

VOL. XVII, No. 12.

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Music Trades
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"I am a believer in education . . . but people do not go to concerts from the education they have received in the Public schools: they go because they are hearing music."—Mr. Arthur Farwell, before the Canadian Club, Toronto.

There is an argument for more music in the Public schools. Why shouldn't a Public school education make people want music; make them feel the need of it in the home?

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Here Is One Industry That War Cannot Harm

In times of stress people want music more than ever. There is another phase of this war besides that which means sacrifice to so many of us, and that is the phase which deals with its effect on business.

Based on past experience it is a safe and sure prediction that Columbia business will not only hold up under stress of war, but it is likely to GO AHEAD!

This business is SAFE—that at least is certain; and if we are to be guided by parallels at all, Columbia dealers can rightly look forward to a great and unusual prosperity.

Columbia Graphophone Company

Factory and Headquarters:

Toronto, - Canada

CABLE ADDRESS "TRUNKCHAT"



ANDRUS GORDON. PHOTOGRAPHY

Chateau Laurier

OTTAWA, CANADA.

GRAND TRUNK SYSTEM

GRAND TRUNK PACIFIC HOTELS

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

March 22nd 1917

The Martin Orme Piano Co. Ltd.
Ottawa.

Dear Sir:

I wanted before leaving Ottawa
to tell you how much I enjoyed using the piano
you so kindly sent to this hotel for me while here.
The tone is so round & full with a real singing
quality & the action very responsive and I
must congratulate you on making such a
fine instrument. With many thanks
Yours truly
F. H. Blair.

MR. F. H. BLAIR is known throughout the musical world as an artist of the most finished type. He also holds the distinction of being organist of St. Paul's Presbyterian Church, Montreal, noted for the quality of its music and for its famous choir. He is constantly in demand as accompanist,

by all the well known artists visiting Montreal. Mr. Blair filled with enthusiasm his audience at a recent concert of the Ottawa Morning Music Club, where he accompanied his friend, Mr. F. H. Rowe, the well known baritone, recently of France and Italy.

The Martin-Orme Piano Company, Limited
Ottawa

"Manufacturers of Pianofortes of the highest grade only."



Karn-Morris
Trade-Mark



The Karn
Established
in 1867

Merit Survives

"Ben Jonson was esteemed greater than Shakespeare at one time," someone has said, "but nobody hears as much of him now." Time tells. It is the test—the proof—the corrector of mistaken judgments.

In the piano world it is the same as in dramas. The tone of merit,—the really best methods of construction,—the policy of a house of integrity; these stand. Their duration is written in decades rather than years.

The establishment of the Karn Piano dates back a half century. Through

fifty years a consistent quality has been maintained and a consistently good piano has been offered the public by Karn dealers all over Canada.

The 1917 Karn Piano embodies all the advantages of that experience, coupled with all modern improvements, that have **proved** their superiority.

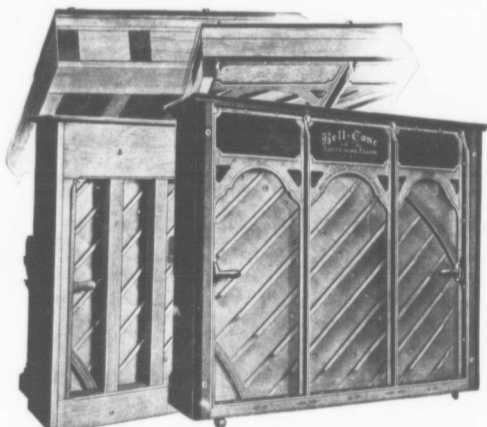
The Karn—"built on honor, sold on merit." One of its chief features is its lasting musical tone.

The KARN-MORRIS Piano & Organ Co., Limited

Head Office—WOODSTOCK, ONTARIO
Factories—WOODSTOCK and LISTOWEL

The Bell Piano

An instrument possessing individual points of merit which attract both the Dealer and the Musician and bring further business by recommendation.



The difference between the old time Wooden Back and the Bell Metal Back is illustrated above.

The BELL Patent Sustaining Frame possesses **THREE MANIFEST ADVANTAGES:**

1. Metal displaces the wooden centre posts, adding vastly to structural strength.
2. Greater rigidity, enabling a piano to remain **in tune longer** than a piano with wooden back.
3. Decreased susceptibility to climatic influences.

The Bell Piano
& Organ Co., Limited

GUELPH, ONT., and LONDON, ENG.

(Some valuable territory yet available for live Dealers).

IMPORTANT

We are manufacturing Piano and Player Benches for the Trade, and if you have not yet received illustrations and prices, it will pay you to write us.

The Key to a New Field for Gourlay Agents

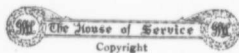
Gourlay salesmen are finding that the Gourlay-Angelus Player Piano is a man's instrument. Some dealers think always of the piano's being purchased for the women folks. But remember—

Men have little time for becoming skilled at the piano, so they have come to believe either that they are unmusical, or that hearing good music will satisfy their soul-craving for it. Then some day a man finds himself at a player piano. And at once music is his! Within himself he feels the stirring of a power of expression before unknown.

Never again will he be satisfied with less than actually playing music himself. To all men who love music you can offer, as a means of personal pleasure, the Gourlay-Angelus. It is a man's instrument. It fills a vacant spot in his busy life. It teaches him the world's greatest music with the least possible delay and trouble. He will come to love it—love it for its beautiful tone, tremendous range and power, exquisite expression. As the two widely-known names on the key-board show, it is a combination of the splendid pioneer player and the Gourlay Piano.



*Gourlay agents can
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GEO. W. STONEMAN & CO.

PIANO VENEERS

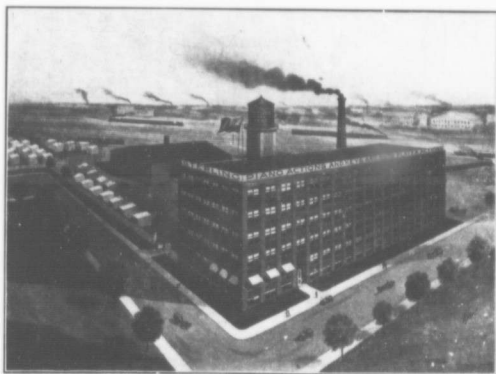
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 —*100 per cent. value*—
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It is therefore a most suitable name to describe our piano actions and keys—the products of Canada's oldest piano supply manufacturing house.

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The best grade of ivory, the most skillful matching and the greatest care in making are all taken for granted when you say "Sterling Keys."

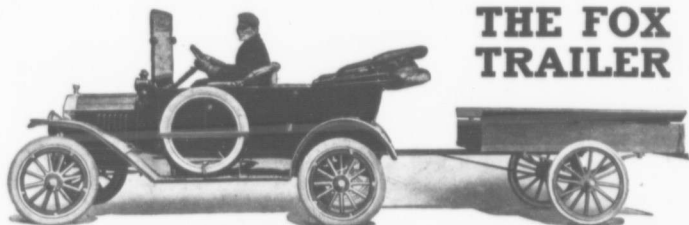
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LIMITED

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For Moving Musical Instruments

Pianos, phonographs, music rolls and records can be delivered quickly and safely if you own a **Fox Trailer**.

This trailer carries an 1,800 pound load. It uses very little extra gasoline, and because of its direct draft from the trailer axle, bumping is minimized.

The **Fox Trailer** has an angle steel frame, solid rubber truck tires and artil-

lery wheels. It is a strong, serviceable trailer for all kinds of delivery work.

Model F. 6, shown above, with 6 ft.

box \$85

Model F. 8, with 8 ft. rack body... 95

Prices F.O.B. Windsor, Ont.

Ask your local automobile dealer to show you the **Fox Trailer**, or write us for free descriptive booklet.

Fox Brothers & Co., Limited, Windsor, Ont.



In the Manufacture of

Piano Hammers and Strings

OUR AIM IS PERFECTION

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

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

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



A new complete list of all SONG ROLLS to date, including the May Bulletin is now ready for mailing.

The UNIVERSAL MAY BULLETIN

is replete with snappy, up-to-date selections, including an especially impressive collection of

Universal Song-Rolls

The musical arrangement of Universal Song-Rolls is responsible for their instantaneous and continued success. Every roll is **hand-played** by the right pianist for that particular style of music. The words are printed in clean-cut letters and placed **directly opposite** the corresponding melody-perforations. Every roll is also equipped with expression lines.

JASS and SAXOPHONE

effects are used where adaptable in just the correct proportion—never overdone—never offensive.

Among the MAY BULLETIN SONG-ROLLS

are the following excellent examples of this type of roll

2069 Because. (Arndt).....D'Hardelot \$1.02	*2159 Oh Johnny, Oh Johnny, Oh! (Erlebach and Herzog).....Olman .96
*2147 Hawaiian Butterfly. Fox Trot. Jass Arrangement (Morse and Rees).....Santly .96	*2161 Pale Yellow Moon. One Step. Jass Arrangement (Erlebach and Herzog).....Spencer .96
*2155 Far Away in Honolulu. One Step. Jass Arrangement (Erlebach and Herzog).....B. & F Leighton .96	*2163 Peruvian Maid. One Step. Jass Arrangement (Wilson and Burdo).....Nelson .96
2127 Forgotten. (Arndt).....Cowles 1.20	2045 Rosary. (Arndt).....Nevin .84
2129 I Hear You Calling Me. (Arndt).....Marshall 1.20	2089 Somewhere a Voice is Calling. (Arndt).....Tate .90
*2157 Naughty! Naughty! Naughty! Fox Trot. Jass Arrangement (Erlebach and Herzog).....Vincent .90	2151 Would You Take Back the Love You Gave Me? (Paris).....Ball .96

*These rolls can also be used for dancing.

We urge your trial of them, provided you have the best interest of your Player Department and Player customers at heart—otherwise it won't matter.

Send them to the Universal office nearest you.

Orders executed promptly and accurately.

THE UNIVERSAL MUSIC COMPANY
OF CANADA

208 Victoria Street, Toronto

Bohne Piano Hammers and Strings



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

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

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

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

W. Bohne & Co.

516 Richmond St. W.

TORONTO, CANADA

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

STANLEY

Established 1896

TORONTO

We are jealously guarding our quality standard and are determined that no matter where costs climb, that the *Stanley Quality* will be maintained. Dealers are asked to take this increasing cost into their calculations for the future.

Write for our prices or a sample, your orders will be appreciated.

STANLEY PIANOS

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If you want a line of pianos and players that represents quality from top to bottom, inside and out—that means 100 per cent. value for every cent of their cost—that will



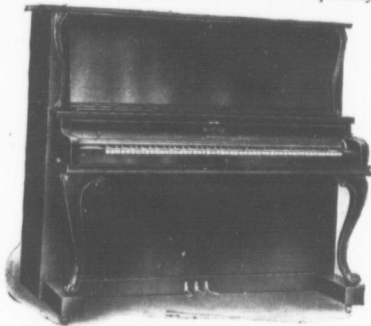
meet every side of the demand for popular-priced instruments—that will do all this and put a substantial profit in your bank account for every sale made—then your search is ended.

That line is the **EVANS BROS.** Apart from immediate needs it is well to know all about such a line. Get particulars now.

Evans Bros.
Piano & Mfg. Co., Limited
Ingersoll - Ont.

***“To start the day without a Wright Piano
in my window is like a newspaper
going to press with blank sheets”***

... so spoke an enterprising Wright dealer the other day. He also added that to neglect changing the window frequently was like the paper going to press with the same type each issue, having John Smith and Eliza May Brown married among a perfect forest of flowers and orange blossoms every week for a year.



Style 65

A growing list of up-to-date dealers like this gentleman are making the Wright Piano their leader—and it is proving a successful leader. To be a Wright dealer means prestige, profit and pleasure. The merit of the piano is such that good business men like to be identified with it.

Resolve now that some day you'll
be a Wright agent.

Wright
Piano Co., Ltd. STRATHROY
ONT.

Don't Let Tradition Hinder your Progress

Improvement and progress are constantly knocking time-honored ideas and customs into the proverbial cocked hat. Old ways go to the scrap-pile, and give place to the most modern.

LONSDALE

pianos are modern. They embody every known advancement in piano construction. But rest assured we never sacrifice any established principle until it is proved out-of-date. The good old methods are adhered to until a **known** improvement comes forward. When its being an improvement is **assured** you get it in the LONSDALE.

Don't take our word—judge for yourself. Order a trial piano and player.



Lonsdale Piano Co.

(REGISTERED)
TORONTO.

Office and Factory:
Brooklyn Ave. and Queen St.



Lonsdale Style M Louis

Your Aim

—Success, prestige, profits, or call it what you will, can be readily won and held if you are representing pianos and players of the quality and price represented in the name

LESAGE



LESAGE

instruments are no experiment. They embody all the advantages of a practical and musical experience dating back to 1891. Their record in itself commends them to the dealers all over Canada in both great and small centres.

A. LESAGE

MANUFACTURER OF PIANOS
AND PLAYER PIANOS
"THE ULTIMATE IN PIANOS"

ST. THERESE, - P.Q.

"Established in 1891"



Thomas Pipe Tone Single Manual Reed Organ

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

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

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

Symphony Model

Thomas Organ & Piano Co., WOODSTOCK, ONT.

Newcombe Pianos

Established 1870

"Never Suffer by Comparison"

For over 40 years the name **Newcombe** has stood for the fact of being able to build into a piano extra long life, extra pure, sweet tone, extra gracefulness and beauty of design.

This means that **Newcombe** Pianos have always lived up to their reputation for unusual all-around service.

It means further that to-day the **Newcombe** Agency is more to be desired than ever before.

In no other piano can you get the "Howard Patent Straining Rods," which ensure additional strength and the piano's staying in tune.



Newcombe Piano Co. Ltd.

Head Office, 359 Yonge St.
Factory, 121-131 Bellwoods Ave.
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PINS, WIRE, FELTS, CLOTHS, PUNCHINGS, HINGES, PEDALS AND GENERAL PIANO HARDWARE.

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NEW YORK, since 1848

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ORDERS have exceeded our expectations.

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Dealers keep alive, handle the winner.

If you have not a copy of our latest catalogue, Send for it. Prices on stools are withdrawn. Quotations given on application.

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Send us your orders, we will take care of you.

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Manufacturers of

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MADE BY

THE

SUPERIOR FOUNDRY CO.

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C. F. GOEPEL & COMPANY

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PIANO AND PLAYER TRADE

**Player Accessories.**

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

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**To Build a Piano**

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

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

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

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

The Craig Piano Company

Established 1856

Manufacturers of all Styles of Pianos and Players

Montreal

Canada

Violin Gut Strings

"Made in Canada"

"Made in Canada" Violin Strings will prove a business builder for you. All Gut Violin Strings listed below are "Made in Canada" from specially selected and prepared English gut. Every care is taken in their manufacture. Our strings are favorably known in every city and town in Canada.

Each string's single length is absolutely perfect in all positions, very durable and produces sweet, mellow tone. In Glass Tubes.

No.	Description	Retail Price	Trade Price
No. 304—E	Strings, single length, knotted end	\$0.15 each	Per bundle, 30 strings \$4.80
No. 305—A	"	.12 "	60 " 4.80
No. 306—D	"	.5 "	60 " 5.10

A good string, well made and will stand a lot of use, a dealer can recommend this string.

No.	Description	Retail Price	Trade Price
No. 118—E	Strings 4 lengths in separate envelope	\$0.15 each	Per bundle, 30 strings \$3.00
No. 119—A	" 2 1/2 "	.15 "	30 " 3.00
No. 120—D	" 2 1/2 "	.20 "	30 " 3.60

Will give every satisfaction to a violinist who is playing in theatre or dance work, or for hard practice.

No.	Description	Retail Price	Trade Price
No. 124—E	Finest quality, 4 lengths polished gut	\$0.25 each	Per bundle, 30 strings \$4.00
No. 125—A	" 2 1/2 "	.25 "	30 " 4.00
No. 126—D	" 2 1/2 "	.25 "	30 " 4.65

A most reliable string. Can be depended on for solo playing.

No.	Description	Retail Price	Trade Price
No. 104—Artist G	—Each string in separate envelope, each bundle put up in dainty playing-cardboard box	\$0.25 each	Per bundle, 30 strings \$4.00
No. 105—Artist A	—Each string in separate envelope, each bundle put up in dainty playing-cardboard box	.26 "	30 " 4.00
No. 106—Artist D	—Each string in separate envelope, each bundle put up in dainty playing-cardboard box	.25 "	30 " 4.65

No.	Description	Each	Dozen
No. 145—Reliance	—Spun on gut, silver plated burnished wire, extra quality, each string in separate envelope	\$0.20	\$1.08
No. 307—Philharmonic	—Spun on gut or silk, silver plated, burnished wire, each string in straight lengths	.25 "	1.75
No. 144—Joachim	—Spun on gut, special ball metal wire, in separate envelope	.25 "	1.98
No. 167—Varen	—Spun on gut, pure silver wire, burnished, best string on the market at this price	.25 "	1.98

Send your order to the nearest branch for prompt service

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R.S. *MUSICAL INSTRUMENTS OF QUALITY* **LIMITED.**

MONTREAL
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Experience Not Needed to Apply Cross Furniture Polish

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

WHAT IT DOES

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

GUARANTEE

This Furniture Polish is manufactured strictly according to the instructions and formula of the late Emile Deboucier, of Paris, and is remarkable for its cleaning properties and lasting lustre, and is ABSOLUTELY NON-INJURIOUS.

PRICES

	Trade	Retail
No. 5—4 oz. bottle	\$2.00 per doz.	25c.
No. 10—12 oz. bottle	4.00 per doz.	50c.

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

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

MONTREAL
TORONTO



DIRECTIONS

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

17 Lit

VOL

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Canadian Music Trades Journal

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

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17 Little Tichfield St., Gt. Portland St.
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JOHN A. FULLERTON
HARVEY A. JONES

Editors

Telephone
Main 3589

VOL. XVII.

TORONTO, MAY, 1917

No. 12

Toronto Piano Retailers' Annual Meeting. Banquet at National Club.

"The One Price—the Right Price to Everybody"—Eloquent Address by E. H. Droop, of Washington, D.C.—Open Discussion on "One Price," "Tuning Schedule," "Cartage" and "Packing"—All Officers Re-elected

AT the annual meeting of the Toronto Retail Piano Dealers' Association, held on the evening of April 30, one of the most stirring and forcible addresses ever listened to in the music trades of this or any other country, was delivered by Mr. E. H. Droop, who came all the way from Washington, D.C., in acceptance of the invitation extended to him. The theme of Mr. Droop's address, which the Journal reports verbatim, was "The One Price—The Right Price to Everybody," and was the sentiment of Mr. Droop's own experiences during the past nine years in which the firm of E. H. Droop & Sons, established over 60 years ago, have conducted a One Price System of retailing pianos and players.

The annual meeting of the local association was held at the National Club at 6.30, when about forty members of the local trade sat down to dinner. While the meeting was well attended, it is regrettable that a number of others, particularly those engaged in retailing exclusively, and who consider themselves among the smaller firms, did not take advantage of the opportunity offered, not only to meet in a social way, but to participate in the exchange of ideas and opinions and the transaction of business having to do with the continued betterment of trade conditions and the objective of which is to eliminate those unnecessary sources of inside competition, doubly serious when forces outside of the trade are so numerous and insistent in their appeal to the public purse as to require all the co-operation that it is possible to generate.

Those in Attendance

The members of the trade present and the firms represented were as per the following list, copied from the register:

C. A. Bender, Heintzman & Co., Ltd.
E. C. Scythes, Nordheimer Piano & Music Co., Ltd.
Robt. S. Gourlay, Gourlay, Winter & Leeming, Ltd.
L. Gassard, Nordheimer Piano & Music Co., Ltd.
J. A. Fullerton, Canadian Music Trades Journal.
N. H. Conley, Mason & Risch, Ltd.
C. L. Gray, Mason & Risch, Ltd., London.
C. N. Bender, Heintzman & Co., Ltd.
Chas. Heintzman, Heintzman & Co., Ltd.
H. J. Ragen, Heintzman & Co., Ltd.
Ernest D. Gray, Heintzman & Co., Ltd.
H. A. Jones, Canadian Music Trades Journal.
Burdick A. Trestrail, R. S. Williams & Sons Co., Ltd.

Arthur T. Villiers, R. S. Williams & Sons Co., Ltd.
Chas. W. Boyd, R. S. Williams & Sons Co., Ltd.
J. A. Hassall, R. S. Williams & Sons Co., Ltd.
C. Fredmong, R. S. Williams & Sons Co., Ltd.
Wm. J. Smith, R. S. Williams & Sons Co., Ltd.
R. H. Doughty, R. S. Williams & Sons Co., Ltd.
T. J. Howard, Newcombe Piano Co., Ltd.
G. H. Parkes, Newcombe Piano Co., Ltd.
H. G. Stanton, R. S. Williams & Sons Co., Ltd.
Henry H. Mason, Mason & Risch, Ltd.
E. L. Brown, Mason & Risch, Ltd., Hamilton.
H. Durke, Mendelssohn Piano Co.
H. J. Carson, Mendelssohn Piano Co.
H. McEntee, R. S. Williams & Sons Co., Ltd.
R. J. Mitchell, Nordheimer Piano & Music Co., Ltd.
Addison A. Pegg, Nordheimer Piano & Music Co., Ltd.
S. Lavoie Herz, Nordheimer Piano & Music Co., Ltd.
Freeman Wright, Nordheimer Piano & Music Co., Ltd.
T. C. Wright, Nordheimer Piano & Music Co., Ltd.
A. H. Gourlay, Gourlay, Winter & Leeming, Ltd.
D. R. Gourlay, Gourlay, Winter & Leeming, Ltd.
F. Hahn, Paul Hahn & Co.
R. J. Lackie, Gerhard Heintzman, Ltd.
C. S. McDonald, Gerhard Heintzman, Ltd.
Frank I. Wesley, Gerhard Heintzman, Ltd.
S. F. Baulch, Gerhard Heintzman, Ltd., Secretary.

The chair was occupied by the President, Mr. E. C. Scythes, and to his right was the guest of the evening. At the speakers' table also were Mr. R. S. Gourlay and Mr. C. A. Bender, president of the Canadian Piano and Organ Manufacturers' Association.

Dinner served and cigars lighted, the chairman promptly called the meeting to order and proposed the toast "The King," which was followed by the singing of the National Anthem. Mr. Scythes then referred to the great honor done the local trade by the guest of the evening, Mr. E. H. Droop, himself an exceedingly busy man, coming so great a distance on his own time and at his own expense out of the goodness of his heart, to lend a helping hand to the Canadian trade in its endeavor to establish a one price basis of piano retailing.

President's Address

The president then reviewed the work of the Association during the year, which was done altogether in committee, no general meeting having been held.

The "Music in the Home" movement was emphasized

as the most notable enterprise of the Association's year of activity, and for the starting of which Mr. Scythes claimed credit for the Toronto Retail Piano Dealers' Association. The organization work preliminary to the inception of the "Music in the Home" movement and the establishing of the Canadian Bureau for the Advancement of Music, was outlined.

Mr. Scythes pointed out that a fund had been raised, a working director or secretary had been appointed, and the work of securing readable human interest articles with which to supply the newspapers had been commenced. Already seven dailies and some hundred weeklies were getting the service. In bringing about this campaign, Mr. Scythes paid tribute to the activities of Messrs. Gourlay, Mason, Bender and Stanton.

Referring again to the progress of the Toronto Retail Piano Dealers' Association, the president remarked upon the comparative absence of complaints of infractions, there being only two during the entire year, a material decrease over previous years. This he considered an indication of the co-operative spirit being developed and fostered by reason of the organization.

The speaker paid a tribute to the wisdom of the pioneer officers of the Association in not attempting to legislate upon too many subjects, and referred to the satisfactory conditions arising out of the uniformity in terms of cartage, tuning and packing. Reference was also made to the success of active measures to suppress dot and puzzle contests in piano retailing, which success is of specific advantage to the trade, not only in Toronto, but throughout the entire country.

In concluding his address the president remarked on his good fortune in having the co-operation of an active and energetic executive. He particularly referred to the work of the secretary, Mr. S. F. Baulch.

Secretary-Treasurer's Report

The secretary-treasurer's report was next asked for. This Mr. Baulch gave in concise form, and showed the Association to be in satisfactory financial condition. Mr. Baulch urged the various members to consider themselves recruiters for membership in the Association, and to ask their fellow dealers, when opportunity offered, to come into the Association.

The Food Supply Crisis

That the seriousness of the situation with respect to the food supply is appreciated by those in the music trades, was evidenced by the subject having a place on the programme. Mr. Henry H. Mason, who has been taking an active part in the Toronto Board of Trade's campaign to increase the food production by co-operating with the farmer in getting help for the latter, was called upon to speak to the subject.

Owing to the amount of business before the meeting Mr. Mason made his address a short one. He emphasized the very serious crisis with which Canada, as well as every other country, is confronted in facing the matter of food shortage. He invited attention to a pamphlet which had been placed at each plate. In this pamphlet interesting facts were pithily compiled, showing the real state of affairs. Such authorities as Lloyd George, Premier of England, President Wilson of the United States, Lord Deavenport, British Food Comptroller, were quoted in emphasizing that "famine and world hunger are on our threshold."

Mr. Mason asked that employers in the music industries do as is being done in other industries, viz., while making due allowance for fact that staffs have been stripped of male help owing to enlistments, that as far as possible the men be given three weeks' vacation during the summer, instead of two weeks, on condition that the vacation be

spent in giving assistance to farmers. Employees were urged to consider the seriousness of the situation and give their help.

A local feature in which every man could help, even if only for a few hours, was the work of digging back-yard gardens for the wives and dependents of absent soldiers. There are thousands of gardens not ordinarily cultivated, that could in this way be made to yield vegetables, helping to solve the vital problem of food.

Mr. Mason pointed out that those who could put in time on the farm could get the fullest particulars from Mr. Trimble, Secretary of the War Production Club at 93½ Yonge Street, or those who would co-operate in the digging up of the gardens of the dependents of absent soldiers could obtain the names and addresses of those by applying to D. H. Gibson, c/o Gordon MacKay & Company. He said, however, that if letters of inquiry, or applications, were sent in to him, he would be glad to forward them.

Proposed Dominion Legislation

Mr. C. A. Bender, president of the Canadian Piano and Organ Manufacturers' Association, brought to the attention of the meeting the possibility of legislation that would upset the fixed price principle of merchandising, such as has made a clean and successful industry of the talking machine business. The Knowles Bill, reproduced by the Journal in a previous issue, was read by Mr. Bender, who quoted conflicting opinion as to the probability of its ever becoming law.

The bill introduced in the Dominion House by Mr. W. E. Knowles, Member for Moose Jaw, to amend the Criminal Code, is as follows:

"Any manufacturer, wholesale merchant, dealer, agent, or commission merchant who either directly or indirectly stipulates, agrees or arranges that any goods, wares or merchandise sold or otherwise disposed of by, or to, him, shall be sold by any purchaser thereof at a price not less than one prescribed by him, or who in any way endeavors to prescribe a price below which a purchaser shall not sell the same, shall be guilty of an offence, and shall be liable upon summary conviction, to a fine not exceeding five thousand dollars, or to imprisonment for a term not exceeding three months, or to both fine and imprisonment."

Mr. Bender urged a careful watchfulness upon any proposed measure that would jeopardize the principle of selling at retail at prices fixed by the manufacturer, and which guaranteed all consumers buying at the same price.

Mr. E. H. Droop Introduced

The chairman at this juncture introduced Mr. Droop, with a flattering eulogy as to his ability to handle the subject on which he would speak, and the innate courtesy that caused him to accede to the request of the local Association, through its executive, to come and address its members. Mr. Droop was received with resounding applause and listened to most intently through the delivery of every sentence of a masterful and eloquently delivered address which, as stated, is reproduced in full on page 21.

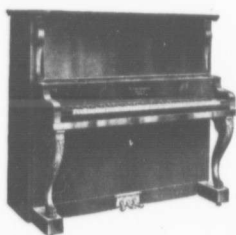
Questions Asked

Following Mr. Droop's address a number of questions were asked as to the experience of his house in getting the one price system in effect, the treatment of exchanges, commissions, terms and prices, etc.

Mr. Droop explained that on their staff were only five teachers, who had been with the house over twenty-five years. These were looked upon as a part of their organization, and to whom commissions were paid only for actual service rendered, otherwise no commissions are paid to anybody, though they have lost some sales because of this policy.

(Continued on page 27.)

M



Style Louis XIV.

M

Selling Tone

The Mendelssohn Way

In these days of musical advancement, of music in the home, of a wider desire for the child's musical education, the question of tone becomes of supreme importance.

The piano is no longer wanted for a furnishing, for prestige, for custom's sake—it **is wanted for music**, and tone is the foundation of music.

Therefore you find an increasing inclination on the part of dealers to buy tone, talk tone and sell tone.

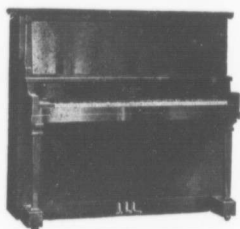
There is no better way of selling tone consistently than the Mendelssohn way.

The Mendelssohn way is a true, pure, singing tone in every note of every octave, whether the volume be great or small. This standard is maintained in every piano and player produced in the Mendelssohn factory.

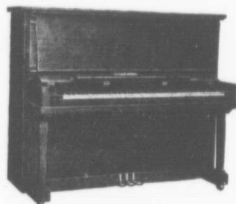
Coupled with Mendelssohn tone is a 20 years' reputation for fine casework, parts of the highest grade, unusual lasting qualities and a square deal every time.



Style "30" Player



New Style "E"



Cottage Style

MENDELSSOHN PIANO CO.

110 ADELAIDE ST. WEST

Toronto - - Canada

A Question of Sales

To go after sales is one thing—every piano dealer can do that—BUT to GET them is not so easy.

What is the surest way to accomplish this? Prospective piano purchasers are like the dealer in this respect—they buy where they get the best quality for the lowest figure.

A good thing to remember is that **HALF THE SELLING OF A PIANO IS IN THE BUYING.**

Think it over. If this subject appeals to you, write us.



The Sherlock-Manning Piano Co.

LONDON

ONTARIO

One Price—The Right Price to Everybody

Address by E. H. Droop of Washington, D.C., to the Toronto Piano Dealers' Association

MR. Chairman and Gentlemen of the Piano Trade of Toronto: It is with a deep sense of gratitude that I acknowledge your friendly and cordial greeting on this, the occasion of my first visit to your beautiful city, and coincident with my expression of thanks and appreciation, I deliver to you fraternal greetings and best wishes from your brothers-in-the-trade at Washington.

I must honestly confess, that when a short time ago the postman brought me Mr. Scythes'—our good friend's special delivery letter containing the flattering invitation to be present on this occasion, and hold forth for a little while on the subject, "One Price: The Right Price to Everybody"—I received one of the real surprises of my life, for

I am only a plain business man, extremely fond of my vocation, but not given much to public speaking; when the first thrill was over, this thought flashed through my mind: "What can I say to that body of representative business men that they do not know, or what has not already been said on the subject by others, more capable than I?"

Realizing my shortcomings, the first impulse was to decline, but out of the trenches jumped thought number two, and fond memory carried me back to a Convention time in Detroit eight years ago, when as president of the National Association of Piano Merchants of America, I had the privilege and pleasure of meeting and fraternizing with many fine, successful piano men of the Dominion of Canada, and remembering the gracious consideration which they accorded my efforts, a resolution seized upon me to come and renew, as it were, the "diplomatic relations"; so you see, my friends, you have brought this hour on yourselves, and you must take me for better or for worse! So, with your kind permission, I'll get on the firing line at once and release a few thoughts on a subject which I regard of vital importance to every business man who wishes to rear his structure upon the foundation of permanency.

We must not forget that we are living in an age that has brought us face to face with more problems than have confronted any previous generation, in consequence of which men and women of all countries have found opportunities for service never before encountered or dreamed of. There is greater efficiency in the world to-day than

ever before in its history, and as a result, on all sides we find reorganization and reconstruction taking place; old methods and old systems are being thrown into the discard,—questionable business practices are rapidly being eliminated and giving way to a cleaner, clearer and more comprehensive understanding of the relations that should exist between buyer and seller; a Higher Power is directing our footsteps and quietly but surely turning them into channels that lead toward the lands of Open View, A Clear Conscience and "No Regret."

In every business circle of the world there is more or less unrest of a mental and moral character, and men are asking themselves: "Am I proceeding properly?" "Have

I clearly analyzed my business methods from the standpoint of cause and effect?" "Am I giving full measure of service to my patrons and the public?" "Am I, and is my organization as capable as either can be made?"—and last, "Am I living the life—am I treating my fellow-man with the same consideration I should like to receive from him?"

Oh, my friends! These are burning questions, and I venture the opinion that there is not a man present who has not asked himself one or more of them, and similar ones, and let me emphasize, that he is all the better for having done so, for questions of this nature would not crop out in the mind if there were not a small voice away down in the conscience, crying out and clamoring for recognition.

Don't brush these whisperings aside lightly; listen to the voices; take up these questions, one by one, for serious con-

sideration, for in their very essence lies hidden the success, the mediocrity or possible failure of your business enterprise. At this point let us recall the famous rotary slogan: "He profits most who serves best."

In all thing animate and inanimate—spiritual and physical, mental and moral,—there are two distinct principles constantly at work; they never rest, they never sleep. It has been so since time began and will continue through all eternity. The one is constructive, or positive, the other destructive or negative; these antagonistic forces may be designated by the one word "Evolution," but for the purposes of this little talk let us use the former classification.

The constructive or positive element is ever at work



Mr. E. H. Droop, Washington, D.C.



NEWBIGGING CABINET CO.

LIMITED

164-168 KING ST. WEST

HAMILTON, - CANADA



MODEL "G"
\$225

CANADIAN DEALERS

ARE

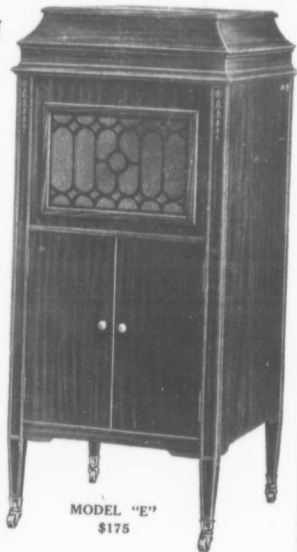
rapidly learning that there is a real Dependable Electric Line of Phonographs on the market.

Our new type motor will run over 3,000 records on one set of batteries. Think this over.

With our other exclusive features we have the best proposition in Canada to-day for High-class Instruments.

We stand behind you.

Write us now.



MODEL "E"
\$175



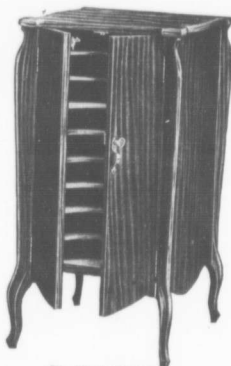
Permanent Needles

STOP! LOOK!
LISTEN!

and you will be convinced that there is something new in this country.

The easiest needle on records and no wear; beautiful tone; no changing; will play any make of records; appeals to music lovers.

If you are skeptical
TRY A SAMPLE



No. 83, GOLDEN OAK
No. 84, MAHOAGANY
No. 85, FUMED OR MESSTON
A fine Cabinet, with top shaped to fit base of Victor No. IX.

Phonographs

Record and Player
Cabinets
For all make of
Machines

The Newbigging Cabinet Co. are the Cabinet Pioneers of Canada.

Others follow our lead.

moulding, building, improving,—steadfast in its effort to uplift, to strengthen, to beautify, to create, to perfect—to bring to successful fruition its untiring and ceaseless labor. It may be symbolized by all that is good, useful, beneficial and beautiful in nature and man; it is light and truth!

The destructive or negative element is equally hard at work to disintegrate, to destroy, to annihilate; this negative element is also fear, envy, hatred, malice, jealousy and dishonesty. Its symbols are darkness, dissatisfaction and despair!

From the viewpoint of our physical well being, we know that if we poke our finger into the fire it will be burned,—if we play around the habitation of venomous snakes we are apt to be bitten; if we drop a spark into keg of powder it will blow up and probably take us with it! Consequently we give the danger zone as wide a berth as possible; we do this from an innate sense of self-preservation.

Many examples could be cited to show that each day we side-step one thing or another, because we know it to be destructive and that it holds for us the positive elements of physical danger and discomfiture.

This being true and admitted, then I ask why do we not make a more rigid application of this law of self-preservation to our moral and mental well being? We know by the same token, that if we steal, lie, deceive, are disloyal or play false in any degree, we are justly the object of distrust and contempt! Why then say, do or publish anything that even in its remotest sense might be construed as savoring of untruth, when it is so easy and far more natural to travel the warm, sunny road to the south?

Why persist with business methods that will not stand the test of keen, unprejudiced, modern-day analysis,—methods which unquestionably contain germs that may ultimately develop an impairment of confidence and lowering of business standing and integrity; methods that are surely leading some houses in the trade into early oblivion!

I say that every man in trade, if he has not already done so, should immediately make an earnest, conscious effort to place himself and his respective institution on such a high plane of business honor and ethics, that only favorable criticism can result,—that he should forthwith apply the law of self-preservation morally and mentally as well as physically.

In attempting to build an ideal business structure (in which the qualities of mind and heart should be regarded as of equal importance with the finances), it is well to remember that it is only through proper education of the unit that we can hope to prosper in bringing those in our employ and the masses generally to a standard of efficiency, and that the necessary education to a new or an old principle must begin primarily with yourself (the personal unit); the higher your position in this dear old world, the greater your responsibility. Whenever we meet a merchant of recognized standing in a community, one who is respected and looked up to by his fellow men because of his integrity and ability, we know that we are face to face with a man of character, and wherever we find a man with character, there will be found character in his methods,—and right here let me say that your character and your methods are reflected in your business establishment, and by your personnel and the merchandise you carry!

One of the steps, in fact in my humble judgment the most important step toward throwing off fetters that may bind you to methods of yesterday, and a step that will prove invaluable in building your new structure, is the incorporation of the "One Price System" in your business.

You may not all agree with me; to those who do not I say, don't condemn it before you've tried it! Let us apply this simple reasoning—that what yesterday you believed to

be right, may seem wrong to-day when viewed from a different angle, and that the new conclusion may have the effect of changing the entire current of your life!

It is only natural that as you grow older and gain in experience you should from time to time change your view or business policies; not to do so, would not be human, and no reproach can possibly attach for this; on the contrary, the added years have brought added knowledge, and in reaching the change you have undoubtedly taken a step upward and onward; all the more credit to you then, if without fear, favor or affection you can speak the simple truth and say: "Yes, I realize now that my methods are wrong—I will change them forthwith,—I'll bury the old ones and forget them forever; from now on my business shall rest on the granite-pedestal of modern-day-approved-methods, where, subjected to the powerful searchlights of public opinion, no flaws can be detected in the new structure."

This, then, is the constructive principle morally, mentally and physically applied, and it conquered you because its ally, the small voice, would not rest until you had listened attentively and given heed to its warnings! The day you adopt the One Price Principle in your business you are paving the way for future peace of mind and trade increment!

We should all become imbued with the right principles of selling, and surely "One Price" is the fundamental, underlying principle of all big, modern-day business successes! You can undoubtedly call to mind many instances without citation on my part. Principles are rules of action that shape and control our conduct, and we should endeavor always to conduct our affairs with a rigid adherence to those principles which our reason commends as fixed and sound.

From personal experience extending over a long time, I know that the One Price System is absolutely sound in theory and practice, for has not our house been thriving under it for years?

One Price is predicated on the assumption that the exact law of reciprocity obtains in your business; that there is no selfishness, no taking advantage by you because of superior keenness, but a straightforward, manly and honest determination to give a "quid pro quo"—100 cents of value for every dollar received in payment!

But my goods friends, don't think for a moment that you will not pass through some trying times once you have determined upon adopting: "One Price—The Right Price!" Its introduction into your business will not be a pink-tea affair! For a while you will go up against disappointment, suffer some loss of trade and a reasonable amount of worry; it will be a new, untried measure,—an innovation with you, and perhaps you may feel inclined to test it before final adoption.

My advice is, do all your testing by careful analysis, do your thinking and investigating beforehand! Convince yourself absolutely that it is the right thing to do, then cast the die, and "once you start to cross your Rubicon, don't stop in the middle, for if you do, you'll get hell from both sides!"

Know, that when you adopt the One Price System you will have to mark every instrument in plain figures, at its final, rock-bottom cash selling price; that you must revise your present-day figures and base your new prices on factory cost, plus overhead, plus a fair and reasonable profit; that you cannot make fictitious allowances for old "trade-ins," because you have no "elastic" prices on the new instruments; that you must advertise your pianos at their true value; that on this new basis you should, if possible, cut out by its roots that cancerous growth, the commission evil; that you cannot afford to sell a single instrument on

the instalment plan unless you charge and collect interest on each and every payment; that it requires moral courage of the highest order to refuse cold, hard cash in lesser amount than that named on the tag; you will see customers waver in their decision because they cannot get the accustomed discount, and say: "We will call again, we are only looking around to-day"; you will see them go across the street to a competitor who thrives on the "Get-all-you-can" plan, and presently emerge with a satisfied grin on their faces, and a side glance at your shop (that's the moment when you say things that are not fit to print); you'll go home at night with fear in your heart that you've made a mistake, torn with the thought that you are losing trade which might just as well be yours; worried almost sick when a salesman comes in with his tale of woe about the loss of a sale, which would have been his, "but for that miserable, fool-thing the 'One Price System,' which might be all right for some houses or some sections, but won't do for you!" etc., etc.

All this and more of "kith and kin" will fall to your lot for a little while, but I say, old man, don't worry; don't be discouraged! Was anything ever worth having that was not worth fighting for? Was anything big ever "put across" that did not involve certain elements of courage and sacrifice?

Just when the business horizon seems darkest the light is breaking through, and all you need do then is take a hitch in your belt, throw back your shoulders, hold high your head, and face the world with full courage born of the deep-rooted and matured conviction that you are on the right track and intend to stay there forever and a day!

Determine bravely on the One Price System,—be inexorable in its application and execution, and do not depart from it on any ground of expediency.

Never mind what the other fellow is doing! Plough your own furrows straight,—sow good, wholesome seed,—root out the weeds,—and wait for the harvest! It will come just as sure as the sun rises and sets, and then you will wonder how you ever managed to raise crops by any other methods.

That's what happened to us in our business, and to-day our much advertised slogan: "Strictly One Price to Everybody," is so well known in our territory that it is most unusual for any one to ask for a rebate; the rebates are all deducted before the instrument is offered to the public, and the salesmen get the marked price or nothing.

Of course our merchandise is so graded in respect to quality and price that we have no difficulty in catering to a meagre, as well as an affluent purse; when the customer is responsible, we gladly make terms that dovetail as nearly as possible with his ability to pay.

As we all know, there is no cut-and-dried rule in respect to terms, neither in my judgment can one be formulated that will be acceptable to and agreed upon between dealers. After all, terms are purely personal and individual incidents to a sale, and as each case must be handled purely on its merits, they should be left entirely to the discretion of the dealer and his salesmen.

Another thought—having after mature consideration determined on the One Price System you will face for a time a more or less tedious period of reconstruction in every department of your business, but don't let that trouble you for a moment, in any manner, shape or form. The great Napoleon said: "There is no genius like the genius of labor, no reward like that which comes to energy, system and perseverance." This means, that whatever is worth doing at all is worth doing thoroughly; throw the entire weight of your energy and personality into the balance when starting in with One Price.

The men in your employ,—you "boys" as it were, who believe in you, who look to you for guidance and advice,—

who are imbued with loyalty to you, your business and its traditions, should and must be made your intimates in every phase of the new situation; spend several evenings with them, a week or more if necessary, and take them into your confidence; explain carefully every detail of the new policy; go in with the "why's and wherefore's" and lead them patiently but firmly to the conviction that the new policy is not only right and just, but that it is positively the only method by which everyone gets the square deal. Your "boys" must have firm ground to stand on and should be made to know and feel that the "boss" has real backbone and stamina,—that under no circumstances may they come to him with requests for a discount; fortify them with sound arguments and counsel them not to flinch or show uneasiness if a few customers do not as readily jump to a "decision" under the new order of things as under the old!

Impress them with the fact that you intend to maintain your premises at all hazards—that they are not employed to sell "prices," but that you will look to them to sell as many, aye, more pianos than they ever did before, and at the respectively tagged figures which your judgment and your experience have taught you to be absolutely fair and equitable. To you, the Executive, I say: be willing at any time to leave your office and come forward with words of wisdom and encouragement to help the salesmen maintain their position with the customer; and to the salesman I say: When you feel that you are nearly at the end of your rope, with arguments—when you feel the ground giving way under you—don't wait until you are in the quicksands up to your neck, but send for the "Boss"—post haste! There's nothing like team work when playing the game,—and I will be badly mistaken if you'll not find that your men will enthusiastically fall in with your ideas and the new policy, if you will only be sure of yourself and not vacillate! The winning over of your men to this new, and as far as your house is concerned untried, yet unassailably sound, sane business policy of immeasurable value, will be another evidence of the constructive principle at work,—this time, in transfusion of education along higher lines,—from the personal unit to many units.

The new policy will be a distinct benefit to the public, and will be loudly acclaimed by those who feel and realize that they know something about quality and real values, and have consistently refused to be fooled; on the other hand it will be disappointing to that class of buyers who are ever on the alert for so-called "bargains"—who gloat in the belief that through their shrewdness they purchased a real \$400 article for \$298, saving for themselves \$102 in coin of the realm!

Don't worry about that class of buyers, or about the prestidigitateur, known in the trades as the "price-juggler"; if a few big houses will get together and adopt the One Price System, boldly and concretely advertising its advantages to the buyer, the dyed-in-the-wool price-cutter should come to a reasonably speedy end,—for he cannot, because of his long association with the destructive principle, bring himself into alignment with clean, straightforward methods of competition. Let me remind you at this point of the immortal Lincoln's famous saying: "You can fool some of the people all the time, and all the people some of the time, but you cannot fool all the people all the time!"

The "price-juggler" is never a business-builder and fearlessly exposure of his methods at every opportunity will surely shorten his career, or let us hope, it will bring him to the realization that to live on and prosper, he must line up with the constructive principle and conform to recognized and accepted methods of modern-day merchandising!

Some years ago I was taught: "Suggestion often convinces more than assertion, and a modest and courteous demonstration will succeed where a rude and positive logic will fail." Applying this wisdom to the present moment,



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORY, ELYRIA, OHIO

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Lumsden Building



ANNOUNCEMENT

Re Canadian Branch

To the Trade:

We beg to announce that we have opened our Canadian branch and are now settled in permanent quarters at the **Lumsden Building, Yonge and Adelaide Streets, Toronto—rooms 302 and 303, Phone Main 3054.**

At this address, right in the heart of Toronto's business section, we are carrying a large and complete stock of Heineman motors—known all over the continent as the "**Motors of Quality.**"

Another feature of our Canadian policy is the maintenance of a service department, in charge of a motor expert whose co-operation is at the disposal of the Canadian trade direct from Toronto.

We are at your direct service with **quality products, quantity production, and prompt shipments.**



Otto Heineman

President



The Mozart Piano Co.

Toronto



Limited



PIANO dealers desirous of securing an attractive and beautifully finished line of pianos, who want a contract that will enable them to make money readily and steadily, should secure the exclusive agency for **Mozart pianos**. The opportunity is yours to-day.

Write, wire or telephone

NATIONAL PIANO COMPANY LIMITED

Warerooms: 266 and 268 Yonge Street

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let me say, if, after this trespass on your time, I have succeeded by suggestion and a few illustrations in converting only one to my belief, that in all dealings with our fellow men we should be actuated by the higher sentiments of human nature—that we should strive earnestly and conscientiously to place ourselves and our respective business institutions on a plane that is beyond pale of unfavorable criticism or reproach, then my purpose through this feeble effort is accomplished.

In conclusion, I ask you men of the piano trade to let me impress you with all the power and earnestness at my command, that the One Price System is here to stay, and you had better get in line with it if you are not already there! It is no longer an experiment, neither is it a theory! It is a recognized, guiding principle in honest business! It is the New Pole Star in the firmament of merchandising!

Unerringly, and without variation, the needle in the business compass points toward it, and the most progressive houses in every trade are shaping their courses and steering by its direction to all ports of the world!

Will you continue to navigate by old charts and reckonings which do not reveal all the hidden shoals and lurking dangers, or will you adopt the new soundings and observations and fearlessly travel the oceans of trade under any and all conditions? You are the captains, and the decision rests with you!

Once more I beg you to accept my assurance—that the One Price System is a distinct uplift to every man's business, and you cannot estimate its value until you have tried it.

If fearlessly conducted and consistently adhered to, it will make you more independent; it will make business grow; it will inspire greater confidence and add to your reputation; it will provoke the respect and admiration of your fellow-men for your integrity and foresight,—and as she buffets the waves of commerce, headed for the port "Success," to which you are being guided and welcomed by scintillating rays from the beacon of "Clean Methods,"—the sails on your ship of business will fill out and expand from the force, and plenty of the trade winds that blow your way, and once safely at anchor,—you will look back over the interesting journey, and with genuine love, enthusiasm and satisfaction horn of the consciousness that you have done what is right, you will joyously exclaim: "I have found my business salvation!"

Toronto Piano Retail Dealers' Meeting

Concluded from Page 18

In answer to a question as to whether in valuating trade-ins different men of his sales staff ever happened to make different valuations on the same instrument, Mr. Droop replied that system could easily prevent this. Every prospect and all particulars could be recorded on a card index. In his own firm salesmen reported every night. Sometimes men made valuations themselves, and in other cases they consulted with the firm and then went back and gave the valuation. He prophesied that in the adoption of the one price system trade-ins and commissions would take care of themselves.

He told of a plan being tried out in the automobile business by a number of dealers in a certain centre. The dealers decided to discontinue handling trade-ins. When a prospect with a used car comes along he is referred to the exchange that has been formed to take care of the second hand cars. The exchange values the machine at its actual worth, issues to the owner a voucher for the amount, and which voucher he turns in as cash on the new car he may purchase. The dealer from whom he buys then exchanges this voucher for the cheque of the exchange. This plan eliminates the used car problem, and the plan is being closely watched by the piano trade in the vicinity.

Vote of Thanks to the Speaker

Mr. R. S. Gourlay moved a vote of thanks to the guest of the evening. In doing so he remarked that a number of local firms were doing a large part of their business on a fixed price basis and were working toward the total adoption of one price, a cardinal principle of service and ethics in the piano business, or any other business.

Mr. Gourlay urged the recognition of responsibility to the buyer in giving service, in quality of product at right prices. Another principle emphasized by him was that no firm had the right to give the use of funds which the firm might be able to control by reason of his connection with the bank, without making an adequate interest charge. One of the difficulties to be overcome in establishing fixed prices in Canada he pointed out to be the result of a large part of the retailing in Toronto being factory to warehouse business, and therefore no freight charges to add to the price of the instrument, as is necessary in shipping to distant points, where it might be necessary to add a considerable amount because of transportation costs. Mr. Gourlay looked back to what he aptly termed the "lightning rod" ways of doing business now gone forever, when "the man who trusted you was the man you sometimes squired."

He hoped the result of the very able and eloquent address of Mr. Droop, so forcibly presented, would be the establishing of the principle "The one price—the right price, and get your interest."

Mr. H. G. Stanton seconded the vote of thanks, and observed that Mr. Droop's coming was a generous tribute to what one piano man will do to help another. Said he, "We know Mr. Droop as the first celebrity to come among us, and we will all live to love our first love."

Canadian Piano Quality Commended

In acknowledging the rounds of applause of his audience and the tributes of the mover and seconder of the resolution of appreciation, Mr. Droop took occasion to pay a compliment to the quality of Canadian pianos. During the day he had visited several of the local warerooms, played on the pianos displayed, and was amazed at the good round quality of tone and the magnificent quality of the pianos all the way through. He was inclined to agree that the goods were of a higher quality than the lines of the same class of United States manufacture. He was also impressed with the considerate way in which the heads of the various concerns spoke of the products of their competitors.

Urges Maintenance Standard

This suggested to Mr. Gourlay the great danger against which he urged Canadian manufacturers to be very careful, viz., the lowering of the standard of Canadian manufacture because of the difficulty of securing materials and their seriously high cost, co-incident with which is the temptation to accept substitutes urged upon them. He feared that already in some cases standards had declined, but this, he hoped, would prove only a temporary condition. Mr. Gourlay remarked that in addressing the National Manufacturers' Association of the United States at Detroit, he took occasion to tell the manufacturers there assembled that the standard of quality in Canadian manufactures of all kinds was much higher than in the United States, and this was not evidenced more in any industry than in the manufacture of pianos, notwithstanding the sparse population, limited market and heavy selling costs in this country. Turning to Mr. Droop he said, "This Canadian standard which surprises you is the highest in the world, and the piano trade of this country produces no thump boxes."

Election of Officers

A precedent having been established for the re-election of officers to a second term, the nominating committee's



The New Nordheimer Grand

At a time when popular appreciation of the Grand Piano is growing stronger and stronger, it is particularly gratifying to be able to announce further improvements in the Nordheimer Grand — improvements that place this instrument in a position of unquestioned supremacy. The New Nordheimer Grand embodies the Duplex principle in Grand Piano construction — a marvellous development of tonal beauty.

This signal triumph in piano-making reflects favorably on the Nordheimer dealer. A piano merchant may get sales on a cheap piano — but a high-grade instrument such as this is the only real foundation for business building.

This new development in the Nordheimer, together with the prestige of the name "Nordheimer," cannot fail to place Nordheimer dealers in an advantageous position. It means much to the merchant to be able to meet the most exacting requirements in a Grand of Canadian make.

NORDHEIMER PIANO & MUSIC COMPANY

Corner Yonge and Albert Sts.

Toronto



"But music's supreme pleasure is the creative pleasure of musical expression—of making music."

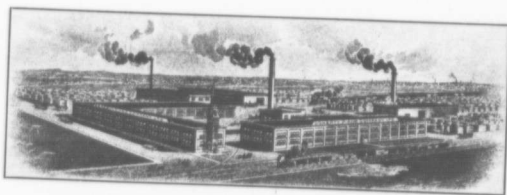
EVERY wide-awake dealer in localities not already allotted should be keenly interested in the possibility of handling the _____ **AEOLIAN-VOCALION**

The scientific study and advancement of **tone** has been the special work of The Aeolian Company for many years. Seven Royal Appointments from the leading Rulers of Europe and a success that make it the dominating factor in the music industry of both the Old World and the New are results in great measure due to its efforts and triumphs in this direction.

Such is the concern responsible for the Aeolian-Vocalion—the **new** phonograph. It is the **one** concern that could bring to bear the full power of both art and science necessary to achieve this final transformation of the phonograph.

THE Vocalion offers in physical beauty, in musical quality or in fascinating privilege, far more than you have ever thought possible of the phonograph. Every phonograph owner, every dealer, everyone who cares for music, will be interested in this remarkable new instrument. We have ready for you a handsome descriptive Vocalion booklet. It will be mailed promptly upon request. Do not fail to get particulars of our Aeolian-Vocalion proposition for dealers. There's real money in it for you—one big factor being our extensive advertising to the consumer, which makes this the easiest-to-sell of all phonographs.

NORDHEIMER PIANO & MUSIC CO., LIMITED
 COR. YONGE AND ALBERT STREETS, TORONTO
 CANADIAN DISTRIBUTORS



Doherty Pianos Limited

NEW COMPANY

NEW NAME

NEW MANAGEMENT

NEW EQUIPMENT

NEW PRODUCTION

MEAN

IMPROVEMENTS

IMPROVEMENTS

IMPROVEMENTS

OLD DEALERS - NEW DEALERS should write at once for prices on

PLAYERS-PIANOS-ORGANS-BENCHES-STOOLS-Etc.

DOHERTY PIANOS LIMITED

CLINTON

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recommendation that the president, vice-president and secretary-treasurer be re-elected, was unanimously carried.

The officers for the ensuing year are:

President—E. C. Scythes.

Vice-president—Wm. Long.

Secretary-treasurer—S. F. Bauch.

Executive Committee—Henry H. Mason, John E.

Hoare, H. G. Stanton.

Nominating Committee—D. R. Gourlay, C. A. Bender, R. F. Wilkes.

Schedule of Charges for Tuning Pianos

The question of increased cost of piano tunings was brought up, and the following schedule of charges, after a short discussion, unanimously recommended for adoption by the local trade. These prices represent a slight increase in tunings for players only.

Single tuning, upright pianos	\$2.00
Three tunings per year, upright pianos	5.00
Four tunings per year, upright pianos	6.00
Single tuning, player pianos	3.00
Three tunings per year, player pianos	8.00
Four tunings per year, player pianos	10.00
Single tuning, grand pianos	3.00
Three tunings per year, grand pianos	8.00
Four tunings per year, grand pianos	10.00
Repairs	per hour 1.00

Re Free Tunings

The suggestion that the practice of giving any free tunings with a piano sale be discontinued, provoked considerable discussion. It was agreed that as a matter of service to the customer, and as a help in educating the public to the necessity of tuning the piano, it should be tuned at least once without charge. Opinion was divided as to whether this free tuning option should be open for a year, or not extended beyond two months from the date of delivery. It was finally decided, on vote, that the free tuning be given within six months, after which all tunings be charged for.

The former resolution re pianos on rent at conservatories, colleges, musical schools, etc., be tuned free, was re-affirmed. The "musical school" is defined as having not less than five instruments for teaching purposes.

It was brought to the attention of the meeting by Mr. D. R. Gourlay, that the rates of transportation to the Island had been raised two dollars per instrument. It was therefore found necessary to advance the charge for Island deliveries from eight dollars to ten dollars.

It was decided also that increased cost of packing pianos required the charge for this service being raised from \$6.00 to \$7.50, plus the regular cartage charge.

Regarding free tunings, it was pointed out by Mr. E. L. Brown, manager of the Mason & Risch branch at Hamilton, who was present, that the dealers in that city had done away with free tunings and had placed a limit on the amount of commissions paid on sales, these being \$5.00 on second hand instruments, \$10 on new uprights, and not more than \$15 on player sales.

T. J. Howard of the Newcombe Piano Co., thought it would be a mistake to discontinue the custom of one free tuning with the piano, as it was a service that he thought the customer entitled to.

Mr. H. G. Stanton agreed with Mr. Howard, and referred to the policy of service in the motor car industry as tending to educate customers to the need of caring for the car. Similarly, tuning the piano for the customer tends to emphasize the need of caring for the piano.

Mr. A. A. Pegg of Nordheimer's, thought the free tuning privilege should not be extended beyond two months.

Mr. E. D. Gray of Heintzman & Co., thought that to be of service to the purchaser the latter should have at least a year to exercise the free tuning option.

It was then decided that the free tuning should not be given after six months, as above stated.

Mr. C. L. Gray, manager of the London branch of Mason & Risch, Ltd., offered the suggestion that tuning charges in Toronto should not be less than in London, where they are \$2.50 for uprights.

This brought the business of the meeting to a conclusion, and in honor of the guest the gathering rose and sang "My Country 'Tis of Thee," followed by "God Save the King," after which the gathering dispersed.

Use Your Bank

METHODS of financing employed by retailers show that some of them are not using the service that it is the business of the banks to give. A bank should be, and is, more than an institution in which to deposit money for the purpose of checking out again.

There has been a revision of the status of piano paper within recent years, and the music dealer who conducts himself and his business as he knows that both should be conducted, can secure advantageous service from the bank that will compensate for limitations of capital.

Why is talking machine paper so much more acceptable with banks than piano paper? Every dealer knows the answer, and at that there are, too, a lot of them leaning on their wholesalers, asking for long datings and frequent renewals instead of getting money in a business-like way from the bank and taking advantage of every cash discount in paying for goods bought.

What it means to have money when making purchases the dealer knows better than anyone can tell him. Money is a powerful persuader. The wholesaler has a high regard for the cash buyer, nor would he be humane if he did not. It is natural that the cash buyer will get service and attention in countless ways that the debtor who is being constantly prodded for payment has no right to expect.

The retailer of musical instruments, particularly of talking machines, is not limited to the business that can be done on his cash capital of a thousand, five, ten or twenty thousand dollars, or whatever he has.

He can use the bank. The bank is there for that purpose. But, one retailer may be able to borrow up to eighty per cent. of the face of the collateral offered, while the banker would not give the slightest encouragement to another applicant for a loan. The latter may, or may not, be given a reason by the bank, but should know without being informed that he is not a good moral risk.

And what is a good moral risk? Just what some piano men are not, and that is not the bank's fault. What is the logical requirement of the banker when asked to discount the music dealer's notes? What influences him for or against your paper? He demands what any good business man knows is right; that the borrower be of good moral character, that he is a man of his word, that he attends to business, that he is a good buyer, that he sells at a profit, that he extends credit only to safe accounts, that he gets substantial down payments, and makes only obligations he can meet, or if he cannot meet a maturity obligation in full will make provision for it. Also remember that the banker is partial to short date paper.

"Next t' a good resturint th' hardest thing to find is yesterday's papur," says Kin Hubbard. From what the trade is saying the Journal thought it was good salemen.

A piano tuner in Poughkeepsie has had a street in that town named after him. Doesn't that look as if tuning is a dignified profession?



The Biggest Thing Any Phonograph can Claim

The public is tired of instruments whose costly records show wear after a few playings, and often are actually unpleasant to hear after fifty or sixty reproductions.

The public is tired of the endless bother and expense of changing needles.

The public wants to be free from such phonograph troubles. It wants pleasure, not bother and worry, in a machine.

THE PATHE SAPPHIRE BALL

gives merchants and salesmen a chance to **GUARANTEE** freedom from such troubles. What is the Pathe Sapphire Ball? It is a polished, ball-shaped jewel used instead of metal needles to play Pathe records.

IT LENGTHENS THE LIFE OF THE RECORD

Because it never digs into, cuts or rips the surface. After a thousand performances Pathe discs show no perceptible wear.

NO NEEDLES TO CHANGE

It is permanent. No time wasted. The owner of a Pathephone never has to fear that he may be ruining his expensive records because he has forgotten to insert a new needle. He does not have to worry about his supply of needles running short.

And the Pathe Sapphire Ball means **SUPERB MUSIC**. Because the round jewel comes in immediate contact with all the sound impressions on the record and brings forth all the subtle overtones and delicate shadings hidden there.

You—the merchant or salesmen—have only to make your prospect see clearly the Pathe principle behind the Sapphire Ball—and you make an easy sale.

THE PATHEPHONE LINE IS COMPLETE

Music lovers can buy a Pathephone for as little as \$35, or as much as \$350.

Each of the models is equipped to play all makes of disc records. Every model has the living beauty of tone that has made the name **PATHE** famous on two continents.

THE PATHE REPERTOIRE OF RECORDS

There are records by some of the greatest singers now in America; by the idols of European opera houses—great singers who have never appeared in this country. Foreign orchestras and bands. And a thousand delightful novelties from the music capitals of Europe.

THE PATHEPHONE IS THE UNIVERSAL PHONOGRAPH

The Pathephone is not restricted to any one make of record. It plays every type of disc record. New territories are being opened daily by Pathe merchants. Let us give you further information. Write us to-day.

Pathé Frères Phonograph Co. of Canada, Ltd.

Factories and Head Office, 4-6-8 Clifford Street, TORONTO, Canada

Western Distributors :

R. J. Whitla & Co., Winnipeg, Man.

Maritime Province Distributors : H. L. Hewson & Son, Ltd., Amherst, N.S.

Talking Machine and Record Section

CANADIAN MUSIC TRADES JOURNAL—MAY, 1917

Cases of Wrong End Foremost

A RECRUITING officer who sees the funny side of things, is said to have remarked, on seeing a fine looking, but terribly round-shouldered young man: "If his head were on the other way, wouldn't he have a whale of a chest?" There are still some men in the trade who cannot discern between the chest and the round shoulders. They would need to have conditions reversed to make their viewpoint correct.

The talking machine industry is very largely based on the sale of records, for without the music there would be no call for machines of any description. Yet there are salesmen who are not sufficiently impressed with what the record sales really amount to. The other day, just before lunch, a salesman said to the Journal, "As long as I sell the machines I don't care who does the record business." Just after lunch that day a gentleman told the Journal, "I bought \$70 worth of records just before Christmas, and I guess it's about time I was selecting some more." He owned a \$130 machine, and here was one purchase of records of over one-half that amount. The man who doesn't care who sells the records isn't worried about good business going to a competitor.

As time goes on the opportunities in the record end of the business become more apparent. The good music that has been issued by the record companies has educated the masses, which in turn has created a larger demand. "It would astonish you to hear what our boys go around whistling," said the manager of a large out-of-town paper factory. "You don't hear so much popular stuff as you used to. It's the great airs that they become familiar with through the phonograph records." A writer in the Toronto Globe's "Music in the Home" page, said: "Today in non-musical homes there is a broader knowledge of opera than in the musical homes of 20 years ago." For this and other reasons given, he says, "the upturned nose of the professional musician at the mention of 'canned music,' is unwisely tilted."

For the thousands whose enjoyment is in the popular music, the records offer the latest hits in remarkably good time, and as for dance records, their success has been so noteworthy that comment is unnecessary.

Indeed, if the trade could collect the reasons why people buy machines, it would surprise those who think always of the machine's creating a demand for records, to learn in how many cases the records have sold the machine.

Less travel, less formal social functions, less show and more music in the home—isn't that one of the lessons of the war?

Combatting the Scarcity of Help

TWO suggestions have reached the Journal dealing with phases of the shortage of competent salesmen. One party pointed out that in an effort to keep farmers' sons on the land, investigators found that the great majority of farmers who had sons with them on the farm, paid them in the same way as they would a hired man. It was advised that this method should be superseded by taking the sons into partnership.

How many talking machine men are planning to take their sons into partnership? The status of the business of selling musical instruments was never as high as it is today. The industry is calling for men of the greatest integrity, ability, energy and ambition. The future of the industry warrants the investment of all these, and capital as well. It has also been pointed out that it is worth while to keep an eye on the young fellows finishing their high school education for recruits for the selling ranks in talking machine stores.

The second suggestion came from a man who saw a leakage, due to the letting out of certain men who were steady and reliable, but considered "square pegs in round

"'Uplift' is what someone thinks people should have, and that is theory. 'What the people want' is what someone thinks they want, and that again is theory. We don't know these things. How do people know whether they want good music until they know what it is?"—Mr. Arthur Farwell, before the Canadian Club, Toronto.

holes." "Often," said he, "you may have an office man that cannot make good in the routine of bookkeeping. But before you accept his resignation make sure you are not losing the makings of a good salesman. Or you may have a man who cannot win success in the piano field. Perhaps he would be a crackerjack in selling records. A poor salesman is not necessarily a poor credit man or a poor collector, and so on."

With the recent advance in the cost of selling there is a corresponding increase in the cost of hiring and firing; so that it is costly to let a man go, as a misfit, if he could make good in another department. "When unable to secure male help," said another dealer, "the fact of fixed prices in the talking machine field made me decide to try a saleswoman, and I consider the experiment a success.

Place of the Talking Machine in the Life of the World's Most Influential Newspaperman

EVERYBODY'S Magazine for April contained a very interesting sketch by Isaac F. Marcossou, of Lord Northcliffe's life and work, particularly since the war. The appended extract gives a glimpse of the great newspaperman in an hour of recreation in his home: "There is one definite rule in Northcliffe's scheme of life that the over-worked American millionaire may well heed. Save in a great national crisis, his work for the day ends when the time for dinner begins. No guest in any of Northcliffe's houses will talk 'shop' from that moment on. Then you see Northcliffe the Boy—the dynamic Peter Pan who will never grow up!

"I like to recall an evening at Elmwood, the smallest of his country places, but the one to which he is most attached by sentimental ties, because he bought it out of his first large earnings. There were only a few of us down there. After dinner Northcliffe said: 'Let's have the phonograph.' He stretched himself on a huge couch, puffed away at a great cigar of the dreadnought size that J. P. Morgan used to smoke, and luxuriated in American rag-

time that ranged from 'Down in Tennessee' to 'Alexander's Rag-time Band.'

Men both humble and great find music in the home a real necessity.

The Talking Machine Needle Industry in England

THE London Music Trades Review says: "The girls of Sheffield are very smart at learning new trades. Two industries which promise to become established institutions in this country, are doll-making and the making of talking machine needles. What we are especially interested in is the fact that Sheffield girls have learned to make talking machine needles. At one time the millions of talking machine needles required in all the countries of the globe were provided principally by Germany and America. Then a Sheffield firm of hackle-pin makers ten years ago bethought themselves of entering into competition, and did so successfully up to two years ago. The demand for hackle-pins, which, by-the-by, are used for combing textiles, has now been so increased by Government requirements that the output of gramophone needles has had to be curtailed.

"Yet," says the principal partner of the above-mentioned Sheffield firm, 'one talking machine firm alone has

Only by training little children to love and to know what is good can we hope to accomplish real musical progress in America.—Joseph Stransky.

offered to take 25,000,000 needles a week, and I daresay we could sell 40,000,000 or 50,000,000 a week if we could produce them." 4,000,000 or 50,000,000 a week must give employment to many people and is another indication of the trade that will be ours if we only go the right way to work to secure it. The ordinary man has simply no idea of the number of needles used. One company alone, we are told, will order up to 25,000,000 a week, and in Russia there is a demand for many millions. 'I daresay,' says the representative of the firm mentioned, 'there would be enough work in the making of needles to employ 4,000 or 5,000 people after the war.'

"The Sheffield Daily Telegraph gives this account of girls helping with needle-making: 'It is dirty work, but the girls evidently enjoy it, and a sound of singing mingles with the whirr of the machinery. Hackle-pins and talking machine needles are identically the same thing, except for the question of length, and girls are responsible for the sharpening of the points and cutting the wire to the correct lengths. Such process as hardening in a red-hot furnace must perform be done by a man.

"The final task of scouring or cleansing the needles requires machinery, which is also in charge of a man, though a girl has recently been put to the work of unwrapping the blackened bundles of many thicknesses of cloth in which the needles are packed to undergo this process. As an outlet for feminine labor after the war this work seems to offer valuable possibilities. In this essential matter of making preparations to start factories immediately on the close of the war, there seems, however, always to be one apparently insurmountable barrier—the difficulty of getting the necessary machinery made. We can hardly pretend to be competent judges of the matter, yet it does seem to us that forethought absolutely demands that some provision should be made, if possible, for the supply of such machinery."

The Universal Appeal of Good Records

THE widening liking for good records is set forth by William Braid White in this extract from an article in Talking Machine World: "It is well to remember that while the sound-reproducing machine is a 'talking machine,' it is quite as much a singing machine, a playing machine—a machine that reproduces anything and everything in sound. Will you, then, let me begin by insisting that our various makes are tone machines, as well as talking machines; that they are more interesting, more valuable and a hundred times more saleable when we concentrate on the 'tone' side? Let us get that fixed to begin with.

"Now—what has made our sound machine worth while as a sales proposition? Plainly, the record. If you could not get Carusos, the Lazaros, the Muratoros, the Ciccolinis, and all the rest of them, the business would not be worth much. It is the fact that the creators of the modern development of the talking machine saw this, and banked on it, that makes the business of to-day possible. Yet this very fact, this one great overshadowing fact, is often neglected by the rank and file of retailers.

"The simple fact is that the record sells the machine and the machine sells the record, but that neither can sell itself or command a sale of and by itself. Therefore, to sell many machines we must sell still more records; and conversely, to sell the right number of records we must sell the right number of machines. At the present moment, I want to confine the discussion to the record.

"What makes a record saleable? Some people will glibly tell you that the advertising is what sells them generally and that people frequently pay high prices for the privilege of listening to a great voice when they really do not appreciate its beauties. We are told, in short, that it is not necessarily the intrinsic merit of the record, but the fact that it has been boosted nationally that makes it a hit. Is this true?

Established 1870

Incorporated 1917

W. H. BAGSHAW CO.

LOWELL, MASS.

Why ?

Known the world over
Used the world over

Why ?

Bagshaw Needles

Use Our No. 1279

Self
Balancing **Cover Support**

It is noiseless, perfectly balanced, easily applied, and inexpensive. Send for sample.

We make a full line of

TALKING MACHINE HARDWARE

Tone rods, needle cups, needle rests, all styles of cover supports, knobs, continuous hinges, etc.

WEBER-KNAPP CO.

JAMESTOWN, N. Y.



The Most Famous Trade Mark in the World

THE continued increase in output shown during the past few months is still unfortunately insufficient to cope with the demand for "His Master's Voice" products, the popularity of which seems constantly to increase.

To the hundreds of shrewd merchants, who are urging us to qualify them as dealers, we can only again repeat that it will be a great pleasure to do so when circumstances permit, which we hope will be shortly.

BERLINER GRAM-O-PHONE COMPANY, Limited

HEAD OFFICE AND FACTORY
MONTREAL

The Famous Victrola

Victor Records



The most famous Trade Mark in the World.

HIS MASTER'S VOICE PRODUCTS

are Wholesaled by the Following Firms

ONTARIO:

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

MANITOBA:

ALBERTA:
SASKATCHEWAN:

Western Gramophone Co.,
122 Lombard St.,
Winnipeg, Man.

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

QUEBEC PROVINCE:

East of Quebec City,
C. W. Lindsay, Limited,
Quebec City, Que.

West of Quebec City,

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

NEW BRUNSWICK:

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

NOVA SCOTIA:

Eastern Talking Machine Co.,
Halifax, N.S.

BRITISH COLUMBIA:

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

BERLINER GRAM-O-PHONE COMPANY, Limited

HEAD OFFICE AND FACTORY
MONTREAL

"Partly, no doubt, but quite as much not so. Advertising, just remember in passing, will start anything; but it takes merit to keep it going! The records of fine singing may get their first start through the cleverly conceived publicity of the makers; but not all the publicity in the world can keep them going unless the public really like them. And, in fact, the longer you think it over, the more you will see that people who never took a singing lesson, who cannot sing a note, who will candidly tell you that classical music bores them stiff, nevertheless do like to hear fine voices and will buy records of such voices.

"Keep a systematic set of memoranda regarding your sales, the kind of persons who buy records, the kind of records they buy and the changes in their taste indicated by changes in the types of records bought. Do this in one hundred selected cases. Keep the records for a year, noting each purchase made, in detail, with the date of buying. At the end of a year check up the results and you will find that the average shows a steady ascending curve in taste-indication; a curve steadily climbing from the silly to the sane, from the rag to the rhapsody, from the ideals of the Great White Way to those of La Scala and Bayreuth. The progress is not always rapid or easy, but it is steady.

"Mark this fact: The talking machine and its records of great music are doing more than is being done by any other agency to spread the gospel of musical taste. And then note this: All investigation proves that the real money in this business comes from intelligently pushing the sale of the best records and from putting all the boosting power, all the salesmanship and all the brains into this side of the record department."

The Child's Education a Basis for Selling

CONTINUING, Mr. White says, that the principal obstacle in the way of high-class record selling lies in lack of public familiarity with music, with musical terms and with the art in general. "I said that it is people's lack

of familiarity with the art of music that stands in their way when the question of record-buying comes up. At the same time, we all know that when once a purchaser has been induced to listen a few times, the lure of art-singing, art-playing and art-music in general begins to be felt; and then the cheap stuff is never quite as alluring as before. How, then, can we get our purchasers who know nothing of the best in music to make the plunge?

"In short, the best, easiest and quickest way to sell high-class records is to encourage an interest in those records above and beyond the mere fact that each of them represents a reproduction of the voice of the violin playing of Signor So and So. Again: In this great and glorious country business is organized for the women and the kids. You cannot go wrong if you cater to them. If you cater to men's partiality for the gentler sex and said gentle one's partiality for the children, you are likely to make a hit. I have a friend who bought a talking machine some years ago when his boy and girl were quite young, twelve and ten, respectively. He is a man whose musical taste is naturally clean and sane, although he has had no musical training at all in the ordinary sense. But he is a type of the thinking business man. When he got his talking machine, he might not have used good judgment in selecting records. If he had thought only of what would amuse the kids at their then age, he would have bought some pretty poor stuff. But he was advised by a broad-minded dealer to buy a stock of good records; and the advice was backed up by practical help in selecting.

"My friend has deliberately used his record library to help educate his children in musical appreciation. For instance, both of those young ones are familiar with the whole opera of 'Tannhauser,' know almost all the arias, know the overture by heart, and even know the names of the most famous singers who have taken the principal parts. They can rattle off the list of Verdi's operas and know the story of each one, not to mention humming the airs. They have a working acquaintance with the 'Messiah' and can tell the difference between Elman's and Powell's renditions of Dvorak's 'Humoresque.' In a word, my friend has educated his young people in musical appreciation so practically that, in the case of the daughter at least, some originally unpromising material has been turned into real talent, and she has taken intelligently to musical studies with most encouraging results to date.

"Now, every mamma and almost all the papas in this broad land will be eager to follow my friend's example, but most of them do not know how to set about it. Here, friend dealer, is your opportunity, if you but can see it. Go after the parents on the side of their love for their children. Don't rest content with mere talk, spasmodically in advertisements, about bringing the great masters into the home; but show the fathers and mothers that it actually pays to give their children every opportunity to live in an atmosphere of the very best that music has to offer. Remember that in your record stock you have an unique, unrivalled, unsurpassable collection of great music; and you have to tell people that such music pays a thousand times over when approached intelligently, and intelligently appreciated. Such intelligence is positively more usual in the fresh childish mind than in that of the adult.

"There is the idea in two parts: First, encourage intelligent thought about music; second, show the educative value for the children."

Creating Interest Through the School Children

COMPENSATING advantages come to the children who have to live in Kalamazoo, Mich. The School Teachers' Club of that city determined to have a violin recital for the children, and engaged Maud Powell, the eminent artist. Madame Powell went on ahead a list of the compositions she probably would play, and the children were

TONE ARMS, SOUND BOXES MOTORS

Tone Arms and Sound Boxes of the Universal Type—Play all makes of disc records



FOUR DESIGNS
One for Every Grade
Phonograph

We make two designs of sound boxes and four styles of tone arms. We also make exclusive designs to special order. High grade motors. The tone quality of our product is unsurpassed. The reproduction is perfect.

BUY DIRECT FROM FACTORY—SAVE MONEY

You are dealing direct with manufacturers when you buy from us. Thomas motors and parts are made complete in our own factory. Every dollar you save on the working parts of your machine adds to your profit and permits you to use a finer grade of cabinet. We can show you how you can save money.

QUALITY

Thomas motors and sound boxes are made in Dayton, Ohio—"The City of Precision"—the home of the best workmen in the world. Our sound boxes, motors and tone arms are the result of long and careful experiment. They are being used by manufacturers of high class phonographs all over the world. High Quality—Low Price is our motto.

Prompt Deliveries

DISTINCTIVE DESIGNS TO ORDER. LET OUR SERVICE DEPT. HELP SOLVE YOUR PHONOGRAPH PROBLEMS

THE THOMAS MFG. CO., 103 Bolt St., DAYTON, OHIO

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL

The Highest Class Talking Machine in the World
 It Brings the Cash Sales

SONORA is a leader in the phonograph world, and has always been prominent in the noteworthy advance of the industry.

In reviewing the progress made in the last few years it is interesting to observe that Sonora was

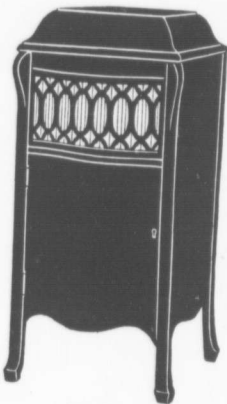
1. The first to make a cabinet model under \$200.
2. The first to utilize a tone modulation.
3. The first to employ an automatic stop.
4. The first to develop a jewelled disc record.
5. The first to have a motor meter.
6. The first to produce a 30 and 45-minute motor—and now latest.

The first to produce an acceptable Portable Model.

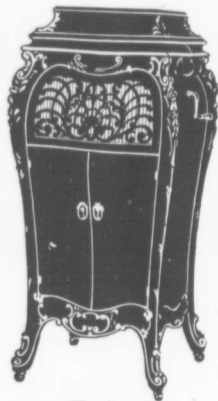
Sonora has been, and will continue to be, the first to introduce important improvements that are of value in the use and in the operation of the modern phonograph.

Sonora is remarkable for its tonal beauty and truthfulness of reproduction. The external appearance of the Sonora makes it appropriate for the very finest of homes. The workmanship is of the very highest character—nothing "good enough" is ever permitted to pass the examining inspector. From the bottom tip of the cabinet leg to the last coat of polish on the top, everything that goes to make the Sonora is right.

That is why Sonora is invariably preferred when heard in comparison. The Sonora is made up to a standard and not down to a price. The Sonora through merit commands cash. The Sonora buyer buys the Sonora—the price and method of payment are never primary considerations.



The Sonora
 "Imperial" \$137



The Sonora
 "Supreme" \$1,500

TEN SUPERB MODELS

\$65.00 \$75 \$102 \$137 \$205
 \$240 \$265 \$300 \$475 \$1,500

Manufactured by
 Sonora Phonograph Corp.
 New York

EXCLUSIVE CANADIAN DISTRIBUTORS

I. MONTAGNES & COMPANY

SHUTER and YONGE STREETS

RYRIE BUILDING

TORONTO

encouraged to try the pieces on their home and school phonographs.

The children became interested at once. On the afternoon of the recital more than 2,000 little folk were present, listening with 4,000 ears. As the well-beloved strains of Mozart, Mendelssohn, Chopin, Massenet and Vieuxtemps stole from the sweeping bow of the artist the children were on the pinnacles of delight. Their applause was thunderous. Said Madame Powell, "This is one of the most attentive and appreciative audiences of my career."

Here is an idea for Toronto, and what applies to Toronto could be worked in scores of other Canadian centres. Toronto has, under Mr. Rees, a public school musical organization that could hardly be bettered. Once a year we have in Massey Hall a remarkable concert, when the various school choirs and double trios compete for primacy in singing. The rivalry between the several schools and the musical supervisors of them is keen and wholesome. Yet the whole attention of the children is centred on vocal recital. Suppose a piano recital were given, or a violin recital, solely for the young folk. Let the music to be presented at such a recital be played for the children on successive Friday afternoons on the phonograph. Then give the recital with blank programmes. Let the children fill in the name of each composition played by the recitalist, and give a couple of prizes to the best scores returned. The advantages of a competition of this sort would be too many to count. Not only would the artist find an exceptional and eager audience which would draw the best out of him, but the growth of general interest in good music among the cousins and the aunts of the children would be remarkable. Perhaps, also, but this is only whispered, the dealers in phonograph records and sheet music might profit from the competition. So far as one can see no one would have the slightest reason for objection.

Formal Opening of New Pathé Department in Windsor

The rapidity with which the Pathe Company is signing up some of the live firms in the country is an indication of the appeal the Pathe line is making to the trade. The latest important firm to be launched on the Pathe list of dealers is the retail furniture house of Baum & Brody, of Windsor. The Pathe Company is congratulating itself on obtaining such strong representation there. Messrs. Baum & Brody will handle the Pathe line exclusively.

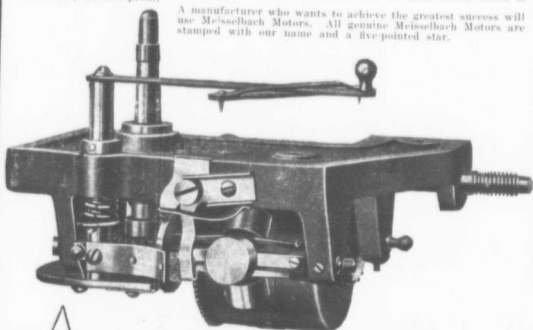
The formal opening of the department took place on Saturday, April 21st, after weeks of work in getting the department ready. Mr. R. W. Burgess, the tireless Pathe representative, was given carte blanche by Messrs. Baum & Brody, and the artistic department which they now have is due in a large measure to his work. The opening was suitably advertised in the local paper, and a large crowd thronged the store during the day to see and hear the new instrument.

Although a large stock was provided for the opening, the firm report that every machine was sold before three p.m., the last delivery being made at one-thirty in the morning, when a machine, which had been sold earlier in the day and retained as a demonstrating machine, was sent home. The results were very gratifying to all concerned, and necessitated an entirely new stock being sent.

The Department will be in charge of Mrs. Mercer, who has had a long experience in the talking machine trade, and who should quickly make the Baum & Brody department one of the most up-to-date and profitable ones in Windsor. Baum & Brody purpose carrying a complete line of Pathephones and Pathe records, and will have the exclusive right to these products in their city.

In buying Motors, if you add the cost of motor adjustment in your factory and in the dealers' warehouses, you will find that Meisselbach Motors cost the least. So much care is taken in our factory that your adjustment problem is reduced to nothing. We know what motors are required to do in your talking machines. We have been cutting gears for more than thirty years and know that perfect adjustment is absolutely essential. The success of our motors is due to rigid inspection. Motors must be right. Dealers are beginning to realize that a machine equipped with the Meisselbach motor is practically trouble-proof.

A manufacturer who wants to achieve the greatest success will use Meisselbach Motors. All genuine Meisselbach Motors are stamped with our name and a five-pointed star.



"Pioneers in the Development of Quality Talking Machine Motors"

This is our latest improved No. 12 double-spring motor. It will play three 10-inch or two 12-inch lateral cut records, or two half and dale cut records of four and a half minutes' duration. Has two powerful high grade springs 1-inch wide each. Spring barrels are polished and highly nickel-plated, on our No. 16 motor is also used on this motor, but it is sold at a lower price.

The lever shown on top of motor is the underside turntable governor brake stop. A Speed Indicator and Dial is furnished with this motor. Exceptionally silent winding mechanism and quiet running.

By the turning of one screw, the spring cup can be removed.

We also manufacture TONE ARMS, SOUND BOXES and other parts. Prices on application.

A. F. Meisselbach & Bro.
Newark, N. J.



MEISSELBACH MOTORS



TONE ARMS

SOUND BOXES



The Secret of Our Success

When we open an account we say: "We'll help you make a success of your Columbia Department—or your money back."

That shows our confidence in the Columbia line. We don't know of any other product sold on that basis—do you?

Before opening a talking machine department we invite you to consult us—it may save you thousands of dollars.

THE MUSIC SUPPLY CO.

36 WELLINGTON ST. EAST

TORONTO

"Canada's Largest Distributors of Columbia Products."

New Phonograph Firm

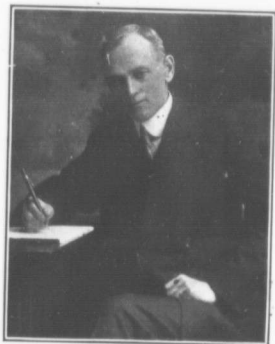
A charter has been granted the Playola Phonograph Co. Ltd., with an authorized capital of \$40,000, made up of 4,000 shares of \$10 each. The head office is to be in Toronto, and the provisional directors are: F. J. Foley, barrister; R. J. O'Reilly, law student, and A. J. Bell.

Maritime Province Pathé Jobbers

As announced in the last issue of the Journal, arrangements have been completed whereby the firm of H. L. Hewson & Son, Ltd., Amherst, N.S., have taken the distributing of Pathe Pathephones and records in the maritime provinces.

H. L. Hewson established the Hewson Woolen Mills at Amherst in 1902, and successfully operated them until they were sold out in 1912 to Halifax capitalists. Hewson woolen products became a household word from one end of Canada to the other, and embraced knitted sweaters and underwear, as well as the famous "Hewson Tweeds." As president and general manager of this concern, Mr. Hewson established a wide and very valuable connection with the wholesale and retail trade of Canada. After leaving the mill in 1912, he, with his family, travelled extensively in Europe and Egypt. He always kept an eye open for the latest improvements, not only in his own line, but in everything that might be profitably produced in Canada. Having thus recovered by rest and travel his ordinarily good health, which had become somewhat impaired with the years of strenuous activity in mill life, Mr. Hewson decided to put his selling experience into active operation. With this in view he saw the great possibilities in promoting the sale of Pathe phonographs and records. A company has recently been incorporated with authorized capital of \$100,000 to carry on a selling business, with the Pathe lines as leaders.

The "Son" in the firm is Lieut. George Ellis Hewson, at present with the Royal Flying Corps in England. Lieut. Hewson has seen service in the air over the Hun lines, and doubtless some of the bombs dropped by him have made themselves felt in an uncomfortable way. His business training in The Royal Bank of Canada, and then in the



Mr. H. L. Hewson, Amherst, N.S.

American Woolen Company's offices in the U.S., fits him for this new work which he expects to take up "after the war."

Both H. L. and his son are "Bluenoses," and have unbounded faith in the great future that lies before the Maritime Provinces.

Mr. Thomas B. Kenny, who has had a long experience in both the talking machine and piano business with some of Toronto's leading houses, will be the firm's wholesale traveller, covering the territory of Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland. The initial experience in selling Pathephone and Pathe records through Mr. Kenny are such as to give the greatest en-



Mr. Thomas B. Kenny.

couragement for a very big business. Personal service and close attention to detail have always been strong points in connection with Hewson products, and the same will apply to the conduct of this new line of business.

"If the people hear their familiar street music of course they will respond. But that does not mean they will not respond ten times as hard to music which is ten times as great, if they hear it under proper conditions!"—Mr. Arthur Farwell, before the Canadian Club, Toronto.

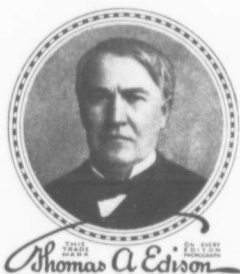
MONTREAL TALKING MACHINE NEWS

THE Berliner Gram-o-Phone Co., Ltd., are removing their 415 St. Catherine St. West store one door west, where they will have at their disposal considerably more space and greater all-round facilities for the displaying and handling of "His Master's Voice" products.

The Rossignol Talking Machine Co., 51 St. Paul St. West, purpose handling on a large scale parts and accessories, which will be a decided advantage for dealers assembling their own machines. They will also specialize in Swiss motors. They report good business throughout Canada for the Rossignol, which is manufactured in a number of models.

The Fulford Manufacturing Co., Fulford, Que., believing that there is a good opening in Canada to-day for the manufacture of talking machine cabinets, have started business, and state that to date the amount of orders placed with them has been away in advance of their most sanguine expectations.

Owing to the increase in their talking machine business, and in order to give service to their numerous customers, C. W. Lindsay, Ltd., have had to enlarge their Victrola department. They have practically doubled their floor space, and have now eleven demonstration booths, as against five before. At the recent annual meeting of the shareholders of this firm the Victrola department, under the management of Norman F. Rowell, was shown to have



THE Edison hallmark stands for super-excellence. It is an asset on which every Edison dealer places the highest value, for it means that the instrument or record

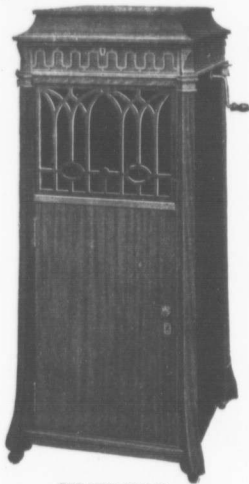
bearing it is already half sold — an asset that simplifies the selling problem.

Perhaps there is an opportunity for a

NEW EDISON

dealership in your vicinity. You might be in a position to meet the requirements. An inquiry would reveal the situation if addressed to

Thomas A. Edison, Inc.
103 Lakeside Ave., Orange, N.J.



THE NEW EDISON
CHIPPENDALE—Official Laboratory Model

increased nearly one hundred per cent. in volume of business over the corresponding year. In view of the company's fine statement the directors voted a ten per cent. cash bonus to the staff at all branches, payable May 1st, to all employees who have been in continuous service since March 1st, 1916, and are still in its employ on May 1st. The usual dividends were declared, viz., 7 per cent. on the preferred and 8 per cent. on the common shares, and a handsome amount carried to the reserve fund.

Harry R. Braid, of Layton Bros., reports a good Edison month, and states that they recently placed their order for Edison machines with the Canadian representatives, which was fifty per cent. in excess of their order a year ago. Columbia sales reported as showing a large increase in volume of business.

"We anticipate the returned soldiers' trade will be worth cultivating," said a local dealer the other day. The soldiers at the front learned that music was an absolute necessity, and they found how the talking machine could meet that necessity.

A well known local dealer had the experience recently of a customer taking up two hours of the salesman's time demonstrating records, and then requested that he be al-

Music in the Home

"The setting sun and music at the close,
As the last taste of sweets is sweetest, last:
Write in remembrance more than things long
past."
—Richard II.

lowed to take along with him some forty odd records on approval. To clap the climax he left the store without making a purchase of even one record. Needless to say this dealer is now a strong booster for the non-approval plan.

Miss Vezina, in charge of Almy's Limited talking machine department, voiced the opinion that the demand for the higher priced Grafonolas was increasing at a rapid rate.

The Canadian Talking Machine Co., 217 St. Lawrence Boulevard, are building up a nice business in foreign records, especially Polish, Roumanian and Russian, which, they say, is showing a handsome increase monthly.

G. A. Holland & Son, local representatives of the Aeolian-Vocalion, report a noticeable closing of sales for the more expensive models. They find that the Vocalion is appealing to the discriminating buyers in Montreal.

N. G. Valiquette, Ltd., advertise 25,000 Pathe records to choose from. With the large clientele this firm enjoy of the better class of buyers they have placed a large number of Pathe machines locally and out of town.

J. A. Hurteau & Co., Ltd., the oldest firm in Montreal handling Pathe product, are well satisfied to date with the amount of business closed, and like many of the trade are expecting heavy summer business in place of a fall off, as is usual during the summer months.



Mr. L. I. Merrill, who, as announced in the last issue of the Journal, is manager of the Victrola Department for the National Piano Co., Ltd., Toronto.

Pathé Briefs

A new department has been created by the Pathe Company which might be termed a sales service department. It is in charge of Mrs. D. M. Pike, an expert talking machine saleswoman and Pathe enthusiast. Mrs. Pike will visit the new dealers who take on Pathe representation to coach them on the arrangement of the department, ordering and handling stock, window displays, following up prospects, distribution of sales literature, etc., etc.

At a recent meeting of the shareholders of the Pathe Co., Hon. J. L. Perron, the well known Montreal lawyer, and Mr. O. C. Dorian, general manager of the Company, were elected to the Board of Directors.

The Journal representative on calling at the Pathe factory saw samples of the three new period designs which are now ready for showing to the trade. They are William and Mary, Queen Anne and Louis XVI. types, made in either walnut or mahogany finish. The trio certainly represent splendid cabinet work, and cannot help but appeal to the higher class buyers. Dealers will be introduced to these new models through illustrated descriptions shortly.

It's not only the great names in the Columbia record list—it's the uniform high average of every record in it that spells Columbia with a big "C."

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

Columbia Graphophone Company
Factory and Headquarters
Toronto - - - Canada



London Piano Dealers' General Meeting.

Tuning Schedules Revised—Talking Machine Rental Agreement Rescinded—Music-in-the-Home Propaganda Explained

A GENERAL meeting of the London Piano Dealers' Association was held at the Tecumseth House on the evening of Thursday, May 3. The business of the meeting was preceded by a dinner in the "French Room" of that hostel, at which the guests were seated at a round table, so that the discussion that followed was literally a "round table talk."

Those present at the meeting were the President, Mr. Ed. Crawford, manager, Heintzman & Co.; Mr. Frank Windsor, manager, Nordheimer Piano & Music Co.; Mr. Wm. McPhillips; Mr. A. M. Douthwright, manager, Wright Piano Co., Ltd.; Mr. D. Frank Smith, late manager, Gourlay, Winter & Leeming; Mr. E. J. Wright, Strathroy, managing director, Wright Piano Co.; Mr. W. D. Stevenson, who, with Mr. John A. Croden, have now the local Gourlay agency; the Secretary, Mr. C. L. Gray, manager, Mason & Risch, Ltd., and Mr. John A. Fullerton, of Canadian Music Trades Journal, who was the guest of the evening in his capacity of Director of Canadian Bureau for the Advancement of Music.

Charges for Tuning

One of the items of business had to do with the schedule of charges for tuning. Mr. Gray, who had been present at the annual meeting of the Toronto dealers, presented the schedule adopted in the Queen City. Owing to the seriously advanced cost of tunings it was unanimously decided that single tunings should be increased from \$2 to \$2.50, or three per year for \$6.00; player and grand piano tunings \$3.00, or three per year \$7.00.

Talking Machine Rentals

The local trade last fall decided that it was being imposed upon in the matter of lending talking machines. The musical programme of various local events were supplied at the expense of the dealers who loaned machines. It was decided to make a charge of three dollars per night, which it was found no more than covered the cost of cartage, demonstrator's time, etc. This, of course, did not apply to machines placed on approval pending a sale.

As there seemed to have been some misunderstanding concerning this rule it was on motion rescinded.

The One Price System

One of the members asked for some information concerning the one price system of piano retailing, and what was being done in other centres. The Secretary, Mr. Gray, and Mr. Fullerton, were able to tell of the discussion at the meeting of the Toronto trade, and which is reported in this issue.

Mr. McPhillips volunteered the opinion that it was the right system, and one that he would gladly fall in line with. The fixed price principles of the phonograph business he considered responsible for the success of that line, and one that the piano trade could well copy. The meeting readily concurred in Mr. McPhillips' views, although it was pointed out that the margin of price-cutting is necessarily very small in comparison with former years. The trend of the trade is automatically by the force of competition, public education, and desire of square dealing on the part of the piano man towards one price.

Music in the Home

Mr. Fullerton was next called upon to inform the meeting re the "Music-in-the-Home" propaganda, which was launched by the organization of the Canadian Bureau for the advancement of Music at a general trade meeting in Toronto in March. The movement, he stated, was the out-

come of conditions making necessary some active measures to counteract the pernicious criticism that has been levelled at the music industries as producing non-essentials and the need of educating the public to the place of music in the home. Particularly has this been so since the outbreak of war, since which time economists, recruiters, financial magnates, and others have, on the public platform, relentlessly criticized the purchase of pianos and talking machines as unpardonable extravagances. The musical education of the rising generation had been seriously interfered with by the war causing a decrease in the purchase of pianos for educative purposes.

Then there was the activity of the motor trade, the moving picture theatres, and various other interests competing so vigorously for the public money that this alone required co-operative measures to widen interest in better music, and especially music in the home, which would in consequence extend the market for musical instruments.

The Canadian Bureau for the Advancement of Music was finally organized to comprise membership from piano and organ manufacturers, the supply trades, talking machine firms, sheet music interests, retailers, educationists, and others interested in the welfare of the country through an increased interest in music, particularly in the home.

The purpose of the Bureau, which is supported by voluntary contribution, is to secure the co-operation of the press, teachers, preachers and any other available agency in prosecuting the aims and objects.

It was explained that although in operation only a few weeks arrangements had been made with a number of newspapers to introduce "Music-in-the-Home" sections once a week, toward the editing of which the Bureau supplied readable, interesting articles such as are designed to get the attention of the average reader, the professional musician, or "musical highbrow" being already looked after by the papers.

Discussion

The subject was thrown open for discussion, the different members agreeing that the propaganda was most praiseworthy. Mr. Fullerton was asked a number of questions concerning the work, and finally it was decided to interview the local papers, which the Secretary, Mr. Gray, had already seen in this connection. Accordingly the President, Mr. Windsor, and Mr. McPhillips were deputed to accompany Mr. Fullerton in the morning to lay the proposition before the local dailies.

Following a resolution of thanks to Mr. Fullerton for coming to London to lay before the local Association particulars of the "Music-in-the-Home" movement the meeting broke up.

The Papers Interviewed

The following day the Committee met and interviewed the management of the "Free Press" and of the "Advertiser." As a result both dailies agreed to inaugurate "Music-in-the-Home" sections, the editors realizing the advantage of the high-class articles supplied without cost to the papers. As a result of Mr. Gray's previous interview the "Advertiser" had already issued with a special music page headed clear across the page, "Music in the Home Makes More Happiness."

LONDON TRADE GOSSIP

Mr. J. Frank Sherlock, of the Sherlock-Manning Piano & Organ Co., is again able to be out after an illness of several weeks at his home here.

Cecilian

Concertphone

A Word to the Wise Dealer

"The success of your phonograph department will depend on the class of instrument you handle."

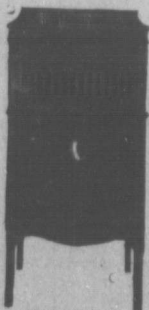
By class we mean "NAME AND QUALITY."

The name "CECILIAN," for the past 35 years, has stood for the highest conceptions in music. That means an established reputation, one that instantly suggests a high musical standard to the prospective buyer.

CECILIAN quality has never been disputed, and the CECILIAN CONCERTPHONE possesses every feature that appeals to the most critical buyer. Sheer beauty of tone, artistic design in cases, ball bearing universal tone arm, perfect tone control, simple and effective stopping device, all added to the most powerful, silent and efficient motor on the market, make the CECILIAN CONCERTPHONE the most perfect and highest grade phonograph ever offered to the public.

The success of the CECILIAN CONCERTPHONE since being placed on the Canadian Market has been nothing short of marvellous, and dealers will be wise to secure territory at once for this incomparable phonograph.

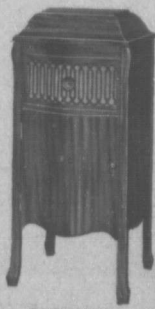
The CONCERTPHONE plays all makes of disc records, and plays them perfectly. It is, in truth, the highest grade phonograph in the world. Write at once for catalogue and full information.



THE ROYAL
\$200



THE APOLLO
\$65



THE SUPERB
\$135

Musical Instruments Ltd.

DISTRIBUTORS

247 Yonge Street,

Toronto

Cecilian

World-Famous

Established 1883

*If you purposed
building a
House or Store*

You would give the contract to a builder of established reputation. By looking ahead a few years, you would see the benefit of having honesty, experience, and the best of materials go into your structure.

By the same token your chief business need is a piano with an established reputation. The name **Cecilian** always signifies efficiency in tone-production. Treble or bass—it's the same high quality, resonant, pure and capable of any volume.

The Cecilian cases suggest elegance without extravagance, and are therefore always in good taste.

The **Cecilian appeal** is an all-round appeal. It will prove that to you if you give it a chance.



The Cecilian Co. Limited

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

Head Office and Showrooms - 247 Yonge Street, Toronto
General Offices and Factory, 1189 Bathurst Street, Toronto

Established 1883

World-Famous

Cecilian

Mr. C. L. Gray, manager of the Mason & Risch branch here, motored to Toronto, where he was present at the annual meeting of the Toronto Retail Piano Dealers' Association. He found the Hupp means of transport more pleasant and interesting than via railway.

Mr. Wm. McPhillips, the well known pioneer music dealer, has a fleet of Ford cars in commission in connection with Edison business. He has had the rear seat of the cars converted into movable seats, so that they may be removed, giving the entire space in the tonneau for carriage purposes. Mr. McPhillips, originally one of the most conservative converts to the phonograph business, is now one of the most enthusiastic.

The local Gourlay agency is now in the hands of Messrs. John A. Croden and W. D. Stevenson, both former Londoners, who have returned to this city from Toronto. They have taken over the lease of the Gourlay, Winter & Leeming premises at 261 Dundas Street, which are handsomely fitted up and furnished, having been recently remodelled by the former tenants. There is a series of demonstration rooms, and a handsomely decorated main display room.

Messrs. Croden and Stevenson recently formed the Canadian Phonograph Supply Co. to distribute Starr Phonographs and Starr records, the Canadian rights of which they secured from the manufacturers, the Starr Phonograph Co. of Richmond, Ind. They decided to make London their headquarters because of the superior shipping facilities offered by this centre. They purpose carrying a complete stock of records and phonographs, and have already received a most encouraging lot of inquiries for agencies.

Mr. W. N. Manning, of the Sherlock-Manning Piano & Organ Co., accompanied by Mrs. Manning, spent an enjoyable vacation at Atlantic City. On their return journey they stayed over in Philadelphia to help celebrate the visit of "Papa" Joffre, the famous French general.

At the Nordheimer warerooms, Frank Windsor, manager of this branch, waxes enthusiastic over the Aeolian-Vocalion. Mr. Windsor has had good success in placing the Vocalion in a number of London's best homes, and recommends the line to his customers with all the confidence of a tone expert's knowledge. Mr. Windsor is not only a practical piano builder, but is a bandsman of long experience. He is a violinist of skill, and helped in orchestra work at a recent concert here.

The Wright Piano Co., Ltd., at Strathroy, are adding a motor delivery outfit, which will probably be used to deliver stock to the London retail store, as well as for delivery in the county. Mr. A. M. Douthright, manager of the London branch, has been disposing of piano stock faster than the factory can supply via the railway, hence he welcomes the new motor delivery.

Mr. Ed. Crawford, manager of the Heintzman & Co. branch, is not only a piano and Victrola enthusiast, but gives time and energy to choir and orchestra work. He is well known among local musicians, many of whom have become equally enthusiastic admirers of the Victrola through his influence. Mr. Crawford has the happy faculty of knowing just the class of records his musical friends appreciate, and looks after their particular wants accordingly.

The Rayola phonograph is being manufactured in London by the London Phonograph Co. This Company is controlled by Mr. Wray, a well known and successful retail and manufacturing jeweler of this city. The Company's headquarters are at 234 Dundas street, where the line is retailed, and from which address the wholesale business is handled. Mr. Wray has also arranged for the distributing rights in Canada of the Crescent Phonograph of New York.

Mr. J. J. Callaghan, a well known man in business circles, and formerly in the piano business, here, has become interested in the manufacture of phonographs. The London Art Woodwork Co., Ltd., in which he is interested, are turning out the Lawcola Phonograph.

TRADE TALK IN VANCOUVER

Gala Day in the City—Walter F. Evans to Move

AT the time of writing Vancouver is wearing her gala dress. For once the gods have foregone any malicious pleasure, and the fair occasion, the city's first carnival, has been blest with sunshine.

The thronged streets have presented all day long a spectacle radiant with color. No passing shower brought the droop to smiling lips, or made hearts anxious for their gay apparel.

Streamers, bunting and flags decked the main streets in profusion. Store fronts vied with one another in artistic decoration, and, needless to say, the music fraternity were no whit behind their other commercial brethren.

Bandsmen in uniform, military and naval musicians, and the police pipers in their colored tartans, all formed part of the procession which was included in the day's programme. Very well indeed did they perform their duty. Messrs. Fletcher Bros., and Kent Piano House, are to be congratulated on the tastefulness of their window displays, both of which made most charmingly attractive fronts.

The addition of the American flag to those of the other allies was very noticeable on all sides, in fact the predominant feature in many of the schemes for decorations.

The carnival, which is to continue from the 2nd to the 5th inst. inclusive, is for the purpose of raising funds for the charitable organizations in connection with the war. The voting for the Queen of the carnival, which took place previously, has been the means of raising fifteen thousand dollars.

Mr. Switzer, manager for Messrs. Fletcher Bros., reports that collections have shown a slight improvement, while business on the whole has been satisfactory, although there has been a little let up on that of the past month.

Mr. Bowes, of The Bowes Music House, Hastings Street, reports a satisfactory trade done in all lines.

Mr. Walter F. Evans, of Hastings Street, reports that his firm, after twenty years' residence, will be vacating their present premises about the 15th May, and occupying 657, 659, 661 Granville Street. These stores have been in the contractor's hands for some time, undergoing entire alterations. They are being remodeled according to the requirements of the firm's business, and when completed will be one of the handsomest music houses in the city.

Mr. Evans says business has been very satisfactory generally, and has been better in piano sales during the past month.

From Mr. Thomson's, on Robson Street, we learn that business has shown little alteration from last month.

Mr. Kent, of the Kent Piano Co., Ltd., Granville Street, says that with the close of the month just past their total year's business has past the mark for the same months of last year, and this despite the freight congestion at eastern points, which has tied up stock en route.

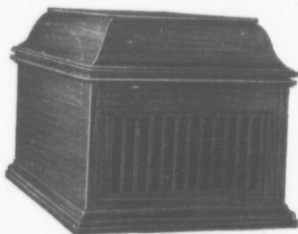
Mr. Kent remarks that business in general in Western Canada is showing a big improvement, and is increasing steadily. That in his opinion from the present outlook this year's chief difficulty will be getting the stocks from the West.

The report of continually increasing business comes from this firm's exclusively Edison store in Victoria. Last month they had to increase the accommodation of their record racks in order to carry more of each record in stock owing to the large demand.

Mr. James Callaghan, manager of the piano department for the Kent Piano Co., reports that the trend of piano purchasers for the past month has been for higher priced instruments; that the call for the cheap second-hand class has diminished to a large extent. He considers this a very healthy sign for the piano trade, as it is a decided improvement over what dealers had to contend with last year.

Reach Out for Bigger Business with the Brant-Ola

You can get the most substantial trade with the Brant-Ola arguments — Models A and B.

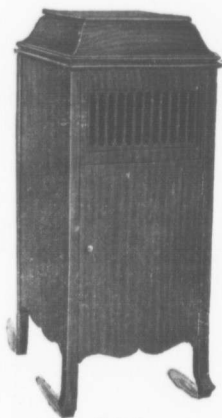


Style C

Model C is extreme beauty combined with extraordinary capabilities, at a very moderate price.

The Phonograph you handle is inseparable from the institution that built it. In buying a watch you do not attempt to pass judgment on the quality of the case or the mechanism—you rely on the maker's reputation.

Likewise you will make no mistake in banking on the name Brant-Ola. The cabinet reflects the piano-case maker's art in every detail. The motor, tone-arm, sound-box, turntable, winding crank,—every part is the most modern and of the highest standard on the market.



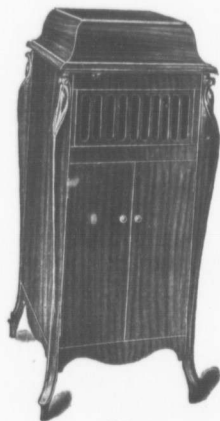
Style B

The Brant-Ola plays every make of disc record. It commands attention. It easily wins a preference. It pays the dealer well.

How many shall we book for you?

Brantford
Piano Case Co.
Limited

Brantford, Ont.



Style A

WITH THE WINNIPEG TRADE

News of the Men in Khaki—Expansion of Local Phonograph Manufacturers—Joseph Tees Moves
—Personals

WINNIPEG business is running about the same as last month, though in some cases, conditions were not quite so favorable as in the previous month. In common with some other centres Winnipeg dealers mention a shortage in talking machine needles.

The Winnipeg Piano Company had a visit from Mr. Geo. H. Suckling of the house of Nordheimer, on his way West, and expect a return call from him in about a month. They have added another automobile for their tuning staff, in order to try and cope with the increased work offered. Their accountant, Mr. Proctor, received word that his son, of the 12th Canadian Artillery Brigade, was in hospital wounded in the head, and they were notified that their shipper, Bert Dixon, of the 144th Battalion, was in the Scottish Red Cross Hospital, Cardonald, Glasgow, with a fractured leg. Mr. Smith cabled over to his daughter, who is in the Old Country for her musical education, and happened to be in Glasgow for the Easter holidays, to call and pay him a surprise visit. She was able to cable back for the satisfaction of his mother that he was doing well. The firm reported April conditions rather quieter than in March.

Word has been received by the J. J. H. McLean Piano Co. of the death of Mr. E. E. Douthwaite in France, on April 10th. Mr. Douthwaite was in the collection department of this firm previous to enlisting.

Mr. H. P. Bull, manager of Cross, Goulding & Skinner, Ltd., has received a letter from Mr. H. H. Main, who previous to enlisting was connected with the firm's phonograph department. Mr. Main states he is now off his crutches, and intends going back to the trenches as soon as able. Mr. Bull was well satisfied with April business, but, as he said, "It took some going after."

A hearty vote of thanks was extended to Mr. J. W. Kelly, retiring president of the Retail Merchants' Association at their recent meeting, in recognition of his extremely successful efforts in the past year in the interests of this organization.

The Western Gramophone Co. are anxiously awaiting a shipment of Victor machines which were shipped on March 14th, but which have been lost in transit. This firm are carrying a complete stock of records.

While in "His Master's Voice" demonstrating parlors, your correspondent had the pleasure of listening to one of this month's records, namely, "Aloha Oe," sung by E. K. Rose, who was one of the Hawaiian Quintette of the "Bird of Paradise" Company. This record should prove a big seller.

Mr. Joseph Tees, well known music dealer, has removed from 206 Notre Dame Ave., and will occupy space with Murphy Bros., newsdealers, 235 Portage Ave. Mr. Tees is well pleased with his new quarters, which had been fitted up by Frank Morris, who handled Columbia Grafonolas, and was also a newsdealer, but who retired from business. Mr. Anson Grundy is associated with Mr. Tees in the piano business. Mrs. Field, who is well experienced in selling Columbia goods, having been with Mr. Morris and the Columbia Grafonola Co. for some time, is now in charge of Mr. Tees' phonograph department.

The Chopin Piano & Talking Machine Co., with its large factory in Chicago, is indeed making phenomenal progress since opening in Winnipeg, some five months ago. Arrangements have now been completed to open up a branch in Montreal, under the capable management of Mr. James T. Upton, well known in Eastern Canada through his connection with Goodwins Limited of Montreal.

The Chopin Piano & Talking Machine Co. report they are in a position to supply demands, having a large stock in Winnipeg in phonographs and records, in addition to which large stocks will be on hand at Montreal and other branches, just as soon as it is possible for their Canadian salesmanager, Mr. J. S. Sawyer, to complete arrangements. At the present time he is in Montreal arranging suitable offices, storage, service, etc., and as soon as complete and satisfactory service is given by the Montreal manager and his staff of experts, Mr. Sawyer has instructions to open up in St. John, N.B., Halifax, N.S., Toronto, Ont., and Vancouver, B.C.

Mr. N. Jerlow, factory superintendent, will shortly visit Canada to make sure that good expert service is being given by each branch. The Chopin Piano & Talking Machine Co. are devoting all time to phonographs, and within two months expect to be able to put on the market a record such as will be second to none. Experimental records have already been tested.

The Ladies' Auxiliary of the Army and Navy Veterans, have purchased a Mason & Risch grand piano for the use of the Soldiers' Convalescent Home, Tuxedo Park.

Mr. J. S. Smith, well known to the Toronto music trade for some years, has joined the city sales staff of Mason & Risch.

Mr. Robert Shaw has returned from a trip to Saskatoon. While there, Mr. Shaw opened a Columbia Graphophone department for the J. F. Kearns, Ltd., department store, with a complete stock of machines and records.

Recent trade visitors to this city include Mr. W. J. Stumph, of Beare & Son, Toronto, who is returning home after a successful trip west.

Mr. Fitch, manager of Babson Bros., has returned from a five weeks' vacation spent at his summer home at Beltingham, Washington. Mrs. Fitch and family will not return until about June 1st. Mail order business is exceptionally good in the Edison lines.

With Fowler & Co., piano business for the month of April was a little quieter than for the past three months.

Mr. G. L. Stanwood paid a visit to Chicago, New York and principal points, visiting the various factories in connection with the phonograph business.

Mr. O. Wagner, manager of the R. S. Williams Co., has completed a business trip as far west as Calgary. Business is very good with this firm.

Mr. Geo. McMillan, with W. G. F. Scythes of Regina, has joined the 243rd Battalion, Regina, as Sergeant Bugler. Mr. McMillan is well known to the Winnipeg music trade.

With Whaley, Royce & Co., mail order business is booming, but city trade is a little quiet.

Player piano business has been very good with Karn-Morris Piano Co. this month. Collections are reported as first class.

LONDON PHONOGRAPH CO.

234 Dundas Street

LONDON, CANADA

Manufacturers of

RAYOLA PHONOGRAPHS

Canadian Distributors

Crescent Silver Tone Phonographs

Good Discounts to Trade

Willis



A Review of Willis Progress

teems with evidences of foresight, initiative and leadership. The tone-quality—with all its power and brilliance, the case work of beauty and durability, the quality and exact precision of each of the parts, the organization—what it means to Willis dealers to-day, with its manufacturing, selling, publicity and advisory co-operation—

All these form but the climax of a series of achievements.

They all unite to spell power, capital, and good financial returns to dealers and salesmen.

Do you not see what is involved in having the Willis Agency? We are also sole Canadian wholesalers of the famous Knabe uprights and grands.



The Willis Crest of Quality

Willis & Co., Limited

Head Offices:
580 St. Catherine St. W.
MONTREAL, QUE.

Factories:
ST. THERESE
Que.

MONTREAL TRADE NEWS

Quebec Government to Encourage Musical Education—Dealers' Association Again Active—Music Trade Bowlers' League Mooted

FOR generations the Prix de Rome has had a special attraction for music students in Paris. The fact that Rome has ceased to be an important educational centre so far as music is concerned has nothing to do with the distinction of obtaining a travelling scholarship of such value and with such historic associations. Undoubtedly the Gouin Government of the Province of Quebec had the Prix de Rome in mind when they founded a scholarship providing for three years' European study for the most promising of the young musicians of the Province. This scholarship is called the Prix d'Europe, and the examinations are to be held in Laval University, Quebec City, on June 30 next.

The fact that any Canadian Government extends any financial support to music whatever is in itself most satisfying. Still one may reasonably ask if the establishment of such a scholarship is the best means of encouraging music study. For the past ten years it has been brought home to our people that the custom of going abroad "to finish" was more of a habit than a necessity. Except for the specialized study of opera singing there is little to be obtained by a European sojourn, save that broadening of spirit which travel always brings. The system of piano and violin teaching has been fairly well standardized all over the world, and when experienced teachers can be found on this side of the Atlantic, why should anyone go travelling? The possibility of building up our own institutions, developing the great opportunities which lie before us, and giving Canada a chance to build an artistic reputation, is recognized by many of our most eminent musicians.

Quebec is to be congratulated on what has been done by the Government, yet as other Provincial Administrators begin to realize the importance of encouraging music, they would perhaps be better advised if they stimulated it at home.

Much to the satisfaction of many in the trade the local Dealers' Association has renewed its activities. Several meetings have been held recently, chiefly over the great evil in the trade of the illegitimate piano sales made by people outside of the trade from private house addresses. One man recently bought seven pianos on the installment plan inside of two weeks from the different piano stores, and sold them all to one party. He has been tried and convicted. Steps are being taken to ask the newspapers to suppress the advertisements of these people.

The Montreal Publicity Association has appointed a special committee to enforce the Honest Advertising Law, and Mr. Gustave Dutaud, B.A., B.C.L., attorney at law, has accepted the appointment as legal adviser of the new committee. The law referred to is as follows: "406a. Every person who knowingly publishes or causes to be published any advertisement for either directly or indirectly promoting the sale or disposal of any real or personal moveable property, or any interest therein, containing any false statement or false representation which is of a character likely to or is intended to enhance the price or value of such property or any interest therein, or to promote the sale or disposal thereof, shall be liable upon summary conviction to a fine not exceeding two hundred dollars or to six months' imprisonment, or to both fine and imprisonment."

March 30th was an eventful occasion for Mr. and Mrs. Robert A. Willis, a daughter being born to them on that date. R. A. was the happiest man in Willis & Co.'s vast establishment, and almost lost the use of his right hand in being congratulated.

Mr. A. P. Willis, president of Willis & Co., Ltd., accompanied by Charles D. Patterson, director and warehouse manager of the same firm, recently visited New York, and upon their return Mr. Willis was interviewed by your correspondent. He found New York all aglow with the talk of war, and enthusiasm most rampant. Mr. Willis is of the firm conviction that United States will never be able to get an army by the voluntary system, notwithstanding the fact that they have the money—that they can build the ships, and that they have the right kind of enthusiasm, and it is no doubt, said he, that selective conscription will have to come right away. Mr. Willis found the United States going through the same feeling that Canada did in August, 1914, a certain depression being noticeable, but which Mr. Willis offset by displaying the most optimistic viewpoint of business in general. Mr. Willis being asked as to raw materials, stated that materials he found a little easier to obtain. He noticed in the atmosphere a temporary lull, which he said was welcomed by the manufacturers, as it gave them a chance to catch up on orders. All manufacturers visited displayed a buoyant and optimistic spirit, and reported having had a fairly good year to date, and while not as good in volume as last year, as a whole will, in all probability, before the close of the year show signs of increased activity. Mr. Willis was very much impressed with the system in vogue at the offices and factory of the Knabe Co.

Mr. Willis had the pleasure, whilst in New York, of meeting with Mr. J. F. Willis, Jr., of the Willis Piano & Organ Co., Halifax, N.S., who spent a few days in New York, chiefly in studying the business of the executive offices of the Knabe firm.

David & Michaud have registered in Montreal as manufacturers of pianos.

The annual meeting of Shareholders of C. W. Lindsay, Limited, which was held at the head office of the Company, was largely attended. The president, Mr. C. W. Lindsay, was in the chair. The annual statement presented to the meeting by the company's auditor, Mr. A. K. Fisk, showed that the corporation is in a most flourishing condition, and experienced one of the most successful years in the history of the House, notwithstanding the war. In view of the fine statement, the directors voted a ten per cent. cash bonus to the staff at all branches, payable May 1st to all employees who have been in continuous service of the Company since March 1st, 1916, and are still in its employ on May 1st. The usual dividends were declared, viz., 7 per cent. on the preferred and 8 per cent. on the common shares, and a handsome amount carried to the reserve funds.

A pleasant feature of the meeting was the attendance of all the managers of the different branches where the company carries on business; viz: Ottawa, Quebec, Kingston, Belleville, Brockville, Cornwall and Three Rivers, in addition to the two warehouses in Montreal. The Directors of the old board were re-elected, viz: Messrs. C. W. Lindsay, Alfred McDiarmid, A. E. Brock, H. R. Hale and J. A. Hebert, with Mr. C. W. Lindsay, as president and general manager, B. A. Edward, secretary, and E. Hamilton, treasurer.

The directors and branch managers were afterwards entertained to dinner by Mr. C. W. Lindsay at the Ritz Carleton Hotel. At this gathering it was practically agreed to adopt the one price system. Mr. Lindsay is a strong supporter and believer in this mode of doing business, and the same will be put in operation, to apply at all their branches and head office.

Bowling has taken hold of the employees of C. W. Lindsay, Ltd., and on the teams are figured the following well known names in pianodom: Hebert, Edwards, Poulin,

Starr Phonographs

promptly win favor with

Canadian Dealers

The instantaneous response from Canadian Dealers
—and Canadian Dealers who have had years
of experience—is highly gratifying to this
Company as Canadian Distributors

**TALKING POINTS that are
REAL FEATURES**

30,000
Starr
Phonographs

1,000,000
Starr Records

Sold Yearly

Prices from

\$20.00

to

\$400.00

Discount Liberal



William and Mary Style VI.

Starr
Phonographs
and
Starr Records

are products of

The Starr Piano
Co., with fifty
years of musical
instrument
manufacturing
knowledge to
their credit.

The Difference
is in the Tone

Starr Phonographs and Records Please Canadian Dealers

To quote the Dealer's own words:

"The Starr Phonograph has talking points not found in other makes.

"The handsome design, the wonderful piano finish, attract attention.

"The smooth natural tone captivates all who hear it."

Sample shipments have resulted in repeat orders from dealers.

It means something to the dealer to have a line with a reputation of 50 years to its credit.

It means service and satisfied customers to sell the product of a manufacturer such as The Starr Piano Co., Richmond, Indiana.

Dealers are getting in line now with a view to being protected on their Fall requirements.

Attractive agency arrangements may be made during our organization period.

WRITE TO-DAY FOR FULL PARTICULARS

The Canadian Phonograph Supply Co.
London 261 Dundas Street Canada

et al. The selling and office staffs recently met, and we'll leave the matter in your mind as to whom the winners were. There is some talk of a league being formed, to be drawn from the piano fraternity. We understand that Layton Bros. and the Berliner Gramophone Co. could put in the league teams that would make records.

Lieut. Ingliside Willis, who recently enlisted as a gunner with the R.C.H.A., sailed from Halifax, and as far as is known at present writing, is somewhere in England. Before leaving Montreal he was given a most enthusiastic send-off, and was presented by the staff of Willis & Co., Ltd., with a silver wrist watch, suitably engraved.

Layton, Bros., like others in the trade, are having their own troubles with regard to removals, and are only taking orders from their own customers. In order to cope with increased business they have annexed the two upper floors of the building adjoining, which, we understand, will be utilized as a player piano department.

Mrs. Cowan, wife of T. M. Cowan, of the Cowan Piano & Music Co., recently had presented to her as a wedding gift the Steinway grand which was used and autographed by Mischa Elman, on his recent recital whilst in Montreal.

Gervais & Hutchins recently held a week's piano sale, in which they sold out the remaining Hurteau, Williams & Co., Ltd., stock.

Mr. P. E. Layton, of this city, is the composer of a new Canadian war song, "Soon You'll Be Coming Home, Lads," which should receive attention from those who can appreciate a rousing martial melody. Words and music are both the work of Mr. Layton, the first verse of whose song, which is dedicated to the Right Hon. David Lloyd George, reads:

The joyful sound of victory is heard on every hand.
It comes across the ocean, it comes from distant land.
Our hearts are filled with hope and trust, the strife will soon
be o'er.
And soon will end the sorrow and struggle of the war.

Chorus:

Soon you'll be coming home, lads,
You've been so brave and true,
Nothing's too good for khaki,
Nothing's too good for blue.
We're proud of our boys in the trenches,
We boast of our lads at sea,
Fighting for home and honor,
Fighting for liberty.

Mr. Layton's song was presented by Miss Dorothy Luton at the choral concert in St. Andrew's Church Hall, Beaver Hall Hill, recently. There is an additional chorus arranged for part singing. All the profits of the song are to be devoted exclusively to the blind soldiers.

Ottawa Music Trade Man Married

A quiet wedding took place in St. John's Church, Peterborough, on Tuesday, April 17, when Estella Bessie Adelina, eldest daughter of Mr. and Mrs. Jas. Collinson, of that city, was united in marriage to Martin Orme, younger son of Mr. and Mrs. Matthew Orme of Ottawa. The ceremony was performed by Rev. Canon Cornish. Mr. and Mrs. Orme left for a honeymoon in New York and other points. Upon their return they took up residence on Argyle Ave., Ottawa.

Mr. Martin Orme is a director and assistant manager of Messrs. Orme, Ltd. His many friends in Ottawa and elsewhere in the trade, wish him a long and prosperous married life.



Model B
Retail Price \$55.00

NOW

is the time to place your contracts for your season's business.

From all indications there will be a greater shortage in machines this coming fall than ever.

Order samples on our money back guarantee.

Model C is our best seller—42 ins. high, 18 ins. wide, and 22 ins. deep. Retail price \$65.00. **Get our discounts.**

The "Melotone" is as well constructed as any phonograph made, regardless of price.

AND

The "Melotone" is the sweetest of them all.

Send in your order to-day.

The Melotone Talking Machine Co.

Limited

235 Fort Street

- Winnipeg, Man.

Regal Phonograph Co.

Limited

145 Church Street, - Toronto

MAKERS OF

Ideal
PERFECT TONE REGISTERS

PHONOGRAPHS

Invite dealers and prospective dealers when visiting Toronto to visit our new salesrooms and inspect the different models of Ideal Phonographs.

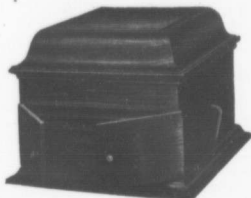
We have an agency proposition that we are sure will interest you if we are not now represented in your town and district.

Our Model No. 75 is a winner. The retail price, \$75, will at once interest a prospective purchaser, and the instrument will compare favorably with other phonographs sold at \$102 and up.

If you do not expect to be in the city in the near future write us regarding our proposition to Dealers.

Ideal
PERFECT TONE REGISTERS

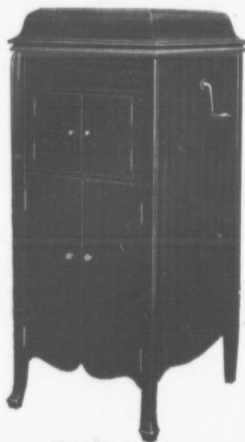
PHONOGRAPH



Model No. 50—\$45.00

Mahogany, Fumed or Golden Oak Finish
Height 13 inches, Depth 19 inches
Width 17 inches

Ideal
Phonographs
play all
makes of
records
without
attachments
or extra
sound boxes



Model No. 75—\$75.00

Ideal
PERFECT TONE REGISTERS

PHONOGRAPH

Mahogany and Fumed Oak
Height 42 inches Depth 21 inches
Width 19 inches



Model No. 2—\$25.00

Mahogany Finish Only
Height 8 1/2 inches Depth 15 1/2 inches
Width 14 1/2 inches

Ideal
PERFECT TONE REGISTERS

PHONOGRAPH

Regal Phonograph Co., Limited, 145 Church St., Toronto



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORY, ELYRIA, OHIO

CHICAGO

ATLANTA

SEATTLE

TORONTO

Lumsden Building



There is a

HEINEMAN MOTOR

For Every Type of Phonograph

☐ We have concentrated on the production of motors that will meet every requirement in their respective fields.

☐ Each style of

Heineman Motor

is particularly adaptable for a specific type of phonograph; and every HEINEMAN MOTOR is the **BEST** in its class that can be manufactured.

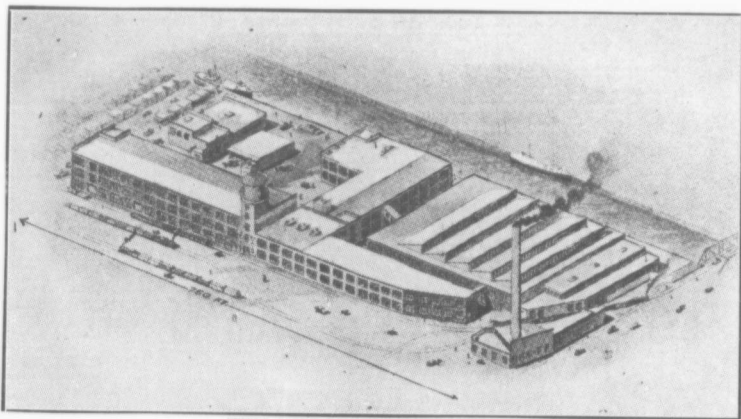
☐ We have just introduced a new motor, Heineman No. 1, for **GOOD** low-priced machines.

Let us send you details and a copy of our new 1917 Catalogue.



Otto Heineman
President





WHERE CHOPIN TALKING MACHINES ARE MADE

Has Anyone In Your Town or District Secured This Most Valuable Talking Machine Agency?

THE CHOPIN TALKING MACHINE

If not—or even if you're not sure—write us at once. It's the Best Agency on the Market to-day—and it's a Money Maker.

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- A truly superb instrument, high-class in every respect, but retails at a moderate price.
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KEEWAYDEN BUILDING, WINNIPEG, MAN.
MAPPIN & WEBB BUILDING, MONTREAL, QUE.

NEW RECORDS

New Pathé Records

No.	Title	Size
50901	The Two Grenadiers (Schumann). David Bisplam, baritone She Wandered Down the Mountain Side (Clay). David Bisplam, baritone	12
40906	Panama-Pacific March (Alford). Pathé Concert Orchestra Caravans Arabes (Garcia). Pathé Concert Orchestra	12
CORNET AND FLUTE SOLOS		
20148	The Children's Home (Cowell). Cornet Solo, Sergeant Leggett Pleasant Mornings Gavots (Maquet). Flute Solo. Pathé Mil- itary Band	10
40965	The Blue and the Gray (Finch). Harry E. Humphrey, elec- trician	12
40969	Jim Bindose (Hay). Harry E. Humphrey, electrician	12
40969	El Glorio (Martinez), whistling duet, Willis and Lawrence	12
20149	Tesoro Mio (Baccetti), whistling duet, Willis and Lawrence	12
20149	Kamehameha March, Louise & Frederic Hawaiian Trompe	10
20149	Honolulu Hells. Louise & Frederic Hawaiian Trompe	10
20149	Dance and Grow Thin (Berlin). Fox Trot, Wilbur Sweatman and his Jazz Band	10
20149	Boogie Bag (Sweatman). Fox Trot, Wilbur Sweatman and his Jazz Band	10
20144	What Do You Want to Make Those Eyes at Me For? (Mc- Carthy and Mounce). Joe Remington, baritone She's Dixie All the Time (Tierney). Joe Remington, baritone	10
20140	From Here to Shanghai (Berlin). Duet, Collins and Harlan That Funny Jazz Band from Dieciand (Marshall). Arthur Collins, baritone	10
20088	Bachelor Girl and Boy, from "The Girl from Brazil" (Rom- berg). Elda Morris, Soprano, Henry Burr, tenor	10
20141	Hello, Little Miss D. S. A. Charman, tenor	10
20141	And I Am All Alone, from "Have a Heart" (Kern). Harry McClackey, tenor	10
20141	You said Something (Kern). Duet, Eldora Stanford, soprano and Louis J. Winsch, baritone	10

Victor Records for June

10-INCH RECORDS—90 CENTS		
18251	Indiana. Sterling Trio.	
18251	To Any Girl. Albert Campbell-Henry Burr.	
18266	Ruf Johnson's Harmony Band (Brooks-Abrahams). "Gene Green King of the Bungalows (Green-Straight). "Gene Green. There's Something Nice About the South. Van and Schenk. Far Away in Honolulu (They've Got the Tango Craze). Van and Schenk.	
18270	I Wonder Why (From "Love o' Mike"). Marion Harris-Billy Murray. Nesting Time in Flatbush (From "Oh Boy"). Ada Jones-Billy Murray.	
18271	When Grandma Sings the Songs She Loved At the End of a Perfect Day. Albert Campbell-Henry Burr. May Heaven Bless Your Wedding Day. Albert Campbell-Henry Burr.	
18272	Hawaiian Butterfly. Sterling Trio. When the Sun Goes Down in Dixie (and the Moon Begins to Rise). Peerless Quartette.	
18279	Because You're Irish. American Quartette. Oh Johnny, Oh Johnny, Oh! American Quartette.	
18281	Would You Take Back the Love You Gave Me? Charles Har- lan. If You Had All the World and Its Gold. Stewart Jackson. I Can Hear the Ukuleles Calling Me. Orphans Quartette. Mister Butterfly. Charles Harrison.	
18275	You're in Love—Medley Fox Trot. "He Will Understand" and "You're in Love. Joseph C. Smith and his Orchestra. This Way Out—One-Step (James A. N. Caruso). Joseph C. Smith and his Orchestra.	
18209	Boy Scouts of America—March (John Philip Sousa). Victor Military Band. Blue-White March. Victor Military Band.	
18268	Serenade Badine (Gabriel-Marie) (Violin, Cello and Piano). McKee Trio. Serenade Coquette (Bartelme) (Violin, Cello and Piano). Mc- Kee Trio.	
18280	Winner Medley—Fox Trot. Introducing "When the Sun Goes Down in Dixie" and "Where the Swance River Flows." Pietro. Dandy Medley—Fox Trot. Introducing "Honolulu, America Loves You" and "There's a Little Bit of Bad in Every Good Little Girl." Pietro.	
18284	Valse Blanche (Alfred Margis). Felix Arndt. Marianette (Arndt). Felix Arndt.	
18200	Lincoln, the Great Commoner (Edwin Markham). Harry E. Humphrey. Vision of War (Memorial Day Speech) (Col. R. G. Ungersoll). Harry E. Humphrey.	
18274	Comin' Thru the Eye (Old Scotch Air). Master Claude Isaacs. Sing! Sing! Birds on the Wing (Scottish Air) (Frederick Nutting). Master Claude Isaacs.	
18276	Our Hired Girl (Poem by James Whitcomb Riley). Sally Ham- lin. The Raggedy Man (From "Rhythms of Childhood") (Poem by James Whitcomb Riley). Hamlin.	
18277	Early to Bed. (2) Three Blind Mice. (3) Good Night. (Old Rhymes). Green-Dunlap-Baker. Scotland's Burning. (2) Row, Row, Row Your Boat. (3) Lovely Evening. (Old Rhymes). Green-Dunlap-Baker.	
18283	Free Trade and a Misty Moon (From "Eileen," with Chorus from Eileen Company). Conducted by the Composer (Henry Blossom Victor Herbert). Greek Evans. The Irish Have a Good Day (From "Eileen," with Chorus from Eileen Company). Conducted by the Composer. Scott Welsh.	
10-INCH RECORDS—\$1.25		
45112	What an Irishman Means by "Machree." George MacFarlane. Won't You Kape Me Company? George MacFarlane.	

45114	Drink to Me Only With Thine Eyes (Old English). Reinold Werrenrath. My Lovely Celia (Old English). Reinold Werrenrath.	
45115	Lo, Here the Gentle Lark! (Shakespeare—Henry R. Bishop). Clairville, by Concert Barons. Ma Curly-Headed Babby (Plantation Song). (G. H. Clatsam). Oliver King.	
64664	The Star Spangled Banner (with Male Chorus). Francis Scott Key-Samuel Arnold. JOHN McORMACK, tenor. RED SEAL RECORDS 10-INCH—\$1.25	
64662	I Love You Truly. Frances Alma, soprano. Carrie Jacobs-Bond. 44661	Quante in D Minor—Maurice. Alwisha Elman and Messrs. Bak, Ritsland and Nagel of Boston Symphony Orchestra. Me- zozo-Soprano with Male Quartette.
64665	Ireland, My Sireland (When Shall I Again See Ireland). (From "Eileen"). (Conducted by the Composer). JOHN McORMACK, tenor. Henry Blossom-Victor Herbert.	
64666	Eileen (Alanna, Asthore). (From "Eileen"). (Conducted by the Composer). Henry Blossom-Victor Herbert.	
64645	The Old Black Mare. Herbert Witherspoon, bass. F. E. Wea- therly, W. H. Squire.	
12-INCH RECORDS—\$1.50		
35628	The Honolulu Hick! Soles See Medley Fox Trot. Victor Military Band. Put On Your Slippers and Fill Up Your Pipe—Medley One-Step. Victor Military Band.	
35630	Oh Boy—Medley Fox Trot. Joseph C. Smith and his Orchestra. Till the Clouds Roll By" and "A Pal Like You." St. Elmo—One-Step. Joseph C. Smith and his Orchestra.	
35627	Rustic Wedding Symphony—Part 1 (Intermezzo, "Bridal Song") Rustic Wedding Symphony—Part 2 (Serenade, "In the Gar- den") (Gonikmark). Victor Concert Orchestra.	
35631	Gems from "Eileen"—Part 1 (Henry Blossom-Victor Herbert) (Conducted by the Composer). Victor Light Opera Company. Chorus: Triumphal Hymn—Chorus. Free Trade and a Misty Moon—Solo and Chorus: Ah, True Friends of Ireland— Solo and Chorus: When Ireland Stands Among the Nations of the World. Gems from "Eileen"—Part 2 (Henry Blossom-Victor Herbert). (Conducted by the Composer). Victor Light Opera Company. Chorus: The Irish Have a Great Day Tonight—Solo; Ire- land, My Sireland—Duet; Life's a Game—Duet; I Want to be a Lady—Solo and Chorus; Love's Awakening—Chorus; Thine Alone.	
35629	Home Run Bill's Defense (A Georgia Court Decision). Ralph Bingham. The Hold-Up at Buck Run (The Station Agent's Story). Ralph Bingham.	
74520	Auf Wiederseh'n! (From "The Blue Paradise"). Julia Cul- trants (in English). Herbert Heidsieck-Sigmond Romberg.	
74514	Barber of Seville—Largo al Factotum (Room for the Factotum). Giuseppe (in Italian). Rossini.	
74522	Solveig's Song (Chanson de Solveig). (From "Peer Gynt"). Amelia Galli-curci, soprano (in French). Edward Grieg.	
70092	William Tell—Ah, Matilde, io t'amo e amore (Matilde, I Love Thee). Giovanni Martinelli, tenor; Marcel Jourdat, bass (in Italian). Rossini.	
88582	Eugene Onegin—Air de Lienki. "Echo loistain de ma jeunesse" (Faint Echo of My Youth). Alma Gluck, soprano. Tchaki- kowsky.	
88576	Norma—Mira o Norma (Hear Me, Norma). Alma Gluck, so- prano. Louise Home, contralto (in Italian). Bellini.	
88583	Der Spielmann (The Minstrel, Op. 15, No. 1). Alma Gluck, soprano; Erem Zimbalist, violinist (in German). Eugen Hl- dach.	
NEW VICTOR FRENCH RECORDS		
10-INCH—90c.		
69311	(1) Ah! Qui me passera le bois? (2) En roulant sa boule (French-Canadian Folk Songs). (Arr. by Amédée Tremblay). Mezzo-Soprano with Male Quartette). Eva Gauthier. Un Canadien errant (French-Canadian Folk Song). (Mezzo- Soprano with Male Quartette). Eva Gauthier.	

Columbia Records for June

10-INCH—85 CENTS		
42223	American Republic March (Inauguration March). Thiele, Prince's Band.	
42219	The Invincible Eagle March (Sousa). Prince's Band. I'm a Twelve o'Clock Follower in a Nine o'Clock Town (Harry Von Tilzer). Byron G. Harlan, tenor. Orchestra accompaniment With His Hands in His Pockets And His Pockets in His Pants (Von Tilzer). Byron G. Harlan, tenor. Orchestra accompaniment.	
42222	The World Begon When I Met You (Gumble). George Wilson, tenor. Orchestra accompaniment. Love Will Find the Way (Harry Von Tilzer). Robert Lewis, tenor. Orchestra accompaniment.	
42221	I Wasn't Born to Be Lonesome (Al Von Tilzer). Sam Ash, tenor. Orchestra accompaniment. Indiana (Hanley). Knickerbocker Male Quartette. Orchestra accompaniment.	
42225	America Here's My Boy (Lange). Andrea Sarto, baritone, and Knickerbocker Male Quartette. Orchestra accompaniment. Let's All Be Americans Now (Berlin, Leslie and Meyer). Kni- ckerbocker Male Quartette. Orchestra accompaniment.	
42227	Her Soldier Boy ("Mother"). (Gonikmark). Charles Harrison, tenor. Orchestra accompaniment. I'm From To Be To Mother of A Boy Like You (Harry Von Tilzer). Empire (World) Male Trio. Orchestra accompaniment.	
42226	Hawaiian Butterfly (Baskette and Santly). Elizabeth Brice, soprano, and Charles King, tenor. Orchestra accompaniment. Would You Take Back the Love You Gave Me? (Hall). Robert Lewis, tenor. Orchestra accompaniment.	
42224	From Here to Shanghai (Berlin). Al Johnson, comedian. Or- chestra accompaniment. M-A-S-I-E-S-P-I (Tierney). Anna Wheaton, soprano. Orches- tra accompaniment.	

- 42194 Bull Frog Blues (Brown-Shirley). Saxo Sextette, saxophone sextette.
- Swanee Ripples (Blaufluss). Saxo Sextette, saxophone sextette.
- 42205 Miss Springtime, "My Castle in the Air" (Kera). Saxo Sextette, saxophone sextette.
- Follow Me (McCarthy, Johnson and Monaco). "What Do You Want To Make Those Eyes At Me For?" Saxo Sextette, saxophone sextette.
- 42218 Gwine To Get a Home Eye And Bye (Arranged by Brahan). Harry C. Browne, baritone, and Peerless Quartette, orchestra accompaniment with banjo effect by Harry C. Browne.
- 42216 O'Donnell Aboo (Irish War Song). Traditional music. George Potter, baritone, orchestra accompaniment.
- Molly Branigan (Old Irish Melody). George Potter, baritone, orchestra accompaniment.
- 42217 The Slack of Sweeney (Traditional Irish). Edward Herborn and James Wheeler. Accordion and banjo.
- The Rocky Roads to Dublin (Traditional Irish). Edward Herborn and James Wheeler. Accordion and banjo.
- 42220 Onward Christian Soldiers (Sullivan). Columbia Stellar Male Quartette, orchestra accompaniment.
- In The Sweet Eye And Bye (J. P. Webster). (Arranged by Robert Hood Bowers). Columbia Stellar Male Quartette. Unaccompanied.
- 42212 The Roosty (Nevin). Charles Harrison, tenor, orchestra accompaniment.
- A Perfect Day (Jacobs-Bond). Charles Harrison, tenor, orchestra accompaniment.
- 42213 Just Awearin' For You (Jacobs-Bond). Ida Gardner, contralto, orchestra accompaniment.
- Ermnie (Jakobowski). Lullaby. Nannette Fack, soprano, orchestra accompaniment.
- 42214 Pua Caruana (Caruana Flower). Introducing "Willow Wee" (Surging Waters). Helen Louise and Frank Ferera. Guitar duet.
- Falaskito Blues. Helen Louise and Frank Ferera. Guitar duet.
- 44007 Hats Off to the Flag and the King (Will F. White). Andrea Satta and Tullay Quartette.
- 42215 I'll Come Back to You (P. O. Madden). Knickerbocker Quartette.
- 42204 Uncle Sammy's Boys in Camp (Hager). Descriptive. Commands by Harry E. Humphrey. Prince's Band.
- Rally to the Call, Boys (Hager). American March Song. Descriptive. Prince's Band.
- 42203 Katinka (Friml). "Allah's Holiday." Introducing: "Charms Are Fairest When They're Hidden." Saxo Sextette, saxophone sextette.
- Poor Buttery (Hubbell). Saxo Sextette, saxophone sextette.
- 42195 American Patrol (Meacham). Saxo Sextette, saxophone sextette. Unaccompanied.
- Call of a Nation (Wondling). Saxo Sextette, saxophone sextette. Unaccompanied.
- Popular Hits of the Day
- 42190 For Me and My Gal (Mayer). M. J. O'Connell, tenor, orchestra accompaniment.
- Cross My Heart and Hope to Die (Von Tilzer). Ada Jones, soprano, orchestra accompaniment.
- 42208 Where the Blackberries Grow (Whiting). Sam Ash, tenor, orchestra accompaniment.
- After You've Had Your Way (Howard). Sam Ash, tenor, orchestra accompaniment.
- 42210 She's Dixie All the Time (Tierney). George H. O'Connor, tenor, orchestra accompaniment.
- Wonderful Girl, Good Night (H. Von Tilzer). Sam Ash, tenor, orchestra accompaniment.
- 42206 If I Had a Son For Each Star in Old Glory (Burse). Arthur Fields, baritone, orchestra accompaniment.
- The Story of Old Glory, the Flag We Love (Ball). George Wilson, tenor, and James F. Harrison, baritone, orchestra accompaniment.
- 42211 Everybody Loves a "Jazz" Band (Flotow). Arthur Fields, baritone, orchestra accompaniment.
- Ephraim's Jacob Band (Brookman and Smith). George H. O'Connor, tenor, orchestra accompaniment.
- 42207 When the Sun Goes Down in Dixie (A. Von Tilzer). George Wilson, tenor, and Robert Lewis, tenor, orchestra accompaniment.
- I've Got the Sweetest Girl in Maryland (Donaldson). Knickerbocker Male Quartette, orchestra accompaniment.
- 42191 I Met You Dear in Dreamland (Berik). George Wilson, tenor, orchestra accompaniment.
- When I Found the Way to Your Heart (Vanderpool). Sam Ash, tenor, orchestra accompaniment.
- 42175 Mother's Prayers Have Followed Me (Ackley). Homer A. Rodenbaver, baritone, orchestra accompaniment.
- Since Jesus Came Into My Heart (Gabriel). Homer A. Rodenbaver, baritone, orchestra accompaniment.
- 42192 Cohen Telephones From Brighton (Hayman). Joe Hayman and Company, humorous sketch, orchestra accompaniment.
- Cohen Telephones the Health Department (Montague Glass). Joe Hayman, humorous monologue, orchestra accompaniment.
- 42193 Serenade (Jensen). Prince's Orchestra.
- Serenade (Moszkowski). Prince's Orchestra.
- 42197 Canonetta (Schuetz) (Transcription by Tolani). Prince's Orchestra.
- Evening Chimes (Hollinson). Prince's Orchestra.
- 42198 Down in Lily Land at Easter Time (Rega). Billy Barton, tenor, and James Hall, baritone, incidental whistling by Miss Sibyl Sanderson Fagan, orchestra accompaniment.
- Beautiful Bird Sing On (Howe). James Harrod, tenor, and Reed Miller, tenor, with Bird Imitations by Joe Belmont, orchestra accompaniment.
- 42199 Berceuse From Jocelyn (Godard). Herbert L. Clarke, cornetist, band accompaniment.
- The Palms (Faure). Herbert L. Clarke, cornetist, band accompaniment.
- 42200 Medley of Hawaiian Melodies. Waltz. Introducing 1. "One-Two-Three" (Alau). 2. "Halona" (Cumba). 3. "Sweet Lee Mamo" (Hopkins). 4. "Kiwiliwe Kalaui Hawaiian Orchestra." 5. "Kani Kahio Medley" (Tax). Introducing "Amahaan" (Prince's Likelike). 6. "Kiwiliwe Ihe au" (Caresingy Yours) (Arranged by H. Berger). 7. "Oa Hiki No Mean" ("Tis Well With Me") (H. Seclian). 8. "Bilmore Kalaui Hawaiian Orchestra."
- 42206 Poor Buttery (Hubbell). Charles Harrison, tenor, orchestra accompaniment.
- My Roosty For You (Ball). Charles Harrison, tenor, orchestra accompaniment.
- 42202 Poor Buttery (Hubbell). Guido Deira, accordion solo. Unaccompanied.
- Madam Buttery (Pewin). Selections. Guido Deira, accordion solo. Unaccompanied.
- 12-INCH—\$1.25
- 42587 For Me and My Gal (Mayer). Fox trot. Introducing "Yaddie, Kaddie, Kiddie, Koo." Prince's Orchestra.
- The Century Girl (Herbert). Fox trot. "Alice in Wonderland." Introducing "That Stray Chicken Walk" (Berlin). Prince's Orchestra.
- 42586 The Century Girl (Herbert). Waltz. "You Belong To Me." Introducing "The Century Girl." Prince's Orchestra.
- 42585 I'll Make You Want Me (Long and Pellham). One-step. Introducing (1) "Have You Made Your Mother's Dream Come True?" (Ward). (2) "It's Lonesome Here" (Milford). Prince's Band.
- I've a Shooting Boy in Scotland (Riggs and Porter). One-step. Introducing "Diablo" (Timberg). Prince's Band.
- 42581 My Hawaiian Sunshine (Gilbert and Morgan). Fox trot. Prince's Band.
- I've Got The Army Blues (Gilbert and Morgan). One-step. Prince's Band.
- 42582 In a Monastery Garden (Keteley). Columbia Symphony Orchestra and Male Chorus. In Latin. (With bird voices by Sybil Sanderson Fagan.)
- Sonata, Opus 31, No. 3 (Bethoven). Minuet. (Arranged by George Smith.) Columbia Symphony Orchestra.
- 42584 Ery Little While (Tate). Fox trot. Introducing "You're the Girl" (Grant and Golden). Prince's Band.
- It's Got Your Nationality (It's Simply You) (Johnson and McCarthy). Fox trot. Introducing "You May Hold a Million Girls in Your Arms" (Fischer). Prince's Band.
- 42585 Katinka (Friml). "Allah's Holiday." One-step. Introducing "I Want to Marry a Male Quartette." Prince's Band.
- 42586 Younger For You (McKee). Waltz. Prince's Orchestra.
- Songs of the Night (James). Waltz. Prince's Orchestra.
- 42576 Will There Be Any Stars in My Crown? (Sweeney). James Reed, tenor, and James F. Harrison, baritone, orchestra accompaniment.
- Looking This Way (Van De Venter). Harry Anthony, tenor, and James F. Harrison, baritone, organ accompaniment.
- 42586 Salut a March (Kowalski) (Arranged by M. L. Lake). Hungarian Rhapsody No. 1 (Liszt). Prince's Orchestra.
- 42581 Hungarian Rhapsody No. 2 (Liszt). Part I. Prince's Orchestra. Hungarian Rhapsody No. 2 (Liszt). Part II. Prince's Orchestra.
- 12-INCH—\$1.50
- 42589 Star Spangled Banner (Key). Louis Gravoire, baritone, orchestra accompaniment.
- America. "My Country 'Tis of Thee." Louis Gravoire, baritone, orchestra accompaniment.
- 42583 The Triumphant Entry of the Bejans (Halvorsen). Cincinnati Symphony Orchestra. Under the direction of Dr. Ernst Knut.
- Coppella Ballet No. 2 (Delibes). "Waltz of the Hours." Cincinnati Symphony Orchestra. Under the direction of Dr. Ernst Knut.
- 42584 Blue Danube Waltz (Strauss). Vocal arrangement—"Greeting to Spring." Lucy Gates, soprano, and Columbia Stellar Male Quartette, orchestra accompaniment.
- Carmena Waltz (Wilson). Lucy Gates, soprano, orchestra accompaniment.
- 42582 The Erlking (Schubert-Liszt). Josef Hofmann, pianist. Unaccompanied.
- Caprice Espagnol (Moszkowski). Josef Hofmann, pianist. Unaccompanied.
- 42584 Gavotte Intermezzo (Saar-Brown). Eddy Brown, violinist.
- Yogi Ain Frohet (Schumann-Aert). Eddy Brown, violinist.
- 42584 Fifth Symphony (Beethoven). Part I. Andante. Philharmonic Orchestra of New York. (Under the direction of Josef Stransky).
- Fifth Symphony (Beethoven). Part II. Andante. Philharmonic Orchestra of New York. (Under the direction of Josef Stransky).
- 42583 Tannhauser (Wagner). "Abendstern." (Eveing Star). Pablo Casals, celloist, Orchestral accompaniment.
- Larghetto From "Quintette in D Major" (Mozart). Pablo Casals, celloist, Clarinet and Strings Quartette Accompaniment.
- 42585 The Snowy Breasted Pearl (Robinson). Oscar Seagle, baritone, orchestra accompaniment.
- The Ash Grove (Thomas). (Welsh air.) Oscar Seagle, baritone, orchestra accompaniment.
- 42588 The Kerry Dance (Molloy). Helen Stanley, soprano, orchestra accompaniment.
- Down By The Sally Gardens. Helen Stanley, soprano, orchestra accompaniment.
- 12-INCH—\$3.00
- 49113 'Tis The Last Rose of Summer. Martha (Flotow). "Qui Sola, Vergin Rosa." Maria Barrientos, soprano. In Italian, with orchestra.
- 49112 Pearls of Brazil (David). "Gentil Angel" (Charming Bird). Maria Barrientos, soprano. In French, with orchestra. (Flute obbligato by Marshall P. Lufsky.)
- 48749 La Favorita (Donizetti). "Tua Vergine, Un Angiol Di Dio" (A Vision of Beauty Appearing). Ripetto Lazzaro, tenor. In Italian, with orchestra.

It is now affirmed that the fourteenth wedding anniversary is the "ivory" wedding. But don't wait until a couple are married fourteen years before you sell them a piano or a talking machine. They should have music in the home right from the start.

Edison Blue Amber Records for June

CONCERT LIST—\$1.00 EACH

- 28265 Father O'Flynn Arranged by C. Villiers Stanford, bass, orch.
acc. Arthur Middleton
28264 Les Filles de Cadix. Soprano, in French, orch. acc. Albo Verlet.

REGULAR LIST—70 CENTS EACH

- 3140 Broken Doll. Harris-Tate, tenor, orch. acc. Manuel Romain.
3148 Buzzin' the Bee. Jack Wells, tenor and baritone, orch. acc.
Arthur Collins and Byron G. Harlan
3179 I'm So Busy—Have a Heart. Jerome Kern. Soprano and tenor,
orch. acc. Richard Grant and Billy Murray.
3176 Napoleon—Have a Heart. Jerome Kern. Tenor, orch. acc. Billy
Murray and chorus.
3178 One Fleeting Hour. Dorothy Lee. Soprano, orch. acc. Gladys
Rice.
3175 They'll Not Be the First to Call You "Sweetheart" (Please Let
Me Be the Last). Tenor, orch. acc. George Wilton Ballard.
3192 Where the Black-Eyed Susans Grow. Richard A. Whitting. Tenor,
orch. acc. Adolph J. Hall.
3187 Have a Heart—One Step. For dancing. Jaudas' Band.
3174 Have a Heart Waltzes. Jerome Kern; for dancing. Jaudas'
Society Orchestra.
3186 Money Blues. Fox trot. Hugo Frey. For dancing. Jaudas'
Band.
3180 Aloha Sunset Land. Inane J. Kawelo. Waikiki Hawaiian Or-
chestra.
3181 Kaena. Ford Hawaiians.
3191 King Cotton March. Sousa. New York Military Band.
3177 Marche Lorraine. J. Ganne. Creator and His Band.
3192 Morning, Noon and Night in Vienna Overture. Von Suppe. Nyllo-
phone, orch. acc. George Hamilton Green.
3193 A Walk in the Forest. Elias Alessios. Ambios-De Filippis
Mandolin Orchestra.
3185 Can't Yo' Hear Me Callin' Caroline? Caro Roma. Tenor, orch.
acc. Vernon Dalhart.
3172 In the Gloom. Annie Fortescue Harrison. Soprano, orch.
acc. Hoty Lano Shepherd.
3175 Songs of Other Days—No. 6. Mixed voices, orch. acc. Metropol-
itan Mixed Chorus.
3183 Brighton the Corner Where You Are. Chas. H. Gabriel. Male
voices, orch. acc. Apollo Quartette of Boston.
3184 In the Garden. G. Austin Miles. Male voices, orch. acc. Apollo
Quartette of Boston.
3190 Come On Over Here, It's a Wonderful Place. Seymour-Furth.
Comedienne, orch. acc. Ada Jones.
3194 Come Out of the Kitchen Mary Ann. Kendis-Bayha. Comedi-
enne, orch. acc. Ada Jones and Chorus.

Par-O-Ket Records in Canada

As a result of the visit to Canada of Mr. A. P. O'Brien, president of the Paroquette Record Manufacturing Co., New York, active measures are being taken to market Par-O-Ket records in this country. Mr. O'Brien stated that owing to war conditions he was not sanguine of much business in Canada, but has been surprised with the orders secured and the number of inquiries received. He reported that the business of his firm had already grown to a point requiring increased manufacturing facilities in order to maintain a policy of making complete shipments within two days of filling the order.

The Symphonola

In their announcement in this issue the Canadian Symphonola Co., Ltd., Toronto, illustrate one of their models. Other illustrations of the different styles are coming through, and will be ready for distribution to inquiring dealers at an early date. A sample of the Symphonola has been on exhibit in the Wm. Long piano salesrooms, and has been readily approved by those who have inspected and listened to demonstrations with various makes of records. The Symphonola is designed to play any make of disc record, and the sound chamber, or horn, is of metal of proportions that the makers have found to give the best results. The cabinet is the product of men accustomed to piano case work, and is of admirable workmanship and finish.

Motors and Tone Arms

The Canadian Symphonola Co., Ltd., Toronto, of which Mr. Wm. Long, the well known piano man, is the organizer and principal shareholder, announce that they have secured the exclusive Canadian agency of the motors, tone arms, sound boxes, etc., manufactured by the Thomas Manufacturing Co. of Dayton, Ohio. In his investigation of the market for supplies before putting the Symphonola phonograph on the market, Mr. Long tested a variety of makes, and finally adopted the Thomas motor. He was impressed

with the quality of this motor to the extent of not only using it, but as a product to recommend to other phonograph manufacturers, consequently negotiations were commenced for the Canadian rights.

Thomas motors are in five different styles, and the Symphonola tone arm in four different styles. The Canadian Symphonola Co., Ltd., are now open to supply the complete line of accessories to the phonograph manufacturers, including motors, tone arms, sound boxes, turn-tables, winding cranks, etc.

Mr. Russell Teeple, who is associated with Mr. Long, visited the Thomas plant at Dayton, and was greatly impressed with the facilities for manufacture and the policy of service and quality behind the production of these goods.

A Victor Record Enthusiast

Mr. T. Nash, the energetic manager of His Master's Voice, Ltd., Toronto, and who is a consistent and logical exponent of the good business that is for dealers to feature records unceasingly and energetically, every season of the year and every day of the season, paid a visit to the plant of Berliner Gramophone Co., Ltd., Montreal, the home of "His Master's Voice" products, earlier in the month.

Tiffany Phonograph Motor in Canada

Newbigging Cabinet Co. Have Agency

On a recent visit to New York, Mr. R. P. Newbigging, president and manager of the Newbigging Cabinet Co., Ltd., Hamilton, arranged for the Canadian agency of the Tiffany electric motor. An improved type of this motor has just been brought out to play 3,000 records on one set of batteries.

The manufacturers of the Tiffany motor are satisfied that they have solved the problem of an electric motor that will give absolute even running of the turn-table from start to finish, positively no variation in speed, and at a cost of operation that a year ago would not have been credited. Being operated by battery motive power it can be used anywhere.

The Newbigging firm express their pleasure at being the first in Canada to have this motor. Mr. Newbigging, who has been a close student of all phases of the phonograph field for many years, has given close attention to the electric method of operating as against hand winding.

Good Advice for Live Wire Dealers

"His Master's Voice" Bulletin for May 1st has some mighty good suggestions for the dealer enterprising enough to capitalize them. For example, why is it not good business to give the sales staff a little extra inducement to work off the slow sellers? Slow selling records are usually so for the want of a little boosting.

"Just S'posed" is the title of one of the nuggets of wisdom in the Bulletin referred to, and here it is in full:

"Suppose you keep your records in a proper record rack and

"Suppose each compartment in the rack bears the number of the record on a *movable* card, and

"Suppose you have most of the numbers on white cards, and

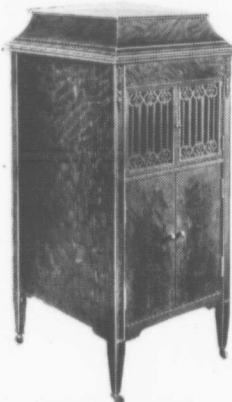
"Suppose you have some blue and red cards as well, and

"Suppose you find that some of the records you have are to be cut out, or that some of them are not selling well, and

"Suppose you change the white card for a blue one on the prospective cut outs and for a red one on the slow ones, and

"Suppose you tell your salesman that a little extra com-

CANADA'S PREMIER PHONOGRAPH
SYMPHONOLA



With Automatic Stop

"I never wanted a phonograph in my own home until I heard the Symphonola," says a dealer who has been selling phonographs for ten years.

The
Symphonola

Plays all makes of disc records. And brings out all the expression and tone irrespective of make of record.

Symphonolas Attract Cash Buyers

Instalment sales covering long periods of time are bad for all parties concerned.

Symphonola Co., Ltd., let you give a 10 per cent. discount for cash.

You get a liberal dealers' discount.

Music men have been waiting for this for years.

People will pay cash if given some inducement.

How can you afford to tie up your capital on small instalments.

Our machines are full of talking points for the salesman.

Nothing finer could be produced in the way of cabinets.

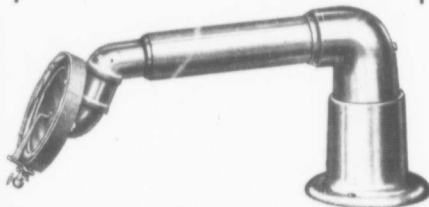
Our motors are the most silent and durable on the market.

Listen to the tone created by the reproducer; you would think the living artist was in the room.

All these points carefully weigh up, then send in your order.

In Seven Models. Prices from \$30.00 to \$160.00.

A **NEW** TONE ARM
AND
SOUND BOX



The new Thomas Symphony tone arms and sound boxes are the outcome of years of careful study, investigation and experimenting, climaxed by actual experience in building talking machines. The Thomas tone arms and sound boxes fill a real need in the trade because: 1. The Thomas Symphony tone arms and sound boxes are of the "universal" type. The parts are all properly weighted and a compensating device makes it possible to play any make of record perfectly. 2. They are made by a large organization which can guarantee prompt deliveries in large quantities. 3. They are made in Dayton, the "City of Precision," which is famous the country over for its skilled mechanics.

Four Styles, Get Prices

THE DAYTON MOTOR

The Dayton Motor is a 'Precision-made Motor. It is manufactured by the Thomas Mfg. Corp., Dayton, Ohio. Manufactured, assembled and tested under one roof by the people who have a reputation for precision work.

The Dayton Motor has interchangeable, lubricant-tight spring drums, also full floating type, worm governor drive, heavy cast grey iron frame, nickel plated, noiseless winding device, absolutely noiseless when in operation, fully guaranteed.

Write to-day for prices and samples.

Sole Distributors for Canada.

The Canadian Symphonola Co. Limited

406-408 Yonge Street, Toronto

mission will be theirs for the quick selling of red and blue ticketed records.

"Do you think the red and blue racks will remain full long? Do You?"

Another suggestion is about clubs—not the kind to swat with, but the kind of clubs people join. These are mostly for recreation, and of course without music they are not at all complete. Clubs are buying talking machines and records, but more of them are not. The advice "H. M. V." Bulletin editor offers is: "Get right after the clubs in your neighborhood, Mr. Dealer, and see that they have a Victrola. If they have, fill 'em up with new records which will *actually* re-create as they are intended to do—not only the music, but the people, by reason of the pleasure and relaxation they give. There is a big field here in some localities. If it is *your* locality, get busy."

Then there is a paragraph about hotel business, and incidentally hotels here and there through the country are realizing that their guests do appreciate some good records with their meals. The suggestion the "H. M. V." Bulletin offers in this respect is good. Here it is:

"See first that every hotel in *your* territory has a Victrola, and second that the stock of records they have is up-to-date and kept so.

"Enter into a conspiracy with the hotel man to ensnare his guests so that they'll never want to leave because his records are all right up to the minute and kept so because you have his standing order for, the best of each month's list.

"You'll pick up a lot of good business that way—and don't forget the guests themselves; they'll buy any good record they learn to like, just to take home."

Bowes "Proposal" Calendars

Friends, patrons and prospective patrons of the Bowes Music Co., Ltd., Vancouver, are receiving each month of this year a dainty little calendar. There are twelve in the series depicting "Popping the Question." The illustrations are reproductions from paintings by Harlod Brett, an artist whose talent for telling stories in picture has made him famous. Further interest attaches to the calendar by reason of the original and appropriate verse by Mr. J. W. Bowes that accompanies each. Mr. Bowes is the poet of the music trades. The calendar for May shows the sailor proposing, and Poet Bowes' poetical observation is the following toast:

"Here's to the Girl, the May Day Girl.
Sure we all her virtues sing,
The girl with laughing, hazel eyes,
And tresses blown to sunlit skies,
On the scented air of spring."

The poet further observes the sentiment of this girl concerning the Willis piano, to be "that the tone is as pure and sweet as the muzzum of the rippling brook on a joyous spring morning."

Machine Shortage Now Past

Mr. John A. Sabine, of The Music Supply Co., Toronto, the distributors of Columbia products, visited New York, and early in the month was able to write his dealers from there giving them good news regarding prospects of improved service.

Mr. James P. Bradt, who was recently promoted to the position of assistant to the president at New York, accompanied Mr. Sabine on his return, and spent a couple of days in Toronto conferring with Mr. Ralph Cabanas, manager of the Company's Canadian division.

Mr. Sabine now announces that so far as the Columbia products is concerned the shortage of machines is a thing of the past. When the Journal man called at his office he showed a clean order fyle except for a few machines of

one or two types. With records coming more freely, and plenty of machines, the proprietors of The Music Supply Co. are feeling quite sanguine of a satisfactory year's business in the matter of service as well as sales.

'Til The World Is Free

A new song which is in the Journal's list of new Canadian copyrights this month, and which is creating considerable stir, is "'Til the World is Free," the words and music of which are both by H. S. Bee, a Montreal composer. This patriotic number is being heard by thousands of people attending the various theatres where it is being sung. Numerous orchestras are including it in their pro-

'TIL THE WORLD IS FREE
PATRIOTIC SONG



Words and
Music by
H. S. BEE

PRICE 60 CENTS

PUBLISHED BY HIS MASTER'S VOICE LTD.
TORONTO

grammes, and band scores are being prepared. Having gotten off to a remarkably good start it is anticipated that "'Till the World is Free" will have a very large sale. It is published by His Master's Voice, Limited, Toronto, and the Journal understands that already applications are being received from parties desirous of securing the copyright for Canada and Great Britain.

Columbia dealers have been advised that owing to increased cost of labor and materials the retail price of twelve-inch records has been advanced from \$1.25 to \$1.50 each. The new prices are in effect.

"Sales, both retail and wholesale, have exceeded expectations, and prospects are decidedly encouraging," said Mr. W. D. Stevenson, of The Canadian Phonograph Supply Co., London, Canada, who, as reported in the last issue of the Journal, have the Canadian distributing rights of Starr phonographs and Starr records.

Continual cheerfulness is a sign of wisdom.

Luck will carry a man across the brook, if he is not too lazy to leap.

U.S. War Tax on Pianos

Vigorous Protest by Manufacturers

The United States Government proposes to put a war tax on musical instruments. The basis reported to the House of Representatives is to place a tax of five per cent. on the "price at which sold." The clause of the War Tax Measure affecting the music industries is as follows:

"Title VI.—War Tax on Manufacturers.

"Sec. 600. That there shall be levied, assessed, collected and paid—

"(b) Upon all musical instruments sold by the manufacturer, producer or importer for more than \$10 each, and upon piano-players, graphophones, phonographs, talking-machines and records used in connection with any musical instrument, piano-player, graphophone, phonograph or talking-machine sold by the manufacturer, producer or importer a tax equivalent to 5 per centum of the price for which so sold."

An energetic protest is being waged by the music industries throughout the United States and representative men gathered in Washington to personally protest against the measure. The National, New York and Chicago Piano Manufacturers' Associations, Music Industries Chamber of Commerce, set delegates. Members of the Government had been inundated with telegrams and letters from manufacturers, retailers and employees urging the injustice of the proposed measure.

Arguments presented to the Senators included the information that a "down payment" of \$10 on the average piano was high; that \$200 was above the average piano price, and that the usual purchase period was carried over a period of three years.

The need of the U.S. war measure is to make up a deficiency of from \$200,000,000 to \$300,000,000. It is proposed to eliminate the free list of the Underwood-Simmons tariff law and place an ad valorem tax of 10 per cent. on the articles now coming in duty free.

To increase by 10 per cent. the duties on articles now on the dutiable list in the Underwood tariff.

Income tax payers will be required to pay one-third more than they have already paid.

"The Doherty Piano Company, Limited," Succeeded by "Doherty Pianos, Limited"

The new Company, "Doherty Pianos, Limited," Clinton, Ont., makes its bow to the trade, and announces that having purchased the assets of the old Company an entire reorganization of the old business has taken place. The new Company enters the field with a new management, new equipment, and new policy, and announces that it will do business with and through dealers only.

Situated as the factory is, in Clinton, Ont., where the business was established in 1875, most of the employees have been connected with this line for years, and most of them own their own homes, and a considerable number of them other people's homes. This means that all are interested in the quality of the production, and assures exactness in fit and finish.

Fortunately a large stock of the highest grades of materials was on hand, and the Company find there will be no necessity to use any of the substitutes now being offered, so that Doherty dealers can have confidence in the products of this Company's factory.

Mr. George E. Dies, known from coast to coast, retains the sales end of the business, and Mr. William Jackson, of Clinton, financially interested for many years, is now the president, with Mr. H. R. Sharpe as vice-president, and Mr. Charles H. Ivey of London secretary-treasurer.

The new board, comprising, as it does, men of known ability and integrity, and financial standing, augurs well for the success of the new Company.

Since reorganization the management report orders have been received that will keep the factory running at full capacity for some time to come, and future orders should be placed well in advance of requirements to insure delivery.

United States Trade Conventions

From May 19 to 26 the annual conventions of the various branches of the music trades in the United States will be held at Chicago in the Coliseum. The different organizations that will meet are: National Piano Manufacturers' Association of America, National Association of Piano Merchants of America, National Association of Piano Travelers, American Guild of Piano Tuners.

In connection with the convention there will be a National Music Show, in which every branch of the music business is to be represented. There will be exhibits of pianos, organs, players, talking machines, string, brass and wood instruments, and sheet and book music.

PIANO MAKER WANTED FOR AUSTRALIA

Advertiser is open to receive applications from men practical in every department of piano manufacture to go to Australia to organize a factory for large importing house there. State salary required, in addition to expenses of transportation, for a two year engagement. Replies will be treated with confidence. Must be British born. Box 11 Canadian Music Trades Journal, 56-58 Agnes St., Toronto.

No Relief in Sight

There is considerable speculation as to the effect on piano trade in Canada as a result of the United States lining up with the Allies in their fight for the world's freedom. The fear is expressed in some quarters that the supply of materials, and particularly those into which metal of any kind enters, and which must of a necessity be imported, will become still more difficult to obtain. That prices have not receded is only too true, and again the Journal gives an indication of the serious extent to which piano and organ manufacturers' raw material has advanced in price by reproducing the following list sent by one manufacturer to his customers, and which enumerates only a fraction of the materials affected. This list takes no account of increase in labor cost, which is represented in a higher wage, as well as a reduced output, but emphasizes the remarkable shrinkage in the buying power of the dollar since August, 1914.

MATERIALS THAT IN 1914 COST \$100 NOW COST AS FOLLOWS:

	In 1914	Now
Lumber, Hardwoods	\$100.00	\$135.00
Lumber, Box Pine	100.00	145.00
Veneers	100.00	170.00
Leather	100.00	172.00
Brass Goods	100.00	285.00
Coppered Steel Wire	100.00	155.00
Screws	100.00	290.00
Nails	100.00	190.00
Sand Paper	100.00	172.00
Methylated Spirits	100.00	162.00
Benzine	100.00	230.00
Shellacs	100.00	240.00
Stains	100.00	750.00
Glue	100.00	265.00
Coal	100.00	150.00
Mirrors	100.00	172.00

Almost all other materials have advanced in price from 25 to 75 per cent.

Laziness travels so slowly that poverty soon overtakes him.

What Does It Cost To Retail a Piano?

At a gathering of piano men, including city dealers and country dealers, the above question was asked. The figures given in reply varied all the way from \$50 per instrument to one-third of the selling cost. Those who have studied this question agree that the latter figure is nearer to the actual cost.

It is a fact that there are dealers who do not pretend to know what it costs them to do business, and many others are working on a basis that is not only erroneous but financially dangerous. For example:

A certain Ontario retailer in another line of business that brought him in contact with a number of encouraging piano prospects concluded that a piano agency would be a good thing for him. He negotiated the agency. At the end of a year he was congratulating himself on a profit of nearly \$1,400.

He had bought a car for his piano business, to which he personally devoted a couple of days per week.

Asked what salary he charged the piano business for his time, he replied, "Nothing." Also he charged no rent for the portion of his store occupied by the piano department. He charged the piano business with none of the cost, none of the upkeeps, and none of the depreciation of the car that he bought purposely for the piano business.

There was nothing charged for the time of the dealer's office help for book-keeping and collecting, nor for postage, insurance, light and business tax.

An accurate analysis of this dealer's piano business showed that he actually lost nearly two hundred dollars instead of making nearly seven times that amount as he thought. Does your method of accounting get you to any more accurate a basis?

U.S. Music Dealers' Convention

Chicago, May 23 and 24

The programme for the business sessions and entertainment features of the annual convention at Chicago of the National Association of Piano Merchants has been announced. Elaborate provision for the entertainment of guests has been made.

On Wednesday, May 23, there are to be business sessions at 10 a.m. and 2.30 p.m. On Thursday, May 24, there are to be business sessions at 10 a.m. and 2.30 p.m. On both days there will be round-table discussions. At 6.30 of the second evening will be the annual reception and dinner. The programme includes orchestra, quartette, necromancer, moving pictures, violin selections, etc. The banquet is priced at \$7.50 per plate and ladies are invited.

Otto Higel Co.'s May Bulletin of Player Rolls

SOLODANT ROLLS

012863	Beautiful Chimes at Sunset.	Reverie.	Langé	..55
012924	Bonnie Scotland Selection No. 3.	Introducing: (1) Bonnie Mary of Argle; (2) Will Ye No Come Back Again? (3) Arfon Water.		..70
012904	Bonnie Scotland Selection No. 4.	Introducing: (1) Land o' the Leal; (2) Flora MacDonald's Lament; (3) Jack o' Hazeland.		..70
012893	Butterfly Ballet.	Characteristics.	Schultz	..55
012914	Dreamy Days of Long Ago.	Ballad.	Ukulele Interpolations.	..70
012903	Hawaii and You.	Ballad.	Ukulele Interpolations.	..55
012855	Italian Nights.	Waltz.	Ukulele Interpolations.	..70
012884	London Taps or Broken Doll.	Fox trot.	Tate	..55
012843	Old Black Joe.	March.	Myrant	..55
012874	Valse Fascination.	Hesitation Waltz.	Grey	..70

SOLO ARTIST ROLLS

503524	Ballerina La Valse.	Stornberg	..70	
503504	Bowl of Pansies.	Intermezzo.	Reynard	..70
503514	Felicite.	Novette.	Welch	..70
503514	Moonbeams on the Lake.	Reverie.	Fitz Patrick	..70
503554	My Sweet Hawaiian Maid.	Ballad.	Ukulele Interpolations.	..70
503554	Would You Take Back The Love You Gave Me?	Song.	Ball	..70

STAR MUSIC ROLLS

N419	Bolling Stones.	Waltz song.	Gottler.
N320	For Me and My Gal.	Fox trot.	Meyer.
N321	Aloha Land.	Hawaiian Waltz.	Ukulele Interpolations.
N322	Ragtime Jingles.	Rag for dancing.	Merkgraf.

N323	Then I'll Stop Loving You.	Waltz song.	Ukulele Interpolations.
	Plantadool.		
N324	My Killarney Rose.	Waltz song.	Ukulele Interpolations.
N325	There is Only One Girl Like You.	Waltz song.	Ukulele Interpolations.
N326	Indiana.	Fox'trot.	Hanley.
N327	I've Got the Sweetest Girl in Maryland.	Fox trot.	Donaldson.
N328	Hawaiiana Butterfly.	Fox trot.	Baskets and Sauty.

When seen in Toronto the other day Mr. W. B. Puckett, vice-president and manager of the Williams Piano Co., Ltd., Oshawa, commented most favorably on the work of the "Music-in-the-Home" campaign. Mr. F. A. Trestrail, advertising manager, who has been confined to his home through illness, is also an enthusiastic advocate of the idea of the press co-operation in advancing interest in music.

The Old Harmonica

By H. S. Haskins, in Grit.

Don't talk about your orchestras,
Your operas and your chants,
Your fiddles and your trombones and
Your drums to make folks dance!
No instrument that climbs the scale
Of "do, re, mi and fa"
Can hold a patch for making tunes
To Joe's harmonica.

He put it 'twixt his teeth, like this,
He puffed his cheeks out, so!
Where could you find a sweeter tone
On earth? I'd like to know.
He "tongued" it, thus, to keep the beat,
And oh, it seemed to sound
When that small cuss got under way
Like angels flying round.

My little Joe was smart, all right,
What would I give to-day
To hand him his harmonica
And listen to him play?

WANTED

Two first-class piano salesmen wanted at once by old established piano house for Hamilton. Will pay good salaries. Give experience and references. Apply Box 137, Canadian Music Trades Journal, 56-58 Agnes Street, Toronto.

WANTED

Player piano repair man; one who can also repair automatic instruments preferred. Permanent position with progressive home. State experience, references, and salary expected when applying. The R. S. Williams & Sons Co., Ltd., 145 Yonge Street, Toronto.

PIANO TUNER WANTED

Must be a high-class tuner with temperate habits; honest, and a man who can handle all kinds of repair work. First-class wages and a permanent position. Apply to Heintzman & Co., 66 Ouellette Avenue, Windsor.

PIANO SALESMAN WANTED

Energetic salesman, capable of assisting in closing sales. Must be honest and upright and a business getter. Good opportunity for the right man who has ability to sell high-class pianos. Apply at once to Heintzman & Co., 66 Ouellette Avenue, Windsor.

WANTED

A first-class piano tuner and repair man for Brockville and vicinity. Good opportunity for the right man. Apply C. W. Lindsay, Ltd., Brockville, Ont.

TWO SALESMEN WANTED

Wanted—Two experienced, live-wire piano salesmen—one for Toronto and one for Hamilton. Apply Heintzman & Co., Ltd., Toronto (E. D. Gray, city manager), any morning between the hours of 9 and 9.30.

PIANOS WANTED

A well-established firm in Trinidad would like to hear from Canadian manufacturers of pianos. Apply "Inquiries Branch," Department of Trade and Commerce, Ottawa, quoting reference No. 735.

A firm in Trinidad, in the piano business, is open to represent a Canadian make. Apply "Inquiries Branch," Department of Trade and Commerce, Ottawa, quoting reference No. 739.

SALESMAN WANTED

A wide-awake piano salesman for Vancouver, B. C. A good position with a good salary awaits the man that can fill the bill. No old worn-out salesmen here wanted. Must be young and energetic and not afraid of work. This is a good opportunity. Apply to Box 13, Canadian Music Trades Journal, Toronto, Ont.

SALESMEN WANTED

Splendid opportunities in Winnipeg with Cross, Goulding & Skinner, Ltd., one of the leading piano firms in the West, for position as city salesmen and also as travelling salesmen. High salaries paid. Best of opportunities for salesmen to make big records. Apply direct, stating experience and salary desired, to Cross, Goulding & Skinner, Ltd., 323 Fortage Avenue, Winnipeg.

**Sure to Make
More
Money For You**



PAR - O - KET

**40c.
Each
Retail**

**Quality
RECORDS**

All phonograph owners are eager to buy Par-O-Kets—to obtain six quality selections for the price of two—by the same artists who sing and play for the best high-priced records.

Par-O-Kets mean to you more sales per customer, more customers and more profit per sale.

Par-O-Ket Quality Records are all double disc, seven-inch, and Hill-and-Dale cut. They are played by long tapered, medium-tone steel needles.

The few machines that do not play both vertical and lateral-cut records can be made to do so with a simple attachment. This means that every phonograph will play Par-O-Kets.

Wherever you can sell one high-priced record you can sell at least three Par-O-Kets. You can surely more than double your monthly record profits, make new customers and help the sale of phonographs by featuring Par-O-Kets—the Quality Record that pays.

Don't be another week without Par-O-Kets. Send to-day for a trial assortment.

Paroquette Record Mfg. Company

47 West 34th Street, - - - New York

Distributors Wanted in Every Province—Write.

Victrola Recital at Collingwood

One of the liveliest music centres in Ontario is Collingwood, Ont. The desire for and appreciation of good music on the part of the people of Collingwood and vicinity is in no small measure due to the activity of the proprietors of Manson's Music Store, who are great believers in spreading the gospel of good music.

Manson Bros. are consistent exponents of "His Master's Voice" products, being one of the liveliest dealers on the Victor list. Below is reproduced the programme given by Manson Bros. at a well attended Victrola recital on the evening of April 30, and in which local artists participated. The public was invited through advertisements in the local press. Miss McLeod, who has charge of the firm's Victrola department, has arranged for a series of recitals for the balance of the season, and there is no doubt her enterprise will be not only appreciated by local residents, but will be of direct advantage in increasing sales.

PROGRAMME

1. Piano duet, "Schubert's Unfinished Symphony," Mr. Lawrence Blacknell and Miss Hughes.
 2. "Rigolette Verdi," Tetrastini Victor Record 88205.
 3. Solo (a) "Invictus" (Bruno Huhn), and (b) "When My Ships Come Sailing Home" (Frances Dorel), Mr. Austin Thornley.
 4. Violin solo, "Humoresque" (Dvorak Mischa El). Victor Record 74163.
 5. Solo, "Good-bye Tosti" (Reginald Werrenrath). Victor Record No. 55065.
 6. Accordion solo, "Bridal Overture" (Lavallo Peitre. Victor record 35345.
 7. Schumann's Concerto, Op. 54, for two pianos—Mrs. Manson and Miss Helen Patterson.
 8. Quartette, "Carry Me Back to Old Virginny," Alma Gluck and Male Chorus. Victor Record 74420.
 9. Chorus, "Pack Up Your Troubles In Your Old Kit Bag," Victor Record 18222.
 10. Violin solo, "Souvenir Morceau" (Maud Powell). Victor Record 64074.
 11. Orchestra, "Poor Butterfly," Victor Dance Orchestra. Victor Record 18422.
 12. Solo, Rect., and solo, "With Rushing Winds," from Song Cycle, "The Morning of the Year" (Charles Wakefield Cadmann). Mr. Austin Thornley.
 13. "The British Bulldog's Watching at the Door," Harry Lauder. Victor Record 60138.
- God Save the King. Accompanist, Miss Hughes.

Sonora Price Changes

Price changes have been made affecting four models of the Sonora line of phonographs. From May 1st the following are effective: Melodie, \$65; Barcarolle, \$75; Troubadour, \$102; Imperial, \$137.

I. Montagnes & Co., Toronto, are bringing out a small model Sonora to retail at about \$35.00. This is a special for Canada only, and is in response to the demand of Sonora dealers for a low-priced type. Mr. E. van Gelder, of this firm, has recently returned from a visit to the Maritime Provinces. Between trips Mr. van Gelder is qualifying as expert chauffeur with a new seven-passenger Studebaker.

Mr. Montagnes has returned from a combined business and pleasure trip of ten days to New York and Ottawa, accompanied by Mrs. Montagnes.

Among the latest recruits to the art and science of motoring for pleasure is Mr. B. A. Trestrail, salesmanager R. S. Williams & Sons Co., Ltd., Toronto. After a month of Overlanding Mr. Trestrail discourages as picturesquely and entertainingly on motor idiosyncrasies as when he tells of the piano sale that he didn't make.

Heineman Canadian Branch

Upon the return from New York of Mr. C. J. Pott, Canadian salesmanager of the Otto Heineman Phonograph Supply Co., Inc., this firm's Toronto branch has been opened. Premises have been secured in the Lumdsen Building, where a lease has been taken of Rooms 302 and 303. The floor space here provides for attractive offices, and the carrying of a complete stock of motors and parts, also for the service department in charge of a thoroughly practical motor mechanic.

The Lumdsen Building is one of Toronto's leading office buildings, being centrally located at the north-east corner of Yonge and Adelaide Streets, which visiting mem-



Mr. C. J. Pott, salesmanager for Canada of the Otto Heineman Phonograph Supply Co., Inc.

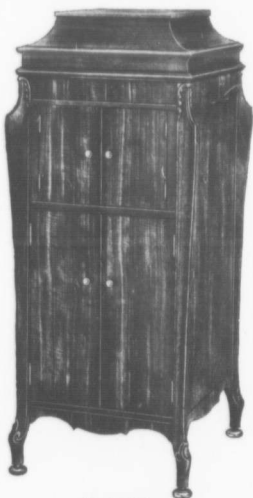
bers of the trade will find within a very few minutes' walk of the leading hotels and handy to the music stores. While in New York Mr. Pott had several conferences with Mr. Heineman, the firm's President and the factory management, so that he returns to Canada with the knowledge that the requirements of the Canadian trade will be well taken care of. Mr. Pott reports that their immense plant is running to full capacity, and that such a condition reflected the general prosperity of the phonograph industry. By the same token the permanent establishment of the Heineman branch in this country is further evidence of the growth of the industry throughout the Dominion of Canada.

In Accord with "Music-in-the-Home"

Because of increased phonograph business J. Kellestine, music dealer of Owen Sound, recently enlarged his store to a depth of over one hundred feet. The extra space was utilized for enlarging the Edison department, in which three new demonstration booths have been built.

Concerning the "Music-in-the-Home" propaganda, Mr. Kellestine expresses his hearty accord. He has found that almost invariably he hears from his customers this unsolicited testimonial, viz.: "Since we purchased our piano, or New Edison phonograph, the young folks and the children remain at home a great deal more in the evening, and find their pleasure and delight in the music provided for them there." Mr. Kellestine features the Nordheimer, Bell and Evans lines of pianos.

Toronto music houses have put in effect the usual early closing hours for the summer. Commencing May 1st the various salesrooms close at five o'clock each day, and at one o'clock on Saturdays.



Model Prince
Price \$175

Three
of the



family of
which there
are ten

You Stake the Sale on the Demonstration

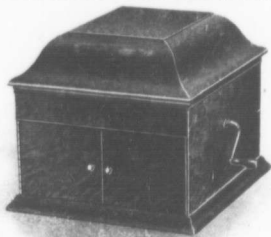
The result of the recommendations of satisfied owners, your circulars, recitals, and all the talking machine advertising is in the bringing of prospective buyers to your store.

Then it's up to your phonograph. Everything practically depends on the demonstration. Salesmen appreciate that point, and that's why the **Phonola** is so popular with the boys on the floor.

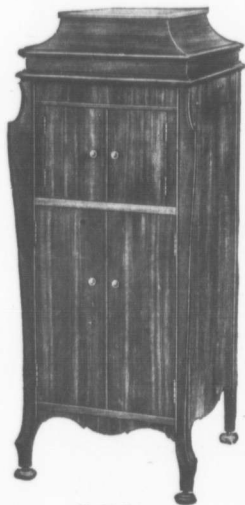
The **Phonola** wins out in the demonstration. It appeals, pleases, convinces. It shows the would-be owner of a machine that the Phonola, reproducer, tone-arm, sound-box, motor and every part work harmoniously together to get **all** the music out of **every** record. It displays the presence of a full, pure, accurate tone, and the absence of scratching and discordant sounds.

The range of designs in the Phonola line is a strong point. There is a Phonola at a price to suit every person. Each model represents the maximum of value for the price, and in each there is an ample profit for **you**.

How many do you need? Prices from \$18 to \$250.



Model A
Price \$65



Model Princess
Price \$135

Pollock Manufacturing Co.
Limited

"Makers of the Phonola"

Kitchener

Canada

Regal Firm Moves to Larger Premises

Church Street, Toronto, which has in recent years grown to be quite an extensive business street, has added another important firm by the removal to number 145 of the Regal Phonograph Company, Limited, formerly of 43 Queen Street East. This firm, who are manufacturers of the "Ideal" phonograph, have taken a lease of the entire three-storey building at this address, opposite the Metropolitan Church, and three minutes' walk from the corner of Queen and Yonge Streets. The premises, which has a frontage of



New home of "Ideal" Phonographs.

some 24 feet, extends right through to Dalhousie Street, providing a most convenient shipping entrance on that street. The Regal firm are having the place remodelled and redecorated, which will give them a spacious and well laid out building for factory and offices and showrooms.

Mr. E. A. Stevenson, president and manager of the Company, states that the demand for Ideal machines is showing an appreciable growth, and with the greatly enlarged facilities for assembling he looks forward to a very material enlargement of business from now on.

TALKING MACHINE NEWS BRIEFS

Mr. A. T. Pike, of the Cecilian Co., Ltd., Toronto, has returned from a successful tour of several Ontario points where active Cecilian campaigns resulted satisfactorily.

Mr. Pike made the trip by motor car. His observation among the farmers seen was that they were optimistic in view of high prices for their products, and in spite of the fact that some fall wheat has been winter killed. Although

the shortage of help is worrying the farmers, they are in many cases increasing their crop acreage.

Mr. James P. Bradt, assistant to the president of Columbia Graphophone Co., New York, spent a couple of days in Toronto with his firm's Canadian division. As a result of Mr. Bradt's visit arrangements have been made whereby Canadian dealers of Columbia lines will secure a much better service than has been possible for some time.

Mr. J. Leo Grant, who some months ago resigned from the selling staff of the Robt. Simpson Co., Ltd., phonograph department, is now a distributor of Par-O-Ket records. Mr. Grant's office is temporarily at 55 Alcorn Avenue, Toronto. He reports quite an active interest in the Par-O-Ket, which retails in Canada at 40 cents.

TRADE NEWS IN A NUTSHELL

Mr. F. T. Quirk, manager, Sterling Actions & Keys, Ltd., visited Chicago recently.

Mr. J. E. Hoare, president, Cecilian Co., Ltd., Toronto, was among recent Canadian trade visitors to New York.

Mr. C. A. Bender, general manager, Heintzman & Co., Ltd., Toronto, was among the week's trade visitors to Montreal.

Mr. T. A. Birdsall has joined the selling organization of the National Piano Co., Ltd., Toronto. Mr. Birdsall has equipped himself with a motor car, and is going after Mozart sales with his characteristic energy.

Mr. Geo. C. Heintzman, president, Heintzman Co., Ltd., who is back from a vacation of some weeks in the south, is still reminiscing on the attractive climate left behind and regretting that rheumatism prevented his indulging in his favorite game of golf.

Mr. Frank Stanley, the well known Toronto piano man, is enjoying a fortnight's vacation in the south. Taking advantage of the completion of alteration in his salesrooms, and the fact that "the boys" are thoroughly capable of looking after the business, the head of the house put into effect his policy of holidaying whenever convenient.

Mr. Albert Nordheimer, president, Nordheimer Piano & Music Co., Ltd., Toronto, will visit the annual convention of the United States Music Trades at Chicago between May 21 and 24. Mr. Nordheimer is the State Commissioner for Canada for the National Piano Dealers' Association, the membership of which is open to the Canadian trade.

Mr. Robt. S. Gourlay, president, Gourlay, Winter & Leeming, Ltd., Toronto, has been unanimously elected to the presidency of the National Club, Toronto. The National is Toronto's leading business men's club, in which membership is a very desirable privilege and, by reason of an always lengthy waiting list, difficult of attainment.

Thousands of families that won't buy pianos *do want good music—Columbia music.* Hundreds more who have pianos still want more music—*vocal music.* Why not make these prospective thousands of families customers of yours?

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

Columbia Graphophone Company
Factory and Headquarters
Toronto - - - Canada



Peterboro Music Dealers Form Association.

Unanimously Endorse One Price System—Vote Fifty Dollars to "Music-in-the-Home" Campaign—First Trade Dinner

THE music dealers of Peterboro have organized themselves into an association with the object of improving local conditions of doing business, and to take advantage of the benefits that naturally result from competitors getting together on a basis of friendly relations and better understanding.

The decision of the Peterboro men to organize is a direct result of the "Music-in-the-Home" campaign recently inaugurated. In April John A. Fullerton, director of the Canadian Bureau for the Advancement of Music, visited Peterboro. Mr. J. M. Greene, general manager of the J. M. Greene Music Co., and Mr. B. H. Britton, manager of the Heintzman & Co. branch there, and Mr. Fullerton, interviewed the two local daily newspapers. The editors in each case evidenced their desire to co-operate in the advancement of public interest in music by agreeing to accept the Bureau's service, which is without charge to the papers, and is open to newspapers all over the country.

It was thought desirable to call a meeting of all the local dealers at a later date and apprise them of what had been done, and to enlist their approval and co-operation in this movement to stimulate local interest in music.

Accordingly the local dealers were invited to meet at luncheon at the Empress Hotel on Tuesday, May 8. Incidentally it is of interest to travellers visiting Peterboro that the city affords such excellent service and good hotel accommodation as Mr. Graham, proprietor of the Empress Hotel, "your home on the road," gives.

Unfortunately an engagement at Campbellford prevented Mr. Cunningham, proprietor of the Peterboro Music Co., being present, as it was quite impossible to motor the round trip of seventy miles, transact his business, and return by noon. Mr. J. O. Fife was also unable to be present by reason of a prior engagement.

Those who responded to the invitation to discuss "Music-in-the-Home" were Messrs. J. M. Greene, Frank Whitehouse, H. B. Britton, and J. W. Stuart. At the conclusion of the lunch Mr. Fullerton thanked those present for their attendance, and proceeded to lay before them a synopsis of the reason, the origin, and the aims of the Canadian Bureau for the Advancement of Music. The dealers were already aware of the local papers' decision to help along the movement to create a wider interest in music by adding "Music-in-the-Home" sections to their papers.

Those present heartily concurred in the movement as tending to be of great advantage to everyone in the music business, as well as being of real service to readers of the papers, who would be given a class of articles designed to be educative and instructive. The newspapers would also benefit. The matter of finances was asked about, and the visitor explained that the Bureau was being financed by voluntary subscription, and still required funds to assure the work being carried out for the year. The meeting favored the Peterboro trade participating in the financial support of the Bureau, as its work was of direct local advantage. It was unanimously decided to contribute fifty dollars.

Arising out of the "Music-in-the-Home" discussion was an informal chat over "The One Price System" in piano retailing, which subject is evidently uppermost in the minds of dealers over the entire country. The subject suggested the recital of various undesirable experiences in sales that should have been unnecessary, and would not have occurred under a one price system. The gentlemen present unanimously agreed that if the manufacturers would fix the prices at which their instruments should be sold the re-

tailors would welcome the new conditions and promptly adopt them.

The Peterboro dealers did not see in trade-ins an objection to the one price system. On the contrary, they agreed that the one price system would regulate trade-ins and eliminate the too prevalent custom of over valuations for old instruments taken in exchange.

As those present found that they were each striving toward the same standards, and that the difficulties encountered in ordinary business experience were general and not peculiar to any one dealer, they concluded that a local association would be of great advantage. Mr. Greene therefore offered a resolution, seconded by Mr. Whitehouse, that an association be formed, and that a subsequent meeting be held at an early date to decide on a name and to elect officers. This was carried unanimously.

Mr. Greene was elected chairman pro tem, Mr. Britton vice-chairman, and Mr. Fife secretary.

A vote of thanks was tendered Mr. Fullerton, representing the Canadian Bureau for the Advancement of Music, for his explanation of the purpose of that organization, and to the Peterboro "Examiner" and the "Review" for their espousing the "Music-in-the-Home" cause.

PETERBORO TRADE NOTES

The great Quaker Oats plant here destroyed by fire last year, and in which twenty-five lives were lost, is to be rebuilt. Already building operations have commenced on the old site, and the management proposes to give Peterboro the finest cereal plant in the world. The citizens are pleased that they are retaining this industry, and the fact that other industries are likely to be attracted to Peterboro by the facilities offered manufacturers.

There are many Canadians unfamiliar with the fact that the greatest lift lock in the world is located at Peterboro. This lift takes an entire ship with its load, or a couple of ships and a fleet of small craft, elevates them a distance of sixty-five feet in seventy-five seconds without the passengers even noticing a motion.

The veteran dealer of the place is Mr. Cunningham, proprietor of the Peterboro Music Co., who has been here for many years, and is known to everyone in the city as the Mason & Risch and Bell exponent. His right hand man, Mr. Hike, has charge of a local choir, and is meeting the difficulty that is common with all choirmasters at present, viz., scarcity of voices for the male section. The firm's store is particularly well located in the business centre, and is a rendezvous for local musicians.

The J. M. Greene Music Co. have added another branch to their list of stores. This latest is at Kingston, where they have secured an attractive corner location. Extensive alterations to the premises are being made, and the Belleville branch is also being remodeled. Including their headquarters at Peterboro the J. M. Greene Music Co. have now five retail stores. The same lines are handled in each place, and the same system is in operation in all five stores. It will be seen that a manager from one place would be equally at home in any other branch, the stock arrangement, prices, terms, etc., being identical. This firm features New Scale Williams pianos and players, the Edison Diamond disc and Columbia graphophones, as well as Edison cylinder machines. They aim to carry every record in the Edison catalogue and every 10-inch record in the Columbia catalogue.

Two sons of Mr. J. W. Stuart, who handles Willis & Co. lines, are now at the front, one holding a lieutenant's commission. Mr. Stuart, who also handles sewing ma-

chines, was formerly in this line exclusively, having headquarters at Lakefield. He later removed to Peterboro to take charge of the Singer business. On resigning this management he took on pianos with the retailing of sewing machines. Mr. Stuart insists that the excessive allowances made on trade-ins is a matter of salesmanship. His experience is that the buying public appreciates a fair allowance for the exchange, knowing that an excessive allowance is taken care of by an inflated price asked for the new instrument. Mr. Stuart, like the rest of the Peterboro trade, is an enthusiastic booster for Peterboro and the numerous advantages of residence in that city.

Peterboro has an active and energetic Board of Trade that seeks to keep out of its membership "dead ones." Mr. Frank Whitehouse, the local Steinway and Nordheimer dealer, who has been in the piano business since he left school, is vice-president of the Board of Trade. At the music dealers' meeting reported above his reference to the work of the Board brought him three new memberships from among his trade conferees. Mr. Whitehouse, who uses the motor car to good advantage, as most piano men now do, is a strong advocate of the one price system as the only means of elevating the trade to the status that should be characteristic of marketing musical instruments.

Mr. B. H. Britton, manager of Heintzman & Co.'s branch here, is justly proud of the new premises into which he has just moved in the Royal Building. This gives him a store 50 by 100 feet, with a basement of the same size. Three handsome sound-proof rooms have been built for the Victrola department, which is a strong branch of the business. The booths are the product of the Unit Construction Co., the headquarters of which firm are at Philadelphia. The booths were shipped k.d., and fitted together in the store. They have the advantage of being portable, are attractive in appearance, and of uniform design. Above the regulation partitions the walls are of double glass. The main showroom is handsomely tinted, artistically lighted, and the entire front is of plate glass.

In addition to featuring Gourlay lines, Mr. J. O. Fife has an extensive ticket agency and real estate business. His motor car is a familiar one on Peterboro streets and on the county roads, radiating in every direction from that city.

The newest addition to the local list of piano retailers is Mr. R. J. Williamson, formerly of Port Perry. Mr. Williamson has secured the agency for the Mozart Piano Co.'s lines for Peterboro and district.

Mr. H. Williamson, of the National Piano Co., Ltd., Toronto, was among recent trade visitors to this centre.

CALGARY TRADE REPORTS

ALBERTA weather continuing unsettled, cold and raw, with occasional light snowfalls, has, up to the present, had a tendency to retard farm work, and the local men who utilize "gas buggies" find the roads difficult to travel, but warm weather may be expected shortly, when conditions will improve rapidly.

The Alberta Piano Company report an increased demand for pianos and players during the past month, while the sale of small goods and sheet music slumped somewhat. The Victrola department continues to show good results, and collections are very satisfactory.

Manager "Charlie" Clarin, of R. S. Williams & Sons Company, claimed business could hardly be improved upon, and as proof produced a hat band with the significant slogan, "Going the limit," emblazoned on it. Mr. Clarin mentioned the fact that there was a heavy demand for patriotic and Hawaiian records, also as having sold a great number of Ukuleles to the trade recently. Mr. Nicholson, who has charge of the accounting department, reported collections excellent.

With the exception of the name and address, which are changed for obvious reasons, we reproduce an amusing letter received a short time ago by Messrs. Gourlay, Winter & Leeming, Limited.

"Bruderheim, Alta.,

"February 3, 1917.

"Gourlay, Winter & Leeming, Limited,
"Calgary, Alta.

"Dear Sirs,—The orgle we received from you about a month ago is alright except one key in de middle of de orgle.

"It always sounds a little to late, and de middle stop don't works, but otherwise it is yust the orgle I wanted to have and have a nice tune in it.

"I should have write sooner but could never find time to do it.

"Then or boy's are anxious to learn to play it, and I hav not one instruction book or lesson book, and dont no where to get it eather. Could you help me with it please and oblige,

"MRS. LENA HUDELWEIL.

"P.S.—If there sometimes comes a tuner for you round here, send him please to us and there was no little key to open or close de orgle."

Mr. Rupert MacMurray appeared to be satisfied, both with the sale of Gourlay products and Edison Diamond disc machines, one salesman having disposed of five Edisons in the country and two in the city inside of one week.

Willis & Company also find no cause for complaint, business being fully up to the mark. With the advent of warmer weather they expect to equal, if not excel, their record business of last year.

Mr. E. R. Mathews, the veteran manager of the Mathews Music House, Limited, recently received a shipment of upright and grand pianos, which included several Ludwig & Co. grands, one of which he sold to a well known citizen of Champion, Alberta. This firm also handle New Scale Williams, Martin-Orme, and Ennis & Co. pianos, as well as conducting an up-to-date sheet music and small goods department.

The Western Gram-O-Phone representative, Mr. Gillespie, is kept busy trying to fill orders, so has neither time nor reason to get the "blues."

Messrs. Young & Kennedy continue to obtain their fair share of the talking machine trade—a number of good deals in Edison Diamond Disc and Columbia machines having been effected recently.

Hardy and Hunt Piano Co. are advertising extensively and effectively, and in addition to handling such well known makes of players and pianos as Steinway & Sons, Nordheimer, Brambach, and Sherlock-Manning, are gradually building up a trade in Pathe Pathophones and Aeolian Vocalions. Mr. Hunt reports sales and collections as satisfactory.

Mr. C. B. Clark, local manager for Gerhard Heintzman Co., when seen expressed the belief that the coming season would show an increase of piano sales to the farmers throughout the Province. Several shipments of instruments had been unpacked during the past ten days, and he was well prepared for any increased business.

Mr. D. J. McCutcheon, manager for Heintzman & Co., Limited, had just returned from a country trip, wherein results had proved satisfactory to him. Prospects were never brighter, nor were collections any better, and with the drying up of the roads he predicted a repetition of last year's business.

The music department of The Hudson's Bay Company enjoyed a brisk sale of sheet music while the School Teachers' Convention was in session here, and the talking machine department likewise benefited correspondingly.

Mr. G. D. Venini, manager for Mason & Risch, Limited,

reported several of his efficient staff as being away on vacation. While the season was backward, said Mr. Venini, there was little to feel alarmed at as yet, it being a significant fact that in several years of late, wet spring, Alberta crop returns were satisfactory. The history of this Province has shown that the dry, early spring was not so resultant in big crops as the present condition prevailing, because we enjoyed such an amount of warm sunshine throughout the best part of the season that grain ripened very rapidly in consequence.

The sympathy of the trade is being extended Mr. W. J. R. Switzer, the well known piano tuner, who suffered the loss of his father, Mr. John Switzer, of Edmonton. The deceased gentleman was for many years a resident of Toronto, having taught school in Ontario for a decade, coming to Alberta seven years ago to take up land.

Mr. Fred Cross, western general superintendent for The Williams Piano Co., Limited, who was in Calgary at the time, and who was a warm friend of the family, hurriedly returned to the northern city and was present at the obsequies.

Wednesday, May 2nd, was the first legal mid-week holiday in Calgary, all stores now being required to close at one o'clock p.m. each Wednesday until the end of September.

Piano Salesman Gets Factory Experience

Mr. W. Carmichael, of the Geo. A. Fletcher Music Co., Nanaimo, B.C., has returned to his home after spending six months gaining practical experience in the Gerhard Heintzman factory at Toronto. Mr. Carmichael came to Toronto in November, spending the winter here, and which experience he emphatically declares he will not regret. Toronto's winter does not appeal to Mr. Carmichael, accustomed to a climate where the people decorate their Christmas dinner tables with flowers grown in their own gardens.

In the Geo. A. Fletcher store Mr. Carmichael's specialty is the phonograph and small goods department, also looking after advertising, which includes publicity in two local dailies and the papers of two other towns.

As a result of his hard work in the Gerhard Heintzman factory Mr. Carmichael returns to his duties equipped with not only a good practical knowledge of piano construction, but is capable of caring for the most difficult tuning job of piano or player.

NEWS NOTES

Mr. D. R. Gourlay, vice-president, Gourlay, Winter & Leeming, Ltd., Toronto, is absent on a visit among Gourlay and Gourlay-Angelus dealers.

Mr. D. S. Cluff, of Clinton, Ont., well known in music trade circles in Canada, was renewing old acquaintances in Toronto recently.

Mr. C. Harris, the well known superintendent of the Karn factories at Woodstock, and a veteran in the trade, was among recent out-of-town members of the trade seen in Toronto.

"The labor market and supplies and prices of materials continue very unsatisfactory," remarked Mr. R. H. Easson, vice-president of the Otto Higel Co., Ltd., Toronto, in discussing trade conditions. "The demand, that under normal conditions could be taken care of very easily, gives us a great deal of worry owing to difficulties in manufacturing."

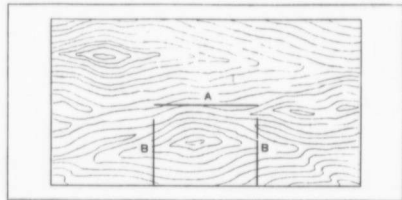
The Bell line of pianos has been added to their list of agencies by Mason & Risch, Ltd., Toronto. In announcing this fact to the general public Mason & Risch, Ltd., used large newspaper space. The Bell is one of the best known instruments in Canada, and the placing of it in the Mason & Risch salesrooms is an important transaction in which the trade has evinced considerable interest.

The Toronto Telegram's war correspondent in a cable from London made the following reference to Captain Roy Nordheimer, only son of the late Samuel Nordheimer and cousin of Mr. Albert Nordheimer, president of the Nordheimer Piano & Music Co., Ltd., Toronto: "I hear that Captain Roy Nordheimer, Toronto, is making a keen cavalryman, participating in many forays during the enemy retirement."

Save the Waste in the Player Piano Panel

Some manufacturers, who are engaged in making player pianos, cut out the small door in the front panel where the music roll is inserted and throw it away, then make a new door to fit the opening, matching the grain as best they can. They have done this for several reasons, chief among them being the fact that the door would be too thick for practical use, and another reason was because of the difficulty in cutting out the piece without spoiling it.

A prominent manufacturer in the middle west, who specializes in player pianos, has solved the problem of using the same piece for the door without extra labor, thus preserving the grain design and effecting a large saving in material.



The longitudinal cut, A, as shown in drawing, is made by setting the stops on the saw table at the proper distance and dropping the panel, inside down, on a small, fine circular saw. The cuts, B B, are made on the band saw, about 1/4-in. being left uncut at each corner in order to hold it in place. After these cuts are made, the whole panel is sanded, then the small door is taken out and resawed, then glued together again, which brings it down to about 7-16 in. in thickness. It is then put in the dry room and weighted down to prevent warping while drying.

When thoroughly dry, these doors having veneer and cross-banding on each side, besides being glued in centre, will never warp nor change their shape in any manner. When put back in the panel, the molding broken around the door covers the saw cut, and the door and panel, being of the same piece, make a neat and finished appearance.—(Veneers.)

Do You Believe This?

The store that does something for the public convenience, something to make itself useful to people whether they buy there or not, is going to secure more or less of their business ultimately. There are many things that people want occasionally but that few can afford to own. And there are things one wants for an emergency. Having a few such things that can be borrowed without incurring any obligation will help make friends for the store. The things may range anywhere from a tally card punch to an automobile pump, preferably, however, bearing some relation to the business of the store. One store loans successfully a phonograph for dances, another a vacuum cleaner. It might pay to make a small charge for the use of the articles, but there is little or no money to be made by the renting and the free loaning produces a large return in good will.—*Canadian Hardware Journal*.

How One Dealer Solved the Commission Problem

By Alex. McDonald, Chairman Press Committee National Association of Piano Merchants

PROBABLY no greater problem has presented itself to the retail piano trade than the commission evil. That it is an evil, and one of large proportions, is admitted by all. That it is legitimate to pay a commission under certain circumstances is generally conceded. It is the abuses which have crept into what would otherwise be a legitimate practice which have made it an evil instead of a means for promoting sales.

Various remedies have been suggested. Some have advocated and indeed put into practice a positive no commission rule. Generally those who have adopted this rule have found it advisable to do by indirection that which they would not do directly, or they have found the rule a barrier to co-operation of great value in selling high grade pianos especially. It has remained for a very quiet and unassuming retailer to put into practice an idea which offers a solution that is workable and absolutely above board. This gentleman is Andrew Meiklejohn, of Providence, R. I.

The Meiklejohn Co. had a positive no commission rule from which there were no exceptions, and they had gone on record publicly to this effect in their newspaper and other advertising, as well as in their sales talk. Nevertheless, there were many sales made under circumstances which would justly entitle a third party to a commission because of active assistance in making the sale.

This fact impressed itself upon Mr. Meiklejohn persistently, until he finally determined to go to the bottom of the commission question, and by a process of analysis determine what there was about the commission idea which was wrong in principle. It did not take very long to find the real evil—and that was the element of secrecy in the payment of commissions. He reasoned that the wrong came from the fact that the purchaser was unaware that the music teacher was to receive a commission. In other words, that it was the element of deceit that made the whole practice fundamentally wrong. If the purchaser knew that the teacher was to receive a commission for his or her service in selecting the piano, the transaction would be open and above board. In other words, deception was the element which made an evil of the payment of commissions which otherwise would be legitimate.

To the point that the customer might object to the payment of a commission if he knew about it, Mr. Meiklejohn pointed out that this open and above board commission idea was based on the equally fundamentally honest proposition of a one-price policy, to which his house is committed and rigidly maintained. In other words, if the price of the instrument is absolutely fixed so far as the purchaser is concerned; if he realizes that whether a commission is paid or not, the price to him remains a transaction wherein all the cards are face up. Any other policy, Mr. Meiklejohn contends, is illegitimate in principle and in practice.

The usual way is to make the customer believe that the music teacher is impartial—has no financial interest at stake and recommends a particular make because of personal preference. Mr. Meiklejohn takes the position that this is a dishonest premise from which springs all the evils of commission paying. It is characteristic of the man, having determined on a solution, that he should come right in the open and tell the public exactly what he proposed to do. Having advertised that no commission would be paid, a change in policy involved a reciprocal obligation of telling his public exactly what was proposed to do. Hence an advertisement giving details of the new policy.

No secrecy here. The house pays commissions, and in each case the individual customer must know absolutely that the teacher who selects the piano is to receive a commission for doing so, not paid by the customer, but by the house to an "Associate salesman" who is known or made known to the customer. No deception, no chicanery or favor, but a broad daylight transaction open to the world.

The objection was made that high-class teachers might not want it known that they received commissions. On this point, Mr. Meiklejohn speaks without equivocation when he says: "If a teacher objects to the purchaser knowing that a commission is to be paid for his or her service in the selection of a piano, it must be because of a feeling that there is something wrong about it. The wrong is in the deception practiced on the purchaser, who is not receiving impartial judgment, but interested recommendation, and is entitled to know that fact. No professional person who is absolutely honest can have any objection to a transaction which is carried through with absolute frankness between all the parties in interest."

The plan has been in operation for a matter of six months or more, and it has worked out to the satisfaction of the Meiklejohn house, which is one of the most aggressive in New England. A satisfactory solution of this problem which does substantial justice to all the parties in interest means a great deal to the trade. The Meiklejohn plan has its honesty and lack of deception to recommend it.

Universal Song Rolls to Date

The following list comprises all the song rolls to date, including the May bulletin issued by the Universal Music Co., to which dealers can add the new monthly issues as they come out:

2003 Abide With Me. (Played by Favier.) Monk	80
2137 At Dawning. (Arnold.) Gudman	1.02
2109 Beautiful Isle of Somewhere. (Favier.)	90
2069 Because. (Arnold.) D. Hardoll	1.02
2069 Because You're Irish. (Gershwin.) Altyne	90
2029 Don't Leave Me Daddy. (Eastwood.)	78
2135 Everybody Loves a Jass Band. Jass Arrangement. Flatow	90
2091 Face Face. (Favier.) Johnson	1.14
2155 Far Away in Honolulu. Jass One-step. Leighton	90
2127 Forgotten. (Arnold.) Cowles	1.20
2147 Hawaiian Jass. Jass-Fox Trot. Leighton	90
2131 Hong Kong. Jass Arrangement. Von Holstein	90
2013 How is Every Little Thing in Dixie. (Gershwin.) Gumble	72
2009 If You'll Come Back to My Garden of Love. (Gershwin.) Gumble	72
2129 I Hear You Calling Me. (Arnold.) Marshall	1.20
2011 It's a Cute Little Way of My Own. (Gershwin.) Tierney	90
2097 It Was Not So to Be. (Werner's Abschied.) (Favier.)	90
2141 I've Got the Sweetest Girl in Maryland. Jass Arrangement. Donaldson	90
2087 Just a Weezin' For You. (Arnold.) Jacobs-Rood	1.08
2007 Just a Word of Sympathy. (Gershwin.) Altyne	72
2019 Keep Your Eye on the Girlie You Love. (Arnold.) Schuster	78
2067 Little Grey Gnome in the West. (Favier.)	1.02
2077 Love's Old Sweet Song. (Favier.) Molloy	1.20
2065 Mammy's Little Coal Black Rose. (Gershwin.) Whiting	72
2063 Mammas. (Arnold.) Altyne	90
2099 M-I-S-S-I-S-S-I-P-P-I. Saxophone Arrangement. Tierney	90
2027 My Old Girl. (Paris.) Kniser	78
2157 Naughty, Naughty, Naughty! Jass-Fox Trot	90
2039 Nearer My God to Thee. (Favier.) Mason	78
2159 Old Johnny Oh Johnny, Oh! Jass One-step. Olmstead	90
2021 Old Soaken Bucket. Saxophone Arrangement. Copeland	78
2161 Pale Yellow Moon. Jass One-step. Spencer	90
2125 Palms. (Les Ramona's.) (Favier.)	1.20
2163 Peruvian Maid. Jass One-step. Nelson	90
2133 Pottery Buggy. Saxophone Arrangement. Hubbell	1.20
2181 Rosary. (Arnold.) Nevin	84
2083 She's Dixie All the Time. (Gershwin.) Tierney	90
2181 Something. Saxophone Arrangement. Tierney	90
2080 Somewhere a Voice is Calling. (Arnold.) Tate	90
2001 Somewhere There's a Little Cottage. Saxophone Arrangement. Standing. Marshall	72
2065 Sweethearts. (Paris.) Altyne	78
2061 There's Egypt in Your Dreamy Eyes. (Arnold.) Spencer	90
2023 They're Wearing 'Em Higher on Their Heads. (Paris.)	78
2015 What Do You Want to Make Those Eyes at Me For. (Arnold.) McCarthy	78
2139 When I Found the Way to Your Heart. (Arnold.) Depoul	90
2049 When You Were My Queen of Mastine. (Rochester.) Mohr	90
2051 Where My Caravan Has Rested. (Arnold.) Lohr	90
2079 Where the Black Eyes Susans Grow. (Gershwin.) Whiting	90
2063 Who's Pretty Baby Are You Now? Saxophone Arrangement. Altyne	90
2023 Why Do They Make Girls Like You? (Arnold.) Piantadosi	78
2134 Would You Back the Love You Gave Me. (Paris.) Ball	90
2017 You May Hold a Million Girls in Your Arms. (Arnold.) Fischer	78
2041 You Never Can Tell. (Arnold.) Alexander	78

What Dealers Say About The One Price System in Piano Retailing

HERE is a sincere and earnest desire on the part of retailers throughout Canada to see the fixed price system established in the business of selling pianos. Many of the manufacturers strongly favor the system as the only means of putting the business on the level of ethical trading that the status of this line demands. Indisputable arguments can be advanced in support of "the one price—the right price" principle, but readers of the Journal are more interested in the ideas and opinions of others.

The Toronto Retail Piano Dealers' Association, the Canadian Piano and Organ Manufacturers' Association, and the Canadian Piano and Music Retailers' Association, are already on record favoring the system.

Below are reproductions from letters received at the Journal office. The discussion at the general meeting of the Toronto trade in March, when Mr. C. W. Lindsay, of Montreal, spoke so clearly and convincingly on this subject, have been widely read, and have provoked interest such as no other subject has done. The topic is a most pertinent one.

In this issue is reproduced the speech on this subject of Mr. E. H. Droop, who came from Washington to address the trade in Toronto at the annual meeting of the local Association. Below are reproductions from letters received at the Journal office inspired by what has been published in this connection and at the invitation of the Journal. The Journal's columns are open, and it is hoped every retailer and every manufacturer will not hesitate to volunteer his opinion as to the desirability and necessity of the trade adopting "the one price—the right price" principle of retailing musical instruments. Names of writers of letters have been omitted when requested.

H. Kent, President, Kent Piano Co., Ltd., Victoria, B.C.

"I have been very much interested in reading the address of Mr. C. W. Lindsay, appearing in your March issue on the vital question of "One Price" in regard to the retailing of pianos, and I agree with all this experienced gentleman says in favor of the system. I am not new in this 'agreeing' line, for probably you will remember that as long ago as in June, 1906, you published a letter that I wrote you on this subject.

"I have been a strong advocate for the one price, although I am free to admit I have not had grit enough to adopt it entirely with regard to the selling of pianos, although many times discussed with my sales force.

"My opinion is that the manufacturers are the ones to put this system into effect, but they, like myself, have evidently lacked grit when it affects the retailing of their goods. Manufacturers of standing I venture to state have a one price for wholesaling their goods; why not in retailing? A piano dealer once a year figures out how many pianos he should sell in the course of six or twelve months, and figures on making certain profits. If on fifty per cent. of those sales he allows pianos to be cut in price to meet competition, or a close buyer, or for some other reason, it is evident that the lost margin of profit on such sales has to be made up on the other fifty per cent., consequently half of his customers, whom some dealers delight in "soaking," have paid him larger profits to offset his other sales made at reduced profits.

"This is distinctly unfair and unbusinesslike, reflecting not only on the dealer but also on the manufacturer, because it establishes the fact that pianos have a value only in accord with the ability of the customer to bargain well and to his advantage.

"As Mr. Geo. Suckling stated, it is a reproach to the piano trade that people have become educated to the fact that they can purchase pianos at their own prices, not at the dealer's or manufacturer's price.

"I could write at considerable length on this subject, but your space is valuable, and in conclusion I only warmly express the hope that the manufacturers will take immediate steps to put the one price system into effect as far as the retailing of their instruments is concerned."

N. H. Phinney & Co., Ltd., Halifax

"We are very much interested in the articles appearing in your Journal referring to the "One Price System," and may say that we have been consistently following this plan for some time with the very best results.

"The aim of every dealer is 'more business' and 'better business.'

"In one very able article in your Journal a short time ago a very prominent dealer, after a long and wonderfully successful career, states that it has been his experience that business will increase under this system. This statement coming from such a source should be of particular interest to every piano man who looks forward to the betterment of his business.

"It would appear that larger business has been the experience of dealers generally who have adopted the system, and in view of the fact that these conditions seem to be recognized by the trade, surely there is a solution that is practical.

"There seems to be a rather general opinion that there should either be a manufacturers' agreement or an agreement among the retailers in regard to price, in order to make the "One Price System" effective.

"Personally I do not believe that any such arrangement is necessary, although in certain instances a dealers' arrangement might be practicable and helpful. The writer was speaking a short time ago with the manufacturer of a high grade piano who believed there would have to be an arrangement by a number of the manufacturers in order to make this system of selling pianos effective. This does not appear to me to be the right stand or the right solution. If a few or all of the manufacturers of strictly high grade pianos will adopt a rigid system in regard to price, those that make this stand will, in my judgment, find that they will have the support of the trade, and will be the stronger by taking such action. Why wait for another to make the move? The time has about arrived when the manufacturer who stays out will lose out, for the dealers surely will realize the advantage of selling a line that is out of competition as far as price is concerned and gives better profits.

"Manufacturers of the lower priced pianos in their advertisements sometimes make extravagant statements as to the quality of their product, and might feel that a nationalized price which would have a tendency to give their instruments their proper status would not be to their advantage. It would also be much more difficult to adopt a uniform price that would be accepted by all dealers.

"The 'One Price' idea may still be carried out by a dealers' agreement to cover certain districts, or with proper territorial restrictions, without an agreement, and each dealer making his own price based on his own selling costs and other conditions.

"Improper allowances for exchanges is a difficult problem, and affects other trades, such as phonographs and automobiles. When a salesman grasps the importance of the selling argument embodied in the "One Price System" he will realize that the square deal part of it is what particularly appeals to the customer, and if the customer gets this point in connection with the price of a new piano he is ready to adopt the same arguments in connection with the exchange. He will understand the one price is cash or its equivalent.

"Under the present plan we often take pianos that we would formerly allow \$40.00 or \$50.00 for, and send them to auction and allow the customer the net returns. In some instances we have allowed only a fraction offered by com-

petitors, and the customers were better satisfied, as it really helped to convince them that they were getting a square deal both ways.

"There is no question but that the public is sick and tired of the old method of selling pianos. The ordeal of buying a piano was something to be dreaded, and rightly so. Misrepresentations seemed to be part of the game. It is possible by adopting fair and absolutely uniform prices to elevate the selling of pianos into a dignified and most desirable profession.

"If there is to be a dealers' convention in Toronto during the second week of the Toronto Exhibition, could not this be opened to all the provinces?"

A Nova Scotia Dealer

"In regard to establishing the one price we find this very hard to do, though we have tried very hard to do it ourselves, and could have done so had it not been for others who would not be square in the matter."

A Saskatchewan Dealer

"Like all other retailers we are decidedly in favor of the one price system, but, in our estimation, the only way this can be accomplished is by the manufacturers fixing the prices and making the retailers adhere to these prices. . . . We have only to turn to the talking machine and automobile manufacturers as great examples of the one price system."

J. C. Down, Strathroy

"I think the one price system is the only way to sell pianos, and I think the only way to bring this about is to get the manufacturers interested in it. If they would set their prices the same as the phonograph and automobile manufacturers do, and advertise these prices, the public would then know what they were doing."

An Ontario Dealer

"For the big fellow the one price system would be OK, and if only one make of piano were manufactured it would be a snap—but a numerous variety and the little fellow never."

C. W. Lindsay, Limited, Brockville

"We are thoroughly in sympathy with the one price system, having adopted it in this branch."

John Walsh, Mitchell

"I heartily approve of the one price system as long as worked out on a business like basis."

The Dickson Building Co., Limited, Dundas

"We have had very little experience in the piano business, but from what we have had, and our knowledge of business in other lines, do not hesitate to say it would be the best thing possible, providing details can be worked

out so as to make it next to impossible for the cheap fellow, or man who wants business at any price, to get away without the penalty. To this end think deposit or guarantee in some form that is collectible should be arranged."

E. E. Nugent, Fort William

"The report in the Journal for March of the meeting at which the one price system was discussed was to me one of the most interesting trade articles I have ever had the pleasure of reading, having always been a strong advocate of the one price system. I presume this also proposes that pianos in the future will be sold in their class. This has been one of the greatest evils in the trade both from the dealers' and the consumers' standpoints.

"Regarding the stand taken by one of the speakers at the meeting, it is hardly fair to compare the matter under discussion in the piano business with that of the kodak or phonograph companies. These companies started off on the one price system, and have not had the evils to overcome.

"Personally, I think it is up to the manufacturer to set the price at which his particular line is to be retailed, and that the penalty for disregarding this should be on the same basis as the talking machine companies, which would mean the loss of the agency. Furthermore, I do not agree that a few of the firms with sufficient capital should lead off. It is generally conceded in the piano trade that the one price is the only legitimate plan, and think if all dealers went heart and soul into this move it would be a great success. Those having handled talking machines would not find it hard, as a great many customers have been taught through this agency that there is no use bantering over price."

"I take much pleasure in enclosing one dollar in payment of Journal subscription. Could not get along without it now, and I have every copy I have received. I often refer back to them."—J. C. Down, Strathroy.

"We look forward to the arrival of the Canadian Music Trades each month, as it is a valuable Journal, and helps to keep the dealer up to date."—J. Kellestine, Owen Sound.

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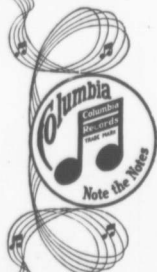
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Music and Musical Merchandise Section

CANADIAN MUSIC TRADES JOURNAL—MAY, 1917

Discussions at the Dealers' Convention

THE fourth annual convention of the National Association of Sheet Music Dealers will be held at the Hotel McAlpine, New York, June 11 to 14. The directors state that the following matters will be taken up for consideration at the convention:—

1. Prices and Discounts:

(a) The upholding of a uniform retail discount of 33 1/3 per cent. on copyright sheet music, together with the establishing of wholesale discounts of 1/2 and 3/4 on regular orders for same.

(b) The reduction of retail discount on so-called "net" books so that the present "teachers' discounts" of 20 per cent. or 25 per cent. will be charged to a maximum of 10 per cent., and proper representation to the various publishers to the end that they will co-operate in this movement by a corresponding change in the teachers' column of their trade lists.

(c) Question of action to be taken against a certain publisher of popular music who has openly sold music to the 10-cent syndicate well knowing that they would retail such music at less than this publisher was charging even his largest wholesale customers.

(d) Orchestra Music—To consider the improved conditions in this branch of the business with the hope of securing still further betterment of conditions and the general recognition (which has not always been given) of the importance of the music dealer as a distributor of orchestra music.

(e) The question of the so-called quantity discounts on octavo music and such representations and showing as may be necessary to secure the withdrawal by certain publishers of open quotations on octavo music that are as low, or nearly so, as their wholesale rates.

2. General Conduct of the Business—Exchanging of Ideas and Reports as to:

(a) Cost of conducting a retail sheet-music business.

(b) As to average gross profits and the necessity that these should average approximately 100 per cent. if the business is to be a dignified and permanent calling.

(c) Stock Records—Wrapping and best methods of classifying a music stock, also the advantage of extensive card-index system as aids in finding titles.

(d) Report of the year's work toward the formation of a National Co-operative Credit Bureau (a plan has been worked out and approval or modification is desired).

(e) Consideration of the "out-of-print" question with such recommendations to the publishers as may help to avoid the increase of this evil.

Dealers who have been in touch with the activities of the Association during the last four years will note how many things formerly set out under this heading have been accomplished, i.e.:

1. Change of retail discount on "cheap" editions to one-third off.

2. Change of retail discount on copyrights to one-third off.

3. Reduction in size of sheet music.

4. Great reduction in the volume and general improvement in quality of new issues.

5. Reduced freight rates.

6. Harmonious relations between dealers and publishers and through the trade as a whole.

7. The creation of a large and growing class of popular music handled by the 10-cent stores.

8. Steps toward more sensible conditions in the orchestra business, etc.

"Putting Over" Popular Songs

READERS of the American Magazine have been given a peep behind the scenes in the popular music publishing field, by E. M. Wickes, in a recent article, "Putting Over Popular Songs." The following are extracts from it:

"Many business men have a habit of looking with something akin to contempt on the popular music industry; but when one firm can sell more than a million dollars' worth of sheet music a year, and pay out more than eighty-five thousand dollars in royalty to writers, as one firm did in 1915, the business demands serious consideration. Some business men have tried entering the song field to pick up a little money, and all they picked up was sorrow and experience.

"About ten years ago a wealthy man left his own interests in the hands of clerks and plunged into music publishing with the expectation of making a new fortune. Thousands upon thousands he paid out while waiting for the elusive hit. Gradually his other business fell away and his hoarded wealth disappeared. Song publishing is one of the greatest gambles in the whole world. Fortunes are won and lost in a change of the moon, and for reasons which no one seems able to forecast. If anyone can prove his ability consistently to select songs which will captivate the ears of his hundred million fellows, he can become the official picker of hits for any number of big song publishers. As for his salary—well, he can name a figure that will make him considerably better paid than the President of the United States.

"It is hard to analyze Songland's problem of problems. If a popular song were a complex creation, like an opera or a symphony, we could understand the situation better. But it isn't. The popular song is one of the simplest things in the business world. It conforms to certain elementary unwritten laws, and is aimed at a specific type of people. With few exceptions, its musical range is limited to one octave, so that anyone with the average vocal powers can sing it without difficulty. Publishers have found that lovers of popular music take to the 'line of least resistance'; as a rule they do not care for music that taxes voice, memory, or playing ability.

"Nor does a hit need to be original. In fact, many of the most successful hits are merely reshapes of other hits, with a little different tempo or rhythm thrown in to disguise the relationship. Under various guises the public sings, hums, and whistles from year to year the same tunes that were popular two decades ago. If song writers stray outside the plain, familiar paths they are likely to confuse the public, just as a ten-year-old boy would be confused by a problem in plane geometry.

"A month or a year from now, 'Nearer, my God, to Thee,' which has been used for popular purposes again and again, could be twisted about a bit and turned into a rag, a march, or a waltz, and the public would take to it with avidity, never dreaming that it had already hummed itself

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Keys C, Eb, F
- "COME SING TO ME" *Jack Thompson*
Keys Eb, F, G
- "YOU, JUST YOU" *Jack Thompson*
Keys A, Bb, C, Db
- FARE YE WELL MY BONNIE LASSIE
Jack Thompson
Keys G, Ab, Bb
- "DOWN HERE" *May H. Brahe*
Keys Eb, F, G
- "A JAPANESE LOVE SONG" *May H. Brahe*
Keys D minor, E minor, F minor, G minor
- "BRIAN OF GLENAAR" *Herbert Graham*
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- ROSEBUD
- IRIS
(Gwynne Davies)
- COME HOME TO ME
(Harry Hague)
- THE CALL
(Herbert Oliver)
- O DAY DIVINE
(Herbert Oliver)
- FAIRY REVEL
(Herbert Oliver)
- THE SCENT OF SWEET LAVENDER
(Herbert Oliver)
- BUY MY LOVELY ROSES
(Cecil Baumer)
- THE LOVELIGHT IN YOUR EYES
(Charwood Dunkley)
- SLEEP AND THE ROSES *(Arthur F. Tate)*
- COME BACK SOME DAY *(A. F. Tate)*
- KEEP YOUR TOYS, LADDIE BOY
(A. W. Ketchley)

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tired of the tune many times before. If you stop to consider that the majority of the half million popular songs put out in the last ten years have been written in one octave, you will see the difficulty of composing an entirely original melody. Most of the so-called Hawaiian music that has captured the public to-day is simply the old 'coon' melodies with a new name.

"The simpler and clearer a lyric is, the more chance it has of getting across. To carry simplicity to its limit, words of one or two syllables are almost invariably essential to a popular song hit. The writer has to think in the same terms as the great mass of the people. So the picking of a song-hit may well look like child's play to the layman. Incidentally, if you are thinking of applying for the job of 'official hit picker,' be quite sure that you are thoroughly familiar with the evanescent fancies and shifting emotions of young women. For they buy practically all the music, and what they do not buy is usually purchased by some admiring friend or repentant relative.

"Songland is always harassed by trouble. One of its necessities is the paying of vaudeville and other professional singers to use its songs. Another is the demand for a promiscuous distribution of professional copies. The public seldom takes to a song without first hearing it from the other side of the footlights. The publishers, knowing this, often pay theatrical performers for singing their songs. The rate of payment ranges from five to one hundred dollars a week, depending on the performer's standing. Now when a publisher plunges to the extent of buying up two or three hundred acts (as some of the big ones do), he stands to lose a goodly sum if the song does not make a big hit. Not every act in the show business is paid for singing publishers' songs. Some artists refuse to handle a song unless it suits them, and when they find one that does they are happy to sing it without further remuneration. But the vast army of performers who are paid are an ever-present drain on the pockets of the publishers, and have been contributing factors in more than one bankruptcy."

A Band or Orchestra in Every Town

THAT every town and village should have either a band or orchestra is the contention of a contributor to the Canadian Bandsman. He says in a letter to the editor of that paper: "Some, no doubt, have given this a thought, but the fact that aid could not be obtained from the municipal government has made them a little afraid to attempt it. In these times of prosperity, government aid is not needed in keeping a band together—all are prosperous enough to buy what instruments and equipment are necessary. All that is wanting is a little enthusiasm, backbone, and energy to start the ball a-rolling, and, coupled with a little conscientious practice a band or orchestra could be whipped into shape and pay its own way.

"The United States to-day is rapidly growing in the band field, and the bands are being recognized as a good asset by the financial grants received from the municipalities. The majority of them were organized at first by subscriptions from willing townspeople.

"This can be done in Canada with equal, if not better success. We have the means and prosperous times to our advantage, in spite of the war, so why not get busy before we get left in the background and find ourselves invaded by foreign bands. Canada is a music-loving country, and any town contemplating the launching of a band should have no trouble in getting financial help from the citizens. In a recent issue of the 'Musical Courier' it stated that 'Cities are beginning to be judged by the kind of orchestras they maintain.' That hits the nail square on the head. A good band or orchestra is a town 'booster.' Let's get on the musical map. Why not a band in every town?"

How to Put a Head on a Drum

By H. Y. C. in *The Canadian Bandsman*

THE head or skin should be wet enough to make it pliable, but not soaked until it becomes too flabby. Therefore, to properly wet the head, put it in a tub of cold water for a short time, probably from three to five minutes. Some heads will become pliable by wetting in less time than others, while some require being soaked a greater length of time. Heads that are more impervious to water and require more time to become pliable, make the best heads after they become dry, as it will not be so ready to become slack in damp weather, as the more pliable heads are.

After the head has become sufficiently pliable lay the flesh hoop on it; be careful to draw the head evenly and have as few wrinkles as possible in the skin. Tuck the edges of the head under the flesh hoop, which can be done by a blunt instrument or the handle end of a large spoon. After the head is properly tucked in all around the flesh hoop, put it immediately on the drum shell, while wet, so as to become properly stretched. Allow the head to dry slowly; if the weather is clear and the air dry, the head will dry naturally without heating. The cause of a great many of the breakages of drum heads is lack of care. If the drum is exposed to the sun or kept near a stove or in a warm place, the head will naturally contract and the rope should be slackened and tightened again when the drum is in a moderate temperature. The same applies when a drum head becomes wet by rain or moist weather; it will expand. In such cases the rope should be tightened. To keep the drum in proper condition, care should be exercised in the manner in which the head is tightened or slackened. The proper way is to tighten or loosen, as the case may be, every other drum ear, until you get right around the drum, and in this way you tighten the head gradually, and the instrument will produce a better tone and the heads last much longer.

Back From the South

Mr. E. Whaley, president Whaley, Royce & Co., Ltd., Toronto, returned home in time for May Day, after a five weeks' vacation in the south. Mr. Whaley spent part of his holiday in St. Augustine, Florida, and so attractive was the climate, the foliage and flowers, that he thoroughly believes our custom of holidaying in summer instead of in winter, is wrong. He is also convinced of the folly of the man who can get away during our late winter and early spring not doing so. In fact he did not have a cold all winter until his return from the south.

As to business; he was quite well pleased with affairs of his own firm when he arrived home. Conditions arising out of the war have made it necessary to manufacture lines formerly imported, and this his firm are doing with considerable success. Incidentally Mr. Whaley is an ardent exponent of increased food production, in which everyone should co-operate.

The latest monthly Bulletin issued by the house of Whaley, Royce & Co., Ltd., an advance notice of which appeared in the last issue of the Journal, has been mailed to the trade. This one is a double-header. The purpose of the bulletin is to offer a selected list of attractive buys, in all kinds of sheet music and small goods, at regular intervals. These selected lists in Bulletin No. 6 are very interesting suggestions, and there are two little items that a number of people would be interested in were dealers to mention them. These are two new Kamiki Methods, one for the Ukulele, and the other for the Hawaiian Guitar. These present complete instructions for the playing of these popular instruments, and include a selected repertoire of solos and accompaniments.

Torpedoed Men Sang "Pack All Your Troubles"

A survivor of the torpedoed hospital ship, "La France," in a lengthy and vivid account of their rescue, said: "After we got all straight and tidy some of the wounded went to the piano and began to sing. They were wonderful. It made us feel queer to hear them sing 'Pack up your troubles in your old kit-bag.' Miss Waldegrave went to them and said she felt they ought to give thanks for being safe—would they join in a hymn? Every man came to the piano, except one, who was too bad to move. When the worst cases had been taken away they sang most wonderfully, 'God, our help in ages past,' and Miss Waldegrave said a short prayer. One man said, 'Might they have a prayer for those in peril on the sea and for their mates, as they did not know where they might be.' I never heard anything like it. Many broke down in the middle. When cars came to take them away they finished the hymn and said goodbye."

House of Chappell News

Chappell & Co. have announced their securing of the sole publishing rights for Canada and the United States of "Your Eyes Have Told Me So," by E. Carr Hardy. The ballad will be issued in three keys, F, G and A, also as a vocal duet in two keys. The song is in the press, and copies will shortly be ready.

"Cast Thy Burden" is a new Chappell sacred song by a Montreal man, Bernard Hamblen.

"The Perfect Melody," a charming piano solo by Geoffrey O'Hara, is now issued for orchestras, as are "Medusa Waltz," by Armand Vecsey, and "Any Place is Heaven If You Are Near Me," by Hermann Lohr.

Two new octavo numbers have been issued. They are T.T.B.B. arrangements of the well-known songs, "O Dry Those Tears," Teresa del Riego, and "Rose of My Heart," by Hermann Lohr.

In announcing Joseph Carl Breil's "Dramatic Music for Motion Picture Plays," Messrs. Chappell say: "Mr. Breil has had ten years' experience in active association with Daniel Frohman, Adolph Zukor, and D. W. Griffith's, the latter producer of the "Birth of a Nation" and "Intolerance" two of the largest films ever shown; for both of these productions Mr. Breil arranged and composed the score. On these facts alone we feel that in offering this series to the pianist and leader a broader and more musical conception of film interpretation is exhibited than in

the so-called movie picture music now being offered. The numbers contained in this collection are loose leaf, and are indispensable to musicians playing for vaudeville, drama or photoplays. They are arranged that they can be played as a piano or organ solo, or by any orchestral combination either large or small; there is no turning of pages, no searching for the proper number; you arrange the loose sheets just as you want them to follow the act, reel or show, and you have them right there on the spot."

Selected Larway Songs

J. H. Larway, the London publisher, has issued the following selected list of new songs:

It Will All Come Right in the End (Herbert Oliver).

Come Home to Me (Harry Hague).

Molly Morgan (Herbert Oliver).

The Call (Herbert Oliver).

In God's Good Time (Jack Trelawny).

Come Back Some Day (A. F. Tate).

Thank God You Came (Margaret Wakefield).

Rosebud (Frederick Drummond).

O Canada, March On! (Margaret Wakefield).

God Bring You Home Again (Jack Trelawny).

Keep My Love Safe in Your Heart (Jack Trelawny).

Happy Bird of Love (Jack Trelawny).

I'm Waiting for a Lonely Soldier Boy (Margaret Wakefield).

Your England, and Mine (Nellie Simpson).

Your Song (Herbert Oliver).

The Surest Love of All (A. F. Tate).

New Enoch Vocal Music

The recent list of new issues of vocal music by Enoch & Sons, London, is as follows: Buttercup's are Blowing, F (B flat to F) and G, *Claude E. Yearsley*; A Cradle Song, B flat (C to E flat), *Landon Ronald*; Little Bit of a Man, B flat (B flat to D) and D, *Jack Thompson*; A Little Love Serenade, E flat (C to E flat), F and G, *Landon Ronald*; The Long White Road, C (C to D) E flat and F, *Francis Adair*; Love's Homage, D (A to D or E) E flat and F, *Jack Thompson*; A Mother's Heart, E flat (B flat to E flat), F and G, *May H. Brahe*; Roses all the Way, F (C to D or F) G and A flat, *Jack Thompson*; You took me to your Heart, A (C to E) and C, *May H. Brahe*. Anglo-Canadian Music Co. is the Canadian agent for these songs.



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"SAILORS OF THE KING"

By Theo. Bonheur
Keys C, D, F.

"I'LL SING TO YOU." By Jack Thompson

Keys of C, Eb, F.

"THE HOME BELLS ARE RINGING"

By Ivor Novello
Keys of Eb, F and G.

"VALE" (Farewell). By Kennedy Russell

Keys of F, Gb, Ab, Bb.

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

Keys of Db, F and G.

"FARE YE WELL MY BONNIE LASSIE"

By Jack Thompson
Keys of G, Ab and Bb.

"TILL DADDY COMES HOME"

By Cynthia Bishop
Keys of G, F and G.

"CARRY ON." By Elsa Maxwell

Keys of D, E and F.

"ROSEBUD." By Frederick Drummond

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

"GANG AWA' BONNIE LASSIE"

By Fred Gibson
Keys of G and A.

PIANO SOLOS

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Liebesgruss	Bellaire
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News Notes

Mr. Holmes Maddock, of Whaley, Royce & Co., Ltd., Toronto, has succumbed to the siren voice of the automobile, and has purchased a 1917 McLaughlin. He threads in and out through the traffic of Toronto's narrow streets as if he had been doing so all his life. Of course the pedestrians have no way of knowing such is not the case, or perhaps they would not be so trusting.

The new song cycle, "The Philosopher and the Lady," by Easthope Martin (Enoch), was given a delightful rendering by Mr. Arthur Blight's pupils, at his recent recital. This work seems destined to become a real favorite.

"Junk. Discard your junk and see us about a new instrument," is the text of a display card in a novel store window, which was full of old cornets, horns, drums, etc. The old brass instruments were green with age, and the idea made a forcible appeal.

The English press announces that the husband of Teresa del Riego, the well known composer, has been killed in action.

New Choir Numbers

The newest additions to the Anglo-Canadian series of choir music for mixed voices are: Our Blessed Redeemer, *Edward Wodson*; Praise the Lord, *Bertha L. Tamblin*; Nearer my God to Thee, *R. G. Stapells*; Saviour breathe an evening blessing, *W. H. Bontemps*; Vesper Hymn (Lord keep us safe this night), *F. Wrigley*; Benediction (The Lord Bless Thee), *C. M. Passmore*; Vesper Hymn for Time of War, *Edward Wodson*; Holy Father cheer our way, *Bert F. Couper*; The Souls of the Righteous, *Edward W. Miller*.

Other recent popular anthems are: The Way of Life, *del Riego*; The Radiant Sun, *Lightwood*; Shadows of the Evening Hour, *Fletcher*; Roseate Hues of Early Dawn, *David Dick Slater*.

New Ascherberg Music

From Messrs. Ascherberg, Hopwood & Crew, Ltd., London, the Journal is in receipt of these numbers: "Dream Boat," by Ivor Novello; "Bells of St. Mary's," by Emmett Adams; "My Heart's in My Homeland," by Kennedy Russell; and "Joggin' Along the Highway," by Harold Samuel.

Regarding some recent Ascherberg numbers Musical Opinion says: "From Charlot's successful musical play, 'See-Saw,' issues forth 'Dream Boat,' a captivating conceit characterized by simplicity and sweetness. The optional two-part chorus for ladies' voices rises to the pervading emotion, and it should be sung whenever possible. 'Dream Boat' has already found great favor, it having come to be regarded in the light of a favourite number from this particular play. Iver Novello is the composer.

"The stamp of musicianship is found on most of Lao Silesu's compositions, and the song, 'Most Wonderful of All' proves to be no exception to the general rule. We do not hesitate to affirm that 'Most Wonderful of All' will be regarded by vocalists as a worthy companion to the composer's 'Love, Here is My Heart,' and 'Shadows on the Wall.' The song has been issued in four different editions."

From Joseph Williams, Ltd.

The month's parcel of music from the House of Joseph Williams, Ltd., London, contains "Beethoven's Sonata," Op. 22, No. 11, edited, phrased and fingered by Stewart Macpherson; also six numbers in "The Vocal Garland," a collection of works arranged for two female voices; six Russian songs arranged by Ernest Newton—"A Russian Lullaby," "The Nightingale," "The Troika," "The Cossack's

Song," "The Wanderer," and "The Troika Driver's Lament."

In the Berners Edition there are "Progressive Studies," Grade VI, Intermediate, Book 3, special pianoforte studies for the development of touch; "Mozart's Minuet," from Divertimento in D, arranged by R. Corbet for violin and piano; "First Pianoforte Studies," nine pianoforte studies by Edith Rowland.

NEW MUSIC

Copyrights entered
at Ottawa

- 32770 You Remind Me of My Mother. Lyric by Jack Yellen. Music by Albert Gumble.
- 32771 Good-Bye Dear. Words and music by Merle V. Hagen.
- 32772 The Locket Your Mother Wore. Lyric by Geo. J. Moriarty. Music by Grace Le Hoy.
- 32773 Old Fashioned Reeser for Old Time's Sake. Lyric by Joe Lyons. Music by Charley Straight.
- 32774 You All Got to Be Born and Bred in Kentucky. Lyric by Gus Kahn. Music by Grace Le Hoy.
- 32775 "In the Firelight Glow." Words and music by William H. Perrins, Toronto.
- 32776 Hindoo Maid. Gan-dha-ra-i. The Waltz Oriental. By William H. Perrins, Toronto.
- 32777 Huckleberry Finn. Words and music by Cliff Hess, Sam M. Lewis and Joe Young.
- 32778 Father, Guide Our Nation. A national prayer. Song. Words and music by Gordon V. Thompson. Thompson Publishing Company, Toronto.
- 32779 Hurrah! For the Lads in Khaki. (Three Cheers as They're Marching By.) Song. Words and music by Alice Sord, Thompson Publishing Company.
- 32781 Chant Musicaliste. Paroles de Gustave Comte. Musique de B. F. Poirier. J. E. Belair, Montreal.
- 32792 I'll Open the Door and Close the Door. Words by Lew Brown. Music by Maurice Abraham.
- 32813 The Legions of the Lion. Words by J. M. Simpson. Music by W. Maurice Miles. J. M. Simpson, Winnipeg, Man.
- 32820 Holy Father, Cheer Our Way. (Hymn anthems.) Words by R. Hayes Robinson. Music by Bert F. Cooper. Anglo-Canadian Trade Publishers Association, Limited, London, England and Toronto.
- 32821 The Union Jack, Our Empire's Flag. Words by William C. O'Neill. Music by Alfred Wooder. Anglo-Canadian Music Publishers Association, Limited, London, England and Toronto.
- 32822 Vesper Hymn. By F. Wrigley and Benedictio or Baptismal Hymn by G. M. Passmore. Anglo-Canadian Music Publishers Association, Limited, London, England and Toronto.
- 32823 A Vesper. By Edward Woodson. Anglo-Canadian Music Publishers Association, Limited, London, England and Toronto.
- 32828 Down With the Prussian Tyrant. Words and music by Corinne M. Shaw, Toronto.
- 32841 Everything is Going Up. Words by Stanley Murphy. Music by Albert Gumble.
- 32842 Follow Me Around. By Henry Creamer, Henry Lewis and Turner Layton.
- 32843 The Bomba-Shay. By Henry Creamer, Henry Lewis and Turner Layton.
- 32844 Somewhere on Broadway. Words by Stanley Murphy. Music by Harry Carroll.
- 32845 Hawaii, I'm Lonesome for You. Words by Jack Yellen. Music by Albert Gumble.
- 32846 What Would \$50,000 Make You Do? Words by Alfred Bryan. Music by Harry Tierney.
- 32856 'Til the World is Free. Words and music by H. S. Bee. His Master's Voice, Limited, Toronto.
- 32864 Oradie Time. Reverie by J. R. Shannon.
- 32865 Oradie Time. Lullaby. Words and music by J. R. Shannon.
- 32866 Rose O' Mine. Words by Dave M. Allan. Music by Bob Allan.
- 32867 In Flanders' Fields. Words by Lieut. Dr. John McCrae. Music by J. Deane Wells, J. Deane Wells, Vancouver, B.C.
- 32868 Come! Boys! Come! Words and music by E. Cettington, Vancouver.

32869 Believe Me If All Those Endearing Young Charms. Arranged by John Adamson for Women's Voices. (S.S.A.A.) (Music.) Anglo-Canadian Music Publishers' Association, Limited, London, England and Toronto.

32873 Palmita. Words and music by Roland Cedric Schofield, Toronto.

Anticipating the 12th of July

Messrs. Beare & Son, the old violin and musical merchandise house, with commendable enterprise are anticipating the dealers' requirements in flutes and drums for Twelfth of July parades, by raising this subject in their trade announcement in this issue. In a recent circular to the trade this house has also drawn attention to regulation military copper drums, military snare drums, and their various lines of violin strings. This firm have remarked upon the good luck that has attended their shipments across the Atlantic, enabling them to maintain their stock in the desired quantities.

*"The nightingale, if he should sing by day,
When every goose is cackling, would be thought
No better musician than the wren.
How many things by season seasoned are
To their right praise, and true perfection!"*
Merchant of Venice.

The deacons and other officers of the church had met to discuss the best method of getting rid of a pastor who had worn out his usefulness. One brother, who was a good deal of a wag, said: "I tell you what to do. Let's pay him all his salary in arrears an' raise him a thousand a year an' he will drop dead."

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How readily we move to the piano when the meal is through! Entertainment of friends becomes so exquisitely natural when we have the common bond of music.

Broad and changing as human feelings are, there is this one boon at least to satisfy us. Music speaks every feeling—it is the heart's very language. Music—who will say that he does not love it? It is life itself—the better part of life—the most human and glorified gift to mankind. It is—the medicine of the mind.

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