been appreciated, and with the approaching months of renewed selling activity, the claim for Craig pianos — that they are built to serve — will be of greater import to the trade than ever before.

—The—

Craig Piano Company

MONTREAL

CANADA



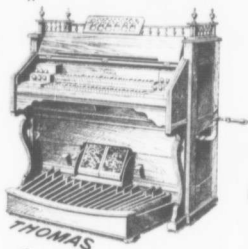
The Thomas Organs

have been acknowledged for years as the best, and are the

LEADING ORGANS OF THE DAY

They are unrivalled in volume, sweetness, and purity of tone. At several of the leading Exhibitions they carried off the highest honors, and were granted awards for

"Beauty of display and general excellence of Reed Organs."



Merit that this trade mark stands for always wins.

The Proposition We Have to Offer is the Agency for

The Thomas Organ

The Organ that Practically Sells Itself

Our terms are liberal and the Thomas is not only a quick seller but stays sold.

We back our dealers in all our claims; and sell through them only.

For proof ask any Thomas Agent, or better become an Agent.

**Thomas Organ and
Piano Co.**

WOODSTOCK - ONTARIO - CANADA



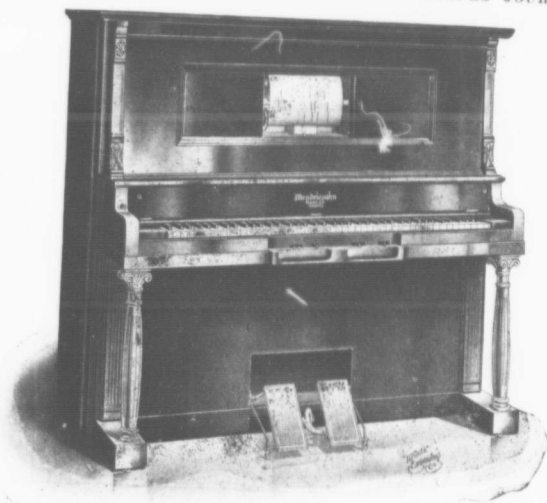
The Result of a Good Habit—Efficiency

EFFICIENCY is not something that we can go out and buy. It does not come in packages with directions for use. Speaking to the Chamber of Commerce of a well-known city, an authority said, "It is more like a plant—that is, it is something that grows; and it is like a plant in this, too, that the longer it takes to grow, the stronger and more enduring it is. Try to make a good sized factory really efficient, and if you do it in three years, you have done well and will then find more to do."

When manufacturers buy products of the Loose factory, or when retailers handle pianos equipped with Loose Actions and Loose Keys, they can be absolutely sure that these supplies are of that quality and at that price, made possible only by the constant practice of real efficiency that has become a fixed habit.

Established
over
25 Years.

J. M. Loose & Sons
Limited
Carlaw Ave. - Toronto
Canada



MENDELSSOHN PLAYER PIANO

Player mechanism
thoroughly re-
sponsive.

Player Piano con-
struction up-to-
date in its capa-
bilities as a
Player and
Piano.

Music lovers satis-
fied by its un-
limited capacity
for expressing
musical feeling.

MENDELSSOHN PIANO CO.

110 ADELAIDE ST. WEST

TORONTO, ONTARIO

Dealers Attention !

HOW many times has the thought occurred to you, if we could only supply our customers with a Permanent Phonograph Needle ; avoiding the annoyance of constantly changing needles.

Our Permanent Needle is made with a jewel point, set in a steel shaft. The jewel is polished and gives excellent service as to life of record. The tone is most natural, and economy as to expense for needles, for they are guaranteed for one year, in other words one year's service to the user for \$1.50.

Dealers should stock this marvelous improvement in Phonograph Needles for Disc Machines, made in three tones, Soft, Medium, and Loud.

The following distributors in your respective Province will be glad to supply you :—

The Music Supply Co.,
88 Wellington St. W., Toronto, Ont.
Distributors for Ontario.

Layton Bros.,
550 St. Catherine St. W., Montreal, Que.
Distributors for Quebec.

Fletcher Bros., Ltd.,
633 Granville St., Vancouver, B.C.
Distributors for British Columbia.

W. Doherty Piano & Organ Co., Ltd.,
Calgary, Alberta.
Distributors for Alberta.

W. Doherty Piano & Organ Co., Ltd.,
324 Donald Street, Winnipeg, Man.
Distributors for Manitoba and Sask.

Permanent Phonograph Disc Needle Co., Inc.

1128 N. Winchester Ave.

Chicago, Ill.



Sherlock-Manning 20th Century Player Pianos.

“Canada’s Biggest Piano Value.”

REAL VALUE

The Sherlock-Manning Player spells real value for the dealer.

That is why the Sherlock-Manning has appealed to so many dealers in the past twelve months—men who are looking for a real Player—who want a full dollar’s worth for every dollar expended.

The attractive exterior has made the Sherlock-Manning Player popular, but it is the interior qualities that have clinched its reputation with the public—it is **real value**.

After all the Player that is to spell real value for the dealer must be one he buys right, sells at a fair margin, and containing such qualities as will prove satisfactory to his customer, helping sell another.

The Sherlock-Manning Player represents this combination.

The kind of Player you **need** is the kind your **customer** wants.



Style 95, 88 Note. 4 ft. 8 in. Case. Mahogany

Dealers who have handled other makes for years are to-day featuring **Sherlock-Manning**.

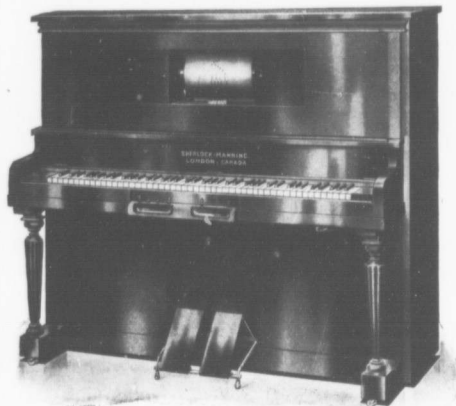
Why?—not as a favor, but as a coldblooded business proposition.

The same dealers have helped us to almost treble our output in the Piano department since last Exhibition time.

Fairly convincing evidence that
“Quality and Honest Value will win.”

Arrange for agency and territory. Do it now while it is available.

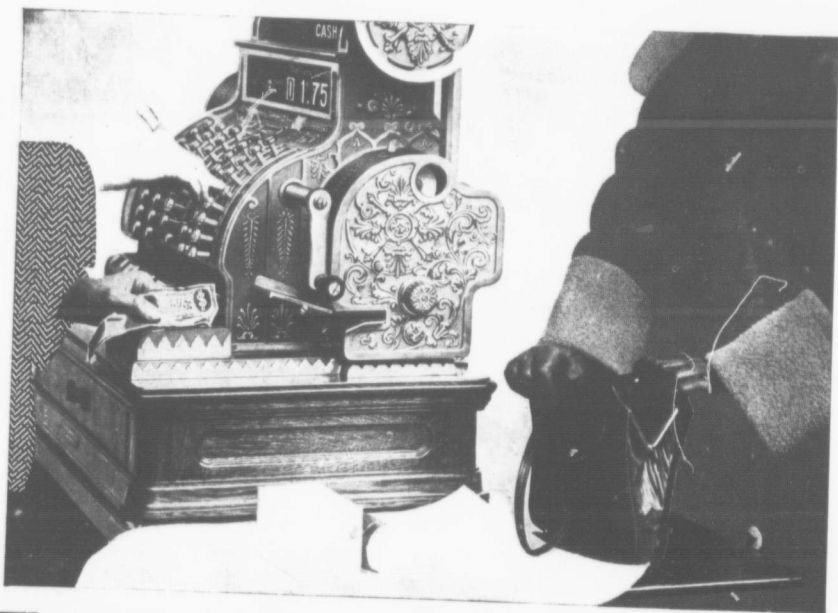
Test our claims—see the instruments.



Style 120, 88 Note. 4 ft. 6 in. Case. Mahogany.

The Sherlock-Manning Piano and Organ Co.

London - - Canada



There's a Record in the Register

Before the Customer Gets the Goods

The "Get a Receipt" plan enforces a record inside the register before the goods are wrapped. The receipt is wrapped in the parcel and the record must be made before the receipt is issued.

This record is the clerk's own acknowledgement that he has sold a certain amount of goods and will be responsible for a corresponding sum of money. It is your receipt for the transaction.

This protects your business, shows you at all times just where you stand, benefits your customers, saves time and increases profits.

Write for information to-day about the National Cash Register that is built for the particular needs of your business.

The National Cash Register Company

285 Yonge Street,

Toronto

Canadian Factory: Toronto, Canada

"They prosper most because they serve best"

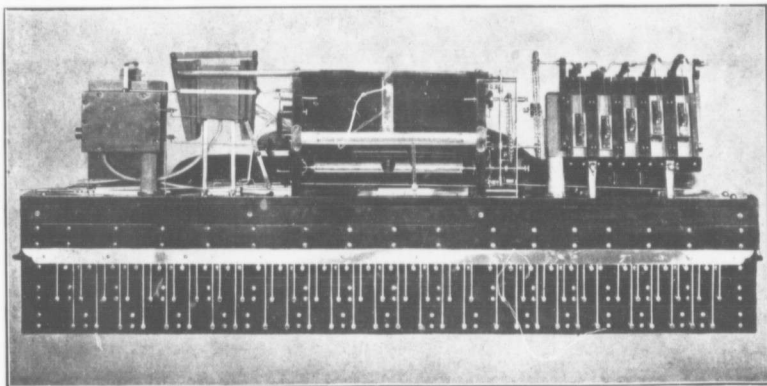
MADE IN
CANADA

OTTO HIGEL PLAYER PIANO ACTIONS

MADE IN
CANADA



To not visit the
factory where these
are made is passing
up a golden oppor-
tunity.



THE OTTO HIGEL PLAYER ACTION is the choice of those who want the best.
BECAUSE—

It is smooth running and easily operated. It permits the finest shading and phrasing.

THE
OTTO HIGEL CO., Limited

Toronto - Canada

King and Bathurst Sts.

It has great flexibility and abundance of reserve power.

All parts are made to an exact standard and are interchangeable.

Every part is made under our own supervision in our own factory.

Nordheimer

"Quality-Tone"
Pianos

and



Player-Pianos

Q The Nordheimer line lends an air of dignity and refinement to any salesroom from which they are sold and the dealer need have no fear of competition.

Q Nordheimer instruments have a character and refinement all their own—that peculiar indescribable something which lifts them on a plane by themselves.

Q Ever since the manufacture of the first Nordheimer piano, our factory methods have included the most modern principles known in scientific piano construction.

The **NORDHEIMER** PIANO & MUSIC Co., Ltd.

15 King St. East
Toronto

Branches and Agencies
throughout the Dominion

Headquarters for Everything in Music

"Imperial" "Sterling"
and "Ideal"

Band Instruments



Sheet and Book

Guitars, Mandolins, Banjos,
Harmonicas

"Imperial" Strings

For all Stringed Instruments,
Are the Best.

SERVICE

For Western Canada

A FEATURE of the Whaley-Royce service is the branch warehouse maintained at Winnipeg. With a complete stock at that central point the dealers in Western Canada have the advantage of prompt shipments and a saving of time in securing goods.

A DISPLAY

of these books will bring you
good results:

"Famous Classics"

"Melodious Recreations"

"Primary Classics"

"First Pieces in Easy
Keys"

"Mammoth Piano Folio"

"The Empire Song Folio"

Write for list of Sheet Music,
Vocal & Instrumental, Anthems,
Part Songs, etc.

Whaley, Royce & Co., Limited

237 Yonge Street
TORONTO

Donald and Princess Sts.
WINNIPEG

THERE are no substitutes for Bohne Piano Hammers. The characteristic quality of all materials used, as well as the careful and experienced workmanship throughout every step of their manufacture account for their reputation to resist year in and year out the extra usage demanded of the player piano.

Bohne Hammers covered with "Weickert German Felt" are known and acknowledged to be the best money can buy. That is the reason they are used by manufacturers who consider quality before price.

Bohne Piano Strings

are the resultant products of a modern well-equipped plant; the class of workmanship that goes hand in hand with thorough knowledge; the best materials that the markets offer, and constant careful supervision.

W. BOHNE & CO.
516 RICHMOND ST. W. - - TORONTO
 134th STREET and BROOK AVE., NEW YORK.



They'll Help You Be An Optimist

WRIGHT pianos create the spirit of optimism without which the marketing of musical instruments is very difficult.

The selling arguments which group around the tone, finish and lasting qualities of the Wright line will put an abundance of red corpuscles in your blood.

Wright pianos sell easily—yield a good profit and satisfy thoroughly all concerned.

YOUR MOVE

Particulars upon request

**WRIGHT PIANO CO., LTD. STRATHROY
 ONTARIO**

THE BRITISH AND COLONIAL PIANO AND MUSIC TRADES JOURNAL

Published on the 7th of the month

Is the leading literary trade journal in
Britain, and ought to be of interest
to those connected with the
Music Trades in Canada.

Single copies, Post Free, 3d.
Annual Subscription, P st Free, 3s.

Specimen Copy sent Free on application to

R. W. SIMPSON & CO., Ltd.
HERALD PRESS
RICHMOND, SURREY, ENGLAND



Piano Strings

(Patented 1904)

of Highest Grade

Canadian Agents for Rudolf
Geise's German Music Wire

Toronto Piano String Manufacturing Company

122 Adelaide St. West Toronto
Phone Main 5848

Perfection in Finish

IS OBTAINED
WITH

Jamieson's Varnishes and Stains

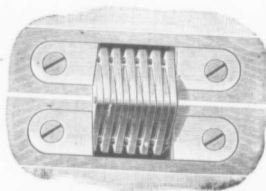
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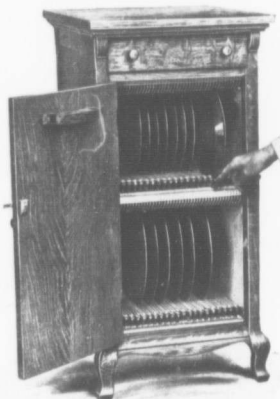
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Roll No.	Title and Composer	Price
A		
62900	Arcadians, The Monekton & Talbot	\$1.50
Selections. Introducing Opening Chorus Act II, Chorus of Waitresses—My Mother—Pickle Fortune—The Pipes of Pan—Sweet Simplicity—Araby is ever Young—I Like London—Opening Chorus Act III—The Joy of Life—The Girl with the Bogue—Charming Weather—Truth is so Beautiful, and Finale Act I. Arranged by H. M. Higgs.		
B		
63696	Belle of Brittany Talbot	1.50
Selection. Introducing: Country Dance—The Best Brittany—The Old Chateau—Little Country Mice—The Dawn of Love—The King in the Kitchen—Daffodil Time—In the Ocean. Arranged by T. A. de Orellana.		
59265	Blue Belle of Scotland, The J. P. Ryder	1.20
With Variations. 88 note only.		
59212	Burning of Rome E. T. Paull	1.20
Descriptive March and Two-Step.		
59198	Butterfly Ballet H. E. Schultz	1.20
Moroccan Characteristic.		
C		
34292	Chanson Populaire, Op. 83, No. 5 Muszkowski	70

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ROLLS FOR FALL TRADE

Roll No.	Title and Composer	Price	Roll No.	Title and Composer	Price
D					
59263	Dance of the Dragons W. C. Powell	\$1.20	29296	Morceau en Forme D'Etude H. A. Wollenhaupt	45
Grand Galop de Concert. 88 note only.			Op. 22, No. 1. 88 note only.		
E					
59208	Excelsior M. W. Balfe	1.20	O		
Key of D.			69294	"Olden Days" Selections. Introducing: Jingle Belle Casey James—Belle Malome—Marching Through Georgia—Jannita Alice, where art Thou—Good Night Ladies. Arranged by Wm. Hartmann.	
G					
59214	The Girl on the Film A. Simey	1.20	39297	Parisiana G. Bachmann	70
Vals.			Vals.		
49291	Good Fellowship J. M. Daly	90	49292	The Robin's Return L. Fisher	90
March and Two-Step.			Caprice, 88 note only.		
H					
59199	The Honeycomb Express Selections. Introducing: When the Honeycomb stops shining—Good-bye Boys—You're a good little Devil. Arranged by Wm. Hartmann.	1.20	R		
I					
59195	I'd Do as Much for You H. Von Tilzer	1.20	83623	The Rosary Nevin	30
(If non We're having lovely weather)			Key of E flat.		
L					
49210	The Lady Bags Review N. Moret	90	S		
Moroccan Characteristic.			39213	Sunshine and Roses E. Van Alstyne	70
M					
49196	Meditation C. S. Morrison	90	V		
Op. 90.			49211	Valse Fantastique E. Menges	90
30009	Melody in F Rubenstein	70	88 note only.		
			59200	Vesper Chimes Decker	1.20
			88 note only.		
W					
			39299	When it's Blossom Time in Normandie Gifford and Trevor	70
			Woodland Whispers A. Cibulka		
			1.50		
			(Walddesflustern). Op. 275.		

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Here at last is a Player Roll in which you can place the utmost confidence; about which you can make definite, concrete claims that can be backed up by absolute facts. Heretofore all Music Rolls have been made from scale from a piece of Sheet Music. They have been measured off like so much cloth, by the yard, and have depended entirely upon the operation of the person at the Player Piano for the expression and control.

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Not so with the Q. R. S. Rolls. An individual Pianist—Paderewski, De Pachman, or any other,—sits down at the Piano and plays a selection according to his interpretation, and by this great invention his exact playing is recorded and all rolls are made from this, insuring the same exact expression, time and volume as in the original rendition. It does not interfere with anyone's putting their own expression in, if they desire, but even though they do not move a lever these Player Rolls will give them a reproduction absolutely devoid of mechanical effect.

We still have some open territory for representatives in the Dominion, and if you wish to reap the profits that will come from an agency of this calibre write us to-day for further particulars.

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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The State of Trade.

WHETHER or not piano and player trade for the remaining months of the year will equal the volume reached for the same period of 1912 is nobody's knowledge, though the prediction is freely made that it will not. The attitude of the trade seems to be that last year's record is not possible, and the logical result of such an attitude is to prejudicially effect the volume of business. With a delusion firmly rooted that something is beyond accomplishment, then it is likely to remain beyond accomplishment. It may be desirable for some or all firms not to expand, but that is a matter for individual decision, and there are periods in the history of every business when ultimate results are more secure through temporary contraction. There is no excuse for pessimism, however. The latest estimate of the Western crops places the value at \$170,000,000, and only twelve per cent. of the land is under cultivation. Vast as is the value of Western crops, the returns from Ontario will be immensely greater, and the Eastern Provinces are always solid. The financial situation will prevent expansion in many instances, but there being no crisis, the money market will gradually right itself. In the music trades the effect has already been to energetically handle collections and repossessions, and dealers who have been doing little buying for the past four months report that their stocks are light. While the Ontario farmer has not been affected by the tightness of the money market, he has been afraid that he might, and acted accordingly with his money. With his crops safely harvested, he is realizing the absence of a crisis, and is consequently a reasonable "prospect" for anything he requires. It now looks as though there will be a good fall trade secured, perhaps at the price of greater effort than last year.

The Lack of Skilled Labor.

A NOTE of warning that is worthy of the Canadian trade's attention has been sounded by Mr. Frank Squire, who is one of the leaders in the piano manufacturing section of the trade in Great Britain. In a somewhat lengthy treatment of this subject, Mr. Squire says:—"The past season has been a great improvement on previous seasons for several years, but have the

British pianoforte manufacturers been able to secure a sufficient number of skilled workmen to execute their orders with that promptitude that is desirable? I think not. Good skilled labor has been at a premium during the past few years, and manufacturers generally have found the utmost difficulty in securing extra hands for the execution of their orders. That such a state of affairs should exist in our industry is, to me, deplorable. I have been associated with the piano industry practically all my life, and I do not remember there having ever been such a scarcity of skilled workmen as exists to-day.

"Our position is—not a sufficient number of *skilled* men. Please mark the word 'skilled.' We have the materials, and no doubt have the money, or can get it, but have we the skilled workmen capable of co-operating with us in successfully combating our foreign rival, and driving him out of our market? That is the point that ought to be the goal we, one and all, should aim at.

"I will not pose as a prophet, but I must draw conclusions from causes that will be sure to produce certain effects. If we do not take the tide at its flood, that is, at once to train more skilled and efficient workmen, we shall not be able to continue to successfully beat back the foreign competition so completely as is most desirable. Now, mark you, the trade that does not face the facts of her necessities in training an increased number of skilled and efficient workmen is bankrupt in her business and a beaten force in the field of her conflicts with foreign competition. As far as my firm is concerned, I have always personally supervised the training of the apprentices. I have never diverted the work of the departments into sections, but I have made each lad learn everything concerning the department to which he might be apprenticed. Further, I have always endeavored to interest my workmen in the question by securing their sons as apprentices, and in this I have been very successful."

This Journal has heard expressions of opinion that would emphasize two points brought out in Mr. Squire's remarks: 1st, the relation of skilled labor to competition with foreign trade; 2nd, the advisability of interesting present employees' sons in the piano industry.

Retailers and Public Benefit by Price Maintenance.

PRICE maintenance in a much discussed subject. It is a feature of the talking machine business. It comes up in discussions on the sheet and book music situation. It is sometimes even suggested as applicable to the piano and organ fields. The general manager of a large manufacturing firm, in giving expression to his views, holds, "The main object of all manufacturers is to place a price on their product which will enable the largest possible number of people to buy and use it and at the same time yield to themselves and to those who distribute their product an adequate and reasonable profit. As volume of business is the thing most desired by the manufacturer, and as he realizes that the volume must depend absolutely on the reasonableness of his price, the possibility of his setting a price which will be unreasonably high or yield himself or his dealers an exorbitant profit is extremely small."

Continuing, this party adds, "As a matter of fact, out of the several hundred trade-marked articles on which an effort has been made to maintain the price by the manufacturer, I know of no instance in which the price has not been lower than it would have been if the establishing of the retail price had been left to the unrestrained action of the retailer. The main object of the retailer is to secure volume and profit, just as these are the main objects of the manufacturer, but the retailer's ideas of the proper way to secure volume and profit are very different from those of the manufacturer."

"The average retailer believes in securing an abnormally large profit on the greater part of the merchandise which he sells, and trusts to securing his volume by offering an abnormally low price from time to time on certain articles, which he believes will bring the people to his place of business. It seems to me that it is eminently unfair that certain people have to pay a very excessive margin to obtain certain merchandise that other people are able to obtain at practically cost as a result of this merchandising system. With the right to establish re-sale prices once granted to the manufacturer, the abnormally high price and the abnormally low price are both eliminated from the scheme of retail distribution."

"The retailer, instead of securing 40 per cent., 50 per cent. or 60 per cent. gross on his retail price, as it is his desire to do on the majority of goods which he sells, must content himself with the normal 25 per cent. or 33-1-3 per cent. which the prices established by the manufacturer yield him. Neither is it possible for him to cut the price on this product to a point where there is no profit in it for him, where he undermines the business of his competitor simply for the purpose of getting people into his store with the ridiculously low-priced article as a bait in order that they may purchase increased quantities of the exorbitantly priced articles."

"The educational work being done will, I think, help to prove to the public that the greatest element in the high cost of living to-day is the excessive cost and profit of retail distribution caused by too fierce competition on the part of the retailer and a desire for too heavy a profit on his part, and that the only curb to this excessive cost of distribution lies in giving the manufacturer the right to establish a reasonable price at which his product shall be sold."

Relation of the Player to Retail Trade.

SPEAKING before the Piano Merchants' Association of Indiana, Mr. Edward W. Exley pointed out some avenues of work in advancing the sales of player pianos that should interest all dealers and their salesmen, whether their lot is cast in a city or small town. Mr. Exley's address is here recorded:—

"Personally, I have unlimited faith in the player and its future. The march of progression is surely being demonstrated to the player trade. People of today are not wasting time regretting lost musical opportunities, instead they are buying players, thereby leaving years of enjoyment restored to them. It is not only the city people who have opened their ears and eyes to the player piano. You know this as well as I do—but they all need to be encouraged, and right here is our chance to print a welcome on the door mat for the player just as the automobile man has done for his car the world over."

"There isn't a greater business to-day than the manufacture of automobiles, but they had to fight for every inch of the road. I say road because we all remember the early days of machine craze when the farmer stood in the road with a shot-gun just laying for that buzz wagon that scared the cattle and chickens, and drove the whole town to destruction—but he has put the gun away and smilingly ventured forth—just because the automobile was made so attractive he couldn't resist. The bicycle and piano were made for the fortunate ones of the family, but the automobile and the player are here for us all."

"The farmer's family to-day has had more avenues of enjoyment opened to them through the medium of the automobile than ever before. They know it and have taken advantage of it. This is true of the automobile trade, and it will be true of the player trade. The automobile man furnishes the opportunity for pleasure away from home. We can furnish the pleasure in the home."

"The popularity of the player-piano has pushed itself beyond the expectation of the manufacturers. A comparison should open your eyes to your own future, brought about by the instruments standing on your floor to-day."

"The necessity for display and live salesmanship are the important details which create the opportunities that make a big business. How often we hear people say, when asked if interested in the player piano, 'No, indeed! We would not have one in our home. Our children are learning to play; besides, a player is too mechanical.'"

"Here is a confused thought that you can easily correct. Many people, especially those not so well-informed, believe the player to be used for roll music only. And then again, at some time they have heard the player when it was made to sound like a 'burdy gurdy.' For the street that is alright, but you can't blame any one for lack of enthusiasm for the player for their home, if noise has been given them in place of music. A careless demonstration of the player injures your business. Take your time and enter into the spirit of the music you are playing. Player music must have interpretation. Every careful demonstration made by you, from a business point of view, would, by using your oppor-

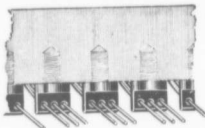


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The purity of the New Scale Williams Tone is guarded at our patented Harmonic Bar by the use of anti-rust "Brass Agraffes."

There are three strings for each note in the treble scale of a piano. In the

New Scale
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BRASS AGRAFFES in the **HARMONIC BAR** remove all possibility of any wire ever touching any other, or rust ever reaching the point of contact. Just one of a hundred mechanical betterments that make the incomparable tone of the New Scale Williams Piano. 2B

The WILLIAMS PIANO COMPANY, Limited
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Dealers Everywhere.

tunity to overcome prejudice, add boosters; the knockers will be fewer, and those that are left won't count.

"It has always been a puzzle to me why every town, regardless of its size, could not boast of a musical circle. We all know that talent has been discovered, so to speak, in 'corners' that are just stumbled over or found with lanterns.

"If I happened to be a small town dealer and I don't care how small the town—I would make it a musical one, and by my own efforts. A city of any size, with its many concerts and recitals affords an opportunity to hear the player at its best. It makes appeal to the hearts and minds of the young and old. Now, if this is true—and it is—why not consider seriously the pining of one or more players where they can be heard and enjoyed. 'Dissolve' cold business—individually—it will be found worth while.

"Let the spirit of expansion grip you, and the ideas for pushing your business will just roll in. The dealer who don't or won't see the piano shadowed by the player is sleeping, while a greater business than we have ever known passes him by.

"The common plea is lack of store room, and in many cases this is true; but place it where there is room. There are schools. Help them out on exercise day. It gives you the desired opportunity to have the mothers as well as the children and teachers hear the player you are pulling for.

"Have you ever stopped to think just what a player would do for a lodge entertainment, or an affair of any kind? It simply puts life and rhythm into the whole thing. By way of suggestion, there are the different openings of department stores, and stores of various kinds; new ones opening and old ones trying to keep pace. Then there is the café, lunch room, anything of that nature will serve your purpose. If you are going to give them music, give it to them with their meals—watch them eat it. You are not only promoting your own but the other fellow's business. Reciprocity does worlds of good.

"It's up to you to make the people in your territory realize the popularity of the player that has created such a new interest in the piano trade to the buyer and for the seller. To-day you are not selling to one member but to the entire family. It brings its certain enjoyment to the musician, also his less talented brother.

"People buy when made to feel or realize their need, and what greater need in lives of various descriptions than the music made possible for them all by the player piano. An appreciation of the player-to-day brings an assurance of how much more it will mean to-morrow, and, naturally, such a state of mind brings enthusiasm that will make your business inspirational, crowded with new ideas, pulling every one up and out of the old routine.

"An appreciation of the player means more than one or two things. Every dealer or piano man should understand thoroughly the construction of the instrument he is desirous of selling. The mechanical part of the player, I feel sure, would appeal to any man. But the piano man is more than interested, he must and will become enthused, warmed to it as his knowledge grows. A knowledge that gives him the talking ability to sell

with lots of ginger. We don't all feel that we have the time, no matter how great the inclination, to visit a factory where the player can be seen in its different stages of construction.

"Right here let me say to you, you must find time. If you don't you are building your house on a sand-pile, and you know the result of that. It is simply a case of leading the march, getting lost in the crowd, or just being a trailer. To get lost isn't so bad, providing it brings an awakening to opportunities. The trailer in any line of business has sadly missed his vocation. I think that meetings such as we have had to-day, with the expression of interest and enthusiasm among us, will help prove to the less active that third place is no place for a live piano dealer."

Stinting the Sheet Music Department.

MANY piano men are naturally predisposed to consider the sheet and book music department an unimportant tag-end admitted to the store in a moment of weakness, or as a result of the persistence of a zealous wholesaler's salesman. In other cases the sheet music is stocked by a piano man because a rival dealer has done so, or will do so. In still other cases the dealer's idea is solely to accommodate local musicians, teachers and pupils, who would otherwise be forced to send direct to some neighboring town or city for their music wants, and who are a source of indirect profit to make up for the lack of profit the dealer claims is the result of his sheet and book music department.

The problem of the piano man who has a sheet music department is or should be to make it pay, but too frequently the dealer considers this an impossibility and lets it go at that. If it does not pay what is the reason? Probably because the department is stinted. The piano man may have this branch of the business in charge of a most capable manager or manageress, but no amount of capability can overcome the dealer's refusal to allow the carrying of a representative stock. Merchants who confess to an absolute lack of sheet music knowledge have been known to cut in half the orders of their sheet music managers, rather than invest in a sufficient stock to make the department complete enough and efficient enough to put it on a profitable basis. It is true that the greatest care must be taken in buying sheet and book music. There are few lines that offer so many possibilities of loading up with stock that becomes absolutely valueless for any purpose. Every dealer knows that sheet music unsalable at regular prices, may not be salable at any price, and is an incumbrance to the shelves. Consequently it requires a peculiar degree of competence to successfully handle the sheet and book music department, but it requires what many piano men now refuse to give it, and that is sufficient stock in seasons to properly and adequately cater to the demand, so as to secure a maximum of profitable business.

A wholesaler in speaking of this subject mentioned, off-hand, the names of a number of piano men who have their departments in charge of well qualified men or women, but yet make less than the department could make or make no profit at all simply from a mistaken policy of conservatism in purchasing. The sheet and book music business, so closely allied to the retailing

of musical instruments, has splendid possibilities, and while at the present time the trade is anything but satisfactory, the result will undoubtedly be a much more profitable business in this branch.

The Talking Machine Department Too.

WHAT is said in the preceding paragraph is in some measure equally apropos with reference to the talking machine department. While the proportion of dealers who starve this department is small, there are stores in which a policy of paucity is strikingly apparent. There is no excuse for it, as the dealer can make few mistakes. He will find the manufacturer or distributor alert to prevent him overloading, and again he has their co-operation in relieving him of records that have become unsalable, or that have been dropped from the catalogue. The policy of fixed prices prevents goods being thrown on the market at slaughter prices and demoralizing the business. From whatever viewpoint the talking machine business is viewed the aggressive dealer must acknowledge that it is one of large potential profit, as well as actual. In proportion to the financial returns and the pleasurable features, there is no line with as few real difficulties for the retailer.

As has been repeatedly emphasized in these columns and elsewhere, the manufacturers have never neglected the matter of creating a demand. Their persistent and consistent advertising is a worthy example for manufacturers in other lines and for the retailers themselves. The retailer cannot expect the manufacturer's advertising to do quite all the work. It is his own obligation to keep his local people informed of the fact that he is ready and anxious to take care of their wants in talking machines and records. While regular and enterprising in disseminating this information, he must be equally zealous in carrying the necessary stock to supply the service that the consumer of this year of grace is educated to expect. That service is not to be rendered merely by selling from the catalogue. This does not suggest that sales cannot or should not be made from the catalogue. The catalogue is a valuable adjunct in making sales that some of the smaller retailers do not seem to appreciate. It would be unreasonable to expect that retailers in small centres should carry the entire catalogue of machines and records, but it is just as unreasonable for him to expect to do business from the catalogue and not carry a representative stock.

The talking machine department in the music store is a proven success, but it has also been proven that it must be handled with the same intelligence required to make the most of any line.

Make a List.

OCCASIONALLY a talking machine dealer is met with whose grouch is that he can do no more business as all the people have been sold to. It is just possible that there is a locality where such a condition can exist, but that locality is bounded by the hat band of the man making the complaint. There are, however, many men not getting nearly all the possible business because they have waited for it to come to them. They have been order takers, not salesmen. They have depended upon the demand that has been created for them, entirely unassisted by themselves.

You, Mister Dealer, or you, Mister Salesman, suppose you sit down now and make a list of all the people of your acquaintance who could afford a talking machine. Check off those that you know do not own one. Probably you will be surprised at the ratio of non-owners to those who have bought. What have you ever done to sell these others? Have you supplied an occasional circular or selling letter? Have you covertly suggested what a good instrument and record means in the home? Have you come right out in the open and visited the man at his own home or office with the avowed purpose of selling him a talking machine, or what have you done? This list business is a good thing to spend a little time over. It shows a man in black and white what there is still to do, and that he must be up and doing.

Success to the C. M. D. A.

A UNITED effort to put the sheet and book music business on a better basis is at last a reality. The Canadian Music Dealers' Association was born on Labor Day. The entire trade should, without delay, come forward and put their shoulders to the wheel, thereby assisting the officers of the association to accomplish things. All wrongs cannot be righted in a day or a week or a month. Yet direct, well-aimed, concerted effort, put into action after careful consideration, can bring about a much needed reformation. Credit is due these who have given time and thought to bring about this organization. The best way the dealers throughout Canada can make real practical their commendation of these men's efforts is to join the new association at once.

Making Records Difficult Work.

IT is well known, according to a writer in the Denver Post, that the grand opera stars make a great deal of money singing into the talking machines of various concerns in order that these companies may manufacture the records for sale, but the fact that almost without exception a grand opera star would much rather sing before the most critical audience than before a talking machine is by no means generally known. In the first place it is rather uncanny, standing in a big empty room before a mammoth horn protruding from between curtains, with the conductor away up high where he will not interrupt the sound waves, and the "orchestra" composed of weird looking instruments made especially for this work.

The singer stands on a little wooden platform at the mouth of the receiving trumpet. A red light is flashed, and the queer little orchestra gets to work. Then at the crucial moment the artist has to sing to this strange little assembly with the same zest he would under the inspiration of brilliant lights, beautiful clothes, splendid sittings and an applauding audience. It is an ordeal, because he has to sing with far greater care in front of the talking machine than is required when an audience is to be pleased. The slightest variations means a start-over, a slight clearing of the throat, a deep breath or slight shuffle of the feet—and the revolving discs record every one of these faults—and the record is spoiled. But these faults are all criticized by an experienced record-director, and it is his business to see that nothing

short of the perfect records are produced—because from these first moulds are made all of the thousands of records that go into so many homes. When the artist has finished, the record is played over and the imperfections criticised. The weak spots are rehearsed, and the whole trying business commenced over again.

And so it is acknowledged by many of the theatrical and music-hall stars that to produce a record of pure and distinct tone is far harder than to make their way successfully through a whole operatic score. It is a tremendous task to get a set of the perfect records from the opera favorites.

THE MAKING OF A SALESMAN.

By J. K. Fraser.

JUST as surely as a child must go through the measles the new salesman must go through "beginner's distemper."

Practically every veteran salesman has had it. Its worst feature is its unexpectedness.

In the interest of the new salesman I will outline the typical case as I have seen it.

Our novice is engaged.

He posts up on the virtues of the new product. They sound good—almost too good to be true. He is a little skeptical. He asks questions. His employers and new associates effectively answer them.

A strong comeback seems waiting for any apparent objection that a purchaser might raise.

Our man warms up. His enthusiasm grows. He pictures himself in wordy combats pulverizing objection after objection. His thoughts soar higher. His energies tug at the leash. And finally—

He is let loose.

After a touch of stage fright, his first disappointment is the small opportunity he is given to present facts, figures and logic.

Occasionally a man allows him to really talk. Then he is disappointed at the stupidity and stubbornness of the prospective purchaser.

Before an unbiased judge our new salesman would, he feels sure, win the debate hands down. But in practice the judge is the man he is trying to sell. He seems strangely set against a fair consideration of the facts.

In action the nerves of our new man are tense—his feelings resentful. Unless he is exceptionally lucky, within a few days down goes his faith. Confidence gives place to resentment. But with grim determination he plows ahead bent on downing the enemy.

And still he meets 'em'uff after rebuff.

I have seen this happen so often that I feel the keenest sympathy for the man in the process of becoming a salesman.

In time all this is behind him. As he gathers experience, by degrees, he unconsciously changes his method entirely.

In the hope that this may shorten up the painful period, let us take up a few things that time teaches the salesman.

Talk Won't Sell Goods.

First and foremost comes this:

Our man must learn that selling is by no means an affair of words. Arguments alone won't close sales.

Selling is a matter of attitude plus talk.

Attitude is put first. That is intentional. It is more important than the talk. It is more difficult to acquire. It is the strongest asset of the experienced successful salesman. It is the greatest handicap to the new salesman.

The new man, of course, has an attitude. But too often it is the wrong attitude.

The new salesman expects the buyer to oppose him. His attitude shows it. Consciously or unconsciously he puts a chip on his shoulder. The prospective purchaser sees it.

Our new salesman's talk then has a double burden—it must properly present the goods he is selling; it must overcome the antagonism created by his own fighting attitude. If the prospective buyer will talk at all, in self-defense, his talk is antagonistic.

In the face of this our new salesman pounds ahead with facts, figures and logic. They tell the story, but they don't change the attitude.

Few men will buy until that attitude is changed. Men are seldom forced into a purchase. Almost invariably sales result from a friendly get-together. Arguments are necessary. But they are effective only so far as they harmonize with a friendly attitude. If they are used to create a stand-off attitude they defeat themselves.

Now let us look at the attitude of a successful salesman.

The Successful Selling Attitude.

Being successful, he expects to do business. His attitude shows it. His very confidence makes him feel friendly toward the man he is going to sell. That makes the man feel friendly toward him.

If our new salesman would really expect an order from every man he called on his problem would be half solved. Time and successful experience will bring that about. But unless our salesman has been in the habit of making sales he finds it difficult to expect sales.

In the absence of successful experience, however, he will do well to keep in mind the best asset of the successful salesman—a confident, friendly attitude.

It is built up neither by feverish oratory nor sledge-hammer proof that the other man is all wrong.

Somewhere in Hindu philosophy I once read the following:

An old philosopher had a pupil. The pupil was filled with doubts. He raised many questions. The old man answered none. He sat in silence. By degrees the doubts of the younger man faded and vanished.

The serene attitude of the instructor was more effective than words.

Every new salesman could take that home to advantage. It is bad practice to meet and demolish every doubt raised by the man we aim to sell.

Words and contentions tend to magnify and make important really unimportant objections.

High-keyed arguments generally do more harm than good.

The man with real confidence will treat most objections as trifles and so belittle them.

I once sold a man who had declared himself very doubtful about my product by simply saying I had met

many people who were very sure of it. They said it was no good. My laugh, which followed this statement, did the selling more effectively than talk or arguments in favor of my proposal.

That, of course, is an extreme case. It will, however, illustrate attitude, for in this case attitude prevailed against strong doubts.

A monologue seldom makes effective salesmanship. If the salesman does all the talking, he appears to do all the thinking. Most men want to think for themselves. They do not like to be sold. They like to buy and to feel that they buy voluntarily.

The typical good sale is seldom an oration or a wordy clash. More often it is simply a conversation in which the dealer's doubts are treated with respect and explained away in a thoroughly friendly fashion.

An elaborate, forceful, one-sided explanation creates tension. And anything that brings on tension acts against a natural, friendly interchange.

Let the other man talk. Allow him to have his own way in some of the small things at least. It will help to establish friendliness. And you must establish friendliness before you will close with many men of any strength of character.

Another point:

What Dodging "No" Does.

"I want you to buy" is a bugbear to our new man. He talks in circles before he reaches it. He is afraid of the "No." He wastes his own time. More serious, he wastes the dealer's time.

"I want you to buy" is a commonplace to the experienced salesman. It frightens neither him nor the dealer. And it saves time on both sides.

In the November, 1912, number of System there is an article entitled, "Selling One Million Dollars a Year." In this article a successful insurance solicitor recites his experience. From start to finish his talk illustrates the force of directness. His approach is simple.

Net, it is this: "You probably want life insurance. How much do you think you will take out?"

To our new man this may seem like absurd salesmanship. The experienced salesman will quickly see its force. The solicitor expects to do business. His prospect feels it. A business basis is reached by the most direct route.

When this solicitor first started out I will venture that his talk on life insurance was far more enlightening and far less effective.

To-day he saves words and gets business.

If an objection is raised no doubt he is thoroughly equipped to explain it away. But he explains only when necessary.

Unnecessary explanations start unnecessary debates and befog the issue.

Of course, when an article is to be resold, explanation is needed. The dealer must know why he bought so that he may know how to sell. But a great deal of this explanation can be saved to advantage until the sale is concluded.

This may sound like Greek to our new man. It may seem strange that an intelligent person will buy before he knows all about his purchase. But men do buy so.

They frequently buy so. They often buy on practically no information—supported by a very confident, friendly attitude.

The above thoughts are based on observation. No two men will see them alike. If they give the new salesman something useful to think about, they accomplish all I hope for as a corrective for "beginner's distemper."

OF USE IN CHINA.

One of the Journal's readers has forwarded to this office a copy of a letter from Rev. J. A. Slimmon, of Hwaiking Fu, Honan, North China, in which is related how the talking machine is used to advantage in that wonderful country. Mr. Slimmon tells how, "as helpers I had with me two Chinese evangelists and 'Harry Launder,' a talking machine with 'records' of some songs, among them some of Harry Launder's. I wonder what Launder would say if he knew that he was helping in mission work in the backwoods of China? That he was a very real help no one could doubt who saw the hundreds who gathered day by day to hear the 'sound box' and at the same time have the Gospel preached to them.

"I had other records besides Launder's, but his were the favorites. One man who attended regularly right throughout the series of meetings, remarked about Launder that he was 'probably a man about fifty years of age who had lost some of his teeth.' He had evidently noticed something peculiar about Launder's accent, even though he did not understand any English. 'But,' he added, 'he has a fine voice,' which shows that the Chinese really have an ear for music.

"There was another record which divided the honors with Launder, that was a laughing song. It was asked for at every meeting, and when it began the crowd would admonish each other to remain perfectly quiet; but when the singer got fairly under weigh, the whole crowd would drown everything in one roar of laughter. 'One touch of laughter makes the whole world kin.' A crowd would always rather laugh than cry, and these poor souls need something to cheer them up."

Mr. W. K. Watterworth, president of the Evans Bros. Piano Co., Ingersoll, and family, recently enjoyed a short vacation at Ottawa.

A British trade paper gives as its opinion that the best work the Music Trades Association of that country ever did was the examination of tuners, and the encouragement of the study of the player mechanism.

NOTICE

This Company controls Canadian Patents Nos. 103,332 and 55,078 covering fundamental features of disc talking machines and disc sound records, and will institute proceedings against all parties making or selling without license, machines or records covered by these patents.

This Company has registered the word "Gramophone" as a trade mark, as applied to the sale of sound reproducing machines, their parts, and accessories.

BERLINER GRAMOPHONE CO., Limited
MONTREAL

Multiplying Man's Selling



Style "K"



Ability With a Model Line—Canada's Leaders

That's what you are accomplishing when you arrange to represent the Willis Line of Pianos and Players.

Willis instruments will help you by increasing your sales. They will increase your sales by helping your salesmen. They will assist your salesmen by sheer quality of everything entering into their make-up from the various materials used right through every process until they pass a final critical examination before leaving our warehouses for your place of business.

Willis principles, Willis products, and Willis terms form a core which you can surround with your own local prestige and your own connection with the residents of your community to build up a strong, healthy and profitable piano business.

We have the appointment of
Knabe Agents for Canada.
Drop us a line to-day.

WILLIS & CO., Ltd.

Head Offices

580 St. Catherine St. W.
MONTREAL
P. Q.

Factories

ST. THERESE
P. Q.

MONTREAL LETTER.

AUTUMN having arrived and the city population readjusted after the summer vacation, there is an air of expectancy in business circles in keeping with more favorable weather conditions. Pleasant fall weather is conducive to the sale of everything pertaining to music, and the dealers are looking forward to a good player trade. That it will be a better talking machine season than any yet, is a foregone conclusion, and dealers in musical merchandise are planning for more trade than ever. Those handling sheet and book music are in thorough sympathy with the objects of the association organized in Toronto on Labor Day, for the purpose of getting this branch of the music trade on a basis of profit. Sheet music dealers feel that they are public benefactors without profit, by reason of the unsatisfactory state of their business, and they are looking forward to much being accomplished through united action.

Business for the past few weeks is generally reported as having been fair, though there has been some complaint regarding collections. Reports would indicate that business kept up better in Montreal than in Toronto and other Ontario centres, during the summer. The local dealers are anticipating a marked improvement for September, and expect the usual fall weddings to give demand the needed impetus.

Mr. H. Filatreault, of Rachel St. East, spent a few days in Toronto, at which time he attended the organization meeting of the sheet music dealers. Afterwards he visited Western Ontario and Michigan points.

Mr. Wu, Clarkson, of Clarkson & Cowan, sheet music and small goods dealers, spent several days in Toronto during the Fair. Mr. Clarkson has just been elected vice-president of the Canadian Music Dealers' Association, at the organization meeting of that body.

Mr. George E. Dies, president of Hurteau Williams Co., Ltd., and vice president of the Williams Piano Co., Ltd., of Oshawa, spent a week with his firm's exhibit at the Toronto Exhibition, also visiting the factory at Oshawa.

Layton Bros., referring to Mason & Risch goods said, "The public either commends or condemns a piano. Commendation has kept the Mason & Risch at the head for years. It is a piano for both classes and masses. Quality is responsible for the high favor in which this instrument is held. Business with us is away ahead of last year, and we are planning to make the coming fall and winter season the best in our history. Our plans are now being laid to go after our trade in an aggressive manner, and we contemplate resuming our recitals and talking machine demonstrations in the near future."

J. A. Hurteau and Company, Ltd., are not crying wolf, stringency of money, etc., as a visit to their warehouses dispels this idea at once. "Business is good and we are satisfied," said this house.

C. W. Lindsay, Ltd., have opened a branch store at Sherbrooke, Que., under the management of A. S. Armstrong and assistant. They will feature the Gerhard Heintzman, Nordheimer, Lindsay, et al, lines in Sherbrooke and vicinity.

C. W. Leach and family have returned to town

after visiting Old Orchard and other points on the Main Coast.

C. W. Lindsay enjoyed for some time the cool breezes of Kye Beach, a favorite haunt for piano men.

The firm of Gervais & Whiteside are live wires, as is attested by the growing popularity of the Karn-Morris product in Montreal and vicinity. W. J. Whiteside, of this firm, remarked in discussing conditions, that when the "pendulum swings out it has to come back." Business here was noted as quiet, with collections excellent, and a good outlook for fall and winter trade.

There is a rumor of a "Made in Montreal" Fair being put on in the near future, the same having the support of the leading local manufacturers.

An Italian brass band will be formed in Montreal, confined to Italian musicians only.

The Catholic Board of School Commissioners have purchased from the Leach Piano Company, Limited, three new Leach upright pianos.

The ever-increasing sales of player pianos necessitated C. W. Lindsay, Ltd., devoting an entire floor to special demonstration rooms, which they have furnished in an attractive manner, offering intending purchasers every convenience in the selecting of a player piano. Each make is displayed in a separate apartment, enabling customers to make a satisfactory choice without confusion. Their new hall, which seats about 20 people, is now complete, and will be devoted to player piano and Victrola recitals.

The respective managers of the Berliner Gramophone Co.'s three retail stores are making preparations for a lively trade, of which they have already had a foretaste. Montreal has rapidly developed as a Victrola city, and "His Master's Voice" lines are in popular demand among the masses, as well as with the classes. The Berliner factory has increased the output, and the management is sparing no effort to get stock ahead for prompt deliveries.

Future trade is tinged with optimism, said Mr. J. H. Mullhollin, speaking generally. Referring to Evans Bros.' instruments, the prospects are most promising, said this gentleman.

Apparent interest and inquiry exists as to Gerhard Heintzman pianos, and the report gleaned from J. W. Shaw & Company, indicates a good trade in view, with no complaint as regards the past summer's selling.

Mr. J. H. Fortier, general manager P. Legarre, Quebec, accompanied by Mr. E. A. Mayette, head salesman in the piano department, passed through Montreal, en route to the Toronto Exhibition.

National expansion is noted in the interests of Foisy Freres in arrangements, we understand, for larger shipments to them of their well known leader, the Mendelssohn.

The New Stratham School selected for school purposes a Karn-Morris piano, which was sold by the local representatives, Gervais & Whiteside.

The local warehouses are now open Saturday afternoons, they having been closed from June to the end of August.

Numerous sales of importance have been registered at the warehouses of Hurteau, Williams & Co., Ltd., where the New Scale Williams reigns supreme.

The Value of the Peerless Agency

YOU have read of intensive farming, showing how two crops are now raised where not even one crop was possible before. You have read how the irrigation ditch brings water to the desert waste and how it has turned those wastes into the most fruitful garden spots of the earth. It suggests the idea that the merchant can do a little intensive work on his own account to good advantage. Right at your very door is a lot of trade that passes you by. Once lost it has gone forever. Why not stop it? Through the thousands of dollars spent in advertising, hundreds of thousands of people in every community know the

Peerless Automatic Pianos and Orchestrions

To them it is the standard, yet we know merchants who fail to cultivate the seed we have planted for them—fail to gather the fruit we have made grow on the trees. By making it easy for piano merchants and others to sell the Peerless we have done our duty. Now, it is up to the piano merchant to link his name with ours—to share in the prestige and reputation which Peerless possesses in his community. It is the merchant's privilege to tell the people in his neighborhood that he, and he alone, is the exclusive Peerless Dealer. Now, get busy and secure the exclusive Peerless agency.

This is the "ARCADIAN" Model



Start this
Fall
with the
Peerless
Agency
for your
Town
or City

PEERLESS PIANO PLAYER CO.

(F. ENGELHARDT & SONS, Proprietors)

Factories: ST. JOHNSVILLE, NEW YORK

"The approaching fall promises big business for Columbia talking machines," said the Canadian Graphophone Co., "and we are looking forward to more patronage than ever before."

Mr. A. P. Willis, head of the house bearing his name, has just returned from a trip to the land of his birth, the Maritime Provinces, where he found the Willis in greater favor than ever before. This firm are exhibiting at the leading Maritime and Eastern Fairs. The House of Willis & Co., Ltd., are preparing for an extraordinary heavy concert season, during which Willis and Knabe pianos will be featured extensively. "The retail piano trade is rising to the issue of fall business," said Mr. A. P. Willis. "Everywhere new stocks are being placed, families have returned from their vacations, and the entire atmosphere is one of the expectancy which characterizes readjustment of the population after the summer holidays, accompanied by attention to business on every hand. Metropolitan crowds have regained normal size. Traffic about the country is reverting to its regular channels, instead of from the home to the summer resort, and from the summer resort to the home. Pleasant fall weather is now conducive to the sale of uprights, player pianos, etc., which are not in favor during the torrid term and, best of all, the free-spending, happy-go-lucky spirit of the days, from Thanksgiving to Christmas, is taking hold. The turn of the tide is very welcome with the retail contingent."

WINNIPEG LETTER.

TRADE with the local music houses continues quiet, and money is not coming in as freely as the dealers would like. Customers, in many cases, are not meeting their payments, while still others are paying only a fraction of the amounts owing. In spite of the scarcity of cash a number of the dealers claim to have better showings in their collection departments than a year ago, being forced to give this feature of the business much closer attention. There is no lack of optimism, however, especially in view of the magnificent crops that are being harvested in all the Western Provinces. The prospects for business in merchandise, sheet music and talking machines is excellent. The latter line will come in for a big share of fall demand. The homesteaders and the old settlers find in the sound-reproducing instrument and the accompanying records a splendid antidote for the overpowering loneliness of the prairies. Thousands of settlers came this year with a cash reserve sufficient to carry them along for a year or two, while the older settlers can for the most part gratify their desires for talking machines.

Sheet music inquiry has opened up well. Teachers and pupils are back at work, and it is encouraging to note the increased interest in music every season. Parents are growing to consider a knowledge of music as essential to the welfare of their children as is a knowledge of any subject taught in the schools. Business in musical merchandise of all kinds is in a healthy condition, and seems to be benefited by the cash scarcity that is felt so much in piano circles.

Mr. A. D. Wayne, a talking machine man from the Coast, has been in Winnipeg for the past month, visiting Mrs. Wayne's friends.

Mr. Fitch, manager of the Babson Bros. Winnipeg store, reports business to be good in the Edison line. A number of employees are away on their vacations, and the balance of the staff are kept very busy.

Mr. Hill, of the Doherty Piano Co., Winnipeg, has left to take charge of the new Doherty Branch at Edmonton, Alta. Mr. Melvin Scott, tuner for the Winnipeg store, and Miss Henzel, of the phonograph department, have also gone to the Edmonton Branch. Collections are reported by Doherty Piano Co. to be slow, especially in the country, but better results are looked for by October 1st.

The management of the Western Gramophone Co., who are Western distributors of "His Master's Voice" lines, are prepared for a big fall trade. The factory service, on which they are specializing, will be appreciated by Western Victor dealers when the rush season is on and they require goods in a hurry. In the meantime, as talking machines are always in extra good demand in the fall months, dealers are advised to give this fact consideration and get their orders booked.

The Winnipeg Piano Company report Columbia Phonograph business good, collections very fair and piano business fair, which all goes to indicate things might be much better. However, they state that they are beginning to look much better, as the big crop gets nearer, and it is hoped this fall will be very good. Mr. Smith has returned from the East after a very pleasant trip, his wife and daughter coming later, along with his son, who has returned from Europe, where he spent a very enjoyable time. Miss Malcolm is visiting the Toronto and London Exhibitions as pianist for Sherlock-Manning Co., Miss Margaret Smith taking her place until Miss Malcolm returns.

Mr. J. R. Tucker, of the Tucker Piano, is at present writing in Port Arthur. Business is reported as fair for this time of the year, both in the piano and phonograph lines.

Mr. E. E. McLaskey, who conducts the Fort Garry Music Co., cor. Main and Graham Sts., has opened a branch store on Donald, close to Portage Ave., with a line of sheet music and musical instruments.

Mr. Fowler, of the Fowler Piano Co., the well known Newcombe dealers, of Edmonton St., has returned to the city after a lengthy absence, due to sickness. Mr. Fowler is expecting a car load of Willis pianos and players to arrive this week. They have recently enlarged their piano show room, which is quite an improvement.

Mr. Lindsay, of the Lindsay Piano Co., reports business as being fair for this time of the year. Collections are reported as being rather slow.

Mr. Fred Wray, is back at business again, after a month in the east. He delayed his stay in Toronto to attend the organization meeting of sheet music dealers, held on Labor Day, and of which a report appears in this issue. Mr. Wray is firmly convinced that only by acting in unison can the sheet music dealers of Canada succeed in ridding the trade of the many abuses that are now depriving these in the business of a large proportion of their legitimate business and profit.

Mr. and Mrs. Chas. Parsons have just returned by S.S. Olympic from an enjoyable three months' vacation spent in England. Mr. Parsons, who is salesman for

"The old reliable since 1870."

In Nature the one Unvarying Thing is — Variety

HERE is one of the secrets of the success of the DOMINION Line. You can talk piano, player piano, or organ prospects and offer them a variety of choice. The Dominion Catalogue shows illustrations of

"Style A, Mission Model"

"Style E, Art Piano"

"Style B, Art Piano"

"Style G, Special Design
Player"

"Style C, New Design"

Dominion Mission Player

"Louis XV, Style D"

These are obtainable in a variety of finishes—and so are DOMINION ORGANS. Over 80,000 instruments stand in all parts of the world as living tributes to the honesty and durability of DOMINION Construction.

The Cupola Iron Arch Plate Frame is an exclusive Dominion feature, and is one of the several reasons that Dominion Pianos and Players so seldom require the services of a tuner—an important consideration for any dealer in any locality.

When you secure the Dominion agency you do not have to ask your clientele to pay for meaningless testimonials from subsidised artists, or the upkeep of costly showrooms on our part—that means a saving of \$100 or more on every instrument.

THE
Dominion Organ & Piano Co.
LIMITED
Bowmanville, - Canada

Manufacturers of Pianos, Player Pianos, Organs, Stools
and Benches.

the Lindsay Piano Co., speaks in glowing terms of the way England is forging ahead.

Mr. Grieves has resigned his position with the Cross, Goulding & Skinner Co., to go into the moving picture business at Brandon, Man.

Mr. Smith, manager of the Whaley, Royce & Co.'s Western branch, reports business up to the average. They are busy filling orders taken by the travellers in the Western Territory. General indications are for a busy fall trade.

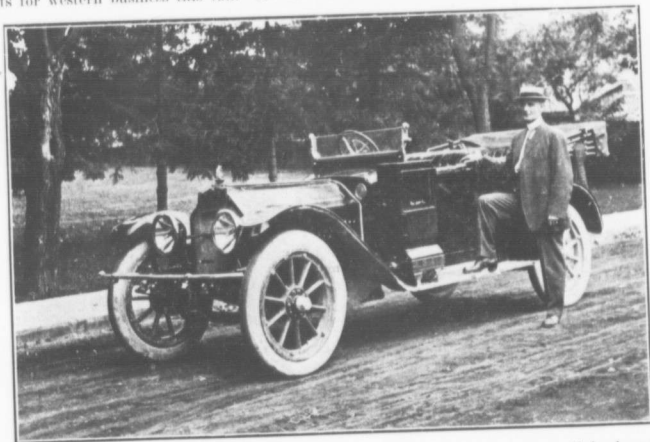
Miss L. Haverty, bookkeeper for the Whaley, Royce & Co.'s Western branch, is at present visiting her parents in Grand Forks, B.C. Miss Haverty is expected back about the 8th of September.

Mr. Kohler, of Toronto, representing Hohner interests in Canada, spent a few days in Winnipeg, on his annual western trip. He went through to the Coast, touching at all the principal points, and on his return was most enthusiastic as to the results of his trip, and as to prospects for western business this fall. He was

remote from chapel or residence, as well as in town or village. They may have suspected that the spirit of some church organ was abroad, for they have listened to the mysterious music at twilight and after dark, and even in broad daylight. Some of them have been too mystified to observe that simultaneous with the sound a rapidly driven motor car always appeared. A few, however, discovered the source of the mysterious music, located on the running board of the said car.

The accompanying illustration shows that the organ is no spirit, but a real electric organ, the product of human ingenuity and skill. It is the ear of Mr. E. C. Thornton, general manager of the Karn-Morris Piano & Organ Co., who will be readily recognized in the portrait.

The instrument is an electric action pipe organ of 25 notes. Power is supplied from the storage battery, which in turn is charged by the dynamo, while a high speed fan furnishes the wind, and is driven by a counter-shaft, run off the pump-shaft of the engine.



Mr. E. C. Thornton's Combination Auto and Pipe Organ.

accompanied by Mrs. Kohler, and reports a most enjoyable trip.

Mr. C. S. Gardner has been assigned to Western Canadian territory by the Edison Co., for this season. Mr. Gardner has been selling this line for a number of years, and looks for big business in his firm's goods.

Mr. B. M. Hart was a business visitor, and reports excellent prospects, as harvesting in his locality is almost completed.

The R. S. Williams & Sons Co. report business fair, with prospects improving daily and, with a few more days of ideal harvest weather, look for a larger volume of business this season than ever before.

Mr. J. Redmond, of the J. J. H. McLean Co., has returned from a pleasant holiday spent in Picton, Ont.

MOTERING WITH ORGAN ACCOMPANIMENT.

For some time people on the highways radiating from Woodstock have been mystified by what seemed to be the strains of a pipe organ, and heard in places

The organ is played on a small keyboard of 25 notes, attached by wire cable to the organ itself, and the keyboard can be used from either the front or the rear seat of the car. The net result is an ingeniously devised and compactly built combination. The organ has caused much comment, and there is a surprising volume of sound from so small and inconspicuous an organ. The photo is by the nightwatchman of the Karn-Morris factories, Mr. F. G. Mundy, who is an amateur photographer of unusual enthusiasm and success.

Mr. W. A. Beddoe, Canadian Trade Commissioner in New Zealand, in reporting on the musical instrument business there, says: "A large business is done in pianos and organs. Complaint is made of the inefficient packing of organs, which appears to be justified. As to pianos, a cheaper kind would find a ready market. The chief competitors are Germany and the United States, but Canada has the advantage of 10 per cent. preference."

Canadian National Exhibition Had a Record Attendance

Smaller Number of Visiting Music Dealers Than Ever. Neglected Valuable Educational Opportunity.

Alterations to Music Pavilions Criticised, also Lack of Ventilation in Manufacturers' Building.

THERE was nothing about the well dressed, comfortable looking multitudes who made the attendance at the Canadian National Exhibition this year a record one, to suggest a stringency in the money market. In no previous year were so many automobiles used as conveyances to and from the grounds, and the people appeared to have ample funds for all life's necessities and many of the luxuries. They had plenty of money to spend on enjoyment, consequently the grand stand, the "Midway" shows and the selling concessions reaped a rich harvest. Though the Exhibition management reached the coveted million mark, and exceeded it by a comfortable nine thousand in this year of money scarcity, none of the music trade exhibitors were heard boasting of new selling records from their exhibits.

The beginning of the second week found the majority of the exhibitors discouraged as far as selling was concerned and the lack of interest of the public. As one exhibitor said of the people, "I never saw such crowds, they won't even look at the pianos, let alone talk business." There assuredly was a general apathy that made piano selling very difficult, though before the middle of the second week business had brightened considerably and at every stand some business was done, though in only one or two cases did they report more sales than a year ago.

There was probably never less wholesale business done, and the retail trade was conspicuous by reason of its very limited representation. Each succeeding year fewer dealers come out, although there is no other occasion on which so many makes can be seen at so little expense, either of time or money. One would think that enterprising dealers would find it necessary in the interests of their own individual businesses to attend such an exposition and become posted on the styles and designs of other makes, as well as those being handled. However, the exhibitors themselves have the organization and funds that could be utilized to profitable advantage in securing a larger attendance of retailers.

Some candid criticisms were heard concerning the alterations to the music pavilions, and the consensus of opinion seemed to be that the cost of the additional architecture was not justified by the result. The heavy pillars necessary to carry out the architectural scheme of the building were objected to, because of obscuring the view of the pianos, and the same criticism was offered concerning the railing. It was also complained that the width of the space reduced by the posts and the rail, made it even more difficult to arrange the samples to advantage, and that the size of the exhibits had in each case to be cut down by one instrument. Last year the spaces were narrower by eighteen inches taken to widen the aisle. It was suggested that if the space in front of the exhibits was sufficiently wide to accom-

modate the crowds comfortably, thereby causing less interruption to the vision directed toward the piano displays, there would be less objection to the alleged improvement.

As to the distressing lack of ventilation of the building in which the piano exhibits are housed there were no two opinions. Year after year this particular feature forces itself upon the men and women connected with the exhibits, who are frequently unable to hold the attention of interested "prospects," because they will not tolerate the putrid atmosphere, particularly if the weather is at all warm, as it usually is at the end of August and beginning of September.

This year Mr. Harry Durke, proprietor of the Mendelssohn Piano Co., circulated a petition, which was promptly signed by every music trade exhibitor, to the Exhibition management, asking that immediate steps be taken to provide at least a measure of relief. As the architectural scheme of the building provided it with some windows—whether for ornament or use—a number of these were opened, though with the building crowded on a warm day there was no apparent circulation of the air, which became more and more obnoxious. Under the most favorable circumstances, the attendance for two weeks at an exhibition of this nature, looking after a display, answering questions, preserving a courteous demeanor before old and new acquaintances, eating meals that because of the rush cannot be served in the best style, the exhibitors and their assistants have a great deal to contend with, without the additional handicap of a stale, impure atmosphere at times sickening. This is a grievance that the Canadian Piano & Organ Manufacturers' Association should commence now to use its influence to have remedied.

No unfavorable criticism could be made of the exhibits of the piano and organ manufacturers. In the aggregate they outclassed in importance and in the substantial evidence of enterprise any other class of exhibit on the grounds, with the possible exception of automobiles, and which lines have the great advantage that people come and buy them, while piano men have to go out and sell their wares, and there is a vast difference. The piano manufacturers of no country can get together their makes and form an exposition of as high an average as that shown in Toronto from August 23 to September 8. The musical instruments of this country are honestly and conscientiously made and are fully up to the requirements demanded by the typical Canadian, who wants a full dollar's value for every dollar expended when he buys anything, whether land, implements, stock or musical instruments. The music trade exhibits are a true index of the country's progress, and it is always noticed that the manufacturers in these lines are invariably in advance of that progress, and with the co-operation of their agents and retailers are large factors in making that progress.

In the manufacture of made-in-Canada pianos, organs and players, as well as the supplies for these, the solidity of the future is not sacrificed for immediate wealth. To that end the best obtainable materials are used and workmanship that seems a little better than necessary is always demanded. The Canadian home owner can always buy a musical instrument with the full knowledge that he is getting his money's worth.

rolls prepared by this firm appears in their trade advertisement on another page, and is of interest to those who aim at effective player demonstration.

The Otto Higel Co., Ltd.

The exhibit of the Otto Higel Co., Ltd., was an educative one of high order, and while many visitors stopped out of mere curiosity, Mr. R. S. Stright, the firm's player expert, was kept busy demonstrating and explaining the player to interested persons. The exhibit of piano and organ keys interested many spectators, who had never before seen them detached from the instruments, as did the framework containing the parts necessary to make up one piano action, and so arranged as to spell out the words "A set of piano action parts." The player used by Mr. Stright for demonstrating gave visitors a most favorable idea of what can be accomplished with the player piano in the hands of one properly instructed, and who takes a little time to practice. Mr. Higel personally visited the Exhibition, and was a welcome caller at the various music pavilions. Their factory at King and Bathurst was, as usual, the rendezvous of a number of dealers, who lose no opportunity to add to their store of piano interior and player knowledge.

Karn-Morris Line.

One of the busiest stands in the display was that of the Karn-Morris Piano & Organ Co., and Mr. James E. Cairns, without whose presence the Karn-Morris display would be incomplete, was again on the stand. Mr. Cairns has never missed an exhibit since Karn lines were first shown at the Toronto Fair. With him was Mr. Samuels, the firm's wholesale representative in the east, to look after the dealers. Mr. E. C. Thornton, general manager of the company, and Mr. A. E. Windsor, superintendent of the factories, spent several days at the Fair and received many compliments on the handsome appearance of the samples displayed. In both the Karn and Morris makes the Louis designs are still popular sellers, and these were on display, in addition to the various other designs, in both pianos and players.

Bell Art Pianos.

The display of products of the Bell Piano & Organ Co., Ltd., Guelph, consisted of Styles H, 15 player, B, Louis, Grand in mahogany, Grand in Creissan walnut, 22 in fumed oak with lamps, D in mahogany, A player, Mission player, Shumann player, M medium sized, S design, chapel organ and Bell organ in a piano case. The salesmen on duty at the Bell pavilion were particularly enthusiastic over the company's small grand in Creissan walnut case. Mr. David Allan, assistant manager, spent several days at the Fair, and he, with Mr. John Taylor, wholesale representative, looked after the visiting retailers and agents. The "Autonola" popularized the player piano in the minds of the general public who heard it.

Mason & Risch, Ltd.

Perhaps the most attractive feature in connection with the Mason & Risch exhibit were the two miniature grands, which elicited much favorable comment from the passers-by. The Mason & Risch miniature grand has a reputation of many years' standing for its sweet, pure tone, as well as for the grace and beauty of the case design and superb finish. There is increased interest on the part of the general public in the grand piano, and the proportion of people whose taste favors factors who are featuring it. The Mason & Risch exhibit comprised only samples from their regular stock of pianos and players. The men on the stand observed that a larger proportion of inquiries were for players than in other years, and up a list of sales surprisingly good, in view of general conditions, the striking feature of the transactions being the number of cash purchases.

Built by a Master.

Excellent team work on the part of the staff at the Gerhard Heintzman exhibit resulted in the Fair finishing up with much better business than they believed possible up to the beginning of the second week. A pleasing feature of their

retail sales were the number of cash buyers or sales with large deposits, indicating that there are many people who, though they may feel the financial stringency in a large way, are not deterred from promptly signing a cheque for the price of a piano.

A couple of Boudoir Grand instruments, conspicuously arranged in the foreground of the exhibit, attracted much favorable comment, and still did not prevent the uprights and players in the background being admired.

On the stand were Messrs. Chas. Ruce, Wallace Halle, Frank I. Wesley, Harold Howson and George Crawford, while Mr. Lou Lee again officiated as demonstrator, this being his nineteenth consecutive year in this capacity. Mr. Fred Killer, the popular secretary of the firm, who had been ill for some weeks, was able to give the exhibit a call, and Mr. Gerhard Heintzman, who recently returned from Germany, also gave his firm's pavilion a look in.

The New Doherty Line.

The complete new line of the Doherty make was on display, in charge of Mr. D. S. Cluff, general manager of the Doherty Piano Co., Ltd., who had the assistance of Mr. Geo. Yates and Mr. Willis, the Ontario representative of the company. On a Doherty grand was shown the company's attachable player action, and it was a surprise to many visitors to know that a player action could be attached to a grand piano or to any upright without the case being made a special size. To the Doherty line has been added the Clinton line, in three distinct designs. Among the lines shown at the Doherty display, Style "C," which is a Louis design, was a favorite. This may be had in mahogany, walnut or Creissan walnut. Another design that received special attention was their Style "G," a four foot eight inch mission case in fumed oak. Style "E" was especially admired, because of its extreme plainness. This one is offered in mahogany, mission or fumed oak, and is designed to fill the demand for the smaller sized instrument, being but four feet four and one-half inches high. A larger size is Style "F" of the Clinton make, and is in mahogany, walnut or mission oak. Altogether the Doherty firm have made creditable progress in the production of a complete line of attractive designs.

The Gourlay-Angelus.

At the Gourlay, Winter & Leeming stand the motion of a "Section of an Angelus Player Piano, showing the Diaphragm Pneumatics," caught the eye of every passer by, and thousands stopped to watch it. The merely curious were told that it was aspiring to reach a million beats before the Fair closed. The staff at this display, in charge of Mr. D. R. Gourlay, made an unusual number of player demonstrations, and with the assistance of a vocalist, interested persons were shown the ease and correctness with which accompaniments can be played on the Gourlay-Angelus. Many music lovers and musicians left the Gourlay display with an entirely new conception of the capabilities of the player piano. Player music with the words printed on the roll was something that many visitors had not seen before and thought was not possible.

The display of Gourlay instruments included the various styles made by the firm, and the rich tonal qualities, combined with ease work of excellent quality and correctness of lines, was favorably commented upon by those competent to express an opinion. A new feature on this stand was a Gourlay-Angelus player with an attachment whereby the mere opening of the key slip caused the pedals to drop out into place, and when through playing the pedals automatically returned to their position, and the key slip closed up. The staff at this stand finished up the Fair feeling well pleased with results.

Mendelssohn Piano Co.

One of the most satisfied exhibitors this year, as far as net selling results were concerned, was Mr. Harry Durke, proprietor of Mendelssohn Piano Co. Although few dealers visited the Fair, much to the regret of Mr. John Wesley, who was at this stand was materially in excess of any previous year. The Mendelssohn line of players and pianos are well known to dealers in Canada from coast to coast, and applications for

agencies are being constantly received. The exhibit this year included no style that is not regularly on sale and that may be had direct from the factory at any time. Their style "D" special, which is of Colonial design, was one that attracted special favor by its pleasing proportions and excellence of tone.

Amherst Pianos, Ltd.

The firm of Amherst Pianos, Ltd., of Amherst, N.S., made its debut as exhibitors at the Canadian National in the space formerly occupied by the Blundall Piano Co., which firm they formerly occupied but some months ago, as reported. With new concern bought out some months ago, as reported. With manager, Mr. Enoch Blundall, and Mr. W. P. Fishleigh, who has charge of the player branch of the business. Among the Amherst line were several styles of Blundall and Kauffman instruments. In the player branch they are featuring the "Cremonate," a device of their own, designed to produce tone of a viola quality.

The firm have adopted for their slogan the words, "The World's Best." Their new factories are being rushed to completion, and Mr. McDonald announces that in the equipment money will be spared to secure the newest and best machinery and manufacturing devices. The unit system is being adopted, whereby every machine will have its individual motor. With a strong directorate and ample capital, the management is confident of the success of the new firm of Amherst Pianos, Ltd.

The Human Touch.

Prominent in the Nordheimer pavilion were a Steinway miniature, a Steinway vertigrand, Nordheimer pianos in grand, and Jacobian and mission designs, a small "Human-Touch," and a Style 20 player. The demonstrating room contained a full range of the firm's "Human-Touch" players, and "Quality-Tone" pianos, all of which were in charge of Mr. Addison A. Pegg, who was assisted by Mr. J. E. Milloy and Mr. Norman Colvin. Mr. Carter was also present for one week of the Fair. Several interested visitors to the Nordheimer exhibit singled out the instruments in satin finished cases for special praise. This company's trade mark, "Human-Touch," as applied to player pianos, was announced to the trade a year ago, and in that time—short though it is in the history of trade marks—the illustrated phrase has become familiar practically all over Canada.

New Scale Williams.

The New Scale Williams exhibit, in charge of Mr. H. P. Sault, was a highly creditable representation of the products of the Williams Piano Co.'s factory at Oshawa. The "Meister-Touch," described by them as "the most human of all," was one of the features that impressed visitors to the New Scale Williams display, and which they wanted to know all about. The "Meister-Touch" consists of two opposing diaphragms to breathe the tone out, as in the case of a person singing, and its duty is to make it possible for the operator to emphasize any note or chord, the entire melody, or only the accompaniment. This is the firm's own patent, as is also the centretacking control used by them.

The New Scale Williams advertising service, which is a strong selling help for retailers, is exploiting the "Meister-Touch" very extensively, and much prominence is also being given to the fact that Mme. Melba, who commences her concert season this month with a tour of Canada, has selected the New Scale Williams piano, and that Teresa Careno will also use this make exclusively.

Mr. Geo. E. Dies, vice-president of the Williams Piano Co., and whose headquarters are at Montreal was with the exhibit during the second week of the Fair. Mr. C. Boyd, of the R. S. Williams & Sons Co., who have the local agency, looked after his firm's interests.

Imperial Linedzened Rolls.

Manager Horace B. Bilby, William Hartmann, John A. Fisher and Mr. Dennis, of the Perforated Music Co., all made the most of the opportunity to familiarize the thousands of people who passed through the Industrial Building with the Imperial linedzened music rolls. In addition to a large variety

of their player music, they had on view four player music cabinets, full compass tempo tester and outfit, tester rolls, pump for cleaning, and a general repair outfit. They used a Canadian-made player piano, and numerous requests to play over specific rolls kept the instrument going almost continuously. A sample roll was given to every owner of a player upon request, who would leave their name and address, if that party had not received one last year.

Made-in-Canada Band Instruments.

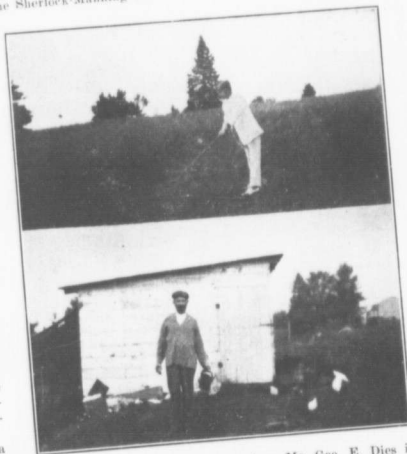
Adjacent to piano row was an encased display by Whaley, Royce & Co., Ltd., showing a complete line of their "Imperial," "Sterling" and "Ideal" band instruments, in addition to a variety of stringed instruments, including guitars, mandolins and banjos. Neatly arranged around these were several sheet music numbers, published by the Whaley, Royce firm, interspersed with copies of the Imperial edition of music books. The latter were "Famous Classics," "Melodious Recreations," "Primary Classics," "First Pieces in Easy Keys," "Mammoth Piano Folio," and "The Empire Song Folio."

Exhibition Notes.

Mr. C. W. Gardner, of Mt. Forest, numbers among recent trade visitors to Toronto.

Mr. C. Colton, of the Mason & Risch St. Catharines branch, visited Toronto during the big Fair.

Mr. W. G. Barwen, of the Darwen Piano & Music Co., Brantford, numbered among recent trade visitors to Toronto. Miss Malcolm, of the Winnipeg Piano Co.'s staff in Winnipeg, has been in Toronto and London, acting as pianist for the Sherlock-Manning Piano & Organ Co. at the Exhibitions.



The accompanying snapshots show Mr. Geo. E. Dies in a couple of his hobbies at Hudson, about thirty miles from Montreal, where he has his summer home. Mr. Dies, who is vice-president of the Williams Piano Co., and president of the Hurteau-Williams Co., of Montreal, is a chicken fancier and the latter has taken to golf, there being excellent links at Hudson. When in Toronto for the Canadian National Exhibition, Mr. Dies was entertained by Mr. R. S. Williams and Mr. H. G. Stanton, president and general manager, respectively, of the R. S. Williams & Sons Co., at their golf club. Dies was a draw. Mr. Dies recently visited Boston and New York in search of business leads for the Hurteau-Williams works. Their new sales manager, Mr. Harry N. Briggs, whose report to Canada was reported in a previous issue of the Journal, is meeting with excellent success.

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WESTERN FAIR, LONDON, A SUCCESS.

Pianos and Talking Machines Well Represented—
Record Attendance.

LONDON may well be proud of her piano industry and musical instrument retailers, for the exhibits of these men at the Western Fair, September 5 to 13, were in point of extent, quality, representativeness and powers of attraction, the finest class on the grounds. With the individual displays well distributed, music was the life of the main building. Outside music was furnished by bands from Brampton, Blenheim and Preston, in addition to London's own two—the 7th Regiment Fusiliers, and the First Hussars. The piano and talking machine exhibits were all under one roof this year for the first time. The main building was an 80 x 240 ft. structure, with a 60 x 60 ft. annex, and this year a 60 x 75 ft. addition was erected, which increases the amount of floor space, which accommodated the Mason & Risch, Keenleyside, Callaghan, and McPhillips (talking machine) displays. The main building was distinctive, in that it provided seven L shaped piano booths, the advantages of which are obvious.

A summary of reports from the different piano men suggests that the actual number of retail sales closed at the exhibits would hardly come up to those of last year, and yet everyone seemed to be doing his share in direct deals. The class of people attending the London Fair seemed to show more willingness in looking over the different makes of pianos, and there was greater activity around the pianos and players, comparatively speaking, than was the case in Toronto. This is perhaps accounted for, at least in part, by the fact that the dealers knew by name a greater proportion of the people than could possibly be the case in Toronto.

Individual dealers complained to the Journal that there was a disposition on the part of the Exhibition directors to charge them far too much for their floor space proportionately with firms showing other lines of goods. This seems a matter that the local association might discuss to advantage.

Western Fair Personals.

"Deacon" Cairns, of the Karn-Morris Piano & Organ Co., Woodstock, took advantage of "Visitor's Day" to put in an appearance at London.

Mr. N. H. Conley, superintendent of agencies of Mason & Risch Co., Ltd., Toronto, spent considerable time around piano row, renewing old acquaintances.

Dr. Doward, a prominent Toronto organist, and of Gourlay, Winter & Leeming's staff, was on hand, assisting the firm's local manager, Mr. D. Frank Smith.

Mr. Harry Horsman, president, and T. J. Howard, general manager of the Newcombe Piano Co., Ltd., Toronto, were among the members of the Toronto fraternity to visit the Fair.

Mr. John A. Sabine, one of the two proprietors of the Music Supply Co., Toronto, who are the Ontario jobbers of Columbia products, took occasion to visit the Fair to see London's Exhibition in full swing.

Mr. C. W. Coupland, of St. Mary's, who handles Gourlay, Willis and Doherty lines, was a business visitor. Mr. Coupland says, "You can't beat the crops produced this harvest by the country district of which St. Mary's is the centre."

Among the Western Ontario dealers, who work in conjunction with Mr. McPhillips, visiting the Fair, were Mr. Bowman, of Bowman & Co., Ingersoll; Mr. Joseph McAlpine, of St. Thomas; Mr. Daniel H. McRae, of Glencoe; Mr. Martin, of Martin & Son, Exeter; and Mr. Crawford, of Arkona.

Members of the trade seen around the piano exhibits in-

cluded Mr. George Benson, a well-known piano tuner and regulator of London. Mr. Benson is a son of W. D. Benson, who knows a great deal of the early history of the piano and organ trade in Canada. Away back in the early days it is understood that Mr. Benson, Sr., took over the organ manufacturing business of Andrews Bros., of Picton, and removed it to London, where it afterwards discontinued operations. Mr. George Benson began his career with the London branch of the R. S. Williams & Sons Co., Ltd. Besides an extensive tuning and repairing connection, he does a lot of harp work, particularly with the Italians.

Made-in-London.

To say that a "Made-in-London" exhibit was very appropriate at the London Fair, would seem superficial—and yet it was appropriate. The Sherlock-Manning "20th Century" pianos and players were the gainers in reputation through the many out-of-town people who called, both at their pavilion immediately to the right of the main entrance of the main building, and at the factory. Miss McFarland, of Toronto, and Miss Malcolm, of Winnipeg, were both kept busy demonstrating the tone and responsive action of the various Sherlock-Manning designs. Mr. W. N. Manning spent an afternoon at the firm's stand. Mr. G. W. Sherlock, retail salesman, was in constant attendance, while his father, Mr. J. F. Sherlock, let pianos drop into the background occasionally to enjoy an hour among the horses, which with him have been a hobby for many years. Mr. Jas. Robeson of Haileybury, was also in attendance.

Gourlay, Winter & Leeming.

Manager J. Frank Smith, of Gourlay, Winter & Leeming's London branch, had an excellent 33 ft. frontage display of Gourlay pianos, Gourlay-Angelus players and McMillin instruments. While all styles elicited favorable comments, there seemed to be particular interest displayed in the Louis, Puritan, and Early Georgian designs, and the Gourlay-Angelus player was surrounded by appreciative audiences whenever the left of the main entrance. A considerable portion of his time was taken up in renewing acquaintances with people to whom he had sold pianos in previous years, and the fact that these persons took occasion to call on Mr. Smith, speaks for itself as to their confidence in him. The closing of the Fair saw a number of good prospects on the Gourlay, Winter & Leeming list, for sales between now and Christmas.

Mason & Risch.

The Baby Grand, Early English Inlaid design, and Style 42 player, came in for more than ordinary praise from interested visitors at the Mason & Risch exhibit, which was in charge of local manager, C. L. Gray. Mr. Gray is in harness again after an extended holiday, during which he spent three weeks at his home in Seattle, and visited the firm's branches throughout of Western Canada on the way back. With the able assistance of Messrs. W. E. Arthur, J. E. Wilson, son of E. J. Wilson, Hamilton, B. K. Weaver and James Farrow, Mr. Gray was able to meet all requests for information concerning Mason & Risch pianos and players, as also Victrolas and Victor records, which were displayed alongside the most expensive pianos. Mr. F. H. Eberston, manager of the talking machine department, held the fort at the Dundas St. store while the rest of the staff were at the "Ex." during which time he qualified for membership in the player salesmen's fraternity.

Keenleyside & Son.

The Western Ontario public will be much better acquainted with the construction, tone and appearance of Newcombe pianos, players and Columbia graphophones and gramofones, through the representative exhibit made by J. E. Keenleyside & Son. It is practically a month ago since Mr. Keenleyside completed all arrangements for the handling of the Newcombe line in London and vicinity, and results to date are reported encouraging. The farming community around London harvested a banner crop, and secretary Keenleyside of the London Piano Merchants' Association, sees the buds on the piano dial pointing to a fall of opportunity. The Columbia display was under the supervision of Mr. Gordon Keenleyside.

Callaghan Music House.

A feature of the piano display of Mr. J. J. Callaghan, was the rendering of duets by a member of his staff playing on a Martin-Orme piano, with a young lady accompanying on a Martin-Orme player. That Mr. Callaghan is a Martin-Orme booster no one would be left in doubt, after having read a neat little folder, "Dollar-saving Facts for Piano Buyers," which is printed in two colors, and was distributed to Exhibition visitors. In this booklet a very kindly reference is made to the acknowledged ability and care that Mr. Oswain Martin, "a music-master who joys in his work," incorporates in every one of their instruments from the initial stages of construction, to the final tone-regulating and voicing. Mr. Callaghan has also prepared a booklet on "Secrets of the Piano Industry."

Nordheimer's.

Mr. Frank Windsor, manager of the Nordheimer branch, returned from visiting the Toronto Exhibition in time to jump into the job of making the most of the Nordheimer display of "Quality-Tone" pianos and "Human-Touch" player pianos at London. In the arrangement of the instruments a splendid grand occupied the most prominent position, although several upright designs came in for a good share of praise, after being inspected by prospective buyers. The "Human-Touch" players were kept constantly in use, and it was demonstrated beyond a doubt at the Nordheimer booth that the player piano in use, opened so as to display the workings of the player action, has a strong inherent power for attracting and holding the interest of people, especially those musically inclined. Mr. Windsor has the representation also of the Steinway, for which his firm hold the sole selling rights for Canada.

William McPhillips.

Mr. William McPhillips, the well known Western Ontario music dealer, had a double exhibit, featuring Gerhard Heintzman pianos and players in the booth in the main building, and Edison phonographs and Victor-Vietrolas in the annex. These were directly opposite each other and connected by an archway, which proved very convenient. Mr. McPhillips had success in closing wholesale, as well as retail business, and the number of talking machine sales more than justified the space they occupied. The Gerhard Heintzman pianos are very well and favorably known through Western Ontario, as is their makers' claim that they are "Built by a master for the home." A number of adjacent dealers, who co-operate with Mr. McPhillips, came in to London for the Fair. The names of a number of these are recorded in another paragraph.

Heintzman's.

Mr. E. S. Crawford showed a line of Heintzman and Weber instruments in a suitably decorated booth at the north-west corner of the main building. The Victor line was also represented in the exhibit. Mr. Crawford took charge of the London branch some nine months ago, in ample time to be present at the birthday dinner of the London Piano Merchants' Association, at which he was introduced as the baby member. Since then he has met with good success, both in the piano field and in the talking machine business, for the handling of which they have a good department.

A New Store.

While unable to get space at the Exhibition, Mr. J. T. O'Neil had Evans Bros. instruments on view at his store, 337 Dundas St. This store was only opened some two months ago, in a corner location, near the armouries. Mr. O'Neil though a resident of London for some time, was formerly in business in Guelph.

The retail small goods department of the R. S. Williams & Sons Co., Ltd., Toronto, is now in charge of Mr. Frank Shelton, who has been doing special work in other departments of the firm, since joining their staff a couple of years ago. Mr. T. A. Birdsall, formerly in charge of the firm's piano department, is now with the T. Eaton Co.'s music department.

HOLIDAYED IN MUSKOKA.

Mr. J. D. Ford, the efficient manager of the R. S. Williams & Sons Co.'s retail talking machine department, which occupies one entire floor of their music house at Toronto, has two hobbies. One, his business, and the other motorcycling. He takes many long runs through the country on the cycle. He may be seen on a summer Saturday afternoon flitting over the roads anywhere from five to one hundred miles out of Toronto. But to get back to business, when Mr. Ford went holi-



Upper picture shows two Toronto young men enjoying a Victrola at their summer camp in Muskoka. Lower picture shows part of a Muskoka camping party enjoying a Victrola. Photos by J. D. Ford.

daying this summer in Muskoka, he had to leave one hobby at home, so he took the other. Type VI, which Mr. Ford christened the "Cottage Model," is shown in use at a Muskoka camp, and the transportability of the little Victrola is well emphasized.

PRIVATE HOUSE TRADERS.

As private house trading is not unknown in the piano trade in Canada, the following observation from an English contemporary is not without interest here: "A deputation awaited upon the Overseers at Portsmouth recently to urge that when private houses were used for trade purposes, the assessments ought to be increased and the premises valued as though they were shops. There is a good deal to be said for the contention from the traders' point of view. The competition of what have been termed 'private house traders' is justly resented by retailers, and I am far from being persuaded that it is in the interest of the public. All the 'bargains' offered from private houses are not strictly genuine, or what they seem. Sometimes they are otherwise!"

Governor (sternly)—"When I was your age, my boy, I was making an honest living."
Boy—"And now look at you."—*Life*.

Let this month begin a new epoch in your Victrola Department.



THE "King Pin" in the game of running a successful music business is the Victrola Department. Let your plans and efforts stick around that fact, and see what results the next few months will bring.

People will have Victrolas. People will, with the opening of the musical season, buy records made by the world-renowned exclusive Victor Artists.

In awakening the public to a proper appreciation of the best music, the Victor-Victrola did what was inevitable—transformed the stores of Victor dealers into the thoroughly modern, handsomely furnished salesrooms you see to-day. And at the same time it put the entire music trade on a higher and better basis.

Steadily and surely the influence of the Victor-Victrola kept on growing until now it is universally acknowledged as the greatest instrument the world has ever known—musically and commercially.

Great as its influence is at the present time, wonderful as are its achievements of the past, the Victor-Victrola is destined to accomplish still greater things—things that mean much to the prosperity of every dealer; things that no progressive dealer will want to overlook.

But the point is—are you prepared for the coming demand?



VICTROLA X.
\$80
After Oct. 15

His Master's Voice Gram-o-phone Co.

Canada's Largest Exclusive Distributors of Victor and Berliner Lines

208 Adelaide Street W. Toronto

NEW APPOINTMENT.

Mr. T. Nash, who is by no means new to Ontario retailers of "His Master's Voice" lines, now occupies the managerial chair of His Master's Voice Gramophone Co., Toronto, exclusive Ontario distributors of Victor and Berliner lines, having succeeded Mr. W. R. Fisdick. Mr. Nash has been representing the Berliner Gramophone Co. on the road for some years, and has also had much retail experience. He knows "His Master's Voice" lines from Alpha to Omega, and is quite familiar with all the possibilities of profit that a live



Mr. T. Nash

Victrola department offers. Mr. Nash is naturally of an obliging disposition, and his customers will always get the square deal that is a feature of "His Master's Voice" service.

THE ART OF DEMONSTRATING.

The man who can demonstrate as well as talk the merits of an article is the valuable man, says a contemporary. This is not merely another way of saying he must know the stock to sell it. It is one thing to know—and quite another to impart. Many a salesman whose mind is a logical inventory of his lines, fails in the crucial test of demonstrating those goods to a customer. He may be a good talker—and a poor explainer. The knack of restful demonstrating is an art in itself. It demands not only understanding of the product, but a quick eye and instinct for the method which best suits the mind of the individual buyer. With a captious customer it may be a matter of self-defence—like the trained judgment of the pitcher who learns to put the ball in the only place where the batter can't possibly hit it. With the average reasonable buyer, however, it is merely a matter of fitting the goods to the man—salesmanship in the concrete and raised to the ninth power. The article, well demonstrated, is more than half sold—and often resold as well.

Mr. William Seiber, president of the Central Veneer Co. of Huntington, W. Va., which firm supplies soft yellow veneers for cross banding to the Canadian piano trade, reports that sales on soft yellow poplar and cross-banding veneers are gaining with every month. "For some time," he commented, "we have been putting out a carload of veneers a day, which is a big production in this line. Recently we installed a big textile dryer and completely fitted our factory with motor-driven machinery. When our output falls below 200,000 feet of veneer a day there is something wrong; generally it is more than 225,000 feet. Huntington has entirely recovered from the big flood, and is in a prosperous condition."

POSITION WANTED.

Energetic young man of good habits, experienced in playing, desires position on selling staff of piano house in Canada. Excellent references. Apply Box 2267 Canadian Music Trades Journal, 6678 Agnes St., Toronto.

WANTED.

A salesman to manage our Player Piano Department. One who can demonstrate for recitals preferred. Apply to C. W. Lindsay, Limited, 512 St. Catherine St., Montreal, Que.

WANTED.

Gentleman or firm well informed with music instrument trade in Canada. State experiences and references. Must be able to correspond in German or French. Reply Alfred Bruder, Waldkirch 11 Br., Germany.

PATENT NOTICE.

Canadian Patent No. 129,721, Dated Sept. 21st, 1909. Musical Instrument Cases, owned by The Cable Company of Chicago, U.S.

The above invention is for sale or use at a reasonable cost. John H. Hendry, Hamilton, Canada.

PATENT NOTICE.

Canadian Patent No. 121,463, Dated Oct. 26th, 1909. Tracker Devices for Sheet Controlled Instruments, owned by The Cable Company of Chicago, U.S.

The above invention is for sale or use at a reasonable cost. John H. Hendry, Hamilton, Canada.

Manufacturers! Dealers! Tuners!

Yellow Ivory Keys Made White as Snow

"Caplan's Patent Ivory Polish" will do it. Samples 30 cts. and \$1 (dollar size will whiton four sets of piano keys). For further particulars write to

HENRY CAPLAN, 49 Sherman Ave., Jersey City, N.J., U.S.A.

Established 1852 Call Telephone M. 55

Musician's Demands

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

CHAS. LAVALLEE

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

35 St. Lambert Hill - Montreal

Rolling up profits with the
Blue Amberol

is the easiest and best paying opportunity in the phonograph world to-day.

Mr. Edison has done his share by putting over this wonderful sweet-toned four-minute record that is practically unbreakable, and placing the profits of its sale directly before you.

If you jump in right now and get a lead with the Blue Amberol you will lead the phonograph business in your locality. There's no doubt about that. Your success and profits are as positive as the genius of Edison has been proved to be.

Your jobber knows all about it.

**THOMAS A. EDISON, Inc., 103 Lakeside Ave.
Orange, N.J.**

DEATH OF MONTREAL PIANO MAN.**Mr. E. Pratte Died Suddenly.**

The following account of the death of Mr. Evariste Pratte, who has been connected with the piano business in Montreal for over 20 years, is taken from the Montreal Gazette of Sept. 9.

"Death came suddenly last evening to Mr. Evariste Pratte, of 2349 Clarke Street, the well known piano manufacturer, who for over 20 years has been in the piano business in this city.

"Although he had for the past two years been in somewhat ill health, Mr. Pratte had attended faithfully to his business, which he ran in conjunction with his brother, Antonio, at 2502 St. Lawrence Boulevard. He made no intimation yesterday to either friends or relatives that he was feeling worse than usual, but as he was leaving the office of the factory on the main street at 6.30 last night, he had only reached the door when he suddenly fell unconscious to the sidewalk. His brother, who was present at the time, was assisted by employees in carrying him into the office, where an ambulance was called from the Royal Victoria Hospital.

"It was at first thought that he had stumbled on the step and had struck his head upon the sidewalk in falling, but it was learned by the physicians at the hospital that he was suffering from an attack of cerebral hemorrhage, and in spite of all that medical aid could do he expired at 8.30 without having regained consciousness, his brother and family being at his bedside until the end.

"Mr. Evariste Pratte had been in the piano business for over twenty years, beginning as a young man with his brother, the late L. E. N. Pratte, and later alone and with his brother, Mr. Antonio Pratte. Born in Stamford, Que., 46 years ago, the son of F. X. Pratte, notary public, he received his education at Sherbrooke and Montreal, and at the time of his death was the head of the retail piano business at 2502 St. Lawrence Boulevard.

Mr. Pratte was unmarried, and is survived by four brothers, Alfred Pratte, of Riviere du Loup, Lucien and Arthur, of Waterbury, and Antonio, of Montreal, and two sisters, Mme. Duvert of St. Remi, and Miss Pratte of Montreal.

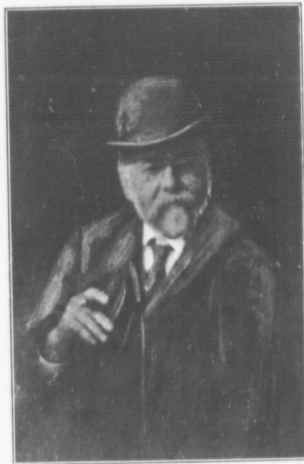
CAPLAN'S POLISH.

In a circular letter to the trade the Caplan Manufacturing Co. of Jersey City, announce these directions for the use of their patent ivory piano key polish: Before using the polishing powder, see that the keys are free from dust or dirt, by wiping them off with a damp chamois; then use a piece of sand paper to clear off the sides of keys, where the dust is seldom removed. Take a piece of damp white felt (not colored), dip it in the polish, rub until yellow disappears and wipe off with cheese-cloth. You will then have a set of keys that all the scraping in the world could never make for you. You will no longer have thin ivories, worn almost to the wood, and when you receive a piano with worn down ivory-heads, you will not have to replace them with new ones, but simply to rub a little of "Caplan's Patent Ivory Polish" on them, and you have shining, snow-white keys.

THE LATE MR. RICHARD HASSALL.

Profound sorrow at the passing away of so honorable and respected a personage as the late Mr. Richard Hassall, in Toronto, was felt by numerous friends, in and out of the trade, of that gentleman. Mr. Hassall's death, which occurred on August 20, at his home in Toronto, was quite unexpected, though for a year or more he had not been in the best of health.

The late Mr. Hassall early in life, bent on mastering the trade he so earnestly desired to become proficient in, bound himself as a cabinet maker's apprentice, with the firm of Carson & Co., Manchester, England. After serving the required number of years he worked as a journeyman a number of years for Lumess Bros. of the same city. Having the ambition to become his own boss, he started the business of Hassall & Holroyd, American organ and piano manufacturers of Manchester, from which, through ill health, he retired, coming to this country in 1883. Landing in Toronto he



The late Richard Hassall

soon found work with the Newcombe Piano Co. Leaving that firm to better his position, he went with the Mason & Risch Piano Co., and from there to Gerhard Heintzman. He left this firm to accept a position in Boston, where he remained some time, coming back to the Gerhard Heintzman firm.

He started in business in Toronto under the firm name of The Columbia Piano Co., then accepted the position as superintendent of the Newcombe Piano Co., in the meantime designing cases, and also drawing a number of scales. He then, in company with Mr. W. T. Giles, took over the Compensating Pipe Organ Co., and the Palmer Piano Co., of Toronto, which afterwards bought the stock and plant of the Crossin Piano Co. Being greatly broken in health, he took a trip to the old country, never entering actively in the piano business again, but after a short rest took up a partnership with W. Richardson in the lumber business.

This Extra Western Service is Like Additional Capital for Your Business. Try it

Right Now.



Victor-Victrola X.
WITH ALBUMS
MAHOAGANY OR OAK

Now is the Time to
Stock Victrola X.
\$80 After
Oct. 15



A GOOD old scout once said "A road made smoother is a road made shorter." The Victrola and Records by exclusive Victor artists make the road to success—in the maintaining of a music store—smoother—That's acknowledged on all sides.

But to go one step further, the service rendered the dealers of Western Canada by the WESTERN GRAM-O-PHONE Co. makes the road still smoother, and success therefore that much nearer at hand.

Order Now

You can buy right, sell right
and therefore profit right.

Western Gram-o-phone Co.

Exclusive distributors in the West
for His Master's Voice Products.

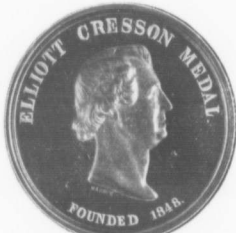
171 James St.

WINNIPEG

The late Mr. Hassall took a great deal of interest in music, and was one of the originators of the Doric Quartette in Toronto. In Manchester he had charge of St. Catharine's Church choir, and also led an amateur minstrel troupe of 150 persons. The proceeds of entertainments given by this minstrel chorus were given to charity. He is survived by a widow, one daughter, Mrs. H. Godfrey, of London, and two sons, Mr. J. A. Hassall, now employed with the acetic and key firm of J. M. Loese & Sons, Ltd., of Toronto, and Mr. Richard Hassall, of London and Hamburg. The remains were interred in Mount Pleasant Cemetery, Toronto.

RECOGNITION FOR MR. BERLINER.

Victrola enthusiasts in Canada were interested in hearing that Mr. Emile Berliner, of Washington, D.C., founder of the Berliner Gramophone Co., of which he is president, and inventor of the gramophone, has been awarded the Elliott Cresson medal for 1913, by the



Obverse side of Elliott Cresson Medal, awarded Mr. Emile Berliner by the Franklin Institute.



Reverse side of Elliott Cresson Medal, awarded Mr. Emile Berliner by the Franklin Institute.

Franklin Institute of the State of Pennsylvania. This is one of the highest scientific honors in the United States, and the accomplishments necessary for its attainment are eagerly pursued by inventors. It was awarded Mr. Berliner in recognition of important contributions to the telephone, and to the science and art of sound reproduction.

REGARDING SIXTY-FIVE NOTE MUSIC.

Mr. W. F. Wallace, now of the Chicago branch of Universal Music Co., and who is familiar with the Canadian trade, sends the following communication:—
Editor, Canadian Music Trades Journal:

Dear Sir.—I have read with in crest the communication in the August number of the Canadian Music Trade

Journal, from Mr. S. Fred Bauleh, regarding the 65 note player.

That the 88 note player is unquestionably more desirable than the 65 note instrument, is conceded, but the assertion of Mr. Bauleh that music for the 65 note player "is no longer being cut," is erroneous.

The Universal Music Company of Canada, with a warehouse at 10½ Shuter St., Toronto, issues each month a bulletin of new 65 note music, comprising the latest up-to-date rolls.

It is true that the dealer, as a rule, does not stock 65 note music, but he can obtain it for his customers who have the 65 note player, if he so desires.

Yours very truly,

W. F. WALLACE.

Mr. Frederick Harris, of the Hawks & Harris Music Co., Toronto, and London, Eng., spent the greater portion of last week in Montreal and the East.

Mr. Geo. H. Suckling, of Edmonton, recently passed through Montreal on his way to Edmonton, after spending some time in England.

The Johnson Piano Co., of Hollis St., Halifax, had an exhibit of their lines in the north-west section of the main Exhibition Building at Halifax, from September 3 to 11.

It is reported that C. W. Lindsay, Limited, who have stores in Ottawa, Montreal, Quebec and Brockville, have purchased the piano and organ business carried on for many years by J. J. Grace, at Arnprior, Ontario.

The Journal is informed that a short time ago Mr. J. W. Fry, of the Peterboro Music Co., Peterboro, was painfully injured at that store by tripping on the crossbar of the elevator, which resulted in a fracture of the right arm above the elbow.

N. H. Phinney & Co., Ltd., of Halifax, had a comprehensive display of their different lines of pianos, players and organs at the Halifax Exhibition, September 3 to 11. Their booth was in the main building, next to the north entrance.

The management of Nordheimer Piano & Music Co.'s Hamilton, Ontario, branch, are planning to largely increase the capacity of their already commodious Victrola department. By the addition of several new booths, they will, with much greater ease, take care of the growing demands of this department.

Mr. J. J. Barlow, of Danville, P.Q., was one of the recent visitors to the factory of Berliner Gramophone Co., Montreal. The purchase of an automobile this season has enabled Mr. Barlow to largely increase his sales of Victrolas and records, as he seldom takes a trip without taking an outfit with him, which he seldom brings back.

Mr. Ed. Archambault, of St. Catherine Street East, Montreal, has qualified recently as a "His Master's Voice" dealer. Mr. Archambault makes a practice of catering to the highest class trade, particularly religious institutions, and finds a very large assortment of popular French records listed by the Berliner Gramophone Co., a great assistance to him.

Mr. J. D. Ford, manager of the R. S. Williams & Sons Co., retail talking machine department, was a recent visitor to the Berliner factory, at Montreal, and was an interested spectator of the various processes of

manufacture. Mr. Ford was surprised at the extent and completeness of the plant, and was impressed with the numerous processes involved in turning out a Victor record ready for the customer.

Herewith is a reproduction of the first picture taken of the interior of Fletcher Bros.' new store at Vancouver, which is in charge of Mr. Thos. A. Switzer, the



A View in Fletcher Bros. New Store at Vancouver.

company's managing director. In this store a description of which has already appeared in these columns, the piano and graphophone parlors are all behind the offices, and are divided into rooms, naturally lighted.

Mr. H. J. M. Gloeckler, the popular music dealer of Saskatoon, is receiving congratulations on the occasion of his recent marriage. Mr. Gloeckler several years ago went to Western Canada to teach school, but was not long in deciding that the piano business held out greater financial inducements, and was a more congenial life to one of active temperament, consequently he gravitated into that line via the sewing machine route.

Mr. Charles Stanley, brother of Mr. Frank Stanley, Toronto, with whom he was associated in piano manufacture some years ago, before returning to the United States, about 1900, has established the Stanley & Sons Piano Co., of Chicago, which firm has been incorporated. Associated with Mr. Stanley are his two sons, Mr. Charles A. and Mr. Walter W. S. They have purchased the factory and plant formerly occupied by Decker Bros. Co.

On frequent occasions the Journal has contended that retailers of talking machines should give more attention to the new owners and help them select their records. This is not philanthropy on the part of the retailers, but to prevent the new customer making indiscriminate purchases. Retailers of "His Master's Voice" lines, for example, will find the "selected list of records for new Victor owners," as listed in the new catalogue issued by Berliner Gramophone Co., Montreal, a valuable help in this connection.

On his return to New York from a combined business and pleasure trip in Canada, Mr. R. K. Paynter, salesmanager of Knabe & Co., was interviewed by the Music Trades Review on business conditions in Canada. These, he stated, "are everything that could be desired as far as high class trade is concerned." Mr. Paynter stated that he was present at the Ottawa branch of Willis & Co. while the staff closed a sale of a Knabe grand and player to a prominent Canadian Government official.

During the absence of Mr. Frank Stanley in Europe, his factory and warehouse staffs did not hold their usual picnic and outing to his farm at Highland Creek, preferring to wait his return. Consequently a corn-roast was arranged for Saturday, the 13th inst. An abundance of corn was provided, along with other suitable and delectable refreshments, and the men, with their wives and families and prospective wives, had a most enjoyable day. On his farm, which is about 20 miles east of Toronto, Mr. Stanley has some 3,000 fruit trees.

A new book on musical theory has appeared, especially dedicated to young pianists, containing a simple and clear explanation of the subject in seven parts. Its character is somewhat indicated by the quotation from Schumann appearing on the front cover: "Be not deterred by the words theory, thoroughness, counterpoint, etc. Approach them as a friend, and their response will be most cordial." This work is by a Montreal musician (S. M. de S. M.) and information regarding it may be obtained from Messrs. Clarkson & Cowan of 510 St. Catherine St. West, Montreal.

Mr. S. A. Lichtenstein, of the Peerless Piano Player Co., St. Johnsville, N.Y., visited Toronto recently, on his way to Western Canada, in connection with the marketing of his firm's orchestrons and coin operated



On Toronto Bay

players. The accompanying snapshot shows Mr. Lichtenstein indulging in his favorite pastime with an old friend, Mr. Hartman, of the Perforated Music Co., Toronto, whose guest he was while in the Queen City.

SONG WRITER DEAD.

A Buxton, England, report says:—"Michael Maybrick, the English composer who, under the name of 'Stephen Adams,' wrote some of the most popular songs in the English language, died here to-day, aged 69. He was a native of Liverpool, but had lived for many years in the Isle of Wight, where he devoted himself to municipal politics, serving five terms as Mayor of Ryde.

Some of his best known songs were "The Holy City," "The Star of Bethlehem," "Nancy Lee," "A Warrior Bold," "The Blue Alsatian Mountains." Copyrights of Mr. Maybrick's songs will have fifty years to run.

A REAL BARGAIN.

There was once a man named Costello,
Who was a most stingy old fellow;

To church he oft went,
Donated a cent,
And brought home a fine silk umbrella.



Tone Plus Tone Control

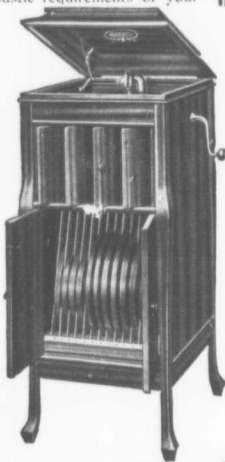
Selling a "Talking Machine" without proper tone control now-a-days is like selling a piano with the soft pedal sawed off and the loud pedal nailed down.

A Columbia dealer doesn't have to put across anything of that sort. He has the goods—and he has them right.

Every genuine Columbia Grafonola is equipped with the exclusively Columbia tone-control "leaves," (not mere doors.) These in conjunction with the wide variety of Columbia needles, provide a means of tone-control which, for efficiency and simplicity of operation, is not equalled in any make of "talking machine."

With any Columbia Grafonola you can get tone sufficient to flood a large hall—or you can subdue it to the acoustic requirements of your 6 x 10 "den."

The perfect natural purity of tone which has made the Columbia Grafonola famous—a carefully analyzed effect, intended and inevitable. It's causes are carefully calculated. A convincing example of the triumph of Columbia tone is—



The Leader \$100

The New "Leader"—a complete and completely enclosed Columbia Grafonola ready for delivery on approval by Columbia \$100 dealers

The
Music Supply Company

88 WELLINGTON ST., W.

TORONTO, CANADA

Sole Ontario Wholesalers for Columbia
Fr. duets and Columbia-Rena Records.

NEW RECORDS

Advance lists
for October



NEW EDISON RECORDS. FOR OCTOBER.

SPECIAL BLUE AMBEROL GRAND OPERA RECORDS.

By Alessandro Bonci.

\$1.25 each.

- 29001 (a) Rigoletto—Questa o quella; (b) Rigoletto—La Donna e mobile (Verdi).
Tenor, in Italian, orchestra accomp.
- 29002 Elisir d'Amore—Una furtiva lagrima (Donizetti).
Tenor, in Italian, orchestra accomp.
- 29003 Faust—Salve, dimora (All hail, thou dwelling lowly) (Gounod).
Tenor, in Italian, orchestra accomp.
- 29004 Lucia—Fra Poco a me ricorro (Donizetti).
Tenor, in Italian, orchestra accomp.
- 29005 Louisa Miller—Quando le sere al placido (Verdi).
Tenor, in Italian, orchestra accomp.
- BLUE AMBEROL REGULAR—45c.**
- 1919 Raymond Overture (Ambrose Thomas)..... Edison Concert Band
- 1920 Call Me Back (L. Donat)..... Charles W. Harrison
Tenor solo, orchestra accomp.
- 1921 Where the Red, Red Roses Grow (Jean Schwartz).
Helen Clark and Walter Van Brunt
Tenor solo, orchestra accomp.
- 1922 Tango—Trocha (William H. Tyers).....National Promenade Band
For dancing
- 1923 Emmet's Lullaby (Joseph K. Emmet).....Will Oakland
Counter-tenor, orchestra accomp.
- 1924 Crossing the Bar (Joseph Barnby).....Edison Mixed Quartet
Sacred, orchestra accomp.
- 1925 Too Much Mustard One-step (Cecil Macklin)
National Promenade Band
For dancing
- 1926 Serenade (Moszkowski).....Venetian Instrumental Quartet
Violin, violoncello, flute and harp
- 1927 The Beautiful Dawn of Love (Noël Muret).....Arthur C. Clough
Tenor, orchestra accomp.
- 1928 That Tinkling Tango Tune (Albert Gumbie)
Billy Murray and Chorus
Orchestra accomp.
- 1929 Fanny Doings at Sleepy Hollow (Knight)
Harlan E. Knight and Co.
Rube sketch
- 1930 Way Back Home (Theodore Morse).....Peerless Quartet
Male voices, orchestra accomp.
- 1931 You Made Me Love You (James V. Monaco).....Anna Chandler
Orchestra accomp.
- 1932 When I Want a Little Loving (John Larkins and Chris Smith)
Albert H. Campbell and Irving Gillette
Tenor duet, orchestra accomp.
- 1933 Come Where My Love Lies Dreaming (Stephen C. Foster)
Kniekerbocker Quartet
Male voices, unaccomp.
- 1934 Down on the Farm in Harvest Time (Dick Richards)
Byron G. Harlan
Rube song, orchestra accomp.
- 1935 Sleepy Chile—Lullaby (Noël Muret).....Elsie Baker
Contralto solo, orchestra accomp.
- 1936 Lead Us, Heavenly Father, Lead Us (J. Wiegand)
Edison Mixed Quartet
Sacred, orchestra accomp.
- 1937 Silvery Bells Medley Two-Step.....National Promenade Band
For dancing
- 1938 We've Got a Parrot in Our House (Lewis F. Muir)
Arthur Collins and Byron G. Harlan
Comic duet, orchestra accomp.
- 1939 Trail of the Lonesome Pine Medley Two-step
National Promenade Band
For dancing
- 1940 Draw Me Nearer (William H. Doane)
John Young and Fredrick J. Wheeler
Sacred, orchestra accomp.
- 1941 Somebody's Coming to My House (Irving Berlin)
Walter Van Brunt
Tenor, orchestra accomp.
- 1942 Come and Kiss Your Little Baby (Albert Von Tilzer)
Ada Jones and Billy Murray
Conversational duet, orchestra accomp.
- 1943 There's a Girl in the Heart of Maryland (Harry Carroll)
Walter Van Brunt
Tenor, orchestra accomp.
- The remaining Regular numbers are selected from among the most popular wax Records and have been converted into the Blue Amberol in order to increase the catalog.
- 1944 Down on the Mississippi (Porter).....Premier Quartet
Male voices, unaccomp.
- 1945 Just Some One (Will R. Anderson).....Manuel Romain
Tenor, orchestra accomp.
- 1946 The Sweetest Story Ever Told (R. M. Stults)
Venetian Instrumental Trio
Violin, flute and harp
- 1947 Only to See Her Face Again (Stewart).....Will Oakland and Chorus
Counter-tenor, orchestra accomp.
- 1948 Bear's Oil.....Billy Golden and Joe Hughes
Vandeville sketch
- 1949 Come Josephine in My Flying Machine (Fred Fischer)
Ada Jones, Billy Murray and Chorus
Conversational duet, orchestra accomp.
- 1950 The Singing Girl—Selection (Herbert)
Victor Herbert and His Orchestra
- 1955 My Sweetheart (Tesero Mio) Waltz (Beccuti).....Guido Detro
Accordion.

- 1956 When the Bell in the Lighthouse Rings (Alfred Solman) Gus Reed
Basso, orchestra accomp.
- 1957 Sheridan's Ride (Thomas Buchanan Rusk) ... Edgar L. Davenport
Talking
- 1958 Killarney, My Home O'er the Sea (Frederick Knight Logan)
Frank X. Doyle and Chorus
- 1959 Waiting Down by the Mississippi Shore (Dave Reed, Jr.)
Soprano, organ, orchestra accomp.
- 1960 Boston Commandery March (T. M. Carter) Edison Concert Band
1961 The Lighthouse by the Sea (Charles A. Boyce) Knickerbocker Quartet
Orchestra accomp.
- 1962 The Bride of the Waves (Herbert L. Clarke) Herbert L. Clarke
Carnet, orchestra accomp.
- 1963 Rockin' in de Win' (W. H. Neidinger) ... Bessie Volekman
Contraalto, orchestra accomp.
- 1964 Sailor's Hornpipe Medley ... Charles D'Almaine
Violin
- 1965 Grand Baby, or a Baby Grand? (Hampton Durand) Ada Jones
Waltz song, orchestra accomp.
- 1966 The Kiss Waltz (Luigi Arditi) ... H. Bennie Henton
Saxophone, orchestra accomp.
- 1967 By the Light of the Jungle Moon (J. Caldwell Atkinson)
Tenor, orchestra accomp.
- 1968 A Day in Venice, Suite No. 2 (a) Venetian Love Song; (b) Good
Night (Ethebert Nevin) ... American Standard Orchestra
1969 Grandma's Mustard Plaster ... Murray K. Hill
Vandeville specialty
- 1970 Massaniello Overture (Auber) ... Edison Concert Band
Vandeville specialty
- 1972 Dancing on the Home Top (Edwin Christie) ... Charles Duab
Bells, orchestra accomp.
- 1973 Do They Think of Me at Home? (C. W. Glover)
Walter Van Brunt and Mixed Chorus
- 1974 Bonnie Doon (Ye Banks and Braes) (James Miller)
Soprano, tenor and bass, orchestra accomp.
- 1975 March Religioso—Gospel Hymns (Ecke) ... Marie Narelle
Soprano
- 1976 Be Happy (Kirkpatrick) ... Edison Mixed Quartet
Soprano, orchestra accomp.
- 1977 Ah, Moon of My Delight—In a Persian Garden (Liza Lehmann)
Tenor, orchestra accomp.
- 1978 I Want to be Down Home in Dixie (Berlin and Snyder)
Tenor, orchestra accomp.
- 1979 Birds of the Forest—Gavotte (Ang. Adams and Byron G. Harlan)
Con solo, orchestra accomp.
- 1980 Infants of the Forest—Gavotte (Ang. Adams) ... Guido Giardini
Whistling, orchestra accomp.
- 1980 Infants of the Forest—Gavotte (Ang. Adams) ... Guido Giardini
Whistling, orchestra accomp.
- 1980 Uncle John's Rheumatism (Stewart) ... Fred Van Eps
Bands, orchestra accomp.
- 1984 Are You Coming Home To-night? (James McGranahan)
Harry Anthony and James F. Harrison
Soprano, orchestra accomp.
- 1985 "So So" Polka (Fahrback-Ecke) ... Charles Duab and William Dorn
Saxophone, orchestra accomp.
- 1986 Uncle Josh's Rheumatism (Stewart) ... Cal Stewart
Talking
- 1987 It's Got to be Some One I Love (Doyle) ... Ada Jones and Chorus
Orchestra accomp.
- 1988 Jere Sanford's Yodling and Whistling Specialty ... Jere Sanford
Orchestra accomp.
- 1989 Avon Chorus—Il Trovatore (Verdi) ... Edison Light Opera Co.
Orchestra accomp.
- 1990 Girmen Polka (A. Gatti) ... United States Marine Band
Clarinet
- 1991 Praise Ye Attila (Verdi) ... Agnes Kimball, Reed Miller and
Soprano, tenor and baritone, orchestra accomp.
- 1992 My Beautiful Lady—The Pink Lady (Evan Caryl)
Soprano, tenor and baritone, orchestra accomp.
- 1993 Long, Long Ago ... Elizabeth Spindler
Soprano, orchestra accomp.
- 1994 Never the Maiden Dreamed—Mignon (Ambrose Thomas)
Plute, orchestra accomp.
- 1995 At the Mill March (Fr. Knecht) ... Bohumir Krls and His Band
1996 The Harp That Once Thrice Tara's Halls (Thomas Moore)
Tenor, orchestra accomp.
- 1997 You'll Do the Same Thing Over Again (Albert Gamble)
Tenor, orchestra accomp.
- 1998 Silver Bell—Indian Intermzzo (Percy Weirich)
Comic song, orchestra accomp.
- 1999 The Old Time Street Fakir (Porter) ... American Standard Orchestra
Soprano, tenor and baritone, orchestra accomp.
- 2000 Chimes of Normandy Airs—No. 1 (Robert Planquette)
Soprano, tenor and baritone, orchestra accomp.
- 2001 Rastus Take Me Back (Star) ... Edison Light Opera Co.
Orchestra accomp.
- 2002 A Woodland Serenade (Mascheroni-Ecke)
Con song, orchestra accomp.
- 2003 I Hope I Don't Intrude (W. H. Delahanty) ... Edison Concert Band (Reed Only)
Bells, orchestra accomp.
- 2004 Crucifix (J. Faure) ... Reed Miller and Frank Croxton
Tenor and baritone, orchestra accomp.
- 2005 The Skater Waltz (Waldteufel) ... New York Military Band
2006 Comic Epitaphs ... Billy Golden and Joe Hughes
Vandeville sketch
- 2007 When the Old Folks were Young Folks (Alfred Solman)
March song, orchestra accomp.
- 2008 Madame Butterfly—Fantasia (Puccini) ... Victor Sorlin
Violoncello, orchestra accomp.
- 2009 The Revival Meeting at Pumpkin Center (Stewart) Cal Stewart
Talking
- 2010 Souvenir (Franz Dylla) ... Demetrius C. Dennis
Mandolin, piano accomp.
- 2011 Ah Aboard for Blanket Bay (Sterling and Von Tilzer)
Tenor and baritone, orchestra accomp.
- 2012 In the Golden Afterwhile (Frank Stanley Strickland)
Tenor and baritone, orchestra accomp.
- 2013 Good Night Waltz ... Peerless Quartet
Orchestra accomp.
- SPECIAL I. O. O. F. SELECTIONS.
1981 I. O. O. F. Opening and Closing Odes ... Male Quartet
Organ accomp.
- 1982 I. O. O. F. Initiation and Installation Odes ... Male Quartet
Organ accomp.
- 1983 I. O. O. F. Funeral Odes ... Male Quartet
Organ accomp.
- FOUR MASONIC HYMNS.
1951 Entered Apprentice Degree Hymn ... Male Quartet
Masonic hymn, organ accomp.
- 1952 Fellowcraft Degree Hymn ... Male Quartet
Masonic hymn, organ accomp.
- 1953 Master Mason Degree Dirge ... Male Quartet
Masonic hymn, organ accomp.
- 1954 Master Mason Degree Hymn ... Male Quartet
Masonic hymn, organ accomp.



VICTOR RECORDS FOR OCTOBER.

Manufactured by
BERLINER GRAMOPHONE CO., LTD. TORONTO.

10-INCH DOUBLE-SIDED—80c.

- 17383 Bohemian Girl—The Fair Lady of Poland—Act III, (Ballet).
Song of the Turkey (from "Rob Roy") (R. de Koven) ... Act III, (Ballet).
Wifred Glenn
- 17392 All the Girls Medley Two-Step (Gilbert) ... Conway's Band
Hungarian Rag (Lombard) ... Conway's Band
- 17395 Spring Song (Mendelssohn) ... Maximilian Pilzer
Eskaze (Transcription by Tobiati) (Cello) ... Joseph Rosenblatt
- 17396 The Whistlers—Intermezzo (from "Frohlingstalt") (Reiterer)
Whistling Johnnies (A Waiting Novelty) (Hager) ... Conway's Band
- 17397 A Dear Old Girl (Buck Morse) ... Harry Mardonough and
Hayden Quartet
- 17399 You're My Girl (Heath) ... American Quartet
The Beautiful Dawn of Love (Moore) ... Walter Van Brunt
- 17400 Wirushulam (Organ Accom.) ... Arthur Clough
Tukum Turkum (Organ Accom.) ... Joseph Rosenblatt
- 17401 I Can Live Without You (from "Follies of 1913") (Buck-Raby)
There's a Girl in the Heart of Maryland with a Heart that be
17403 Pastel—Menuet (Paradis) ... Harry Mardonough and
Melody (Lalo) ... Poerles Quartet
- 17404 The Rosary (Nevin) ... Neopolitan Trio
Cornet Solo (Michele Rinaldi) (Oh Fair Dove, Oh, Rose) ... Vessella's Band
- 17405 Polonaise Brillante (Andree) ... Victor Brass Quartet
Bright Shines the Moon ... Balakala Orchestra
- 17406 Medley—Tango—Apolo (Rosendo)—Reine de Saba—
(Bevilacqua)—El Partonito (Caldido) ... Victor Band
Echale Nantean al Oringo—Tango Criollo (Juan Carru)
- 17407 If I Built a World for You (Herbert) Erdosch and
Liza Lehmann) ... Margaret Dunlop
I Cannot Help Loving Thee (Clayton Julius) ... Margaret Dunlop
- 17408 The 79th Highlanders' Farewell to Gibraltar—March
1. Highland Lassic; 2. My Love She's a Lassic Yet—March
Sutcliffe Troupe
- 17409 We have much to be Thankful for (Berlin) ... That Girl Quartet
If I said Please (Olona Edwards) ... That Girl Quartet
- 17410 Salvation Nell (Clarke-Leslie-Marx) ... James Murray
I Love the Moonlight (Macedonia-Carroll) ... Poerles Quartet
- 17411 Sulfing Down the Chesapeake Bay (Haves-Hotaford)
American Quartet
- 17412 Mommy Jean's Jubilee (Gilbert-Muir) ... Collins-Harlan
M'ny My Heart (Bryan Fischer) ... Charles W. Harrison
- 17413 Fair Harvard (Harvest University Song) (Unacc.) ... Arthur Clough
Johnny Harvard (Harvest University Song) (Unacc.) ... Orpheus Quartet
- 17414 Where Did You Get that Girl? (Edelman-Puek)
That Naughty Melody (Lewis Meyer) ... Walter Van Brunt
- 17415 Larghetto (Handel) (violin) ... Billy Murray
Menuet (Handel) (violin) ... Sascha Jacobson
- 55312 Kol Nidro (Russetto) (Organ Acc.) ... \$1.50 ... Joseph Rosenblatt
"El mole rachim" (Organ Acc.) ... Joseph Rosenblatt
- 55313 Underneath the Cotton, Moon (Medley One-step) ... Underneath
the Cotton Moon, "That Mellow Melody" ... "That Syn-
cipated Boogie Wo"; "Underneath the Cotton Moon"
I Love Her, Oh, Oh, Oh, "Down on Uncle James' Farm";
"You Made Me Love You"; "I Love Her, Oh, Oh, Oh"
Conway's Band
- 55314 Unfinished Symphony—Andante Moderato (Schubert) ... Orpheus Quartet
Unfinished Symphony—Allegro Con Moto (Schubert) ... Victor Concert Orchestra
- 55316 The Raven (Part I.) (Edgar Allan Poe) (Incidental Music by
Max Heinrich) (Piano) (by Gladys Craven), Percy Hemus
The Raven (Part II.) (Edgar Allan Poe) (Incidental Music by
Max Heinrich) (Piano) (by Gladys Craven), Percy Hemus
55317 Masonry (A Lecture) ... Cal Stewart, M. L. Ehlers
Charity (A Lecture) ... Col. Edward M. L. Ehlers

- 55318 A Modern Eve—Boston (From Opera "Die Modern Eve") (for dancing) (Jean Gilbert—arr. W. Widdo).....Conway's Band
- 55318 Tont Paris Waltz (H. Waldenfeld) for dancing.....Conway's Band
- 12-INCH DOUBLE-SIDED—\$2.00.**
- 55041 Tristan and Isolde—Isolde's Lohengrin (Wagner).....Victor Herbert's Orchestra
- Traume (Wagner).....Victor Herbert's Orchestra
- 12-INCH SINGLE-SIDED—\$1.25.**
- 51887 Gems from "Belle of New York"—Chorus, "She's the Belle of New York"; Solo and Chorus, "Teach me how to kiss"; Chorus, "La Belle Parisienne"; Duet, "When we are married"; Solo and Chorus, "They all follow me"; Finale, "She's the Belle of New York".....Morton-Korker
- Victor Light Opera Co.
- 10-INCH P. L.—90c.**
- 60106 The Wee House Maug by Heukler (Lauder-Wells).....Harry Lauder
- 10-INCH R. S.—\$1.25.**
- 64315 Andantino (Padre Martin Kreisler).....Fritz Kreisler
- 64342 Good-bye, Sweetheart, Good-bye (Hatton).....John McCormack
- 64360 In the Gloom (Fred Harrison).....Clarence Whitehall
- 64361 Yesterday and Today (Gertrude Rogers-Chas. G. Spuros).....Dan Beldoe
- 12-INCH PURPLE LABEL—\$1.50.**
- 70100 Africana O Paradiso (Oh Paradise) (In Italian) (Meyerbeer).....Lambert Murphy
- 70101 Rob Roy—Chansonette and Duet (R. de Koven).....Wakfield-Pollock
- 12-INCH RED SEAL—\$2.00.**
- 74398 Sicilienne (Franz Kreisler).....Mischa Elman
- 10-INCH VICTROLA—\$2.50.**
- 87133 Visions Veneziana (Angiolo Orvieto-Renato Brogi) (In Italian).....Titta Effo
- 87163 Long, Long Ago (Haly) (In English).....Geraldine Farrar
- 88427 Rhapsodie (de Koven) (In English) (Serenata inutile (In Italian) (Brahms, Op. 84, No. 4) 'Cello obligato by Rosario Bourdon).....Lena Lamoreaux
- 89070 Trovatore—Vivva conted il giubilo (Oh, joy, he's saved) Duet from Act IV., Scene 1, Part II. (Verdi) (Accomp. by Victor Orchestra).....Johanna Gadski-Pasquale
- 89071 Der Engel (The Angel) (Rubinstein).....Homer Farrar

- A1373 Nightingale's Warble (Holt). Marshall P. Lufsky, Piccolo Solo. Orchestra accomp.
- You and I (Short). Vincent Buno and Frank Chiuffarelli, Cornet Duet. Orchestra accomp.
- A1381 That Regimental Band (Morris). Byron G. Harlan, Tenor, and Arthur Collins, Baritone. Orchestra accomp.
- They've Got Me Doing It Now—Medley (Berlin). Ed Morton, Baritone. Orchestra accomp.
- A1378 Sailing Down the Chesapeake Bay (Botsford). Albert Campbell, 1st Tenor, and Henry Burr, 2nd Tenor. Orchestra accomp.
- Love Me While the Lovin' is Good (H. You There). Peerless Quartet. Orchestra accomp.
- A1383 When It's Apple Blossom Time in Narnandy (Mellor, Gifford and Trevor). Edna Brown, Soprano, and James F. Harrison, Baritone. Orchestra accomp.
- When Dreams Come True (Hein). Henry Burr, Tenor. Orchestra accomp.
- A Series of Records by William McEwan, the Scotch Singing Evangelist.**
- A1362 Sometime We'll Understand (McEwan). My Mother's Prayer (Weeden).
- A1363 Some Day (Gabriel).
- My Ain Country.
- A1364 Will the Circle be Unbroken? (Gabriel). Memories of Mother (Harkness).
- A1365 All Hail Emmanuel (Gabriel).
- We Shall Shine as the Stars (Van der Venter).
- A1366 Thom Remaneth (McEwan). My Father Knows (Excell).
- 12-INCH DOUBLE-DISC RECORDS—\$1.25.**
- A5494 The Pouch (a Fugue) (Valse Boston (McEwan). Dance music, Prince's Orchestra.
- Nights of Gladness, Valse Boston (Anellife). Dance music, Prince's Orchestra.
- The Troubles of the Famous Jarr Family as Set Forth by Mr. Roy L. McCardell, Now Recorded for the First Time.**
- A5493 Mrs. Jarr and the Plumber (McCardell). Jessie Howard and Robert B. Tessman.
- Uncle Henry Sees the Saffragette Parade (McCardell). Bessie Lestina, Louise Marshall and Robert B. Tessman.

**COLUMBIA RECORDS
FOR OCTOBER.**

SYMPHONY DISC RECORDS.
By **Ysaye.**

- 36513 Die Meistersinger (Wagner). Preislied (Prize Song). **Caroline White, in Two English Concert Numbers, at a Popular Price.**
- A1376 At Parting (Rogers). In English, with orchestra. \$1.00
- The Lass With the Delicate Air (Arne). In English, with orchestra.
- A Lullaby Rhapsody by Friedheim.**
Piano Solos \$1.50
- A5491 Sixth Hungarian Rhapsody (Liszt). Part I. \$1.50
- Sixth Hungarian Rhapsody (Liszt). Part II. **Two of David Bispham's Interpretations.**
- A5492 Vicar of Bray. In English, with orchestra. \$1.50
- Thursday (Molloy). In English, with orchestra. **Two Famous Tenor Arias by Bonci.** \$2.00
- A1377 I Pagliacci (Leoncavallo "Vesti la giubba" (On with the motley) In Italian, with orchestra, \$1.50
- Un Ballo in Maschera (Verdi) (Barenorle). "Di tu se fedele" (Will waves safely bear me!) In Italian, with orchestra. **First Violoncello Records by Leo Schultz.**
- A5490 Gavotte in D (Opus 23) (Popper) With orchestra. \$1.50
- Caution from Concerto in A Minor (Gislerman). With orchestra.
- Four Concert Numbers by the Ellery Band, Taddeo di Girolamo, Cond. \$1c.**
- A1367 Lion du Bal (Gillet). \$1.25
- Chinese March (Musso).

BACK FROM THE WEST.

Mr. D. S. Cluff, general manager of the Doherty Piano Co., Ltd., returned to his firm's headquarters at Clinton in time to be present at the Canadian National Exhibition. While in



the West he attended the Winnipeg Fair, where his company's entire lines were on display. From the volume of business reported by Mr. Cluff, it would appear that the "tight money" scare is a myth. Since Mr. Cluff assumed the general management of the company five years ago, the business has developed in a manner surprising to the directorate, and the output of the factory has increased each year to a point placing it among the largest in the country. The Doherty firm claim the proud distinction of being the first company in Canada to make their own player action. This is attachable to any piano, grand or upright, regardless of size or make of make.

An analysis of prospective markets would save many a man from failure, many go into business as a blind venture. Most men go into business after the fashion in which they conduct a courtship and marry. They happen to get an introduction to some ethereal idea that smiles at them; then they fall in love with it and half smother it with roses and chocolates. Well, some business ideas—like some girls—are angels; but a lot of them have sharp voices after the honeymoon.—(By E. M. Woolley in his *Adventures in business, in Saturday Evening Post.*)



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Song arrangement in three keys.

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Piano Solo arrangement.

Also arrangements of "A little love, a little kiss" for Violin and Piano, Cello and Piano, and Mandolin Club, etc.

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Song arrangement in four keys. Valse
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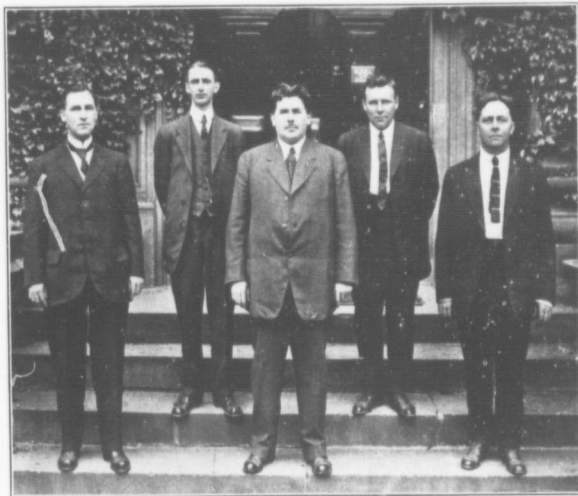
SHEET AND BOOK MUSIC DEALERS ORGANIZE.

APPROPRIATELY enough it was on Labor Day that the Canadian Music Dealers' Association was given birth. This is not, as the title might indicate, an association of music dealers according to the generally accepted meaning of the term "music dealers," but it is an organization of the sheet and book music retailers. So numerous and vexatious are the evils in the retailing of sheet music, depriving those in the business of a large proportion of their legitimate profit, that it has been felt for many months that some concerted action would have to be taken for mutual protection. The newly formed association has for its object the elevation of the sheet and book music business from the level to which it has degenerated to a place of respectability and fair profit.

The letters bearing on the evils of the trade and the

other dealers, and a request was made to the Canadian Music Trades Journal to send out a notice calling a meeting.

Accordingly a letter was despatched on August 20th to a more or less random list of sheet and book music retailers, but including dealers in all parts of the country, asking their respective opinions of the problem, and if they were sufficiently interested to attend a meeting, or if unable to attend a meeting to join an association. Enclosed with the letter was a postal card that the addressees of the letter were asked to fill in and return. On the post card several questions were asked relative to the advisability of forming an association. So many of the cards came back with affirmative answers to the questions, and suggesting Labor Day as the most suitable time for a meeting, that a letter calling a meeting was sent out on August 26th. In addition to the post



EXECUTIVE OF CANADIAN MUSIC DEALERS' ASSOCIATION.
(An organization of Sheet and Book Music Retailers, formed on Sept. 1st, 1917.)

President: Thos. Anderson, Hamilton.	Treasurer: W. H. McKechnie, Ottawa.	Secretary: C. M. Passmore, Toronto.	Second Vice-President: F. H. Wray, Winnipeg.	First Vice-President: Wm. Clarkson, Montreal.
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desirability of an organization that have appeared in the Canadian Music Trades Journal, from such well known dealers as Thomas Anderson, Hamilton; F. H. Wray, Winnipeg; W. H. McKechnie, Ottawa; J. Kellestine, Owen Sound—finally culminated in the organization meeting held in Toronto on Monday, Sept. 1st, at 4 Queen Street East.

Mr. William Clarkson, of Clarkson & Cowan, Montreal; and Mr. F. H. Wray, of Wray's Music Store, Winnipeg, happened in Toronto on their respective vacations at the same time. Finding their grievances mutual in character, they talked things over with Mr. C. M. Passmore, manager of the sheet music and small goods department of the Bell Piano & Music Co., Toronto. They promptly got into communication with

and a number of letters from dealers far and near were received expressing a desire to co-operate, and offering valuable suggestions.

Promptly at two o'clock the meeting was held, and while the attendance was not large, it was thoroughly representative of the retail interests of the country, and there was no lack of enthusiasm and seriousness of purpose.

Those present were:—Thomas Anderson, Hamilton, Ont.; C. M. Passmore, Bell Piano & Music Co., Ltd., Toronto; C. A. Colton, Niagara Branch, Mason & Risch, Ltd., St. Catharines; A. Filiatrault, Montreal, Que.; W. H. McKechnie, of McKechnie Music Co., Ottawa, Ont.; F. H. Wray of Wray's Music Store, Winnipeg; W. T. Darwen, Darwen Piano & Music Co., Brantford,

Ont.; Wm. Clarkson, Clarkson & Cowan, Montreal, Que.
Mr. Wm. Clarkson, of Clarkson & Cowan, Montreal, was elected chairman, and Mr. F. H. Wray of Winnipeg, secretary, pro tem.

It was promptly decided, with very little discussion, that the pitiable state into which the sheet and book music has fallen demanded immediate action, particularly in view of the statement that has been authoritatively made that of all the mail order sheet and book music business done in Canada LESS THAN TWENTY PER CENT. is handled by the Canadian dealers. It was also stated that one Philadelphia publishing house constantly employs thirty-five people to do nothing but look after Canadian mail orders, practically all of which were from teachers, convents, schools, and private individuals who could buy at the same discounts as dealers, who have stores to maintain.

The copyright question, of course, came in for a large share of discussion, and evoked some caustic remarks in regard to the alleged anomalous position that Canada is placed in by the copyright laws under which it is claimed are in effect.

It was decided to enlist the co-operation of the publishers and wholesalers in securing reliable lists of copyrights so that infringements could be prevented without destroying the retailers' business. In this connection the wholesale importation of reprint books and sheet music, that according to the claims of the publishers are illegal, by private individuals, occupied a considerable portion of the attention of the meeting.

The disposal of the stock on hand claimed to be infringements was another topic of mutual interest, and the consensus of opinion seemed to be that it was unfair to ask dealers to destroy thousands of dollars worth of music that had been bought in good faith.

After some discussion it was decided to form an organization, under the name and style of "Canadian Music Dealers' Association," and the following officers were elected:

President—Thomas Anderson, Hamilton, Ont.
1st Vice-Pres.—Wm. Clarkson, Montreal, Que.
2nd Vice-Pres.—F. H. Wray, Winnipeg, Man.

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is sold in large quantities all over Canada. Dealers who are desirous of getting their full share of that trade would do well to keep a representative stock of our publications. They bring good prices. Our standard works are called for.

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Sole Agents for Edwin Ashdown, Ltd., Enoch & Sons, Elkin & Co., Leonard & Co., and other English houses

Treasurer—W. H. McKechnie, Ottawa, Ont.
Secretary—C. M. Passmore, 146 Yonge St., Toronto.
Asst. Secretary—A. Filiatreault, Montreal, Que.

The executive committee is to consist of the above named officers, with power to add to their numbers. A committee was appointed to prepare a draft of by-laws to be submitted to the next general meeting.

The membership fee has been placed at \$5.00 per year, and an active campaign is to be inaugurated to enlist a strong membership. Sheet music retailers, whether they have been communicated with or not, are asked to forward their membership fee to the secretary, who will issue receipt for same.

Following the meeting on Monday, a meeting of the executive was held, in the office of the Canadian Music Trades Journal, on Tuesday morning, Sept. 2nd, to discuss further details and perfect plans for organization.

RECKONING AVERAGE DUE DATE.

A REQUEST made recently in the bulletin of the National Credit Men's Association for suggestions regarding the shortest and most accurate method of arriving at the average due date of accounts met the following response:

Arrange the days of maturity in rotation, using the first one as a basis. Multiply the amount of the next bill with the days intervening between the first dating and the second one. Multiply the third one by the amount of the respective invoice and the days intervening between the first and the third, etc. Add all the figures so obtained and divide by the total of the amounts of the indebtedness (amount of the first bill included). In this way is obtained the number of days to be added to the maturity of the first item to give the average of all bills. An illustration is the following:

AA-RC	Days	
\$425	April 15,	
\$430	May 10,	27 11,772
\$812	June 15,	63 19,656
\$673	July 13	88 59,400
\$1,848		
	\$1,848 90,828 49 days.	
	Average, June 4.	

Still another member offers the following as a method of arriving at the average due date of accounts:

Date of shipment,	Amount	Terms	Due
June 10,	\$100.00	90 days,	Sept. 8,
Aug. 16,	500.00	90 days,	Nov. 14,
Aug. 26,	100.00	90 days,	Nov. 26,
Sept. 10,	350.00	90 days,	Dec. 9,

Focus date first of month in which first account is net due.

Focal date	Sept. 0 - to Sept. 8	8 days × 100 =	800	3.20
	Sept. 0 - to Nov. 14	75 days × 500 =	37,500	37.500
	Sept. 0 - to Nov. 26	87 days × 100 =	8,700	8.700
	Sept. 0 - to Dec. 9	100 days × 350 =	35,000	35.000
		1,330 75,400 61	1.330	75.400
		78.60		
		1.400		
		1.200		

61 days from Sept. 0 - Oct. 31 - average net due date.

"How fast is your car, Jimpson?" asked Harkaway.
"Well," said Jimpson, "it keeps about six months ahead of my income generally."

NEW MUSIC HOUSE IN TORONTO.

Paul Hahn & Co., Ltd., is the name and style of the newest addition to Toronto's music houses. Mr. Paul Hahn, who when a boy, entered the service of the Nordheimer Piano & Music Co., Ltd., has grown up in the music trades with that firm. On Sept. 1st he severed his connection with that well known house to enter business on his own behalf, and the organization of the above named firm is the result.

A three storey and basement building has been leased at 717 Yonge Street, which is close to the corner of Bloor Street, and is in a high class retail district. The building secured is a new one, just being completed, and will be ready for occupation within a month.

The new firm are featuring the Mason & Hamlin line, for which they have secured the local agency, and they have also decided on the Paul Hahn piano and player. In addition to these lines a complete stock of Victor Victrolas and records is being put in. The entire basement of the store is being fitted up for this branch, while the ground floor will be used for showrooms. On the first floor will be the individual show and demonstration rooms, and the top flat is being arranged for studios. The building being located on the corner of a paved lane gives the advantage of a double show window. Mr. Hahn, who is well known in Toronto social and musical circles, being a 'cellist of superior skill, starts out with the good wishes of a host of friends.

Mr. W. J. Keely, of New York, was among those who visited Toronto during the Exhibition, to meet friends and acquaintances in the trade.

IVORY PRICES STILL UPWARD.

Mr. Wm. H. Shenstone, accompanied by his son, Mr. Fred W. Shenstone, returned to London, after a visit to Canada, sailing on the Olympic on the 13th inst. Mr. Shenstone, sr., remained in Toronto, visiting adjacent points, while his son made a three weeks' tour to Western Canada, going from Vancouver to San Francisco.

Mr. Shenstone, sr., was an interested visitor to the Canadian National Exhibition, in company with Mr. Carl Zeidler, and was surprised at the industrial progress of this country, as witnessed by the various exhibits.

Concerning the ivory market, Mr. Carl Zeidler, whose guest Mr. Shenstone was while in Toronto, states that the serious element continues to be the scarcity of that necessary commodity. The constantly increasing price is the natural result of scarcity and increased demand, rather than any tendency to corner the market. He states that the price is still upward, and pointed out that while at the January auction sales the prices went from £2 to £3 per cwt., the prices increased from £5 to £8 per cwt. in April, and in July a still further increase of from £5 to £10 per cwt. was reached for the higher grades.

Mr. Walter Eastman, of New York, who supervises the Toronto and New York branches of Chappell & Co., Ltd., spent a few days in Toronto recently. Mr. Eastman expressed his approval of the formation of the Sheet Music Dealers' Association and looks for direct benefit to the trade through the intended united efforts of the Dealers.

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TORONTO

We have no travellers out but we are getting a big
share of the trade.

CENTRAL CANADA EXHIBITION A SUCCESS. OTTAWA DEALERS WELL PLEASSED.

FAVORED by remarkably fine weather the Central Canada Exhibition exceeded all previous records in receipts, attendance and a general good time. The Exhibition authorities, enthused by their splendid success, are making plans to bring the attendance next season up to the half million mark.

All in all the Central Canada Exhibition assuredly seems to be welcomed by all the music houses of the Capital, and the additional efforts which will be put forth by the directorship should bring forth even greater results in 1914.

The Journal representative learned that business had been good, with sales in advance of last year, not only were a number of prospects closed, but a large number of drop-in sales were obtained, particularly gratifying in this regard being the out-of-town business. The tendency toward the player piano was quite in evidence, as many of the sales made were players, and the interest shown by the public in the player piano was very keen.

The Martin-Orme Piano Co., with their display of made-in-Ottawa pianos and player pianos, occupied a beautiful stand in the Aberdeen Pavilion, and naturally their exhibit was much sought after by all visitors. Styles "O," "R," "M" and "E" were featured, their beauty of design and splendid qualities being instrumental in the closing of a good many sales. Messrs. Frank Orme and George A. Ball, the gentlemen in charge, expressed themselves as well pleased with the week's business. The Martin-Orme Co. have just moved into their magnificent new salesrooms at 175 Sparks street, where they are enabled to make a splendid permanent display of the different styles of this already famous instrument.

The John Raper Piano Co. did not exhibit this year at the grounds, but they had a splendid showing at their Sparks street warerooms. "How did you find the week's business, Mr. Raper?" queried the Journal man. "Great," replied that genial gentleman. "Best ever," "28 sales," "Look at that window." Three handsome Mason and Risch pianos—two uprights and a grand, were on view, all ticketed as wedding presents, with the lucky recipients' names attached. The John Raper Co. handle the Steinway pianolas, Mason and Risch, Karn and Webber pianos, and the sales were generously distributed among them all. Needless to say, Mr. Raper and his staff were well pleased with the week's results, and look forward with pleasure to next season's exhibition.

The Willis Piano Co. also confined their efforts to a special store display, Mr. Brownlee, the manager, reporting a good week's business. "We had some good sales," said that gentleman, "including two splendid Knabes, as well as several Willis, Newcombe and Dominion pianos. We are well pleased with the week's success and anticipate even greater results next Fair week."

The Journal man was unable to see Mr. Williams, of the Williams piano house, but learns that he also was favored with a very successful week.

Occupying a prominent position at the south entrance to the Main Building was the magnificent display of C. W. Lindsay, Limited. This firm represents in Ottawa Gerhard Heintzman, Nordheimer, Heintzman & Co., Lindsay and Autotone pianos and players. Their

exhibit attracted every passer-by in the Main Building. The stand was in charge of Mr. A. T. Bailey and a staff of salesmen. The exhibit consisted of a display of pianos on two sides and an inner sound proof show room, where pianos could be tried over, and player pianos demonstrated. The Lindsay stand was the rendezvous of musicians, and all visitors found a ready welcome. The 1913 exhibit was certainly a success for C. W. Lindsay, Limited.

Just within the western entrance was to be found the beautiful and complete exhibit of the Hurteau-Williams Co. The artistic arrangement of their instruments called forth much favorable comment. Prominent in the display were the Chickering, New Scale Williams, the Krydner, the Ennis, the Solmer and the Everson. Another outstanding feature of this firm's exhibit was the very interesting display of phonographs. Very noticeable of which was a \$650 Baby Grand Columbia Grafonola. The products of the Edison and Phonola firms were also on view, and created much interest. All in all the exhibit of the Hurteau-Williams Co. was fully in keeping with the spirit of enterprise shown by this firm, who in their new premises in the Jackson Booth Block, are occupying one of the most completely equipped music stores in Canada.

Ottawa Notes.

The block on Sparks street, lying between Bank and Metcalfe streets, has been styled "Piano Row." Every piano house in Ottawa, except one, is to be found in this area. The Willis Piano Co., C. W. Lindsay, Ltd., John Raper Piano Co., The Martin-Orme Piano Co., and The Hurteau-Williams Co., are all within a few doors of each other, and all occupy magnificently equipped premises.

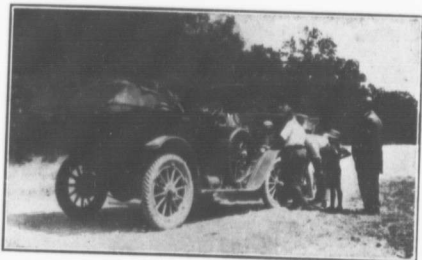
Mr. Matthew Webster, who has handled Gourlay and Gourlay-Angelus lines in Ottawa with considerable success for some time, is opening warerooms on Banks street, which he expects to occupy about Oct. 1st.

The firm of McKechnie & Co., Ottawa's leading sheet music dealers, have moved from their premises in the C. W. Lindsay store to the new store of the Martin-Orme Co., a few doors east.

Numerous changes in the sales staffs of several of the houses have taken place in the last few weeks.

A BALKY CAR.

Anyone acquainted with Mr. J. F. Sherlock, of the Sherlock-Manning Piano & Organ Co., London, knows his preference for horse flesh over anything else that



Messrs. J. F. and Will Sherlock and their balky car.

isn't human. Even the motor car, with all its glamor of speed and luxury has not caused his love for horses

to wane, and it is only with the greatest persuasion that his family can get him into an automobile. One Saturday afternoon he consented to go for a spin over the fine roads that run westward from London. When near Grand Bend in Huron Co., and a long distance from London, measured in walking time, the car in which Mr. Sherlock was riding suddenly balked. The chauffeur delved into the mysterious internals of the 'thing and soon diagnosed the case as a stripped gear. As neither strong emotion nor the chauffeur's thoughts could make the repair a long distance call was sent to the birthplace of the auto, at Walkerville, for the needed parts. These were promised inside of two hours, but the two hours, with promises repeated at intervals, lengthened out to a couple of days, and finally the firm's own factory was communicated with and another auto was sent out to bring in the wounded monster. On its arrival, it was so covered with dust that the chauffeur was asked why he brought home a gray car instead of the black one he took away. "That isn't a gray car," said he, "it's the same one, but it's covered with talcum powder." The picture shows Mr. Sherlock to the right, with his looks of disgust turned from the camera. On the left is Mr. Will Sherlock enjoying his sire's discomfiture.

Mr. Albert Nordheimer, head of the Nordheimer Piano & Music Co., Ltd., Toronto, is on a visit to Europe.

Mr. W. W. Montelius, head of the Montelius Piano Co., of Vancouver, has returned to his home in that city, from a vacation spent at Los Angeles.

Mr. Charles Matthis, who has had extensive experience, is now on the staff of the sheet and book music department at the Bell Music & Piano Co., Toronto.

Mr. Wm. Maxwell, of G. Ricordi & Co., New York, and Mr. Schulz, of the Schmidt Publishing House, Boston, were among recent sheet music men calling on the Canadian trade.

Mr. S. Hadley, of Frankford, Ont., an energetic Columbia dealer, was an interested visitor to the Music Supply Co.'s Toronto warehouses during the Toronto Exhibition.

The management of the Hambourg Conservatory of Music in Toronto have just recently ordered twenty-two Bell pianos for use in the premises recently purchased at Sherbourne and Wellesley Streets.

Though the Mozart Piano Co., Ltd., did not exhibit at the Toronto Exhibition, a number of dealers called at their factory to look over the Mozart line. This firm report that their factory output is contracted for.

Mr. E. E. Nugent, manager of the Heintzman branch at Fort William, is removing to new premises at 402 Victoria Ave., and expects to get possession on October first. A formal opening will be held. In the meantime a removal sale is being conducted.

Mr. J. A. Sabine, of the Music Supply Co., distributors in Ontario of Columbia lines, after having been at Toronto and London Exhibitions, spent a couple of days at the Ottawa Fair. He has recently visited a number of centres in Western Ontario, and gives the most optimistic reports of trade.

Mr. Gerhard Heintzman, head of the well known firm bearing his name, is back in Toronto with his family, after spending the summer in Germany. Mr. Heintzman is much improved in health, and was well

pleased with the progress made in the erection of his firm's new factory addition.

Among members of the music trades from Toronto who accompanied the Canadian Manufacturers' Association excursion to Halifax, where the annual convention is being held, were Messrs. R. S. Gourlay and D. R. Gourlay, and Mr. W. H. Shapley, president Sterling Actions & Keys, Ltd.

The wise and discriminating stork just recently visited the home in Rosedale, Toronto, of Mr. R. S. Williams, president of the R. S. Williams & Sons Co., Ltd., and deposited therein a lusty son and heir. Mr. Williams, who now becomes "R. S. senior," is as pleased as he has a right to be, and is already looking forward to the time when his counterpart will be ready to take an interest in fiddles, old and rare.

The Toronto Grafonola Co. is the latest addition to Toronto's music houses. This firm has leased premises at 141 Yonge Street, and is opening up with a complete line of Columbia records and Columbia Grafonolas. Mr. W. E. Dunn, late of the Bell Music & Piano Co.'s Victrola department, is the guiding spirit of the new firm, which opens up in time to take advantage of the swing of fall business.

Mr. E. Kohler, of Kohler & Hough, who are the Canadian distributors of Hohner harmonicas, accordions and strings, recently returned to Toronto on a business trip through Western Canada, going as far as Victoria. Although his sales were larger than on any previous trip, Mr. Kohler stated that they would undoubtedly have been still better under normal financial conditions. Mr. Kohler observed a very great difference in business conditions in many points visited, in comparison with his previous visit.

Not the least interesting feature of the Toronto Exhibition were the motor boat races, held under the auspices of the Toronto Motor Boat Club. In Class B, Mr. M. W. Glendon, the well known piano man, was first place, with his "Sea Way." Next to fruit farming, which he successfully indulges in at his place in Bronte, where there is an excellent water front, Mr. Glendon prefers motor boating to any recreation or business, and his friends are predicting his complete desertion of pianos, in order to devote all his time to fruit raising and motor boating in season.

An interested visitor to the factory of the Columbia Graphophone Co. in Toronto during the Exhibition, was Mr. George Foisy, of Foisy Freres, Montreal, who are distributors of the Columbia line. Mr. Foisy reported that his Columbia business in August of this year almost trebled their sales for the same month of last year, a showing which naturally gave him considerable satisfaction. On his visit to Toronto, Mr. Foisy was accompanied by his daughter, Miss Mimi Foisy, who is a highly gifted musician.

At the Made-in-Hamilton Exposition, during Centennial Week in Hamilton, when thousands of former Hamiltonians gathered for a memorable week of celebration, the Newbigging Cabinet Co. had a much admired exhibit. They showed their keyboard record cabinet, and it attracted much attention and ready endorsement. The principle of the cabinet is that when a record is wanted it is merely necessary to press the numbered key of the record wanted, and it immediately rolls out.

MARITIME PROVINCES' AFFAIRS.

The 19th annual meeting of the Maritime Board of Trade was this year held at Newcastle, N.B. Subjects discussed included I. C. R. freight rates, municipal taxation, fishing leases, winter ferry, and branch railway lines.

The following resolution was passed:—"That this Board of Trade recommend that the Government be encouraged in the taking over of branch lines of railway in Maritime Provinces. Further, that the Government be memorialized to extend and encourage the building of branch lines for the proper development of the Maritime Provinces, and that no existing line be discontinued."

On motion of Dr. O. P. Price, a resolution was passed requesting the I.C.R. to consider the advisability of establishing a permanent agency in Great Britain and a connection with some Atlantic steamboat company.

Following some discussion in which all agreed Prince Edward Island had been badly treated, the following resolution was unanimously adopted:—"Resolved that on completion of the car ferry between Prince Edward Island and the mainland the freight rate on the water distance be the same as for equal distance by rail, to the end that freight rates from and to points on the Inter-colonial and Prince Edward Island Railways be treated as for one continuous haul, also that same provisions regarding rates for winter haul be applied to Government steamers."

Mr. L. McDonald gave table showing per capita worth of people as follows. In Prince Edward Island, \$2,907, in New Brunswick, \$2,020, and in Nova Scotia, \$2,002.

New officers elected for the following year were:—E. T. Higgs, Charlottetown, President; E. A. McCurdy, Newcastle, First Vice-Pres.; E. W. Rhodes, M.P., Au-

herst, Second Vice-Pres.; Thomas Williams, Moncton, (re-elected) Secretary. Summerside, P.E.I., was chosen as the next place of meeting.

WOULD SOON LEARN.

A Highland piper who had a pupil to teach, originated a method by which he succeeded in reducing the difficulties of the task to a minimum, and at the same time fixed his lesson in the pupil's mind.

"Here, Donald," said he, "tak' yer pipes, lad, an' gie us a blast.

"So! Verra weel blawn indeed. But what's a sound, Donald, wi'out sense? You may blaw for ever wi'out making a tune o't, if I dinna tell ye how the queer things on the paper maun help ye.

"Ye see that big fellow wi' a round, open face," pointing to a semibreve, "between two lines of a bar? He moves slowly from that line to this, while ye beat ane wi' your first an' gie a long blast.

"If ye put a leg on him, ye mak twa o' him, an' he'll move twice as fast.

"If, now, ye black his face, he'll run four times faster than the fellow wi' the white face; and if, after blacking his face, ye'll bend his knee or tie his leg, he'll hop eight times faster than the white-faced chap I showed ye first.

"Now," concluded the piper, sententiously, "when-e'er ye blaw your pipes, Donald, remember this, that the tighter those fellows' legs are tied the faster they'll run and the quicker they're sure to dance."

The organization of the Sheet Music Dealers' Association occurred on the business anniversary of one of the fathers of it. Mr. F. H. Wray, Winnipeg, commenced his career in the sheet music business on Sept. 1st, 1888, twenty-five years ago.

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