

CANADIAN MUSIC TRADES JOURNAL

ARTEMUS WARD, the famous American humorist, whose humor sometimes was a lance-thrust, once said that he was willing to sacrifice all his first wife's relations on the altar of his country. Many a man has been willing to let others do his fighting for him---willing, also, to share the rewards of peace and victory. Men of this type belong to the deserter class.

In Canada are hundreds of business firms striving with all their might to make better times for themselves and their communities. To them all honor.

But there are other firms—manufacturers, wholesalers, and retailers—who are “standing pat,” “playing safe,” doing absolutely nothing to build up business. They are mere lookers on, not participants in the valorous struggle of their brethren to maintain and establish good times.

Look about you and you will find in the advertising columns of this and other papers many messages from firms with a sturdy confidence in the future.

Lifter or Leaner---which are you?

MONTHLY \$1.00 PER ANNUM IN CANADA, 5s. IN GREAT BRITAIN, \$2.00 IN OTHER COUNTRIES.

Published by Fullerton Publishing Co., 56-58 Agnes St., Toronto, Canada
Telephone Main 3589



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

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

COLUMBIA

Graphophone Company, Toronto, Ont.

Direct From Factory To Dealer

This company now sells its pianos direct from the factory to the dealer in all territories. The price to the dealer is eminently fair, considering the quality of the Martin-Orme Piano. All our dealers pronounce our values to be excellent, and say that the piano is easy to sell.

The Martin-Orme Piano

has the "Violoform" construction—an exclusive selling advantage over any other piano. The unusual brilliance and beauty of tone is due to this construction. Any ear, however untrained, can detect this unusual Martin-Orme quality of tone.



STYLE B PLAYER-PIANO

The Martin-Orme is obtainable in many styles and finishes, but only one quality—Martin-Orme, the unexcelled.

Is there a Martin-Orme dealer in your town? If not, write us at once for our dealer proposition.

The Martin-Orme Piano Co., Ltd.

Manufacturers of Pianos and Player-Pianos of the Highest Grade only

Ottawa,

-

-

Canada



Mission "B"

Only NEWCOMBE Pianos

are equipped with the

"Howard Patent Straining Rods"

which counteract the great strain of the 228 Strings.

They give strength to the Pianos. By relieving the immense strain of the strings they make a better tone possible. They are of the best steel, handsomely nickled and are an ornament to the instrument, and they do not add extra cost to the Piano.

OUR PLAYER PIANOS

WITH HUMAN-LIKE CONTROL
Contain all the latest improvements and devices. They are perfect in tone, artistic in design and capable of long service.

THE
Newcombe PIANO COMPANY, Ltd.
Toronto :: Canada

Head Office—359 Yonge Street.
Factory—121-131 Bellwoods Ave.

ESTABLISHED 1870

THE NEWCOMBE LINE

"Never Suffers by Comparison"

The makers of Newcombe instruments have anticipated the piano-buying tendencies of the Canadian public.

¶ The pianos and players we offer you are designed to suit the modern home and the modern taste.

In each of our Designs you will see the result of years of study and improvement which stamps the present day Newcombe Instrument.

EVERY HOME in Canada where music is really appreciated but where no individual member of it is an accomplished pianist, is a prospect for a Newcombe Player.



Style 72 Player

Gourlay Tone

—A Revelation

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

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

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

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

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

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

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

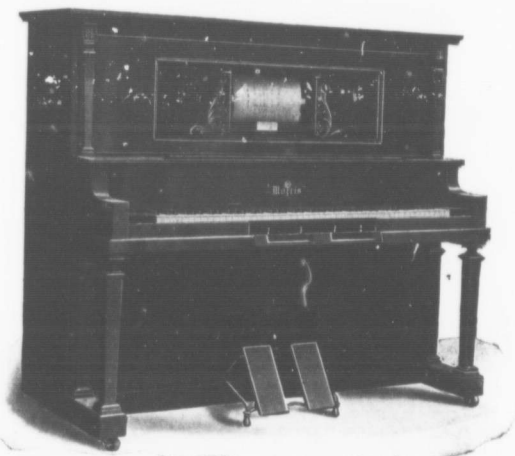
GOURLAY, WINTER & LEEMING

188 YONGE STREET

TORONTO

CANADA





MORRIS PLAYER PIANO

Just as Truly as Electricity Revolu- tionized Industry

IT IS EQUALLY PATENT THAT THE PLAYER PIANO IS RE-MAKING
THE MUSICAL SURROUNDINGS OF OUR CANADIAN PEOPLE

NO greater factor finds place in working out this process than the Morris Player, for it offers the ordinary home a truly great instrument which everyone may play—and play what they will—at a price easily within the financial reach of the average householder.

THE consistent demand that is rapidly growing is the best manifestation of the substantial and increasing popularity of Morris Players.

They are built on honor—sold on merit. Dealers all over Canada like the instrument, and they like the reception accorded Morris Players by the public.

“MADE IN CANADA”

The KARN-MORRIS Piano & Organ Co., Ltd.

Head Office—WOODSTOCK, ONTARIO

Factories—WOODSTOCK and LISTOWEL

A PIANO

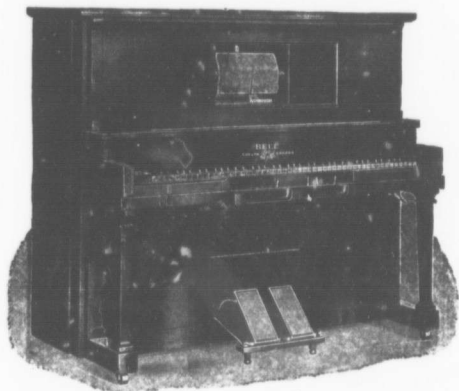
POSSESSING ALL THE GOOD FEATURES
FOR WHICH

The Bell Piano

IS FAMOUS

when combined with Player Mechanism, forms

The
Most Effective
and the
Most Reliable
**PLAYER
PIANO**



This is our newest and smallest player.
Full 88 notes. Gives surprising results.

Dealers and others interested
are invited to write

THE **Bell Piano** @ ORGAN CO.
LIMITED
GUELPH, ONTARIO.

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

GEO. W. STONEMAN & CO.

PIANO VENEERS

Maryland Walnut

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

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

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

845-851 West Erie Street
CHICAGO, - ILLINOIS.

"I want the best Piano Hammers and Strings that money can buy—where quality is first, price secondary."

—The Manufacturer

"I want no 'comebacks' from inferior felt, mediocre wire or imperfect workmanship."

—The Factory Superintendent

"I want hammers and strings in my pianos that can be used as good talking points when selling."

—The Retailer

"I want every part of my player piano to last and withstand the extra usage demanded of my player."

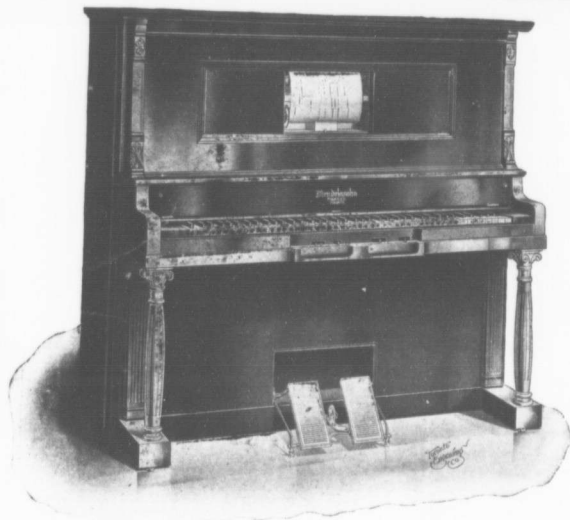
—The Consumer

Each one of these wants and more are thoroughly met by "Bohne" Hammers and Strings. The name Bohne guarantees it.

W. BOHNE & COMPANY

516 Richmond Street West - - TORONTO, ONT.

134th Street and Brook Ave., New York



**MENDELSSOHN
PLAYER PIANO**

Player mechanism
thoroughly re-
sponsive.

Player Piano con-
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date in its ca-
pabilities as a
Player and
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Music lovers satis-
fied by its un-
limited capacity
for expressing
musical feeling.

MENDELSSOHN PIANO Co.

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TORONTO, ONTARIO



OTTO HIGEL Solo-Artist Records

Hand-Played Music for Player Pianos

"MADE IN CANADA"



All the Wealth of Player Piano Music

Is to be found for your customers in OTTO HIGEL "Solo-Artist Records," the Hand-Played Music for Player Pianos.

It is sold under contract to retail at established prices —no price-cutting to interfere with the retailer's profit.

They Keep You Right

SOLO-ARTIST RECORDS are so arranged that the tempo or time is cut in the record. Mechanical playing or wrong time is impossible. The operator cannot go wrong, and yet is not prevented from playing according to his own interpretation if he wishes.

SOLO-ARTIST RECORDS are the only hand-played music made in Canada, provided with side perforations which operate the Solodant or melody accenting device. There are also perforations to automatically operate the sustaining pedal.

A Special Use You Should Make of Solo-Artist Records

is in demonstrating the player piano. They will bring out all the capabilities of the instrument, and insure that favorable first impression so necessary to convince a "prospect." To give your customer that best service, through which you can get all the possibilities out of the player music department, you require **SOLO-ARTIST RECORDS**.

The OTTO HIGEL CO., Limited

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CANADA

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

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

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

Soliciting MANUFACTURERS' TRADE ONLY, not Dealers, Repairers, etc.

**Felts, Cloths,
Punchings**

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

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

Soft Yellow Poplar Veneers

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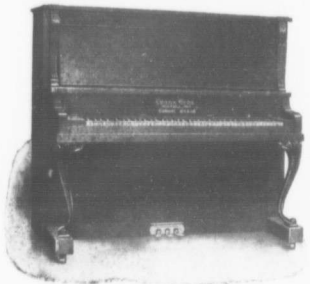
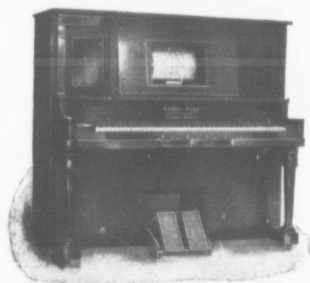
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The Central Veneer Co.

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200,000 feet daily.

W. Va.



The Buyer who appreciates the merit of unseen value realizes that Evans Bros.' pianos are cheapest.

☞ REALIZING the unseen value—commercial confidence—will cause you to buy again and again, and subsequently to order in quantities once you have given a trial order a chance to make good.

☞ This is particularly true of EVANS BROS.' Players. You can bank on their giving your customers all the pleasure that is rightly claimed for the player with its wonderful musical possibilities.

Quality Our Motto.

EVANS BROS. ^{PIANO} _{and MFG} CO., Ltd.

INGERSOLL

ONTARIO

In the manufacture of
Piano Hammers
AND
Piano Strings



**Our Aim Is
Perfection**



D. M. BEST & CO.

455 King St. West

Toronto, - Canada



Style 65



Style 35

AS GOOD AS THE BEST—MORE READILY SALEABLE THAN MOST.

PRICE aside, the Wright Piano on its merits is second to none. It has always been the aim of the Wright Piano Co. to produce the finest possible instrument.

TO attain this end expense is secondary to quality. Many dealers realizing this have made the Wright their leader. Our unlimited guarantee ensures satisfaction.

THOSE who are not already familiar with the merits of Wright Pianos should waste no time in at least writing for prices and catalogue.

Wright Piano Co., Ltd.
STRATHROY - ONTARIO

Pratte Pianos

ARTISTIC - DURABLE

FOR 20 years the PRATTE has been the recognized leader of the Canadian Pianos, and is used exclusively by the most prominent teachers and musicians in Montreal.

Territories opened in Ontario, Manitoba and British Columbia to responsible parties needing a Leader.

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AND
PLAYER
PIANOS

FOR PARTICULARS ADDRESS

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Player piano owners need some good rolls to free their minds from the awful events of the day

You Can Recommend These :

Themo-Art Rolls

- 41744 California and You Leslie & Puck \$1.25
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Played by Felix Arndt
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Medley One Step. Introducing: I'm Making for Macon in Georgia.
- 42003 Congratulations Lame Duck Waltz 1.50
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- 42007 Swanee Ripples Rag Fox Trot 1.25
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- 301257 At The Ball, That's All \$1.00
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- 301305 Ballin' the Jack Fox Trot 1.00
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You owe it to yourself as well as to your customers to place a copy of each month's Bulletin in the hands of every player owner. You furnish the request, and we will supply the Bulletins.

THE UNIVERSAL MUSIC COMPANY

10 1/2 SHUTER STREET

TORONTO,

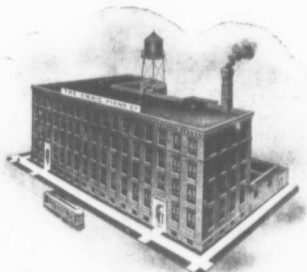
CANADA

NEW YORK

CHICAGO

SAN FRANCISCO

"OLDEST AND LARGEST MUSIC ROLL COMPANY IN THE WORLD"



OUR STYLE "A" PLAYER-PIANO IS
A POPULAR INSTRUMENT. TRY IT.

The Craig Piano Co.
MONTREAL, - CANADA
ESTABLISHED 1856

Getting Together ON THE Craig Proposition

WHAT the honest dealer cannot forget—and what starts a man's business on the down grade if he does forget—is that when the Piano is sold the transaction is not closed. The buyer rightly expects value for his investment.

Right there is the "fort" of the Craig line. The presence of quality value for every dollar charged is so evident from the day of showing it to your prospect on through years of use, that you have the retail opportunity of the day in CRAIG Instruments.

BUSINESS AS USUAL **WHY NOT?**

Canada's internal trade conditions are almost normal and should soon be above normal, with the expansion that will follow the war.

North-west grain prices will net the grower more than any previous crop, are you planning to get your share of the piano trade?

STANLEY PIANOS

were never better sold than at this year's exhibition. **THERE'S A REASON.**

Get our prices and start something. Special datings in new territory.

Your Correspondence is Invited.

FRANK STANLEY

Head Office, 14 Temperance St.

TORONTO

Factory, 121-135 DeGrassi St.



We also manufacture the
Marshall & Wendell Piano
— the greatest value for the price in Canada.

HAINES BROS. IS The Best Piano

because its makers Desire that it should be THE BEST, and their genius, energy, system and perseverance are all engaged in the task of realizing those ideals by which they are inspired.

**Foster-Armstrong
 Company, Limited**

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J. W. WOODMAN, General Manager
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THE GODERICH ORGAN CO., LIMITED

GODERICH

CANADA

MANUFACTURERS OF

ORGANS

For HOME
 SCHOOL and
 CHURCH

We also make

High Art Cabinets for
 Player Pianos
 Talking Machines
 and Phonographs

Piano Benches

Piano Stools

We own and control the PATENT ANGLO-AMERICAN RECORD CABINET

We employ no Travellers, doing business by mail. Order just what you need.

We can ship promptly.

Ask for our Catalogues and Prices



NEW CHAPEL ORGAN

Mr. Dealer**Mr. Tuner****Mr. Repairman**

You should have our new price list of Piano Repair Materials, an abridged list, conveniently arranged for quick reference. Ask for circular No. 3195.

HAMMACHER, SCHLEMMER & COMPANY
PIANO MATERIALS AND TOOLS

NEW YORK, since 1848

4th AVENUE and 13th STREET

Julius Breckwoldt & Company

Manufacturers of

Piano Backs, Boards, Bridges, Bars, Traplevers
and MouldingsSole Agents for Rudolf Giese Wire in Canada and United
StatesJ. BRECKWOLDT, Pres.
Factory and Office:W. A. BRECKWOLDT, Sec-Treas.
Saw Mills:

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"Superior" Piano Plates

MADE BY

THE

SUPERIOR FOUNDRY CO.

CLEVELAND, OHIO, U.S.A.

L. J. MUTTY CO., 91-93 Federal Street Boston, Mass.

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

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

SAMPLES and PRICES furnished on request.

We Specialize on
**Player-Piano Cases and Prompt
Deliveries**

We Guarantee and actually make deliveries on the exact date designated. This has been one of the reasons why our business has shown phenomenal development.

THE LOOSCHEN PIANO CASE CO.

Block 31st to 32nd Street, 11th to 12th Avenue

PATERSON, N. J. U.S.A.

OVER 65 YEARS'
EXPERIENCE

PATENTS

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DESIGNS
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Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HARGREAVES, Parsons & Co., Patent Attorneys, 500 Broadway, New York, N. Y. Sole U.S. Patent Agency for securing patents. Patents taken through Mann & Co. receive special notice, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms for Canada, \$3.75 a year, postage prepaid. Sold by all newsdealers.

MUNN & Co. 361 Broadway, New York
Branch Office, 65 F St., Washington, D. C.

Mr. Piano Manufacturer :

**Buy Your Cases and
Know What They Cost**

Extend your sales with capital otherwise tied up in lumber, dry kiln, mill plant and cases in process. We are piano case specialists and can submit designs or work from your own drawings.

To the Talking Machine Trade

We have an important announcement for the talking machine trade from our cabinet department. We are making deliveries of Talking Machine Cabinets and can handle orders of any size.

Piano Benches

One of our best side lines is Piano Benches in all styles and kinds of woods. Get our prices and designs.

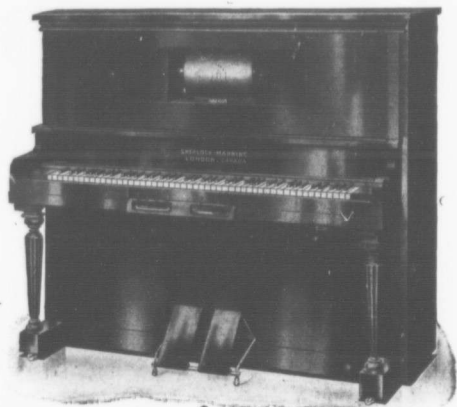
Our Factory is 250 by 50 feet, 2 stories, with a 40 by 70 boiler and engine house.

Our kiln has a drying capacity of 10,000 feet per day.

Brantford Piano Case Co., Limited

Brantford M. S. PHELPS
President and General Manager Canada

CANADA'S BIGGEST PIANO VALUE



STYLE 120 MAHOGANY PLAYER

**Sherlock-Manning
20th Century
Players and Pianos**

We have been making this statement for years and proving it every day.

It was left to a lady from Detroit, who visited London this summer to demonstrate that :—

**The Sherlock-Manning Player Piano Is Also Considered
"BIGGEST VALUE IN DETROIT"**

Mrs. Jas. Galbraith, 110 Missouri Ave., Detroit, purchased a Sherlock-Manning Player S/120 as shown in the illustration and had it shipped to Detroit, notwithstanding the duty of 45 per cent.

This is what Mrs. Galbraith writes :—

110 Missouri Ave.,
Detroit, Mich.,
Sept. 24, 1914.

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

Dear Sirs :—

You will doubtless be interested to know how we like the Player Piano purchased from your Company some time ago.

We are pleased to say that the Player has given excellent satisfaction. It is all you claimed for it regarding quality and we believe that even after paying the duty we have received better value than we could obtain on this side of the line.

The Player was purchased on your special "Factory to Purchaser" offer, without seeing the instrument, and we assure you of our appreciation of the manner in which you took care of our order and the splendid instrument sent.

We shall do what we can to help the sale of Sherlock-Manning instruments,

Yours very truly,

(Signed) MRS. JAS. GALBRAITH.

**SHERLOCK-MANNING
FACTORIES OPERATING
FULL TIME, FULL FORCE.**

WHY ?

Because :—No matter what trade conditions are there is always a brisk demand for

REAL PIANO VALUE

It is what and how the dealer buys that spells his success or failure in the Piano game.

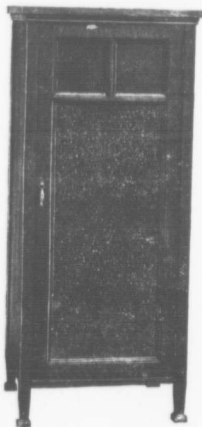
The Sherlock-Manning Line Means Bigger Business and Bigger Profits.

WRITE TO-DAY FOR TERRITORY.

THE SHERLOCK-MANNING PIANO COMPANY
LONDON - - - - CANADA

THE NEWBIGGING LINE

MAKERS OF THE CABINETS YOU CAN RECOMMEND



No. 44 Player Roll

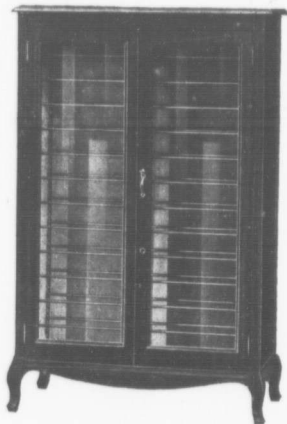
Chipped or leaded glass panels in door.

ONLY 2 MONTHS
TO
CHRISTMAS

There will be cheering
news long before that
and then the inevitable
loosening up after the
reaction.

ARE YOU
PREPARED?

IT'S COMING
ALL RIGHT!



No. 72 Player Roll.

Note steel rod adjustable shelving in all our cabinets.



Newbigging Cabinet Co.

LIMITED

HAMILTON

ONT.



Capacity 90 records. Made in Oak or Mahogany.
Edison Amberola V. and VI.

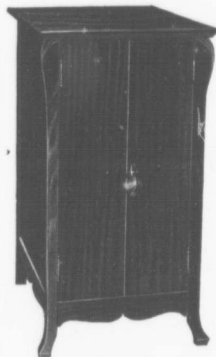
MANUFACTURERS OF
TALKING
MACHINE
CABINETS

for every make of machine,
better made, better finished
than ever.)

PLAYER ROLL
CABINETS
AT ALL PRICES.

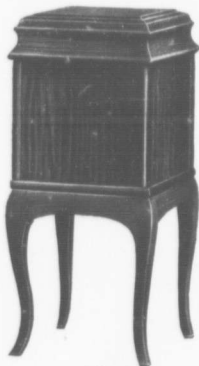
GET THE POPULAR
LINE

PROMPT SHIPMENT



No. 65 Oak; No. 66 Mahogany.
A live one for Victor Dealers.

THE NEWBIGGING LINE



CLOSED

YOUR ATTENTION PLEASE
TO THE
SIMPLEST, NEATEST, HANDIEST MUSIC
CABINET EVER PRODUCED.

Take a good look at this patent MUSIC CABINET and then ask yourself if you would hesitate a moment between this cabinet and the ordinary music cabinet if you were going to use it yourself.

You would not like to be compelled to file your correspondence on horizontal shelves, knowing the advantages of the indexed vertical system.

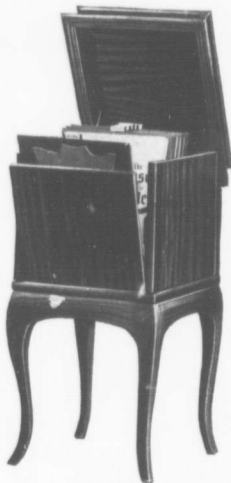
We have applied this principle to a MUSIC CABINET and the result is AMAZING. Dealers and Musicians are unstinted in their praises of its SYMPPLICITY and USEFULNESS.

A Customer cannot pass this Cabinet without being interested. No stay hinge is required to hold back the hood, and the lifting of this cover throws forward the front panel of Cabinet, allowing the tilting forward of the music while selecting a number, the heavy leatherboard index sheets serve to classify the music, and a sliding follower block allows for expansion as the Cabinet fills up. The simple lowering of the hood closes the front automatically and tilts the music back into its original position.

PUT IT ON EXHIBITION IN YOUR
WINDOW. IT WILL DRAW.

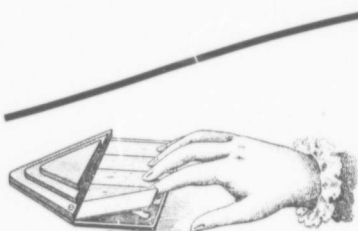
ONLY A LIMITED NUMBER IN THE
FIRST BATCH.

ORDER TO-DAY.



OPEN

NEWBIGGING CABINET CO.
LIMITED
HAMILTON . . . ONTARIO



Strengthening the Fingers



Stretching the Fingers

THE EPIGONA

For strengthening and stretching the fingers.

¶ This is one of several hundred piano parts, tools and accessories illustrated and described in our catalogue of miscellaneous furnishings.

Every Piano Man, Tuner and Repair Man

Should have this catalogue. It acquaints you with all the latest ideas in tools and parts. It enables you to state the cost of any repairing exactly.

Send For Your Free Copy

THE WILLIAMS & SONS CO.
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CANADIAN MUSIC TRADES JOURNAL

Issued Monthly

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

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VOL. XV.

TORONTO, OCTOBER, 1914.

No. 5

Foreign Markets for Canadian Pianos. Export Possibilities Warrant Earnest Investigation.

Competition From Europe in Home Markets Must be Forestalled.

Some Facts and Figures.

EXPORT business as a possibility for Canadian piano manufacturers is of such vital importance that it warrants the serious investigation of the manufacturers, whether acting as a body or as individual firms. It is not sufficient to dismiss the subject with a mere ejaculation of "impossible" if those engaged in the manufacture of pianos and players are ambitions to extend beyond the confines of their present market. But even more serious than the extension of the market is the necessity of increasing the output so that prices can be kept to a level below which foreign competition cannot descend. The terrible conflict now being waged in Europe has only deferred the day when Canadian piano manufacturers will have to face outside competition. It is no secret that German and Austrian firms had thoroughly familiarized themselves with this market's requirements and conditions. It is also no secret that British firms were simply waiting until the time had arrived when Canadian business made it worth while to produce for this market the class of goods this market demanded. That time may yet arrive. This generation of Canadians have seen their country advertised in all the countries of the world as never before in history, but it must be remembered that the magnitude of her imports is what has interested other countries most.

If interested in establishing trade connections out of Canada, it is not sufficient that our manufacturers passively wait and hope, though severely expecting orders to come to them through the efforts of the Department of Trade and Commerce. The Department of Trade and Commerce can bring the attention of foreign markets to Canada, but cannot lay before the Canadian piano manufacturer specifications of the instrument wanted, nor technical descriptions of the designs and finishes in favor in England, Australia, South Africa, or South American countries. Only the most careful research of a practical man visiting the markets can gather that necessary data.

As stated in the last issue of this Journal, Mr. Lionel Shenstone, secretary of the Pianoforte Manufacturers'

Association of Great Britain, speaking of England said, "roughly about 100,000 pianos are turned out annually in this country, and we import in addition about 40,000 from Germany. About 80 per cent. of the pianos that go into Australia are of German make." British manufacturers are even now, in spite of credit and commerce, being completely upset, actively engaged in efforts to secure for themselves not only the home market, but the Colonial markets and other trade, until the outbreak of the war held by German manufacturers. A formidable competitor is the United States, whose manufacturers are chiefly concerned with South American countries.

Export trade is a serious proposition. It is not merely a question of sailing to England and booking fat orders on the strength of hatred for Germany and German products, or on the strength of what Canada is doing for the Empire. War or no war the British buyer has to be shown. It is a question of price and quality for certain classes of trade, and mostly a question of price for other classes of trade. The sentiment of Britain and her colonies is naturally opposed to German and Austrian products, and this fact is an important stone in the foundation of foreign trade building that Canada can legitimately take advantage of, but our manufacturers will find keen competition in the British manufacturer.

Apropos of the prevailing impression that German pianos were strong in the British market because of their cheapness, Mr. Martyn Thomas, formerly a retailer and now interested in piano manufacture in London, emphasized that the predominance of the high grade German makes in England showed that they were used because of quality and not price. He also emphasized that it is in the production of the better grades that the British piano manufacturers require to devote a great deal of their enterprise.

Canadian piano manufacturers asked regarding their views of the possibility of doing business abroad, invariably quote the cheap English labor as an unsurmountable obstacle in successfully catering for foreign trade. They do not, however, observe, as English visitors in the trade invariably do, that in machinery, equipment, factory locations, conveniences, light and comfort of employees, the Canadian establishments are incomparably the superior of German firms.

In considering the export trade it is natural to turn first to markets within the Empire. The relationship of

the peoples make for a more friendly disposition toward Canadian goods, and already the nucleus of a connection has been formed. Banking and shipping conditions are more familiar, though a radical improvement in shipping rates must be made before foreign trade can be entirely satisfactory. No doubt there will be a gigantic re-organization of the routes of commerce on the high seas with the cessation of the war, or before that period. The British manufacturers, though enjoying a preferential tariff in Australia, received no benefit from that tariff by reason of German shippers being quoted preferential rates of transport. So that there are a great many elements to be accounted in the consideration of foreign trade altogether apart from the production of a suitable article.

Some Facts and Figures.

Canada.

For the year ended June 30, 1913, Canada's total importations of musical instruments amounted to \$1,936,759. The Government census of 1910 showed the following statistics in the music industries:

Establishments	Employees	Wages paid
42	3,302	\$1,858,750

Piano Imports into Canada for Six Years.

Year	Quantity	Value	Average Price
1913	2,724	\$479,605	\$172
1912	1,974	347,345	176
1911	1,697	303,336	180
1910	1,503	296,378	186
1909	1,038	199,061	192
1908	915	195,253	213

United Kingdom Imports.

1/4

During year ended Dec. 31, 1912, the United Kingdom imported musical instruments to the total value of £1,020,192.

From Canada	United States	Germany
\$24,497	\$125,273	\$767,992

Newfoundland Imports.

Musical Instruments.

1909	1910	1911	1912	1913
\$17,337	\$18,580	\$21,219	\$26,480	\$23,251

Jamaica Imports.

Musical Instruments.

1908-9	1909	1910	1911	1912
\$35,157	\$39,760	\$52,658	\$44,004	\$53,329

New Zealand Imports.

Values are in Dollars.

Pianos.

Quantities	1908	1909	1910	1911	1912
	4,451	3,452	4,468	5,204	5,696
Value	512,654	439,048	539,484	616,115	690,439

Organs.

Quantities	1908	1909	1910	1911	1912
	434	341	473	498	474
Value	29,487	21,384	26,912	28,698	26,562

Australian Commonwealth Imports.

Values are in Dollars.

Pianos.

Quantities	1908	1909	1910	1911	1912
	10,404	10,556	14,068	19,724	21,025
Value	1,180,833	1,263,475	1,633,618	2,302,970	2,594,098

All other Musical Instruments.

Value	1908	1909	1910	1911	1912
	431,440	425,400	559,248	637,626	692,886

Argentine Imports.

Values are in Pesos. Peso equals 96.5 cents.

Pianos.

Quantities	1908	1909	1910	1911	1912
	4,352	5,766	6,626	5,358	5,415
Value	704,985	928,194	1,019,162	894,821	907,395

Brazil Imports.

Values in gold Mireis—54.6 cents.

Pianos.

Quantities	1908	1909	1910	1911	1912
	1,570	1,473	1,974	2,685	3,338
Value	641,333	659,980	948,941	1,417,879	1,586,865

Value	1908	1909	1910	1911	1912
Phonographs and Accessories.	256,249	287,324	641,703	1,105,643	840,456
Other Musical Instruments.	486,923	495,371	679,461	707,352	754,785

Austria-Hungary Exports.

The values are in Kronen. Krone equals 20.3 cents.

Musical Instruments.

Value	1908	1909	1910	1911	1912
	5,615,000	6,659,000	6,829,000	7,133,446	6,027,000

German Exports.

The values are in Marks. Mark equals 23.8 cents.

Quantities are not given.

Pianos.

Value	1908	1909	1910	1911	1912
	32,735,000	33,274,000	37,970,000	44,699,000	46,280,000
	3,921,000	3,853,000	4,537,000	5,931,000	4,699,000

Stringed Instruments.

Value	1908	1909	1910	1911	1912
	3,825,000	3,902,000	4,208,000	4,475,000	4,871,000
	16,096,000	14,228,000	16,080,000	18,063,000	22,148,000

United States Exports.

The statistics of United States export trade in the music industries is interesting, and may show Canada's possibilities. The U. S. fiscal year ends June 30.

Pianos.

Number	1909	1910	1911	1912	1913
	3,475	4,966	5,617	7,527	8,982
Value	804,696	1,163,467	1,307,250	1,730,594	1,951,965

Piano Players.

Number	1917	2,735	2,876	1,640	1,258
Value	463,133	739,265	795,366	446,286	287,720

Organs.

Number	1908	9,450	9,135	9,791	8,703
Value	675,454	721,913	667,673	690,886	647,451

Talking Machines, Records and Materials.

Talking Mach.	2,852,429	2,381,173	2,083,686	2,530,292	2,805,978
Records, etc.	1,460,339	1,718,685	1,802,303	1,856,998	

On South American Business.

South American countries represent an immense buying power of foreign products, and already many United States firms are doing an extensive export business to Brazil, Chili and Argentina. So dependent is the success of these countries on Europe, however, that they are also suffering from a trade depression on account of the war.

In an interview J. B. Heckler, head of the export department of The Cable Co., of Chicago, who have an extensive South American trade, among other things said:

"It is absolutely necessary to print catalogues in Spanish for circulation in Argentina and Chile. Printed matter intended for Brazil should be in Portuguese, although Spanish is read and spoken by many of the merchants, and French also by the educated classes. Correspondence must be conducted in Spanish and Portuguese. One of the most serious mistakes any correspondent in my department can make is to write a letter in English to a South American customer. The South Americans are inclined to believe, anyway, that we are 'stuck up' and indifferent, and when they receive a letter or a catalogue in English they take it as a confirmation of that suspicion. Our manufacturers should bear in mind that the average South American merchant, when he receives a catalogue or letter in English, must take it to someone outside his office to get it translated, just as the average merchant in this country would have to do if he received correspondence or advertising matter in Spanish. His interest in the goods must be exceptionally keen to induce him to go to the trouble and expense of translating."

Mr. Heckler states that only the best goods are in demand in South America, and he considers quite erroneous the impression that many of the cheaper commercial makes of German pianos are "dumped" in South American countries. "The South Americans who buy pianos," he states, belong to the educated and wealthy classes."

In the past the goods have been paid for by bills of exchange on London, but this custom may be temporarily suspended owing to the war rates of exchange. Shipments are made in zinc-lined boxes, and from New York are from five to seven weeks in transit.

WAKE UP, CANADA!

THIS is the very pertinent title affixed to a little booklet just issued as the Toronto Board of Trade's share in a general and spontaneous campaign to urge the loyalty of Canadians to Canadian-made products. The statistics reproduced emphasize the opportunity for increasing Canada's business and conserving Canada's wealth.

During the year ended March 31, 1914, Canada imported merchandise to the value of:

FROM GERMANY	AUSTRIA	OTHER COUNTRIES
\$14,686,069	\$1,787,473	\$601,855,332

In the music industries Canada's total importations for the year ended March 31, 1914, amounted to the important sum of \$2,172,714. Of this amount piano imports accounted for \$422,080.

The prelude of the booklet is as follows:

"Thousands of people in Canada are out of work. If the men and women of this country would buy Canadian-made goods exclusively, Canada would be millions of dollars richer, and all workmen would be back at work. Charity begins at home, and this is not only charity but good business.

"In Toronto there are 500,000 people, representing, roughly, 100,000 families. The head of every one of these families and many of the individual members are buyers of scores of different kinds of manufactured products.

"Let every citizen—man and woman—show true patriotism by promptly resolving to make Canada strong and prosperous by providing work for her sons and daughters.

"This can be done, in large part, by the development of every possible Canadian resource, and particularly by demanding Canadian-made products and Canadian-made goods in the course of our daily life.

"Buyers all over Canada can do much to check the incoming flood of foreign-made goods. Now is the time to remember that every dollar saved to Canada is a dollar earned for Canada.

"Every manufacturer and merchant should lay down this policy for his purchasing department to-day. This is his first duty in the matter.

"Architects, builders and contractors can, if they will, keep thousands of Canadian workmen employed by specifying Canadian-made materials in their building specifications.

"Other professional men can add to their own incomes by ensuring the prosperity of their clients through purchase of home products.

"Governments and Municipal Authorities all over Canada have it in their hands to divert a tremendous

volume of business to Canadian factories, and surely it is wise as well as patriotic to give our own workmen the employment so that they will not become in any way a charge upon the community.

"The demand to-morrow all over Canada for Canadian-made goods would change, as if by magic, the present depression into immediate prosperity.

"Here, then, is a ready-to-hand, practical, sensible and profitable way for us, all of us, to make and keep Canada prosperous."

Trade and the Future.

TO be cheerful when business is just the way a man wants it to be is no indication of courage. The test is right now when weeks of dull trade and poor collections have preceded, and when vague uncertainty fathers a fear that submerges the knowledge that this country is in better shape than any other nation under the sun to withstand the strain put upon its commerce.

Piano business has been, and at present writing is quiet. There is no denying the fact that the aggregate business is away below the normal output of the plants. It is equally true that the stocks in the hands of retailers have been reduced to a minimum, and it is no wild guess to say that there will be a scramble for goods before Christmas.

It is unfortunate that so many retailers, not only in the piano business, but in every other line, have fully and freely fallen in with the idea that people are out of the market for anything they would ordinarily need, although it is true that business economies are being practiced without thought of the consequences, but there is still wealth in the country that will later be put into circulation in the form of specie. The same old suit, shoes, hat, dress, harness, plough, stove, chairs, carpet, etc., cannot be used indefinitely, and with the old backbone of the country,—the farmer—limbering up a little as he markets the results of this year's labors at, to him, heart-gladdening prices, the effect should be first felt among local merchants, the wave gradually widening out to embrace all lines of industry.

The talking machine business, too, has developed an effect that is only a most convincing evidence of the importance of that line of business. That it has received a temporary check shows that the industry has acquired sufficient bulk to be in the way of a slump and receive some bumps from it. Perhaps he is entirely governed by a supreme optimism, but the talking machine wholesaler who said that he expected to be operating his shipping room at nights for Christmas trade spoke not without reason, for he had in mind that a fear of nobody knows what stamped many dealers into letting their stocks reduce to almost the vanishing point.

Made in Canada.

THE sentiment represented by the above three words will receive an impetus through the deplorable European situation, such as it has never received before. This impetus is a much needed one, though it would have been preferred by a less disastrous route. The loyalty of Canadian people to Canadian-made products is in sad need of cultivation, and if the people of this country in their personal as well as business purchases would give made-in-Canada products the first consideration, the various industries and the workers engaged therein

would benefit to the extent of millions of dollars annually.

Manufacturing in Canada has always been heavily handicapped by the indifference and even the expressed disfavor of the people for domestic products, and the manufacturers themselves are not blameless. If the Canadian piano manufacturer, for example, must wear an imported shirt, why should he find fault with the shirt maker whose opinion is that his imported piano represents better value, design or tone than he could get at home. Similarly, if the piano man lets the shoe dealer put imported footwear on the feet of himself and family without at least giving the domestic article a chance, he must not find fault with the shoe manufacturer if his piano or player came from another country.

To make the subject still more specific, what right has any manufacturer to denounce the independent retailers of his line for featuring foreign-made goods if his own equipment, supply and material purchases shows that he favored the foreign product?

More display of flags, loud declarations of loyalty and the prominent display of "Made-in-Canada" signs will not build up the country. The country requires the loyalty of her people to their own products, the loyalty of one workman for the results of his fellow workman's labor and the loyalty of one manufacturer for the products of the other, as well as the loyalty of the retailer.

After all it is the retailer who is the great power in directing public taste and purchases toward domestic goods. Retailers do not realize their inconsistency when they make their cash purchases abroad, but lean on the home maker to extend credit, grant renewals and, in short, to be their banker and warehouse keeper. Many retailers are in the same class as the large portion of their customers, who send their money to the mail order houses and patronize the local merchant when buying on credit. It is noticeable that patrons of Canadian manufacturers, whether these patrons are themselves manufacturers or retailers, exact conditions and terms that they would not even suggest in the foreign market. It is a time to be consistent as well as patriotic.

Wives Who Are Busybodies in Business.

THE damage a busybody wife can do is no mere theory, and the following plain talk by E. K. Wooley, who presents the case as the stenographer sees it, will be heartily endorsed:

"If ever I marry," said the stenographer, "I'm going to have sense enough to keep away from my husband's office. Nothing on earth will induce me to telephone to him unless the house is on fire or something equally important needs to be called to his attention.

"Most wives have an idea that their husbands are just tickled to death to see them or hear from them during the day. And they're not all newly-weds that have that idea, either!

"Now take my employer. He's been married a dozen years at least. But he's never had the courage to tell his wife that he really isn't tickled to death to have her butt in when he's busy—and he's busy all day. She is one of the large, sentimental, terribly 'sensitive' women who would probably accuse him of unfaithfulness and all other crimes if he even delicately pointed out that occasionally he thinks of something besides her. Those clinging vine women are always the hardest to get along with, according to my observations.

"I've known her to spoil more than one sale by coming in with a glad, sweet smile and upsetting the psychology of the situation by her presence and her demand for her husband's attention. I've seen people shy away from business like a skittish horse at the sight of a scrap of paper when they came into the place here and found her sitting serenely beside her husband's desk, her manner indicating that she was there to stay a while.

"Just to-day Mr. Blank has a committee meeting in his room. Of course she called him up in the middle of it. The poor man sat there with the receiver to his ear and listened to her chat, occasionally replying 'Yes, dear,' or 'Certainly, dear,' as amiably as he could, while his whole body writhed in impatience and occasionally he shook an impotent fist at the empty air. It certainly was a great exhibition of self-control. I wish his wife had been there to witness it. Maybe she would have learned a lesson in self-control also. And may be not. You can't get beneath the skin of some of those terribly 'sensitive' women.

"Then she's always making suggestions to her husband about how to run his business and what to do with his employees. Lots of wives have that 'bug,' you know. Though by training and by nature they have no idea whatever of what's best in such matters, they must have a finger in everything. I've known more than one man who has learned to lie because his wife insisted upon busying herself about his business affairs which she couldn't or wouldn't understand. I worked for one man who was always in hot water because his wife thought his clerks didn't treat her with proper consideration. When a clerk's salary depends on the number of sales he makes, he can't neglect good customers to do the knowing act to his employer's wife, can he?

"I've made it a rule never to get acquainted with any of my employer's folks beyond a polite bow. I never accept invitations to visit at his home, even if they come from the wife.

"I've learned that the best way to steer clear of trouble is to stick strictly to business and discountenance anything in the social line where my employer and his family are concerned. No matter how nice the boss's wife may be to me, I distrust her—as she invariably distrusts me!"

Staining Violin Fingerboards.

ANSWERING an enquiry as to what may be used to stain ebony or artificial ebony, as in violin fingerboards, an authority on fiddles replied: Many of the fingerboards on the cheaper grades of violins are manufactured from a kind of foreign wood, which is not unlike our white wood. This wood, or any other, can easily be colored by the use of a black, aniline dye which is soluble in water, and which will hold and wear well after it has once "set."

Plan Now for Xmas Music.

RIGHT now is the time to begin thinking of Christmas music. Just a few days ago a sheet music man remarked that we all suffer from doing too many things in a hurry. There is often a hurry and scurry for Christmas anthems and other music. Sales would be reduced materially and small orders would be larger if Xmas trade were anticipated to a greater extent. Not only does this apply to anthems, but there are many pre-Christmas functions for which suitable music will be required.

PIANO TUNING, AN OCCUPATION FOR THE BLIND, AND HOW TO MAKE IT ONE OF THE MOST SUCCESSFUL.

By Philip E. Layton, Montreal.

A paper read before the International Conference for the Blind, held recently in London, England.

THE Paris Institute for the Blind, that wonderful pioneer institution that gave the world the Braille system, has the honor, as far as we know, of first introducing piano tuning as a profession for the blind about the year 1833.

It would be a sheer waste of time for me to say but very little as regards the practicability of piano tuning as a profession for the sightless. The blind everywhere have fully demonstrated their efficiency in this art.

Why piano tuning is specially adapted to sightless men is, that it is a work that appeals to the ear rather than the eye. Through necessity, the sense of hearing becomes very acute and accurate with the blind, hence the reason why they become so proficient as tuners.

Again, there is such a great demand for piano tuners on account of most people possessing a piano, there being probably in Great Britain alone forty thousand of these instruments sold annually.

Although there is, of course, much competition in the profession, still it is not so great as with piano teachers.

A strong reason in favor of piano tuning as an occupation for sightless men is that people are not as a rule prejudiced against blind tuners, but, on the contrary, have the utmost confidence in them.

Some of the most famous piano manufacturers specially employ a blind tuner to say the last word to an instrument before it leaves the factory. A perfect tuning means sunshine to the piano, and this a blind man can do better than his seeing competitor.

Mr. Edward Allen, Director of the Perkins Institute, states in the "Outlook for the Blind," that he visited a piano manufacturing firm in Germany employing thirty blind tuners. I, personally, know of several manufacturers in Toronto who have from eight to ten tuners not possessing sight, while there are some who employ none but blind tuners.

The demand for tuners is, and will be, greater than ever, owing to the invention of the player piano which has made musicians of everybody. The silent piano is now a thing of the past.

In my opinion piano tuners could often be employed to advantage by organ manufacturers; although it might not be possible for them to do the work inside the instrument, they could certainly sit at the keyboard and direct an ordinary mechanic to do this.

Our church and concert organs would then probably be more evenly and scientifically tuned than they are at the present time. I have heard of blind tuners who wholly undertake to do this work, and there is a blind French gentleman in Montreal who has been successfully repairing and tuning pipe organs for many years. Of course, he uses an intelligent boy.

I would suggest that principals of institutions try to get some engagements for their pupils with organ builders.

Piano tuning lends itself splendidly to the sale of pianos and organs. The tuner will get customers through his tuning connection, and also by advertising in the local newspapers.

I know of many blind men who sell quite a number of instruments annually and thus considerably add to their incomes.

A regular showroom or shop is not necessary for the purpose. Instruments can be sold from the private house, thereby saving a great deal of expense. There are many people who would far rather buy their piano from a practical man than an ordinary dealer. All things being equal, the blind man generally gets the preference when in a competition.

I now come to the second part of my paper, namely, "How to make piano tuning one of the most successful occupations for the blind."

There are three classes of piano tuners: first, those who tune in factories or warehouses; secondly, those who attend to a tuning connection for a firm; and, thirdly, the tuners who work up their own private connection.

It is with the latter class that I specially wish to deal.

To work up a private tuning connection is probably one of the most difficult problems that a blind man could have to face.

He must have faith in himself, otherwise how can the public have faith in him? and he must have the strongest desire to be free and independent, and no man can be this whilst depending upon his friends, in any way, for financial support. Without this desire paramount in his mind, he is likely to give way under the hardships and disappointments to which he will surely be subjected. But, with determination, he cannot but meet with success, if he carries out the following suggestions, which are largely my own personal experience.

A young man must be careful as regards his personal appearance. He must see to it that his boots are well cleaned every day. Sometimes they will need cleaning two or three times. He ought to be able to do this work himself. His clothes must be well brushed and his linen spotlessly clean. If his eyes are disfigured he should wear dark glasses.

If the tuner has a little sight his difficulties will be greatly lessened, but this paper is written chiefly for those who, like myself, are totally blind.

Every young man starting out in life to work up his own private tuning connection should be provided with a guide, either by his friends or by the institution in which he has been trained. In this way his progress will be more rapid.

It probably costs £400 to educate the average piano tuner. This, of course, includes his maintenance and general education; therefore, it does seem regrettable, that for the sake of a few pounds, the institution should allow him to drift and absolutely to sink into idleness and wretchedness.

An intelligent boy can be of the utmost value to a tuner in minor repairs.

It is quite surprising how quickly a lad learns to do this work, but when it is not possible for the tuner to have a guide, he must then strike out for himself, and peg away until he can afford to pay for one.

(To be continued).

WANTED.

First-class piano salesman, who can take a financial interest in a well established business. \$3,000 to \$5,000 needed. Only music store in city. Have agencies of leading talking machines and pianos. Write 571 3rd Street, S.E., Medicine Hat.

OTTAWA NEWS.

Account of Central Canada Exhibition—Local firm gets Government contract—Re German copyrights—Piano and talking machine parlors re-modelled—Trade doings at the Capital.

FOR several reasons the trade in pianos, talking machines, music and small instruments is being better maintained in Ottawa than in many other Canadian cities. The citizens of Ottawa comprise a very large percentage of civil servants, whose work of compiling government records and carrying on the various departments is never stopped, war or no war. These people, usually good spenders, unhampered by any fear of being out of work, still continue to be good spenders. Then again Ottawa is not essentially a manufacturing centre, thus being free from many of the unemployed problems so acute in other places. Yet in Ottawa, as elsewhere, selling is hard plugging, and members of the music trades are not free from collection difficulties, but comparatively speaking conditions in the music industries are good at the Capital.

It is announced in Ottawa that an order in council has been passed conferring on the Minister of Agriculture power to suspend or cancel patent rights held in Canada by citizens of an enemy's country. The Minister is empowered to use his discretion in dealing with the patent rights in question, and may award them for a period extending to six months after the close of the war to any bona fide applicant. Similar action has been taken by all the belligerent countries. Sheet music men have been wondering what bearing this would have on copyrights controlled by German firms. The question arises, if it be impossible to obtain certain German music from the proper source of supply, is it permissible to import reprint editions from the United States?

Upon enquiry at the Department of Agriculture's office of the registrar of copyright, Canadian Music Trades Journal was informed that "no action has been taken by the Government with respect to copyrights standing in the name of German or Austrian subjects. No applications for registration of copyrights in favor of alien enemies are being entertained by the department." It has, however, been given out from the judge's bench that no German subject, nor the representative of a German firm, has any redress in the Canadian courts at the present time, and some dealers make no secret of the fact that they intend importing the U. S. reprint edition of German music where it becomes a case of necessity to meet the ordinary requirements of their retail trade.

Mr. F. T. Quirk, of Sterling Actions & Keys, Ltd., Toronto, visited the various piano exhibits at the Fair. Mr. Quirk pronounced this year's "Ex." a good one.

Mr. Paul J. Stroup, manager of the Universal Music Co., New York, which firm have a Toronto branch for the handling of their Canadian music roll business, was a recent trade visitor to the Capital.

Mr. T. D. Thompson, traveller for Chappell & Co., Ltd., Toronto, the sheet music publishers, called at this city on his way up from Montreal, Sherbrooke, St. John, Halifax and other eastern points.

The contract for supplying the Government's Militia Department with over 360 bugles and trumpets was awarded the McKechnie Music Co., who are in the Orme

building on Sparks St. This order was given in connection with the equipping of Canada's first contingent. Mr. McKechnie has added a salesman to his staff to care for his growing music and small goods trade. He has developed a nice trade in Scotch pipes, Highlanders' tartans and equipment, etc., having received recent orders from as far west as British Columbia, and as far south as Florida.

The sheet music counter at Ren's departmental store, conducted by Fred Race, has been moved to a new location on the third floor, overlooking the Chateau Laurier. Before going to Ottawa Mr. Race was associated with A. L. E. Davies in Toronto, where he was known in musical circles, especially as organist at Chalmers Presbyterian Church. Mr. Race is doing considerable piano playing in Ottawa, including work for two golf clubs, and also frequently supplies for a local organist. He reports his sheet music trade advancing nicely.

While manager Norman Brownlee of the local Willis & Co. branch was absent on a summer holiday at the lodge of his hunting club war was declared, of which event he was ignorant until his return to civilization. The hope has been expressed that hostilities may be called off during Mr. Brownlee's absence in the same wilds on his proposed annual fall hunting expedition. This branch handles Willis, Knabe and Newcombe lines, and it is expected that the new style "A" Willis art piano will assist materially in meeting the tastes of a goodly number of buyers in Ottawa and district. Style "A" is a 4 ft. 5 in. instrument, made in mahogany and walnut cases, is strikingly plain and neat, and has many features to commend itself to those interested.

In the last issue of the Journal was mentioned the re-modelling of the piano and talking machine sales-rooms of the John Raper Piano Co., at the cost of over \$5,000. Prominent in the improvements made has been the construction of a mezzanine floor, with a broad flight of stairs leading to it. The handsomely equipped and conveniently fitted demonstration rooms are located on this floor. There are four rooms for demonstrating pianos and four rooms for talking machines. The walls are sound-proofed with linofelt, and are finished with Japanese grass cloth in different shades with stencil border and ceiling. The trim is fir stained in soft shades of brown to harmonize with the wall colors, while a pleasing effect has been given the front of the rooms facing on the foyer by the generous use of leaded glass.

In furnishing these rooms no expense or enterprise has been spared. Upholstered seats have been constructed in nooks, giving a cosy appearance to the interior, while beautiful glass medallion fixtures hang from the ceilings. The comfort of the firm's patrons is further provided for by the installation of a ventilation system, with vents in every room. A further comfort is a ladies' rest room, which has been provided for on the mezzanine floor.

In the talking machine department the record rooms are situated between the demonstration rooms and are so arranged that records may be secured for any room without disturbing the occupants of any other room. The decorations for the ground floor have been carried out in complete harmony with the demonstration rooms. The walls are dadoed five feet high with a dull brown burlap, while above this to the ceiling is clouded golden brown paper in light tones, a colored stencil frieze finishes at

the ceiling. To the rear of the main floor, six piano sales rooms have been provided, in addition to the offices for the staff. These rooms have been finished in the same effect as the rooms on the mezzanine floor. The floors throughout are in white maple, with light finish and waxed.

The Central Canada Exhibition, an annual event of great importance in this locality, is over for another year. The attendance while not up to last year's figures, was quite satisfactory in view of the existing inclination towards retrenchment in small expenditures noticeable in the surrounding towns and country. The weather was perfect. All but one of the local piano dealers were represented among the exhibits. Each music pavilion was a 40 ft. space, with two individual rooms off the front floor space, one generally being used for pianos, and the other for players. This main building was much quieter than the corresponding one in either London or Toronto. No instruments were allowed to be played excepting in the individual rooms with the doors

taken up by leading architects for interior panel work in many of the best buildings. A beautiful Sheraton model was also shown in fancy mahogany, inlaid with satin wood. The walnut cases, which are growing in popularity, included splendidly marked Circassian and American burl. The player room was decorated in green with white panelling, and the ceilings of a lighter shade of green. The piano room was finished in a delicate blue with panels. Among recent sales of Martin-Orme instruments was a Style B player to Lt.-Col. Morrison, D.S.O., and piano Style 32, to the Masonic Temple. Both these instruments will be noticed in the window display accompanying the Ottawa news in this issue.

In a comparatively short time the Gourlay line has been brought to the front-rank position in Ottawa by the local representatives, Matthew Webster & Co., of 202 Gloucester St., who had on display the different styles of Gourlay and McMillan pianos and Gourlay-Angelus players. On the stand with Mr. Webster was



The recent window display of Orme Limited, Ottawa, referred to in the Ottawa news.

closed. Such action prevented congestion in the aisles, and when an interested prospect came along there was a much better opportunity to discuss pianos and talk business. Very noticeable was the prominence given by the different firms to the display of talking machines along with their pianos. Actual business done at the Exhibition in the aggregate would perhaps not bulk up to that of last year, but no expressions of dissatisfaction were heard from individual firms.

Band concerts were rendered each afternoon and evening, the following organizations taking part: Governor General's Foot Guards Band, 43rd Duke of Cornwall's Own Brass Band, St. Andrew's Society Kiltie Band, Hull City Brass Band, North Gower Brass Band, The Citizens' Band, Perth, 41st Regimental Band, Brockville, Citizens' Band, Gananoque, and the Smith's Falls Band.

A novelty in the Martin-Orme display was their colonial design No. 25, in a case of gumwood. This wood, which has a soft richness and distinctive markings of the Circassian walnut order, is being extensively

Mr. W. A. Moreland, district representative of Gourlay, Winter & Leeming, both of which gentlemen were in a cheerful mood regarding the piano and talking machine situation in Ottawa. An especially well matched Circassian walnut case was a feature of the Webster exhibit of Gourlay lines.

The Ottawa store of the house of C. W. Lindsay, Ltd., is one of the most important of the 12 branches maintained in Ontario and Quebec Provinces by that firm, and their display at the Fair did them credit. It was located at the left of the entrance, giving a corresponding position to the Martin-Orme stand, so that the instruments may be seen both from the entrance and the main aisle. Different styles of grand, upright and player pianos, for which this firm has agencies, were on view, including Gerhard-Heintzman, Nordheimer, Steinway and Lindsay makes all being prominently featured. The talking machines handled by this firm were also well demonstrated. Numerous visitors took advantage of the opportunity to become better acquainted with the

(Concluded on page 33).

TRADE EVENTS AT LONDON.

Dealers not all in favor of basis on which they show at Western Fair—Relations between London and St. Thomas dealers—Piano paper as security—Account of the successful Fair.

GOOD weather brought out a large attendance at this year's Western Fair, held in London. In point of crowds, number of entries, and the quality of exhibits in all classes, the Fair was beyond a doubt a remarkable success. London is an inland city with the best of farms on every side, from which this season's crops were better than even those of 1913. That fact, together with the noticeable improvement in the city's industrial outlook, is what the piano houses base their confidence upon. They also believe that every report of victory attending the efforts of the Allies in Europe, spreads a new wave of confidence among the buying public.

The decision to exhibit at the Fair this year under the same conditions as formerly, was not unanimous. Other exhibitors not doing a purely retail business trade on the grounds were given space upon the payment of a nominal entrance fee, whereas individual piano houses pay as high as \$33, the average being \$30. A movement was begun to advise the Exhibition directors that unless the piano men were allowed their booths at the same entrance fee as other classes of exhibitors, they would stay away from the fair. Opinions differed as to the course to pursue, and when all dealers would not agree to the proposal, it resulted in a good turn-out of piano displays—in fact the same number as last year.

A visiting member of the St. Thomas trade brought up in course of conversation the subject of the St. Thomas dealers joining the London Association. Individual opinions have been expressed that in view of the two cities being so close, the gentlemen in both places competing in the same territory, and the numerical strength of the St. Thomas dealers, it would be to the advantage of all concerned to have the London Dealers' Association embrace the St. Thomas trade. It will be remembered that at the annual banquet of the aforementioned organization, held last February, it was proposed to hold two of the meetings each year at St. Thomas if the dealers of that centre become members of the London Association.

In a chat with the Journal representative, a London piano dealer brought up the subject of the bank's attitude to piano notes as security. Apropos of this topic is the unmistakable terms employed by a Pittsburgh piano man in championing the value of piano notes. He affirms that "Piano paper is as good as the ordinary run of paper accepted by the banks, and I so told a banker the other day. I explained to him that when a piano house does business on a conservative basis and requires monthly payments that will enable a dealer to obtain full payment within a reasonable length of time, that the security is even better than much so-called gilt-edged paper accepted by the banks. When a piano leaves a store the proprietor has a mortgage on it until it is paid for. If for any reason he is compelled to repossess the instrument he can still sell it at a profit.

"Indeed I told the banker that I regard piano paper as good as any in the country, and particularly the paper of those dealers who do business on a conservative basis. We make it a rule at this house to get 10 per cent. down

as the first payment and then 3½ per cent. a month in installments, together with 6 per cent. interest until the piano is paid for. When a customer wants to buy a player piano we demand the same terms, based on the selling price of the instrument.

"If the customer is unable to pay that much on a first-class instrument then we offer him a cheaper one, and if then he cannot come to our terms we do not want the business. It is the safe and sane way of doing things. We do not want nor do we accept any \$1 down and \$1 a week business. It is business suicide to try to run a legitimate piano house on any such terms.

"As the result of the care which we have exercised in making sales our collections for the year have not varied 2 per cent. This statement rather astounded the banker, but I could prove it to him. I showed him that the piano business was in reality as safe a business as the banking business when it is run conservatively. A bank may make loans on a security to-day that will not be worth very much to-morrow, but on a piano the value is there, and if the dealer is compelled to repossess the piano he does not lose anything, provided he has made a safe and sane deal at the beginning. It's the only way to do business. I do not believe that it will take very much argument to satisfy a banker that the average piano house is a pretty good customer to do business with.

"In times of poor business I would much prefer to have a lease out on a piano in the hands of a man whose salary is fixed at, say \$35 to \$50 a week, or whatever it might be, than to hold the paper of many a person. Few men who work on a salary and keep their jobs are going to allow their piano to be taken away from them if they can at all save it. They will let other creditors wait in order to keep square with the piano house. When I speak of the salaried man I mean the man who is reasonably sure of his position. And in the piano business it matters much just who you are selling to. Piano dealers should talk up the stability of the piano business more than they do."

Among out of town trade visitors to London during Fair week were W. E. C. Workman, Sarnia; Chas. Carter, Stratford; S. Martin, Exeter; R. D. Montgomery, Woodstock; Ralph Higel, B. S. Stright, Geo. Butt and N. H. Conley, Toronto; E. E. Bowman, John Stubbs and Harvey Moulton, Ingersoll; J. A. Honea, S. D. Cummins, Alex. Burness, W. J. Coady, L. D. Caldwell, Ed. Avery, E. H. Smith and Walter Beech, St. Thomas; D. H. McCrae, Glencoe; J. H. Cady, Rodney; E. J. Wright and T. H. Walls, Strathroy; C. W. Coupland, St. Marys.

Musical entertainment was furnished visitors by the band of the 7th Fusiliers, London, the First Hussars Band, London, Exeter Brass Band, 33rd Regiment Band, Goderich, Guelph Musical Society Band and 22nd Regiment Band, Woodstock.

Immediately to the right of the main entrance was the collection of Sherlock-Manning made-in-London 20th century pianos and players, which were explained to interested parties by J. Frank Sherlock, Will Sherlock, Messrs. Harmon and Lewis. Miss Malcolm was on hand again this year to play. When seen at the fair, Mr. W. N. Manning displayed anything but a lack of confidence in the piano situation. The firm built an important addition to the factory during the summer,

giving them a larger office and a much needed show-room, with the upstairs made into a modern shipping room.

The exhibit of the Wright Piano Co., Ltd., of Stratroy, in charge of E. J. Wright, was in the space formerly occupied by Mr. J. J. Callaghan, the local Martin-Orme man, and brought good results to this firm and their London representatives, Douthright & Gibbon, of 313 Hyman St. A full line of Wright instruments was shown, but special mention might be made of No. 35 Chippendale design, and No. 50 colonial, both in mahogany. The mission oak player was sold to a prominent Western Ontario physician. Previous to the London and Stratroy Fairs the Wright firm ran some effective articles in the local press advocating the patronizing of home industry. "Their factory," they said, "had been running full speed during the last few months, and they desired to provide full-time employment in this time of stress. Farmers have absolutely nothing to fear as produce will continue to bring good prices whether war continues or not, and crops this year are better than usual." Mr. E. J. Wright was worried during Fair week by the very serious illness of his father.

Local Gourlay, Winter & Leeming manager, Frank Smith, who decided to forego holidays this year, owing to the arrival of a little daughter, was in the main building with a piano exhibit in full force. The young lady aforementioned already gives evidence of a strong desire to demonstrate the Gourlay-Angelus player. Rather than have her begin playing too soon the inimitable George Butt from the Toronto Gourlay staff and George Benson, the local tuner and regulator, whose piano career began with the R. S. Williams & Sons Co. London branch, turned up to take Miss Smith's place. C. W. Coupland came down from St. Marys for the same purpose. The Gourlay instruments were nicely arranged in the first space to the left of the main entrance, and Mr. Smith felt satisfied with the sales closed and the interest developed, that bids fair to mature in purchases during the fall months.

At the corner pavilion, where the new wing joins the main building, were located the Nordheimer instruments boosted in London by Mr. Frank Windsor, the genial president of the London Piano Dealers' Association. The chief attractions there seemed to be the Nordheimer "Human-Touch" player, style 20, the grand piano, and a Louis model in walnut. Mr. Windsor also has the London representation of the Steinway piano so successfully handled in Canada by the House of Nordheimer. The visiting public from St. Thomas were met at Nordheimer Exhibition headquarters by Mr. W. J. Coady. One could not stand and observe the crowds listening to the music played by the "Human-Touch" player without being reassured in the belief that what was only yesterday termed by a prejudiced public "a mechanical thing," is now commanding the respect and praise of the very same public, for its truly musical properties.

While out for the evening recently the writer was surprised to find among musical people two ladies who did not know that a player piano could be played by hand as if it contained no player action at all. Whether or not this was partially the fault of the player advertisements, that they had seen it added interest to the method employed at the William McPhillips stand in

demonstrating the Gerhard Heintzman player. The player was placed quite close to the railing, with the front off, exposing to view the player action. It was operated by pumping and by hand alternately. First the demonstrator played a perforated roll, then a selection by hand. Mr. McPhillips did not tie himself down to a regular attendance at the Fair this year, leaving the reins in the hands of his capable son. The McPhillips exhibit consisted of a piano and player display in the main building, featuring the Gerhard Heintzman line, and in the new wing a talking machine display of Edison phonographs and records. These two booths were backing one another and connected by a passageway.

A crowd was never wanting along the aisle by the Mason & Risch stand, where their player-grand was being demonstrated. The fine classical lines of a grand always attract, but to this added the wonderful player action invention, made the Mason & Risch player grand doubly interesting to musical visitors. A Louis piano in burl walnut was also a feature of the display. With manager C. L. Gray were Alf. Croden, W. E. Arthurs, J. E. Wilson, Messrs. Weaver and W. Short, in addition to several Mason & Risch men from St. Thomas. Mr. Gray spent an enjoyable summer vacation in Muskoka, and has again with him Mr. Arthur, who spent several weeks in Stratford in connection with opening and organizing the new Mason & Risch branch warehouses there.

Mr. J. E. Keenleyside, with whom is associated his son Gordon, was on deck with a group of Newcombe instruments, each of which was equipped with the "Howard Patent Straining Rods." The object of these rods is to strengthen the piano and relieve the immense strain on the 228 strings, thus making a better tone possible. It is some months since Mr. Keenleyside took the Newcombe agency in London, and in that time he has closed sales with the number and class of which he is eminently pleased. While piano business generally just now is nothing to blow about, Mr. Keenleyside is satisfied in getting his share of what is going. Mr. Gordon Keenleyside's special care is the talking machine and sheet music end of the store, where Columbia gramofones, Columbia records and popular music are handled.

One of the busiest piano men at the Fair was Mr. E. S. Crawford, who for almost two years has been local Heintzman manager, succeeding Mr. John A. Croden. Mr. Crawford spoke encouragingly of the trend in local trading, and intimated that with the excellent crops taken off this year by the farmers around London, conditions were basically good, so that London and district stood to return to normal commercial conditions soon after the first indications that the war was coming to a close. In addition to his own staff on the stand Mr. Crawford had associated with him Mr. Alex. Burness, of St. Thomas.

A RUSH ORDER.

"Please rush 1 Ha Pakfay Pes-Pragon-ons piano duet by Boscovitz." This order awaited the attention of the staff at Whaley-Royce, Toronto headquarters on a recent Monday morning. What would you have sent along?

A few days before that the book "Standard Curses" was asked for. One member of the staff suggested making up a special book of them for the enquiring party.

Style "A" Willis Art Piano

Mahogany and walnut cases, double veneered inside and out, $7\frac{1}{2}$ octaves, trichord, overstrung bass, patent registered plate, with bushed pin block, three pedals, ivory keyboard and ebony sharps, perfect repeating action, improved acoustic rim and riff cut maple bridges.

Height, 4 feet 5 inches.
Width, 5 feet 2 inches.
Depth, 2 feet 2 inches.
Weight, boxed, 850 lbs.



JUST WHAT MANY DEALERS WANT—THE NEW STYLE "A" WILLIS ART PIANO

Every province has a certain trade that can be best handled with our new Style "A" piano—a plain, artistic case in either mahogany or walnut with all the latest Willis features in its make-up.

A careful survey of piano tastes throughout the Dominion led to the introduction of this Style "A." It embodies Willis appearance, Willis tone, Willis substantiability and carries the Willis guarantee.

Try one for a start—specify new Style "A."

**OUR NEW CATALOGUE IS OFF THE PRESS.
SHALL WE MAIL YOU ONE ?**

WILLIS & CO., LIMITED

Factories: ST. THERESE, P.Q.
Offices: 580 ST. CATHERINE ST. W.

MONTREAL . . . CANADA



MONTREAL LETTER.

BUSINESS in general is improving slowly, notwithstanding unfavorable conditions that have been retarding commerce. The music houses are confidently anticipating an early return to more favorable trading conditions.

C. W. Lindsay, Ltd., recently consummated a deal whereby they purchased and took over the old established piano and talking machine business of Foisy Freres. The Lindsay interests only held the same a short time until they resold it. The business is being carried on under the old name of Foisy Freres. It is understood that the piano end of the business will be discontinued. Foisy Freres have represented in Montreal for years the Mendelssohn product and built up a nice business with this piano as their leader. They also were Columbia talking machine distributors, and had a large clientele in this direction. Owing to the continued poor health of George W. Foisy, the move as outlined was necessary. Foisy Freres were one of the oldest of our French Canadian firms, being established in 1879.

T. R. Gaines, a prominent business man, has written a patriotic song entitled, "Britain's Call." The music of the song is by Helena Lusher.

An important addition to the business of J. W. Shaw & Co. is the opening up of Edison phonograph parlors. The new department is in charge of Mr. Derentsigny. As the firm of J. W. Shaw & Co. is one of the best known retail houses in Montreal and has a strong connection with prominent citizens and buyers of the better class of merchandise, it is to be expected that Edison lines will receive the same prominence accorded Gerhard Heintzman pianos, which this firm feature.

Willis & Co., Ltd., purpose resuming their piano and vocal recitals, and have engaged a number of prominent vocalists, who will appear in connection with these recitals. Mr. George H. Willis of this firm, has returned from his honeymoon spent at Atlantic City, New York and Washington. Mr. Inglis Willis was a recent visitor to the Ottawa branch. At the Sherbrooke Fair Willis & Co. had a fine display of Willis and Newcombe pianos and players.

Records of business handled at the warehouses of C. W. Lindsay, Limited, shows a nice volume of clean sales, and everything perceptibly moving towards a better and clearer outlook for the future. Mr. C. W. Lindsay contributed \$1,000 to the Canadian Patriotic Fund.

Layton Brothers state that business has been fine. This is not unusual with this house, for if Messrs. "O'Hara and Hamlet" do not find business good they make it good. This firm report that they are turning down business which does not conform to their ideas of how the piano business should be conducted. A steady demand exists for Mason & Risch instruments. Mr. Henry Hamlet has taken over the management of the French department of his firm. Mr. Hamlet is a versatile linguist, his repertoire of languages including French, Italian, Spanish and German.

A special Circassian walnut Style K Willis piano on view in the St. Catherine Street show window of the Willis salesrooms, has attracted considerable attention and favorable comment from passers by. The case is a handsome piece of craftsmanship, and as for the tone, it sustains the Willis reputation.

"Our sales force has been regularly adding customers, and we have been busy during the past month, the war abroad, to the contrary, notwithstanding," said Hurteau, Williams & Company, Limited, "and we are satisfied that the buyers of New Scale Williams pianos are satisfied that they are getting their money's worth in value, tonal quality, etc."

"We might as well call a spade a spade, and say business is quiet," said the Leach Piano Company, Limited, "although we confidently expect that business will show a gradual improvement from now on to the actual opening of the winter season. The volume of our September business was eminently satisfactory, taking everything into consideration, and embodied a number of transactions in the sale of Gourlay, Bell and Leach lines.

Karn-Morris goods are rapidly moving to the front through the efforts of the local representatives, Gervais & Whiteside, and at present writing this firm are satisfied that they are being accorded their share of what business is moving.

Every member connected with the staff of Willis & Company, Limited, contributed to the Canadian Patriotic Fund, the sum total making a most creditable showing from this firm.

The Canadian Graphophone Company are disposing of a great number of patriotic records these days, in addition to their usual run of business. They predict a big Christmas trade.

The death is announced of Henry Collins, who passed away on October 2nd at the Homeopathic Hospital. The deceased was auditor for Willis & Co., Limited.

J. H. Mulhollen is doing yeoman work in pushing the sale of Evans Brothers line, and states that trade has been much stimulated in Montreal, even beyond the usual autumn increase, by the general feeling of optimism regarding business prospects that has imbued Montreal piano purchasers.

William Eckstein, the popular pianist of the Strand Theatre, has just purchased for use in his studio, a New Scale Williams piano.

J. A. Hurteau & Company, Limited, report a great deal of high class business in the demand for New Scale Williams instruments of late. They are nesting in the best homes in town, and "come again" business is their deserved reward. This house predicts a successful career for these goods, justified by its incipient progress.

Office of Cork in Flute's Head-joint.

REQUESTING information upon the office of the cork in the head-joint of a flute, an orchestra player was told that "The cork in the head-joint should never be used for tuning purposes. Its sole office is to place the various octaves in tune with each other. Once the correct position is attained, it should always be placed in that position; i.e., approximately the distance of the diameter of the cork back from the center of the embouchure (blow-hole). In other words, if the diameter of the cork is five-eighths of an inch, the end of the cork should be about five-eighths of an inch from the center of the embouchure. Always remove the cork when swabbing out the flute after using, both for cleanliness and to alleviate the danger of cracking, due to moisture settling at this point."

BE PREPARED

To meet the demand that is sure to come for
The Vitaphone and the Vitaphone Records

There is no better proposition for Dealers in Talking Machines than the

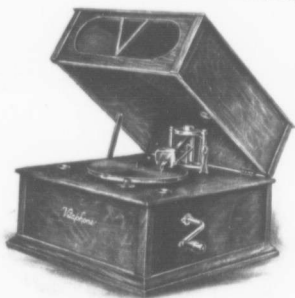
Vitaphone

The Canadian Made Talking Machine

An Instrument which is specially adapted for the home, because its sweet mellow tone reproduces the soft vibrations of the Violin, the sweet cadence of the Cello, the full melody of the Orchestra and Band, and every voice modulation of the great artists, and all this is the result of using the Wood Tone Arm, an exclusive feature of the Vitaphone.

Our catalogue of records is yours for the asking and you will find our combinations on these double records something "entirely different," no dead ones having a place among them.

Very flattering encomiums have reached us from those who have already made purchases and we anticipate a large sale. We solicit your orders which will have prompt attention.

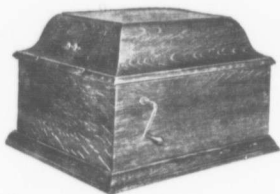


Vitaphone Type No. 28. Retail Price \$28.00.

Size 16 in. x 16 in. x 12½ in.

Beautifully finished golden oak. Motor can be wound while playing. Plays any make of disc record. Used with or without horn.

Equipped with Baby "Music Master" Horn \$10 extra.



Vitaphone Type No. 40. Retail Price \$40.00.

Mahogany, Mission, Golden and Fumed Oak. Double Spring Motor that can be wound while playing, and interchangeable diaphragm connection from amplifier to horn. Plays either needle or sapphire records. Beautifully finished and polished.



30 cents per box - Packed in boxes containing 300 needles
 \$1.00 per box - Packed in box containing 1,000 needles

Vitaphone Type No. 33. Retail Price \$33.00.

(Not illustrated.)

Same style Cabinet as type No. 28.

Size 16 in. x 16 in. x 12½ in.

Mahogany. Double spring motor that can be wound while playing. Plays both needle and sapphire records. 12 in. Turntable.

CANADIAN VITAPHONE CO., LIMITED

TORONTO

Corner Carlaw and Eastern Avenues

CANADA

WINNIPEG BRANCH, C. E. Fosdick, 36 Cumberland Block

WINNIPEG LETTER.

BUSINESS in this centre is somewhat brighter, consequently there is a greater feeling of optimism. City business is still dull, but there is quite a noticeable improvement in country trade. Money is coming in a little more freely.

Local merchants are much interested in an agitation to lower rental prices, and to abolish the present business tax. At a recent mass meeting of the Winnipeg retail merchants, the recommendation of the Winnipeg executive board that they should take action for the abolition of the tax was endorsed unanimously, and the conference between the association and the city council on Wednesday next is the result.

Watkin Mills, for many years a foremost basso in England, will arrive in Winnipeg on Sunday, and will take up his permanent residence here. Mr. Mills, by repeated sojourns among Winnipeggers, has become enamored of them. He revels in our climate, he loves our people, and it goes without saying that Canadians will heartily welcome him to the Dominion. His purpose, in addition to concert work, is to open a vocal studio. This will be good news indeed to all students of vocalism.

The death occurred of Gerald Barrowclough, aged 21, the eldest son of S. L. Barrowclough, of Winnipeg, after an illness of only six days. The young man was on a visit to his uncle's farm in the Glendie district, near Neepawa, where he fell ill. Every effort was put forth, but of no avail, death claiming him within a week. The cause of death was pericarditis. The body is being taken to Winnipeg on the Great West express, and interment will take place from the family residence there.

A new patriotic song, "Stand by the Union Jack," words and music by F. J. Delaney, of Winnipeg, was sung at the patriotic vaudeville at the Walker theatre by Mrs. Dolphie Graham. The song just recently finished, has a fine swing and sentiment.

Mr. Winter, of Gourlay, Winter & Leeming, paid the Winnipeg Piano Co. a visit a few days ago on his way home from the West, looking well. The Winnipeg Piano Company gave the Patriotic Fund a subscription of \$1,000.00, and in this connection it may be mentioned have found it necessary to open up a special ledger dealing with those customers who have gone to the front, who now number several score. Mr. Grassby's brother from Victoria, who is a gun-maker, as well as a crack shot, passed through Winnipeg on his way to Quebec a few days ago, at the request of the Canadian Government, in connection with an improved rifle sight he has invented.

The Fowler Piano Co. report business as slightly improving. Collections are better than they have been, even in the face of the present crisis. Mr. A. P. Willis, president of Willis & Co., Montreal, called on the firm and booked orders for three carloads of Willis and Knabe pianos.

The stork visited the home of Mr. and Mrs. Marshall Knaggs, 131 Home St., and left a bouncing baby boy. Mr. and Mrs. Knaggs are kept busy receiving congratulations from their many friends.

A new store has been opened at 366 Portage Ave. by the Canadian Talking Machine Co. This company intend to handle the Phonola and Edison talking machines.

The Tucker Piano & Music Co. report the sale of a Steinway grand piano to Mr. Peppin, of St. Boniface College.

Mr. E. C. Seythes, of the Williams Piano Co., is at present paying a visit to the factory at Oshawa. Mr. Bull, who is at the present time in charge of the Williams Piano Co., western branch, reports business as being somewhat brighter.

Mr. Redmond, of the J. J. H. McLean Co., has returned after a pleasant vacation spent at his summer home, Pieton, Ontario. Mr. Ross, of the J. J. H. McLean Co., who has been holidaying at the beach, has returned home.

The Kern Morris Piano Co. report money as coming in freely from the country. They have also received a number of country orders for pianos. City business is reported as quiet.

Mr. Fitch, western manager for Babson Bros., dealers in Edison phonographs, has returned from a short visit to his firm's headquarters at Chicago.

Mr. Stanwood, manager of Doherty Piano Co.'s western branch, reports collections as fair. Piano and phonograph business are reported as being brighter.

Mr. Whiteacre, of Mason & Risch, Ltd., has returned to the coast after a two weeks' visit to the firm's headquarters here.

Lieut. Norman Lindsay, late of Tucker & Co., has joined the Army Service Corps, and is now at Valcartier.

OTTAWA NEWS.

(Continued from page 27).

possibilities of the player piano, and the Lindsay rest room was much appreciated.

On the Thursday, Friday and Saturday afternoons of Fair week the John Raper Piano Co. gave free recitals at their Sparks St. recital hall, the drawing card being Madlle. Paule Felonie, the French-Canadian solo pianist, whose programme was interspersed with vocal selections from grand opera. At the firm's pavilion in the main Exhibition hall, were displayed a goodly number of Mason & Risch and John Raper instruments. A beautiful instrument in San Domingo mahogany, with delicate satin finish, and the miniature grand colonial design, elicited many favorable comments. Other attractions were in walnut and oak.

A varied exhibit was that of Hurlteau, Williams Co., Ltd., whose retail warehouses are in the "Sparks Street piano block." On their stand was shown numerous designs of New Scale Williams and Ennis pianos and players, also representative types of Edison, Columbia and Phonola talking machines. Outstanding in their attractiveness were the miniature grand New Scale Williams piano in Louis XV. style mahogany finish, and a New Scale Williams player, also Louis XV. model in mahogany, containing the Meister-Touch player action. Good prominence was given the Edison phonographs and Phonolas, made in Berlin, Ontario, both at the Exhibition and at the store during the Fair. In the daily press reports particular mention was made of the Baby Regent Columbia gramofola, referred to as "a gem of its kind in the form of a highly finished drawing room table."

IGNORANCE MAKES THE MISERY OF THE WORLD!

The principal condition for a good phonographic reproduction, is to use the Pathe Unwearable Sapphire. The general public at the present time is not familiar with the extraordinary qualities of the Sapphire for reproducing purposes, and it must be educated to realize the revolution this mode of reproduction has brought about in the talking machine industry.

You, Mr. Dealer, are specially well placed to act as the public's educator, combining their satisfaction with your own interest.

The Pathephone is the simplest and most perfect instrument in the world. The public is partly ignorant of this fact and progressive dealers will certainly benefit by acting as the public's guide in this scientific movement.

THE PATHE MULTITONE

LIFE-LIKE

The Pathe Multitone Sound Box is made wherever possible of Aluminium, therefore it is light and responsive. It reproduces the human voice or a complete orchestra with perfect ease and life-like fidelity.



NO NEEDLES REQUIRED.

A child can use the Pathe Multitone Sound Box; the absence of dangerous needles makes it the ideal for the home. Its tone can be easily regulated, and whatever the tone is, the sound is invariably clear, mellow, and bell-like in its beauty.

ADAPTABLE TO ALL TALKING MACHINES

PLAYS WITHOUT NEEDLES

Upward of 20,000 Selections in all Languages to Choose From

No needles to change—no wear of records—no bother—the real reproduction of the human voice—no danger to children—gliding sapphires instead of scratchy needles—the tone can easily be regulated by the simple adjustment of the sapphire. These and many other improvements represent the

INVINCIBLE ARGUMENTS

which must greatly influence the minds of probable customers. We ask you to test our statements, verify that our claim to superiority is not based on mere talk. A simple demonstration will make you realize what huge possibilities the Pathephone offers to progressive dealers. The Pathephone is the latest invention in the talking machine world. A few agencies are still open. Do not wait till your territory has been covered by a competitor, write to-day for catalogues and

FULL PARTICULARS FROM

M. W. GLENDON, Ryrie Building, Yonge and Shuter Streets, Toronto.
 THE JOHNSON PIANO CO., 168 Hollis Street, Halifax, N.S.
 MR. J. W. POISSON, Messrs. The Canada Bond and Debenture Association, 301 Lindsay Buildings, Winnipeg, Canada.
 J. A. HURTEAU & Co. Ltd., 316 St. Catherine Street E., Montreal.



For Christmas Trade.

THAT there will be an active Christmas trade in talking machines and records is as certain as anything in the future of the business world can be. If conditions should suddenly become favorable for the piano business, then the talking machine demand will improve. On the other hand if piano business continues to be affected by a general public feeling of economy, talking machines and records are bound to receive a greater share of public attention, for people will have amusement and entertainment, war or no war. The lesser cost of machines will appeal to those not now owning them, and those whose homes are equipped will more than ever want new records.

It is the business of the retailer to see things in this light up to the point of a reasonable stock of the best titles. More than ever must he be discriminating in his selections to prevent unsalable titles. There is now an unprecedented demand for martial and patriotic songs, and the record trade is favorably influenced thereby, if the retailer will only realize that fact. Among the very best sellers of the season is the song made famous by its being the marching song of the British army, "It's a Long Way to Tipperary." The sheet music dealers are featuring it, while the demand lasts, and those retailers of records who have appreciated what the demand for it means, have not been able to get it fast enough.

There are many titles just now in demand that a year hence may not be in the catalogue, and it is on bits of this nature that so much of the retailer's profit hinges, but by window display advertising he must apprise the public of his enterprise in catering to their wants.

Record Approval Privilege Abused.

ORIGINALLY intended as a business accelerator, by reason of being a convenience to the customer, sending out records on approval has become just the opposite. This customers' privilege has developed into an abuse, and one that is costly to the dealer. A comparison of present sales to certain customers with the sales made to that customer during the first year or so that he owned his machine will show that he is enjoying almost all the good titles at the dealer's expense. He occasionally buys a record for decency's sake, and on the strength of that occasional purchase many records are submitted for approval and most of them returned. The dealer pays for the wrapping, delivering and calling for the records. He stands the loss occasioned by scratch to the record, or the sale lost by reason of his stock being depleted by these records being out.

It is easy to see that a retailer can have several hundred dollars worth of records in other hands all the time, and this is an investment that in theory brings good returns, but in actual practice brings loss.

It is difficult to formulate a hard and fast policy as to returns unless all the dealers in a city or community

adopt a mutual basis. In spite of the abuse there are still customers with whom the approval basis is profitable. The distance of the customer from the store, or the customer being an invalid or a busy man, unable to spare the time to visit the store, may be legitimate reasons for sending records on approval, but experience has shown that a good salesman on the floor can make a greater profit on his sales than is made from approval sales.

Records on Approval; What a New Yorker Thinks of It.

THAT the practice of sending sets of records out on approval is in most cases unprofitable, harmful and greatly to be deplored, is the opinion of Mr. B. Switky of New York. He enumerates the following conditions under which the retailer is justified in sending out records on approval.

1. If the customer is an invalid and cannot come to the store.
2. If the customer lives at a great distance and rarely, if ever, comes to your town.
3. If your store is uninviting, either because of location or lack of interior comfort, and your customer—particularly a lady—feels it incompatible with dignity to condescend to trade at the store.
4. If your customer is a busy business man, who doesn't mind spending money liberally, but who simply cannot devote the time necessary to spend the money.
5. If your customer is a millionaire—either near- or multi-
6. When delivering a machine bought by one person and intended for another you might offer to send some choice records for try-out; but be careful to impress on your customer that you do not make a regular practice of doing this.

There may be one or two other instances in which the extenuating circumstances are sufficient to warrant "on approval" delivery.

But look the practice square in the face. Ask yourself one or two pertinent questions. Recall a few instances in which good customers have been spoiled. After that you may vote pro or con, just as you please.

If you will turn over a few leaves of your ledger (presuming that you have a number of charge accounts) and compare the purchases of Mr. Jones or Mr. Brown during last month and several months previous, you will find that of late they have not bought liberally. Oh, yes! There have been quite a few charges, but somehow the merchandise credits are nearly equal to the charges. You will recall that Mr. Jones was a dandy buyer when he first started dealing with you. The love of new records gripped him like an intermittent fever. He needed a few records for Sunday, and a few more newer ones when expecting company. If the next holiday happened to be Christmas, or Easter, you could count on selling him \$10 or \$15 worth of selections appropriate to the occasion. Somehow or other it is a fact that now you get from Mr. Jones only \$5 or \$6 worth of business a month—even less in some months.

Now, if Mr. Jones were to cease coming to the store we would presume that he had either lost interest in the talking machine or that he found the pace of buying new records too strong to keep up with, or perhaps he had gravitated to another dealer's shop. Nothing of the kind! He still drops in to see you as usual. His enthusiasm has not waned an iota. He is enjoying more

"It's Easier Than Selling Pianos"

Says Frank J. Bayley of Detroit about

THE NEW **Edison Phonograph**

Mr. Bayley, who recently added the Edison line to his piano business, is quite enthusiastic over this profitable expansion.

"It's easier than selling pianos," he writes. "While there isn't as much profit in a single sale, we make more sales, and in proportion to the amount involved, we get much better terms. Consequently, it does not require so large an investment to make a given profit. Then it adds variety to the business. *Every piano house ought to have the Edison on hand.* Often we find that people, who come in for the purpose of buying a piano, cannot find exactly what they want, either in price or instrument, and we interest them in the talking machines and make a sale. It is business we would have lost entirely without the Edison. I sometimes wonder why I failed to consider this long ago, and did business so many years without them."

With your Pianos, Players and the full lines of Edison Phonographs to retail from \$39 to \$575, you can reach all music lovers and practically double your profits on the year's business. Ask your jobber, or write us.


Thomas A Edison
INCORPORATED

103 LAKESIDE AVENUE
Orange, N.J.

new records than ever before. There is just this little difference: Instead of paying for his concerts you furnish the music free of charge. You charge a batch of records to his account, deliver them, then you send for the returns and issue a credit memorandum. He is careful to keep a record or two, just for decency sake, so as to repay you for your trouble, and just so that you don't get wise to his scheme.

If you will watch closely you will find that he usually wants a new set of records sent to his house on Saturday, so that he can play them over on Sunday, or on the eve of a holiday, or just in time to be played over at a gathering of friends.

Of course the dealer is wise; or his bookkeeper or clerks soon tip him off that there's nothing to it—that Mr. Jones is using him for a good thing. One little error in crediting the returns wipes out the profit. In fact, the value of the salesman's time in making up the selection, the delivering, the bookkeeping, etc., have in advance dissipated the profit on Mr. Jones' business. The return of one record scratched may nullify the whole transaction.

Here is where the dealer finds himself in a dilemma. While realizing that he can never more expect to see Mr. Jones' money in denominations of fives, tens or twenties, he finds it embarrassing to have to point out to Mr. Jones that he no longer buys enough to make it worth while catering to him. The situation becomes delicately complicated. To continue the approval deliveries is irritating. On the other hand, to suggest to the customer that the privilege must be withdrawn is tantamount to inviting him to transfer his patronage elsewhere. For that is just what happens usually.

The "approval" game (I here speak from knowledge local to New York City and vicinity) is being played overtime. After being turned down by one dealer they drift to another, and then to still another, in each case asking for records charged on approval without even thinking it necessary to first establish their credit responsibility.

As a test of the value of such prospective customers let the dealer submit to them two propositions: First, unless the credit is beyond question, cash should be paid for the records. Second, the customer must agree to keep positively a certain proportion of the records submitted—say one-half, or not less than one-third. In that case you will know in advance that you are not to be played for a sucker.

Usually there are too many critics at home passing on each record. If you are not there to influence the choice of a selection you lose the opportunity of making a sale. Although I believe firmly in having harmony in the home, a salesman will find it easier and more profitable to suit with different records the individual taste of each member of the household. If you leave it to them the vote will never be unanimous, and so long as they save money by rejecting, the ones will always win.

If you feel that you *must* go after the record business by serving the customer at his home, then let your representative preside at the demonstration.

Leaving with a number of customers sets of the new monthly records is detrimental to the best interests of your record stock. First of all, you are obliged to order too many of certain selections that prove to be poor sellers—records that eventually drift back to the store

and help to pile up an unnecessarily heavy stock of surplus.

Sending out a package of certain selections on approval for a few days means to some dealers that these numbers will be out of stock until the dealer finds out which are sold and should be replaced; or they are re-ordered at once and the stock doubled when the others come back.

The dealer who indiscriminately sends records out on approval eventually gets the reputation of selling worn records. He is not present at the customer's home to see whether his records have been played over once, twice or three times before being rejected. We all know that records do not improve with use.

We have known unscrupulous buyers to order a record of a selection which they already had on hand and then return the worn-out record, keeping the new one.

However, all the foregoing objections would be swept away automatically if the approval practice were profitable. But such is not the case. The harvest reaped may be reviewed as follows:

1. Diminished business.
2. Good buyers perverted or lost.
3. Cupidity encouraged.
4. Energy wasted.
5. Abused records returned to stock.
6. Capital wasted in excess stock.

Six lots of records submitted on approval will not sell as much goods as a good salesman can sell the same customer in one sitting in the store.

Too Many Titles.

BECAUSE the catalogue may list more records than the retailer can profitably stock is not exactly just cause for complaint of the extent of the catalogue. The tastes of Canada's people from Prince Edward Island to British Columbia are very diversified, and to cater to these diversified requirements naturally means a very long list of titles.

The retailer in the small place necessarily gives the matter of ordering records greater thought than the retailer in the large city, who can dispose of a greater variety of titles, and with whom a few dozen records more or less is not serious.

The book merchant does not handle all the books printed, the intelligent sheet music dealer does not stock a title of the music published, nor is the talking machine dealer forced to stock everything that comes out. The dealer in the small place has the advantage of being able to more carefully inventory the demand of his customers. He gets to know their tastes and he can appreciate the influence of the records in one home upon other homes. In ordering records he must be guided by his personal likes and dislikes, he must consider the catalogue from the standpoint of the customer.

Furthermore, if the retailer upon inspecting the stock on his shelves finds an accumulation of slow movers, he need not at once decide that they are hopeless. By bringing them to the front they may be readily saleable. It is interesting to note that the song the British soldiers are singing is not a new one, but a "dead" one revived. There are many thousands of records hidden away on retailers' shelves all over the country that only need a little prominence to get them moving.

PRESTIGE

The Aeolian Company Takes on Columbia Line

The Columbia Graphophone Co. announced this week that it had closed a deal with the Aeolian Co. whereby this prominent piano house will carry a complete line of Columbia products in Aeolian Hall, New York, and in all its branch houses throughout the middle West. The initial order, which has already been placed, is said to be one of the largest single orders ever placed on record, and the machines and records are now being shipped.

The Aeolian Co. is the largest manufacturer of musical instruments in the world, and its prestige and fame are recognized in every civilized country. Its high standing in the piano and business worlds gives added significance to the closing of this important deal, aside from the tribute it pays to Columbia quality and progressiveness.

—Report in New York Music Trade Papers.

If The Aeolian Company, with all its resources of capital and organization, selects the Columbia, what risk does the Ontario Dealer run with a Columbia department? The Aeolian Company of course wants profit as well as prestige. The Columbia agency carries both. Write us about it.

MUSIC SUPPLY COMPANY

Exclusive Columbia Distributors in Ontario.

TORONTO

36 WELLINGTON ST. E.

ONTARIO

No Longer a Side Line.

FEW there are who would claim that the retail trade has yet made the very most possible of the opportunities offered in the retailing of record cabinets. One of the largest buyers of cabinets in Canada is a retail music house who have been handling talking machines and records only a short time. Their cabinet sales in the past year would astonish many a larger house, and go to show what may be accomplished when once one is thoroughly seized with the importance of the record cabinet in every home which buys records, either cylinder or disc, the profit procurable, and the variety of types available to suit all styles of all makes of machines.

It is not necessary to defer a more intelligent featuring of cabinets until Christmas buying begins, but it is evident that the very nature and price of a record cabinet makes it suitable for special attention just previous to Christmas. It is unwise to plod along with the idea that cabinets are a side line in the talking machine department. They are part and parcel of it.

Emerson Parodied.

IF a dealer can sell a better song, give the purchasing public better service and know the whole sheet music line better than his neighbor, people will make a beaten path to his store.

CHANGE IN ROLL BULLETINS.

Canadian manager H. H. Fitch, of the Universal Music Co., who has returned from a week's stay at Niagara Falls, informs the Journal of a change just made in their monthly bulletins. The former ones have been replaced by one bulletin. In it the first section is devoted to Themo-Art hand-played rolls, the centre pages to Themo-style rolls, and the last pages to Universal regular 88-note music.

NEW RECORDS

Advance lists
for November

EDISON RECORDS FOR NOVEMBER.

REGULAR LIST—85c.

- 2443 Die Wacht am Rhein Edison Concert Band
2460 Dreams of the Prisoner (Jungmann) . . . American Standard Orchestra
2446 First Love—Waltz Hesitation (Abe Holzmann) . . . National Promenade Band
For dancing.
2438 God Save the King. National Military Band and Peter Dawson
Baritone.
2458 Humpty Dumpty Rag (Charley Straight) . . . New York Military Band
2457 In the Evening by the Moonlight, Dear Louise (von Tilzer) . . .
Tenor and chorus, orchestra accomp. Harvey Hindermeyer and Chorus
2439 La Marseillaise New York Military Band
2449 Let's Grow Old Together, Honey (McDonald, McKee and Walker) . . .
National Promenade Band
2454 Love's Dream After the Ball—Vocal (Cobalka), Elizabeth Spencer
Soprano, orchestra accomp.
2452 Love's Sorrow (Harry Rowe Shelley) Emory B. Randolph
Tenor, orchestra accomp.
2447 Massa's in de Cold, Cold Ground (Stephen C. Foster) . . . Metropolitan Quartet
Mixed voices, orchestra accomp.
2455 Meet Me 'Neath the Persian Moon (Friedland) Walter Van Brunt
Tenor, orchestra accomp.
2456 My Crouny Melody (Goetz and Goodwin) Arthur Collins and Byron G. Harlan
Coon duet, orchestra accomp.
2451 Navajo Indian Songs Geoffrey O'Hara
Baritone, orchestra accomp.
2448 Roll Them Cotton Bales (J. Rosamond Johnson) Premier Quartet
Male voices, orchestra accomp.

- 2459 Since I Am Your Auntie-to-be—The Midnight Girl (Briquet and
Phillip) Elizabeth Spencer and Walter Van Brunt
Soprano and tenor, orchestra accomp.
2453 Somewhere a Voice is Calling (Arthur J. Peto) Elizabeth Spencer and Vernon Archibald
Soprano and baritone, orchestra accomp.
2450 Sweet Spirit, Hear My Prayer (Wm. V. Wallace) Marie Narelle and Chorus
Soprano and chorus, orchestra accomp.
2445 Tickle Toes One-Step (William H. Penn), National Promenade Band
For dancing.
2447 When It's Night Time I'm in Broadway (Herman Paley)
Helen Clark and Walter Van Brunt
Contralto and tenor, orchestra accomp.



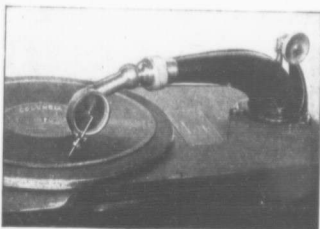
COLUMBIA RECORDS FOR NOVEMBER.

- 10-INCH SYMPHONY DOUBLE-DISC RECORDS—\$1.00.
A1570 The Sixty and Nine (Sankey), Oscar Scagie, baritone. In
English, with orchestra.
Help Me to Pray (Tosti), Oscar Scagie, baritone. In English,
with orchestra.
A1591 I Hear a Thrush at Eve (Caldman), Carolina White, soprano. In
English, with orchestra.
A Birthday (Woodman), Carolina White, soprano. In English,
with orchestra.
SYMPHONY DISC RECORDS—\$1.50.
A5597 Berensse (Schubert), Leopold Godowsky, pianist.
Waltz in G Flat (Chopin), Leopold Godowsky, pianist.
36097 Ave Maria (Schubert), Edgan Payne, violinist.
10-INCH BLUE-LABEL DOUBLE-DISC RECORDS—\$1.00.
A1588 Kanawee (Move Your Feet) (Hula), Tenor solo with chorus by
Toots Paika Hawaiian Company.
Ahl Ah! Paokou (Wednesday Evening), Tenor solo with chorus
by Toots Paika Hawaiian Company.
A1590 A Trip Across the Pond (Arranged by Mike Bernard), Mike
Bernard, pianist.
Tango Banat and Smithy, Mike Bernard, pianist.
12-INCH BLUE-LABEL DOUBLE-DISC RECORDS—\$1.50.
A5594 Die Walkure (Wagner), Magie Fire Scene, Columbia Symphony
Orchestra, Felix Weingartner, conductor.
Symphonie Pathétique No. 6 (Tchakowsky), First Movement,
Columbia Symphony Orchestra, Felix Weingartner, conductor.
10-INCH DOUBLE-DISC RECORDS—85c.
A1592 The High Cost of Loving (Meyer), Elida Morris, contralto, Or-
chestra accomp.
A1590 I Want to Go Back to the Farm (Berlin), Elida Morris, con-
tralto, Orchestra accomp.
A1596 Alice of Old Vinennes (Thompson), Henry Burr, tenor, Or-
chestra accomp.
Diane of the Green Van (Kliekman), Nora Watson, contralto,
Orchestra accomp.
A1601 California and You (Pauk), Albert Campbell, first tenor, and
Henry Burr, second tenor, Orchestra accomp.
In the Shadow of the Sycamore (Honnert), Albert Campbell, first
tenor, and Henry Burr, second tenor, Orchestra accomp.
A1600 The Abu Daba Honeycomb (Fields and Donovan), Arthur Collins,
baritone, and Byron G. Harlan, tenor, Orchestra accomp.
The Aeroplane Slide (Reed), Peerless Quartette, Orchestra
accomp.
A1602 The Whole Town's Wise (Richards), Ada Jones, soprano, and
Henry Burr, tenor, Orchestra accomp.
When Honey Aids and Honey Girl Go on Their Honeycomb
(Goetz), Ada Jones, soprano, and Henry Burr, tenor, Or-
chestra accomp.
A1597 The Wildcat Capote (Belmont), Ada Jones, soprano, and
Joe Belmont, baritone, Orchestra accomp.
How'd You Like to Keep a Date with me (Goetz), Ada Jones,
soprano, and Henry Burr, tenor, Orchestra accomp.
A1586 The Boys of the Old Brigade (Paris), Chautauqua Preachers'
Quartet,
The Church in the Wildwood (Pitts), Chautauqua Preachers'
Quartet,
A1587 Shylock's Justification of the Jew from "The Merchant of
Venice" (Shakespeare), Harry E. Humphrey, Dramatic
Recitation,
Seven Ages of Man from "As You Like It" (Shakespeare),
Harry E. Humphrey, Dramatic Recitation.
A1589 Venetian Love Song from "A Day in Venice" (Nevin), Prince's
Orchestra.
March of the Little Lead Soldiers (Pierne), Prince's Orchestra.
A1595 San Antonio Swing (Burford), Prince's Band.
El Pagare, Prince's Band.
A1598 Wedding of the Winds Waltz (Hall), Pietro Deiro, accordion.
La Sirena (Waldteufel), Pietro Deiro, accordion.
A1599 The Blacksmith and His Anvil (von der Mehden), Prince's
Orchestra.
Woolly Winks March (Martin), Prince's Band.
12-INCH DOUBLE-DISC RECORDS—\$1.25.
A5596 The Old Sexton (Russell), Miles R. Bracewell, basso, Orchestra
accomp.
When Richelieu the Red Robe Ware (Murray), Miles R. Brace-
well, basso, Orchestra accomp.
S7520 Flashing Glory March (Martin), Prince's Band.
The Life Guard March (Martin), Prince's Band.
DOUBLE-DISC RECORDS—85c.
New Dances for November.
A1593 My Hindoo Man (Engene), one-step, Van Eps Banjo Orchestra,
Marilyn the Lobster (Jones), One-step, Van Eps Banjo
Orchestra.
A1594 Sans Souci (Green), Maxine Brosilienne, Van Eps Banjo
Orchestra.
Some Baby (Leuzberg), One-step, Van Eps Banjo Orchestra.
DOUBLE-DISC RECORDS—\$1.25.
New Dances for November.
A5595 Ballin' the Jack (Smith), Fox-trot, Prince's Band.
Mead Brook Fox-Trot (Kraus), Prince's Band.
A5598 High Society (Smith), Combination One-step and Waltz,
Prince's Band.
Ta Tao (Penn), Prince's Band.
A5599 Carolina (Vodery), Fox-trot, Prince's Band.
Bring Thing (Onivas), Prince's Band.
A5600 The Old Homestead (Penn) Fox-trot, Prince's Band.
Dream of the Rose (On themes from Waldteufel Waltzes—Ar-
ranged by Smith), Waltz Hesitation, Prince's Band.

Eight easy sellers—

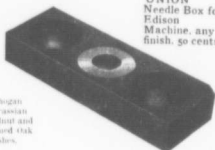
WRITE FOR THE NEW DESCRIPTIVE FOLDERS—

Union TALKING MACHINE Specialties

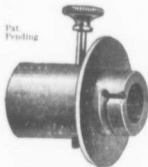


Pat. No. 726402

UNION No. 1, for Edison Machines.
Gold Plated, \$2.50.
Nickel or oxidized, \$2.50.

Mahagon
Chestnut
Walnut and
Finned Oak
Suitable.

UNION
Needle Box for
Edison
Machine, any
finish, 50 cents



Pat. Pending

UNION
Modifier for
Columbia
Machines

UNION No. 3, or
Columbia Machines.
Gold Plated, \$5.00
Nickel, oxidized, \$8.00



Union Specialties double the range of your customers' machines.

UNION No. 1 enables owners of Edison Disc Machines to play Victor, Columbia and other similar records on an Edison. It adjusts instantly and easily without alterations.

UNION No. 2 plays Edison records on a Victor. UNION No. 3 plays Edison records on a Columbia.

UNION Modifiers enable the owner of any machine to get exactly the tone desired, using a loud needle. UNION Modifiers are a big aid in selling new machines.

The UNION Sound Box is a new advance in tone-reproduction designed to eliminate scratching.

NEW ILLUSTRATED FOLDERS IN COLOR

Write for your copies to-day and see for yourself how these handsome folders with full illustrations will interest your customers and make profits for you.

The Union Specialty & Plating Co.
409 Prospect Ave., N.W., Cleveland, Ohio, U.S.A.

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Calgary, Alberta, and 324 Donald Street, Winnipeg
Fletcher Brothers, Limited,
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Layton Brothers,
550 St. Catherine Street West, Montreal, Canada.
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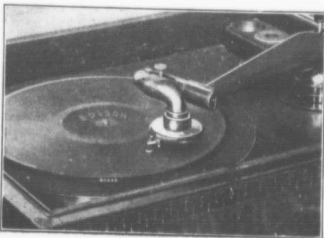
NOTICE

U. S. list prices quoted here.
Duty extra in Canada.



Pat. Pending.

UNION
Modifier
for Edison
Machines
(open)



**USUAL DISCOUNT
TO DEALERS.**

Pat. Pending



UNION
Sound Box
Gold plated
\$1.00.
Nickel, or
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\$4.00.

1/2 Actual size
Pat. No. 726472,
also pending.

UNION No. 1
(shown in use with
UNION Sound
Box in upper left-
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Gold Plated
\$1.00. Nickel or
oxidized \$1.00.

UNION
Modifier
for Victor
Machines

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UNION No. 2, for
Victor Machines.
Gold Plated, \$5.00
Nickel, oxidized, \$8.00

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BRITISH PIANO MANUFACTURERS PROTEST AGAINST SPECIAL LICENSE TO BECHSTEIN BUSINESS.

Send Resolution to Government.

THE Court order appointing a receiver and manager for the Bechstein business in London has received the official protest of the piano manufacturers of Britain. The appointee was Mr. W. Berridge, assistant manager of the business in London.

The following resolution was unanimously adopted by the Pianoforte Manufacturers' Association and copies sent to Mr. Asquith, Mr. Lloyd George, Mr. McKenna and Mr. Runciman:

"The Pianoforte Manufacturers' Association, Ltd., being an association composed of British manufacturers of pianofortes and component parts, having had its attention drawn to the decision of Mr. Justice Shearman in the Vacation Court, as reported in the *Times* newspaper of the 27th August, 1914, and in the *Standard* newspaper of the 31st August, 1914, in the Cases of The London County and Westminster Bank, Ltd., v. Bechstein, and Berridge v. Bechstein, in which his Lordship appointed Mr. W. Berridge, an employee of Messrs. Bechstein, of Wigmore Street, London, as receiver and manager, with power to carry on the business of pianoforte suppliers, in order to protect the business of Messrs. Carl Bechstein, and in the alleged interests of the employees, but subject to a license being granted by the Home Office (Messrs. Bechstein's business being owned and carried on by an alien enemy of this country).

"It was unanimously resolved at a specially convened meeting of the said Pianoforte Manufacturers' Association, Ltd., held on the 3rd day of September, 1914, as follows:

"That the president of the Association be requested to at once make the strongest representations to His Majesty's Government, asking that the special license referred to should not be granted, or if the same has already been granted, that such license should be withdrawn or cancelled, so that the business of Messrs. Bechstein may not be carried on for the benefit, directly or indirectly, of an alien enemy of this country, and, further, that no similar license shall be granted to any other alien concern of pianoforte manufacturers trading in this country, in order that British money or credit may not go to, or benefit, a hostile nation in time of war."

In his letter accompanying the foregoing resolution Mr. Henry Billingham, president of the Pianoforte Manufacturers' Association, strongly urged that under no circumstance should the Bechstein license be granted. He also said:

"The business belongs entirely to a Prussian firm manufacturing in Berlin, and there is no doubt that, although an undertaking was required of Mr. Berridge on his appointment as receiver by the Court, that he would not remit monies collected or gained by trading during the war to Germany, still, by acting as all he would be reducing the liabilities and financially strengthening the business of a hostile concern managed, until war was declared, by a near relation of Mr. Bechstein, who I am confidently informed is actually engaged in fighting against our own army at the present moment.

"Seeing that British makers are making large sacrifices by sending their sons and workmen to join the

army, and are liberally supporting the National Fund, I feel that they should, at any rate, have this amount of support from their own Government—that hostile alien concerns should not be allowed by license to trade in this country to their detriment during the war, and to the wider detriment of our native country, by enabling British money, or credit, to pass even indirectly to a hostile country.

"Other German pianoforte manufacturing concerns (indicated in the enclosed resolution) trading in this country, either directly or by own agent, are as per sheet attached."

According to "The Pianomaker" of London, the British piano manufacturers have decided on a publicity campaign in Britain and the colonies as part of a concentrated effort to finally and fully oust German competition. It is quite evident that feeling in the British music trades is very strong against German pianos, the names of which in many cases are being obliterated and English names substituted.

"To trade with the enemy is to be a traitor to your country" is the heading of an advertisement on the front cover page of the September issue of "The Pianomaker." This fairly typifies the feeling in British music trade circles toward German pianos and supplies.

"The Pianomaker" above referred to, the editor of which is a Scotchman, earnestly and aggressively champions the British industries, and pertinently urges the importance of maintaining "the highest state of excellence in manufacture that is humanly possible."

ENGLISH DEALER PREDICTS BIG FUTURE FOR CANADIAN PIANO TRADE.

Mr. Martyn Thomas, until recently a piano retailer in Swansea, Wales, and now interested in a London manufactory of pianos and players, recently visited Toronto and United States points. Mr. Thomas' trip, which was the culmination of plans made a couple of years ago, was with the object of making a thorough investigation of player actions on this continent. In this connection he visited both the Toronto plants.

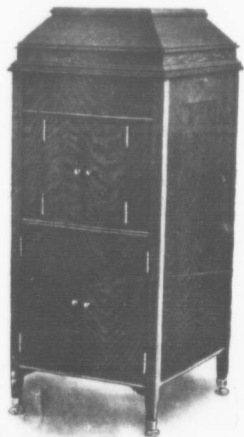
Referring to the cutting off of German-made pianos and supplies being imported into England, Mr. Thomas emphasized that a large percentage of the German trade was in high grade pianos. "England buys German pianos because they are good," said he, "not because they are cheap, and British and Canadian manufacturers must keep this in mind in considering the wants of the British people."

The mechanical equipment of the plants on this continent, and the bright, airy factories, with ample room for the comfort of workmen, he thought would in a great measure offset the higher rate of pay demanded by the Canadian employees, as compared with those in the English factories.

From Toronto Mr. Thomas went to Chicago. While in this city he visited the Toronto University to learn of what is being done by that institution for the advancement of music. Mr. Thomas is chairman of the South Wales Music Festival, which offers an annual prize for the best musical composition by a Welshman.

Since Mr. Thomas' visit to Toronto a report comes from Chicago that he will open up in the music business in that city, having deferred his plan to open retail warerooms in London owing to the war.

THE PHONOLA IS



The "Princess"—one of the seven PHONOLA types

the premier proposition in the talking-machine trade to-day, both from the retailers' standpoint and from the standpoint of the retailers' customers.

With seven types the retailer can fit any purse or any desire. **Every** Phonola type is a **hornless** type and the Phonola will play **any needle disc record**.

With the Phonola the retailer can make a **bigger profit** on a **smaller investment** than with any other talking machine made. At the same time it costs his customer **less** and the customer gets a **better instrument**.

There are sane mechanical reasons why the Phonola is noiseless, runs more smoothly, regularly and longer than **any other** sound reproducing machine. The Phonola motor **reproduces the record** and **does not** consume its power in producing **noise**.



FONOTIPIA

Double-Side 11 and 12 inch, \$1.50 to \$3.00.



ODEON

Double-Side 10-11 and 12 inch, \$0.90 to \$3.00.



JUMBO

Double-Side 10 inch, 85 cents.

PHONOLA DEALERS

have an unbeatable record proposition. Fonotopia, Odeon and Jumbo records are entirely free from needle scratch and they play longer than any other record of equal size. Notice that both sides are good always—never a good one to sell a poor one. These records can be played on any needle disc machine. Let us send you a catalogue and note the artists that you can place at your customers' disposal.

THE POLLOCK MFG. CO., Limited

Manufacturers of the PHONOLA

BERLIN

CANADA

WHOLESALE DISTRIBUTORS

WHALEY, ROYCE & CO., Ltd., Toronto The NATIONAL TALKING MACHINE CO., Ltd., Winnipeg

For Ontario and Maritime Provinces

For Western Canada.

A HOUSE BUILT UPON A ROCK.

The above is the title of the introductory paragraphs in a beautifully produced catalogue issued by the Kent Piano Co., Ltd., of Vancouver. The catalogue is one that the company do not distribute promiscuously, but only among their best prospects. The printing is in two colors, each page being decorated with a photographic view in the firm's salesrooms. In the back cover is a pocket containing loose leaves showing piano, player and phonograph designs.

In the catalogue the following information is given concerning the house:

"A vigorous young man of twenty-seven left his native town of Gardiner, Maine, in 1859, to seek his fortune in the West. There were no railways across the continent then. The young man, Marshall Wilder Waitt, faced a long and toilsome, and even perilous journey. He left behind him a good position in Gardiner; much more than this, he left behind him the girl whom he hoped to marry.

"At last he arrived in San Francisco. Here he heard of the Cariboo country, a new land of gold, and, hardly pausing to rest, he struck out for this Elorado in the far North. The Cariboo country proving less glittering than he had expected, he made the long trek back to a prettily situated settlement called Fort Camosun, which had attracted him strongly on his northward journey. He decided to stay there, and soon found employment with a firm of stationers. He saved money and sent back to Gardiner for the young lady, who upon her arrival became his wife. This was in the early sixties. Fort Camosun is now Victoria.

"Because of thrift and close attention to the work before him, Mr. Waitt was soon able to go into business for himself. He first opened a stationery store; then added a toy store, and finally purchased a music business which had been established in 1862, the year in which Victoria was incorporated as a city.

"The business grew steadily in Victoria, and in 1886 Mr. Waitt decided to establish a branch in the town of Granville, which seemed to him to have a brilliant future, for the reason that the Canadian Pacific Railway was locating its western terminus there. Granville has been re-named Vancouver. With a supply of pianos, organs and other musical instruments Mr. Waitt arrived on the steamer in Burrard Inlet on the morning of June 14, 1886, but instead of seeing a thriving community in the clearing, he saw a huge volume of smoke, shot red with flame. A forest fire had started on Sunday, the 13th, and had virtually wiped out the town.

"Mr. Waitt returned to Victoria, and here, in 1892, he was called to his rest, leaving—after thirty years of residence in British Columbia—a province-wide reputation for absolute integrity, fair-mindedness and kindness and a business establishment reared strongly upon the foundation of honor—a house built upon a rock."

"The responsibility of the management then fell upon the shoulders of Mr. Herbert Kent, who had married Mr. Waitt's eldest daughter in 1886, and had, since that year, been active in the business. Having, by this time, become well known and prominent in musical circles throughout the province, Mr. Kent sold the stationery and toy stores in order that he might devote himself to the full development of the music business. This progressed steadily. In 1904 the firm was con-

verted into a limited liability company, styled M. W. Waitt & Co., Ltd. In the same year a store was opened in Vancouver, on the site of the Rogers Building.

"This location was soon found to be too small, and in 1905 the Company moved to the present quarters at 558 Granville street. These have been enlarged several times to meet the growing demand for floor space, which was 1,200 in the beginning, and is now 18,000 square feet, comprising the entire building of four floors and basement. In 1913 the directors deemed it advisable to change the name to The Kent Piano Company, Limited, with Mr. Herbert Kent as President and Managing Director, and his son, Mr. Daryl Herbert Kent, Secretary and Assistant Manager, the latter being the third generation to be associated with the business. The assets now are nearly \$300,000, giving the Company the position of one of the strongest in British Columbia."

WAR TIME TRADE.

(From Toronto Globe.)

The scenes of industry that are to be observed in every room of the building occupied by Whaley, Royce & Company of this city, are unique at this moment in that they constitute a prophetic picture of the bustling industry that will prevail in hundreds of Canadian factories during the coming years of prosperity and expansion. In this building men are working full time all day and part of the night in an endeavor to cope with the extended market opened by the vying out of German, Austrian and, incidentally, French competition. Here, a large staff is working against time—preparing scores of bugles badly needed by those soon to leave val-cantier; there, a number of expert French workmen are constructing, with master touch, the trumpets that will lead into action the Canadian soldiers going to the front; here, again, an exceedingly skilled German workman, originally from Leipzig, is punching on a shining plate of steel the words of a patriotic song composed by some gifted Canadian. All is industry, and all Canadian industry.

But not all work is devoted to serving the arts of war. The regular staff employed on the brass band instruments has not ceased work a moment. The reader will remember that we in Canada import a great many brass instruments from the cheap-labor factories of France and Germany. Some of us had forgotten that these are and for years have been made in Canada. According to Mr. Whaley his firm will now proceed to cater to an even greater market.

"We have made the instruments for years," he said, "but those from Germany were of cheaper construction and enjoyed a large sale. There was never any doubt that the Canadian-made instruments were of infinitely better quality, and now the demand for them will widen. One thing we will fail to secure, now, is the purely-German stuff—violins, accordions and harmonicas. I do not anticipate that these will be made in Canada, but so far as other lines are concerned Canadian makers will handle the trade."

Redferne Hollinshead, a well known Toronto vocalist, is among the most recent additions to the Edison list of artists. Mr. Hollinshead has recorded the Buzzi Poesia "Lolita," a typical Spanish serenade, and Tosti's "Parted," a love song.

ASCHERBERG'S THE HOUSE FOR DANCE MUSIC

Publishers of the World-Famous

JOYCE and GODIN WALTZES

DANCE SUCCESSES

Entrancing	Archibald Joyce
Maiden's Blush	Archibald Joyce
Always Gay	Archibald Joyce
A Thousand Kisses	Archibald Joyce
Charming	Archibald Joyce
Dreaming	Archibald Joyce
Love and Life in Holland	Archibald Joyce
Passing of Salome	Archibald Joyce
Voulez-Vous?	Felix Godin
Valse d'Avril	Felix Godin
Valse Mai	Felix Godin
Valse Juillet	Felix Godin
Valse Octobre	Felix Godin
Valse Novembre	Felix Godin
Valse Décembre	Felix Godin

FAVORITE SONGS

The Bachelor Ship	David Richards
Mate O' Mine	Percy Elliott
So you want to be a Soldier little Man?	H. Trotter
A Flower Girl's Song	Haydn Wood
Moiré of my Heart	Bothwell Thomson
Picture in my Heart	H. Lane Wilson
Down away at Appledore	Clifford Courtenay
My Heart still clings to you	Albert W. Ketelbey
Shadow Man	A. Von Ahn Carse

ASCHERBERG

Hopwood & Crew Ltd., 16 Mortimer St., London, W., England

THE HOUSE OF Joseph Williams Ltd. LONDON

Modern Violin School

By W. Henley, Op. 51 in 12 Books, each 2/6 net.

1. Imitative Course
 2. The 1st, 2nd and 3rd positions.
 3. The Ground-Work of Bowing.
 4. Elementary Double Stopping and Chords.
 5. The Art of Shifting.
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 7. Rapidity of Fingering.
 8. Bravura, Double-Stopping.
- Books 9 to 12 are in the Press.

"Descriptive Pamphlet" forwarded on application.

The Music Trade will find the undermentioned Booklets a very great convenience, and no scheme of music should be drawn up without their help and guidance:-

1. Choral Booklet. (Particulars of Choral Works, Cantatas, Part Songs, etc.)
2. Thumb-Nail Plots. (A descriptive guide of Operas, Operettas, Plays, etc.) 150 pages.
3. Vocal School Music List.
4. Teacher's List (of select Pianoforte Works, graded.)
5. Thematic Extracts of Piano Pieces. (Over 300 extracts.)
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7. Tonic Solfa Catalogue.
8. Educational Works on Music. (Descriptive Catalogue.)

JOSEPH WILLIAMS Limited

32 Great Portland St., London, Eng.

or c/o Ashdown's Music Store
TORONTO

BUSINESS AS USUAL

And you still want good songs

Here's a list of some of the best sellers of the day in Canada or elsewhere :-

- "For You Alone" - Henry Geehl
The world-wide success. Sung by Caruso and all the leading singers.
- "For All Eternity" - Angelo Mascheroni
The ever popular song.
Sung by Caruso and Adelina Patti.
- "Love is Mine" - Clarence Gartner
Sung by Caruso.
- "Tatters" - Gerald Lane
It still holds the public.
- "Awake!" - H. G. Pellissier
An enduring example of this gifted composer's talent.
- "Farewell to Summer" - Noel Johnson
An established success and a really beautiful song.
- "The Garden I love" - Godfrey Nutting
Sung by Alice Esty, John Harrison and a host of known singers.

In Keys for All Voices.

Gould & Co.

25 Poland Street, Oxford Street, LONDON, W.
ENGLAND

And of all Music Dealers. Write for complete lists.

The Success of the Amazing Mid- night Ball

SAVOY HOTEL, JUNE 25th

"CAPER SAUCE"

ONE or TWO-STEP

by Cecil Macklin

Cary & Co's Latest—Dance Successes

THE COCKNEY CRAWL (One-step)	Cecil Macklin
TRES MOUTARDE (One or Two-step)	"
ANTICIPATION (Valse)	"
THAT WHISTLING RAG (One-step)	"
GLORIA (Valse)	C. Macklin & M. Jones
ROSEMAIDEN (Valse)	Montagu-Jones
CHARIVARI (A New Dance)	Tony Castle
BUMPS (Valse)	G. Convelari
LODESTAR (Valse)	Spenser Dickinson
PARADISE (Valse)	Dorothy Forster
BONITA (Southern Dance)	Dorothy Forster
LA FLAMME (Valse)	Clara Evelyn

Cary & Company

13-15 Mortimer St. London, W., Eng.

Publishers of DOROTHY FORSTER'S New Songs

"A Wild, Wild Rose" and "Come-For it's June"

TRADE NEWS.

At a meeting of the City of London Music Committee it was decided to dismiss all German, Austrian, or Hungarian professors at the Guildhall School of Music, and to use in future *British pianos only*.

The marriage is announced of Miss Athole Gordon Nordheimer, daughter of the late Samuel Nordheimer, to Brefrey Ross O'Reilly, M.D. Dr. and Mrs. O'Reilly will reside at 183 St. Clair Ave., Toronto.

Mr. Roy Nordheimer, only son of the late Samuel Nordheimer, who was one of the founders of the House of Nordheimer, has gone to the front. Mr. Nordheimer, a graduate of the Royal Military College of Kingston, is an officer in "Patricia's Pets."

Mr. Harry N. Briggs, who, as announced in the last issue of the Journal resigned the management of the Hurteau Williams Co., Ltd., of Montreal, has gone back to the Pacific Coast. Mr. Briggs has joined the Wiley B. Allen Co., of San Francisco.

Mr. W. R. Fosdick, vice-president and general manager of Canadian Vitaphone Co., Ltd., accompanied by Mr. D. Dickenson of the same firm, were recent visitors to New York. They also visited the factory of the parent company at Plainfield.

As a result of representations from the Edison Disc Jobbers' Association a new plan of distributing Edison discs is announced. Instead of monthly additions to the list it is proposed to manufacture and ship weekly supplements of six records.

The Cheney talking machine, a new production in the United States, is receiving the official endorsement of Marshall Field & Co., the well known Chicago departmental merchants, to the extent of a \$100,000 interest in the Cheney Talking Machine Co. This is a controlling interest.

A Talking Machine Dealers' Association has been formed in Buffalo, with Wade H. Poling, manager of the piano department at the J. N. Adam & Co. store, as president. One object of the association is to get talking-machine dealers to agree to charge interest on deferred payments on times sales.

A. A. Langford & Co. of London, Ont., have opened up Grafonola parlors, with a complete line of Columbia graphophones and records. The Music Supply Co., of Toronto, who are Columbia distributors in Ontario, report the addition of a number of important agencies in anticipation of the coming season's trade.

Messrs. A. H. Scobell, local representative of Stanley pianos, James Deyman, the Bowmanville dealer in Dominion instruments, and Bradley & Cox, piano dealers of Oshawa, had exhibits at the recent West Durham Fair, held in Bowmanville. Band concerts were given both days by the Dominion Organ & Piano Co.'s band.

A son-in-law of Mr. Albert Nordheimer, head of the Nordheimer Piano and Music Co., Ltd., Toronto, was the first Canadian military officer to meet death in France, Lieutenant Bertram Denison of the First York Rifles was recently on a visit to Canada, where he and Mrs. Denison have many friends and relatives in Toronto social and military circles. The deceased officer, who was killed while fighting with his regiment, was a nephew of Colonel G. T. Denison, Toronto's well known Police Magistrate.

The sales as recorded in the Stanley warehouses, Toronto, for August and September, show a material in-

crease over the business of the same period of last year. There has been a decreased wholesale trade, but the retail business more than offset the falling off in the wholesale department. Frank Stanley considers that there is every reason for optimism, and he urges that if the retailers throughout the country would show greater confidence and hammer away at their usual avenue of sales, they would come out at the end of the year as good as in previous years. This year the Stanley firm were enabled to produce more of their own make by reason of increased facilities, making it unnecessary to handle other lines as in previous years.

NEW MUSIC CONCERN.

A Weyburn, Sask., exchange says: Arrangements have been completed whereby Mr. W. G. F. Seythes, of Regina, a well known dealer in pianos and musical accessories, will occupy the premises recently vacated by the Weyburn Piano and Music Co. in the old McKimmon block. Mr. Seythes expects to be ready for business within the next few days. He has a stock of instruments already in storage in the city, and will represent leading makes of pianos and organs.

AEOLIAN CO. TAKE ON COLUMBIA LINE.

Gratifying news to the Canadian headquarters of Columbia Graphophone Co. at Toronto, was that arrangements were recently concluded whereby the Aeolian Co. of New York had taken on Columbia lines. That a house with the prominence and prestige of the Aeolian Co. should thus endorse Columbia grafonolas and records and the Columbia policy, is pleasing to the local management, as well as to the executive in New York. The Aeolian Co. formerly handled another make.

Concerning the above, Mr. George W. Lyle, general manager of the Columbia Graphophone Co. said: "The order for Columbia products placed with this Aeolian contract is one of the largest initial orders ever placed, and it is pleasing enough to the Columbia Co. as an order for merchandise, but it is even more pleasing as carrying a very distinct and unmistakable significance of the change in the talking machine industry, which has been so noticeable during the past two or three years, namely, a desire on the part of the dealer to handle any line of merchandise that is in demand and has quality behind it. A change for the better in every way—for the customer whose convenience is best served, for every dealer in the business and for the industry as a whole."

WE'LL NEVER LET THE OLD FLAG FALL.

A new tuneful patriotic song that goes with a good swing has just been issued by the Anglo-Canadian Music Co., entitled, "We'll Never Let the Old Flag Fall." The words are by Albert E. MacNutt and music by M. F. Kelly, both of New Brunswick. The chorus goes like this:

We'll never let the old flag fall,
For we love it the best of all;
We don't want to fight to show our might,
But when we start, we'll fight, fight, fight.
In peace or war you'll hear us sing,
God save the Flag, God save the King,
At the ends of the world, the flag's unfurl'd,
We'll never let the old flag fall.

Some Successes :

**Little Grey Home
in the West**

Song Composed by
Hermann Lohr
Four Keys :
Bb, C, D, and Eb

**Just Because It's
You (Little Cafe)**

Waltz Song
Composed by
Ivan Caryll

**Wonderful
Garden of Dreams**

Song
Composed by
Dorothy Forster
Three Keys : Eb, F and G

Old Cremona

Waltz Heavitation
Composed by
Gordon Davson

**Love in My
Garden**

Waltz
Composed by
Reginald Benyon

The HOUSE of CHAPPELL

The Sensational Irish March Song Success
"It's a Long, Long Way to Tipperary"

Written and Composed by Jack Judge and
Harry Williams

The simple but catchy recruiting song direct from
London

"Your King and Country Want You"

Paul A. Rubens

A fine new patriotic song
"Who's for This Flag ?"

Kennedy Russell

The Chappell Edition of the
National Anthems of the Allies.
with original text and English translation.

Chappell & Co., Limited

347 Yonge St., Toronto

LONDON

NEW YORK

MELBOURNE

Some More Successes

**A Little Love,
A Little Kiss**

Song
Composed by Lao Sileux
Three Keys :
C, D and F

Rose of My Heart

Song
Composed by
Hermann Lohr
Four Keys :
Bb, C, D, and Eb

**The Song of
Songs**

(Chanson du coeur brisé)
Musique de Moya
Three Keys :
Ab, Bb and D

The Dodo Dawdle

Fox Trot
Composed by
Ernest Dunkels

River of Dreams

Waltz
Composed by
Albert Sirmay

Messrs. BOOSEY & CO.

announce with pleasure that they have established a Branch Office at **RYRIE BUILDING (Near Massey Hall), YONGE STREET, TORONTO**, for the exclusive distribution of their Publications to the Canadian Music Trade.

All orders should be sent to this address in future.

Dealers not already buying direct from BOOSEY & Co. will find it to their advantage to send for Catalogues and particulars of Discounts.

Professional Singers and Vocal Teachers are especially invited to visit our Toronto Office, or send particulars of their requirements, so that we may keep them conversant with our latest Issues.

BOOSEY & CO., MUSIC PUBLISHERS

LONDON, ENG., NEW YORK and

TORONTO - - Ryrie Building, Yonge Street

NEAR MASSEY HALL

MUSIC AND MERCHANDISE BRIEFS.

Maritime Province dealers handling Whaley-Royce lines are to receive more attention and be given a better service through the appointment of an eastern Canada representative, Mr. D. R. Henderson, who will make his headquarters at Halifax, Nova Scotia.

A small book containing "The National Anthems of the Allies" (Schirmer, London), has been introduced by Anglo-Canadian Music Co. This embraces the National Anthem of Great Britain, France, Belgium, Russia and Japan. The same firm has run off a new edition of Dr. Broome's arrangement of "O, Canada," for chorus and choir use, so consistent has been the demand for that work.

"He Isn't Sleeping Now!" a patriotic production by James Fax, has been published by Anglo-Canadian Music Co. The chorus concludes with these lines:

"A wrong he'll ne'er allow, nor to a foe-man bow,

Take back your abuse, for the lion is loose,

He isn't sleeping now"

Word has reached the Journal office of the success that is being made by Miss Sinclair in the conduct of the sheet music department in the new Townshend piano warerooms at St. John, N.B.

What is believed by the publishers (Chappell's) to be a genuine successor to their great success, "A Little Love, A Little Kiss," is "The Song of Songs," English words by Clarence Lucas, French words by Maurice Vaucaire, and music by Moya. When this song was introduced by Josie Collins in the "Passing Show of 1914," she was encored again and again.

"The Dodo Dawdle," by Ernest Dunkels, is the title of a clever "fox-trot" which is proving decidedly popular with the devotees of this latest form of dancing. The tempo of the piece has been carefully arranged to meet with the requirements of the dance. Chappell & Co. are the publishers.

OUR COUNTRY'S CALL. SONS OF OLD BRITANNIA. OTHER SONGS.

Dorothy Forster is again to the front as the composer responsible for the patriotic song "Sons of Old Britannia (Our Glorious Volunteers)," words by Leyden Colledge. This is published by Cary & Co., as is "Our Country's Call," with Harold Simpson's words set to music by A. Kingston-Stewart. The second stanza and chorus of the latter here quoted, reflect true British sentiment:

"Our hands are quick to fight,
Our hearts are staunch and strong;
'Tis ours to help the right
And battle with the wrong;
Then forward Britons all!
Both men and women too!
For each one at our country's call
Can find some work to do.

CHORUS:

For King and country!
Let that your watchword be!
For King and Empire,
Whose flag is waving free;
When by a tyrant hand oppress
The world demands our aid,
To God of Battles leave the rest
And forward undismayed!

MADE A CONVENTION SONG, TOO.

Tipperary! Little did Jack Judge and Harry Williams dream when they wrote and composed the song that in 1914 it would be the soldiers' marching song in the greatest war the world has ever known. A recent despatch from St. John, N.B., says that when the 30th annual convention of the Trades and Labor Congress met there a few days ago, "It's a Long, Long Way to Tipperary" was chosen as their convention song. Word also comes from Ottawa that in St. Joseph's Church, said to be the leading English speaking Catholic Church in Ottawa, at the conclusion of high mass the organist played this same marching song while the congregation was filing out. Chappell & Co., Ltd., displayed commendable enterprise in getting selling rights for this piece in Canada, and it has taken hold fine. Everybody is buying it.

THE TRUE SHEPHERD.

A sacred song that should enjoy a good sale in Canada is "The True Shepherd," by A. Berridge, published by Evans & Co., London, Eng. The words and music combine in an appeal that reaches the average person. The tune is of a distinctly high order, and yet it immediately takes hold of one.

WOULD YOU JOIN?

The suggestion has come from more than one quarter that a civilian rifle club might be formed among the music trades men of Toronto. The Government is making it very easy for organized groups of men to secure supplies of guns and ammunition. Who will start the ball rolling?

"TIPPERARY" AND THE "PATRICIA" GRAFONOLA.

The letters, wires and phone messages being shot in to Music Supply Co., Toronto, pretty much all specify "Tipperary." Among other things everyone seems to be after the great Irish marching song revived and made famous by the British soldiers at the front, The Columbia factory is doing its utmost to press these records fast enough. The Columbia record of "It's a Long, Long Way to Tipperary" is a 10-inch one, with a band selection on the other side.

At many of the fall fairs the Columbia "Patricia" grafonola was exhibited by the Music Supply Co., who report a splendid success with this type. Having the appearance of a much more expensive model, with the chief Columbia improvements, at the popular retail price of \$78, the "Patricia" has worked its way immediately into favor with the dealers and salesmen. The secretary of one of the fall fairs wrote in: "Your Patricia grafonola came duly to hand, and it certainly is a good one and should be a winner for whoever you secure as agents here."

"Tres Montarde," Cary & Co.'s two-step success by Jacques Henri, has been arranged as a piano duet; also for violin and piano.

Two successful ballads by the popular new composer, Frederick Drummond, are published by Cary & Co., the one "Home that is Calling for Me," the other "The Lover Hills." The words of both are by Ed. Teschemacher.

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Where Does Daddy Go When He Goes Out?
Billy Williams
Oh, I Do Love You, My Orange Girl
Miss Betty Barclay and a Baritone
Hold Your Hand Out, Naughty Boy...Miss Florrie Forde
Keep Quite Close to the Railings.....Walter Williams
Toddling HomeChas. R. Whittle
Nursery Rhymes in Ragtime.....Barclay Gammon
Jerry-Jeremiah
Miss Clarice Mayne and Miss Florrie Forde
Whoops! Let's Do It Again.....Gus Harris
In the Valley of Golden Dreams.....Miss Gertie Gitana

That Ragtime, Dinner-Time Band.....The Two Bobs
King of the Maniac Band ("Keep Smiling" Revue)
Robert Hale
Stammering Sam.....Harry Bedford
A Prairie Life for Me.....Billy Merson
I Shall Get in Such a Row When Martha Knows
Jack Pleasants
I Parted My Hair in the Middle.....George Formby
The Matrimonial Handicap.....Whit Cunliffe
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The Miles Away - J. M. Capel
Your Love for Me - Percy Elliott
Scotland, My Dearie - R. M. Harvey
Scotland, My Scotland - Arthur St. Ives

(SACRED SONGS)

Lead, Kindly Light - Ciro Pinsuti
The True Shepherd - A. Berridge
Sun of My Soul - Francis Hope
Jesu, Lover of My Soul - V. Hemery
Rock of Ages - V. Hemery
Faithful Unto Death - Joseph H. Adams

(IN KEYS TO SUIT ALL VOICES.)

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"SWEET ANN PAGE" AND "THE ROSE OF LOVE."

One cannot help but like the old English dance composed by Laura G. Lemon, "Sweet Ann Page." This instrumental number, which was dedicated to the late Lord Stratheona, goes with a good swing, and is not at all difficult. By the same publishers, Joseph Williams, Ltd., London, is a good drawing room song, "The Rose of Love," in 3 keys; words P. J. O'Reilly and music by Alan Wright.

SHOULD SELL WELL NOW.

For songs and instrumental pieces to recommend during the rest of the fall and winter, dealers should look carefully over the offerings by Gould & Co., London. A number of outstanding titles might be mentioned, but this list will serve to indicate the class of publications in mind: Bulgarian Patrol (Instrumental), Ivan Stephanoff; Eternente Waltz (Instrumental), Fiona; The Garden I Love (Song), Godfrey Nutting; For You Alone (Song), Henry Geedd; Just to Be Near You (Song), Albert Fox; Hush Me to Dreams (Song), Kennedy Russell.

BEARE & SON TRADE KEEPS UP.

Mr. S. A. P. Clarke, of Beare & Son's Toronto branch intimates that to date they have been in good position to fill all orders for violins and musical merchandise, and that the firm still has a good stock on hand to meet their customers' requirements. So far shipments from England are coming in without serious interruption and trade is being maintained as usual.

A BELGIAN NATIONAL SONG.

Anglo-Canadian Music Co. are offering "Gallant Men of Liege," a Belgian national song, with arrangement and English version, by Frederic Austin. This song (Larway publication), was written in 1790, and is being sung to-day throughout the towns and villages of Belgium. The title and setting are decidedly apropos.

WON CONAN DOYLE'S PRIZES.

The songs winning the first three prizes by Sir A. Conan Doyle in the Boys' Empire League song competition, have been published by Enoch & Sons, and are ready for the Canadian market through Anglo-Canadian Music Co. The 1st prize song is "Sons of Britannia," words by Joseph McKim, music (marching through Georgia), by Henry Clay Work. The second prize was won by "Song of the Empire," words by Lewis Menich, music by Miriam Barlow. The 3rd prize was for "Boys of Our Empire," words by Oscar Megges, music also by Miriam Barlow. Each of the numbers is in an appropriate cover in colors.

BEGAN WHEN GEORGE III. WAS KING.

Back in 1816 the music publishing firm of W. Morley & Co., 25 Great Marlborough St., London, W., England, were established purely as music-sellers. In the regime of the late William Morley, who died in 1903, the company branched out into the publishing field, grew and grew, until to-day under the management of William Cecil Morley, the firm has an extensive and

valuable catalogue, including "The Old Brigade," "Rocked in the Cradle of the Deep," "The Scout," "The Diver," and a host of others.

Synonymous of course with the mention of W. Morley & Co.'s catalogue, is Cowen's song of world-wide renown, "The Children's Home," the words of which assisted so much in winning lasting popularity and attaining a sale of over 400,000. The last two lines are, as many will remember:

"For the ways of men are narrow,
But the gates of Heav'n are wide."

Four other songs with which every sheet music man should be familiar are "Beyond" (sales now said to be over 60,000), words Clifton Bingham, music by Edward St. Quentin, composer of "A Lost World" and "Hosanna in Excelsis"; "Giver of Life," also words by Clifton Bingham, music by Edith Fortescue, composer of "The Dream River," "Land of Sunset Glow," and "Golden Silence"; "Those Eyes of Blue" and "Life, Love and You," both by Cyril Bateman.

In piano music W. Morley & Co. are recommending three numbers by Leona Lacoste—"Sparkling Diamonds," "Cornflowers" and "Apple Blossoms," each of the first two of which they intimate the sales have passed the 30,000 mark. Also "The Millwheel," by Cyril Lansdell, "Rosalind," by Bryceson Trehome, and "White Heather" by Paul Silvano.

TWO SONGS OF NATIONAL CHARACTER.

Public taste is displaying in no uncertain manner its fondness for patriotic songs. The demand of a month ago for such keeps up and widens. A glance over the music available for the sheet music counter to meet present requests recalls two publications from the Nordheimer Piano & Music Co.'s list that are national in character. The first is "Canadian Volunteers," words by Herbert L. Marks, music by R. Percy Strand. The sentiment of the words may be judged from these lines: "And if no more we traverse, thy well beloved strand; Send up a pray'r for those who fell, oh dear Canadian land.

Hurrah! Hurrah! for Canada; three ringing British cheers,

For King and thee we're proud to be Canadian volunteers."

The music is march tempo.

The other song is "Canadian For Ever," a poem by the well known, Dr. W. H. Drummond, set to music by Charles E. Wheeler of London, Ont. This is to be sung in martial manner, and is dedicated to the Canadian clubs of the Dominion.

WALTZ MUSIC AND SONGS.

Ascherberg Hopwood & Crew, Ltd., of London, Eng., who style themselves "the house for dance music," have experienced a remarkable success with the Joyce and Godin waltzes. Those by Archibald Joyce are: "Entrancing," "Maiden's Blush," "Always Gay," "A Thousand Kisses," "Charming," "Dreaming," "Love and Life in Holland," "Passing of Salome." The ones by Felix Godin are: "Voulez-Vous," "Valse d'Avril," "Valse Mai," "Valse Juillet," "Valse Octobre," "Valse Novembre," "Valse Decembre."

Besides the above waltzes the following favorite

songs are worthy of attention: "The Bachelor Ship," David Richards; "Mate o' Mine," Percy Elliot; "So You Want to be a Soldier Little Man?" H. Trotter; "A Flower Girl's Song," Haydn Wood; "Moira of My Heart," Bothwell Thomson; "Picture in My Heart," H. Lane Wilson; "Down Away at Appledore," Clifford Courtenay; "My Heart Still Clings to You," Albert W. Kotelbey; "Shadow Man," A. Von Ahn Carse.

ANOTHER PUBLISHING HOUSE OPENS IN CANADA.

Boosey & Co. Take Premises in Toronto.

Rumor has become a fact, and Messrs. Boosey & Co., music publishers of London, Eng., and New York, have opened a Canadian branch. Their new premises are in the Ryrie Building, Yonge and Shuter Sts., Toronto, right in the heart of the music district, and just around the corner from Massey Hall. For some years past Boosey publications have been entering Canada in increasingly large quantities. Many of their successes are very familiar to the trade, and the step they have taken in thus getting in more direct touch with the dealers of Canada will be appreciated, as the Boosey catalogue is a most important one.

Mr. Michael Keene, manager of the New York branch, who has kept in close touch with the Canadian business, is also managing the Toronto branch, which will have the continual personal supervision of Mr. S. A. Saunders and Mr. A. K. Knox.

Nine new issues are introduced this month by Boosey & Co. First is "In an Old-fashioned Town," music by the well known and successful composer, W. H. Squire, in four keys. An unusually good run on this song is expected by the publishers. The words close with these lines:

In the street that runs up hill and down,
Each stone and each stick,
Every cable and brick,

In that quaint, little, old-fashioned town.

The others are "A Heart from Kerry," an Irish song, words Fred E. Weatherly, music Edward Beverley; "The Weathercock," Longfellow's words, in which each stanza is an utterance of the maiden and the weathercock alternately, music by Liza Lehmann; "Ninetta," words by Weatherly, music by A. Herbert Brewer; "The Garden of Your Heart," Francis Dorel's music, to words by Teschemacher; "A Dream Song," words Fred. G. Bowles, music Wilfrid Sanderson; "Carnival Time," a vase song, written and composed by Ivor Novello; and "The Rainbow-child," from "Songs of Sun and Shade," poem by Marguerite Radclyffe-Hall, music by S. Coleridge-Taylor.

A new vase hesitation, "Ecstatic," by Vernon Eville, with both piano and orchestra arrangement, is also on this month's Boosey novelty list.

MARKSMEN ALL.

In connection with the movement for rifle practice among Canadian citizens, which has already taken a strong hold in this country, it is of interest that the song "Marksmen All" was issued in Britain by Enoch & Sons, to create a fund for the promotion of rifle shooting. The words by T. F. Ridgwell are from Pall Mall Gazette, and the music by P. E. Eskott, composer of "Heroes and Gentlemen." This song, dedicated to

Lord Roberts, is being introduced to Canadians by Anglo-Canadian Music Co., Toronto.

"The Call of the Motherland" (Anglo-Canadian), by Edward W. Miller, mentioned last month, has caught hold splendidly, and the repeat orders from all parts of the country are very pleasing to manager John Hanna.

A neat folder containing a selected list of the choicest songs and piano music of all grades, taken from the syllabus of the Toronto Conservatory of Music, has been prepared by Anglo-Canadian Music Co. Dealers may obtain same free on request.

Killing is Not the Solution.

THE only way to hurry an Arab is to kill him, after which he is a poor donkey-driver. That is a statement made by Steevens in his book, "With Kitchener to Khartoum," and it suggests the attitude of some piano dealers to their sheet music departments. The music counter indifferently handled has not produced the results the proprietor figured it should, and he has decided to kill it either by a sharp, deep, fatal thrust in the form of a command—"cut it out," or by a slow but none the less certain death from a complication of the diseases aimless buying, inefficient oversight and lack of employing proven selling-principles.

This dealer argues the only way to run a sheet music department properly is to have none—but in the words of Steevens after you have none, it is a poor help to the store. There are exclusive piano men at this crisis who wish they had a live sheet music department. The sale of songs and instrumental numbers is being remarkably well maintained. Again the sheet music trading conditions are improving, and there is more good music being handled profitably to-day in Canada than in the past, so that no one can afford to close his eyes to the advantages directly and indirectly of a good sheet music counter.

In a certain Canadian city a store re-organized its music department, putting a live wire in charge. The first Saturday in September the day's cash receipts were over \$90. The management estimated that for the first six months of this year the sales should reach a certain amount to accomplish the desired results. At the end of the half year the sales exceeded the figure set by over \$700.

A sheet music department is not a gold mine, but it can be made a paying business, besides its many advantages in other directions.

NEW MUSIC

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- 29213, "My Love Will Live On and On." Words by Joe Goodwin and Arthur Gillespie. Music by Nat Osborne.
29217, "The Call of the Motherland." Words and Music by Edward W. Miller. Anglo-Canadian Music Publishers Association, Limited, London, Eng., and Toronto.
29223, "Gracias," By Dan Caslar.
29224, "Fascination," By Henry Lodge.
29227, "A Hundred Years from Now." Words by John Bennett, Music by Neal McCoy.
29235, "Britannia Calls Her Sons to Arms." Words and Music by John Archibald Scott, Hamilton, Ont.
29256, "They Start in to Battle Again." Words and Music by Edgar Leslie and Lew Brown.
29257, "Trouville Center, (Fox Trot)." By H. Woodford.
29258, "You Great Big Bashful Doll." Words by Grant Clarke, Music by Maurice Abrahams.
29259, "The Flag We All Admire." Words and Music by George Sidwell, Hamilton, Ont.
29271, "For de Empire an' de Flag." Patriotic Song. Words by Lillian Waters McMurtry. Music by W. H. Bontemps, Toronto, Ont.
29272, "On to Victory." Words and Music by Madam Loeser, Vancouver, British Columbia.

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29274. "Cupid's Caprice." By Henry Lodge.
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29276. "Volna Waltz." By Lawrence Townsend, Jr.
29277. "Love's Melody." Words by Bobby Jones. Music by Frank McDonough.
29278. "Look Out Mary." Words by Bobby Jones. Music by Billy Morrissey.
29281. "Tango Life." By Henry Lodge.
29282. "I Can't Stop Loving You Now." Words by Bert Kalmar and Edgar Leslie. Music by Ted Snyder.
29283. "The Egyptian Trot." An Oriental Hop. By Henry Lodge.
29285. "The Call of the Empire." Words and Music by Charles le Viconte Brinc, King's College, Windsor, Nova Scotia.
29289. "Black Diamond." Rag. By Harry J. Lincoln.
29290. "High Speed." March Two-Step. By Harry J. Lincoln.
29291. "Heart's Devotion." Waltzes. By F. H. Losey. Op. 332.
29294. "Bach's Fugue in D Major." Book II. Arranged as Piano-forte Duet by Dorothy Allen, Toronto, Ont.
29296. "A Hymn in Time of War." Words by Adelaide M. Plummer. Music by Albert Ham, Mus. Doc. F.R.C.O. Toronto, Ont.
29300. "He's a Big Ficker." Words and Music by Irving Berlin.
29303. "If My Thoughts Were Golden." Words and Music by Music Co., Limited, Montreal. The Delmar.
29304. "He Isn't Sleeping Now." Patriotic Song. Words and Music by James Fax.
29305. "Lord of Life and God of Nations." Patriotic Hymn. Words by Mrs. C. M. Passmore. Music by C. M. Passmore. Anglo-Canadian Music Publishers Association, Limited, Toronto.
29306. "Canadian Flag Song." Four-part Song for Mixed Voices. Words by Gov. William Wynn Smith. Music by Angelo M. Read. Anglo-Canadian Music Publishers Association, Limited, Toronto.
29309. "When the Sweet Magnolias Bloom in Tennessee." Words and Music by Hugh Bernard.
29310. "At the Mississippi Cabaret." Words by A. Seymour Brown. Music by Albert Gumbel.
29311. "In the shadow of the Alamo." Words by J. Will Calahan. Music by Neil Moret.
29312. "The Toast to the Vacant Chair." Words by Stanley Murphy. Music by Henry I. Marshall.
29315. "The Call to Arms." By William J. Bugler, London, Ont.

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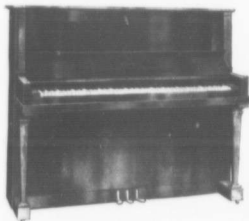
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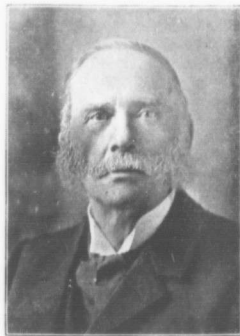
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PIANO MANUFACTURER BEREAVED.

Father of E. J. Wright Passes Away.

The sympathy of the trade will be extended to Mr. E. J. Wright, general manager of The Wright Piano Co., Ltd., Strathroy, on the death of his father. The late Mr. James Wright, who was in his 78th year, was a veteran citizen and business man of Strathroy. He was a stockholder in the piano firm in the progress of which he was keenly interested on account of his son's efforts therewith.

Deceased was a native of Devonshire, and removed to Strathroy fifty years ago, residing there ever since. It had been his purpose to retire from active business at the end of the present year. In addition to his own boot and shoe business he had been identified with various local business enterprises. He had also served in the



The late James Wright, Strathroy.

town council and on the Collegiate Institute Board. He was one of the most enterprising and prominent of Strathroy's citizens, and his demise will be a personal loss to a widely extended circle of business and social friends.

DEATH OF GEO. W. FOISY.

A well known personage in music trade circles in Montreal passed away on Oct. 7, in the person of Mr. Geo. W. Foisy, founder of the firm of Foisy Freres. Though Mr. Foisy had been in poor health for many months, his demise was not looked for, and came as a shock to a host of friends. Mr. Foisy was a visitor to the Toronto Exhibition last year. One of his brothers died only a month ago.

Born at Gentilly, France, in 1857, Mr. Foisy came to Montreal in 1883 to found the firm of Foisy Freres, dealers in pianos and sewing machines. It was only recently that ill-health compelled him to retire from business, although he still kept his seat in the Chambre de Commerce. He is survived by his widow, two daughters, Adeline and Germaine, and a brother, Theodore Foisy. The funeral was held on Saturday, the 10th inst., at St. Louis de France Church.

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YOUR KING AND COUNTRY WANT YOU.

The Canadian branch of Messrs. Chappell & Co., at Toronto, are like the parent firm in London, featuring another war song, and one that is enjoying an immense sale throughout the British Isles. The initial order from one firm alone was for 13,000 copies. The song in question is Paul A. Ruben's woman's recruiting song, "Your King and Country Want You," which was given prominent editorial mention in the London Daily Mail.

The entire profits derived from the sale of this song are being donated by Messrs. Chappell & Co., Ltd., to the Queen's Work for Women Fund. The song is one that in music and sentiment has genuine merit. The words of the refrain are:

"Oh, we don't want to lose you,
But we think you ought to go,
For your King and your Country
Both need you so,
We shall want you and miss you,
But with all our might and main
We will thank you, cheer you, kiss you
When you come back again!"

"Who's For This Flag?" is another war song on the Chappell list that commends itself. The music is by Kennedy Russell. It is a swinging, catchy air that will readily become popular here as it has done in Britain.

The Chappell edition of the national anthem of the Allies is a well executed publication. It contains the original text and English translation of the anthems of Great Britain, France, Russia, Belgium and Japan.

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2711	BETHOVEN—SCHUBERT60
2776	WEBER—SCHUBERT60
2716	CHOPIN60
2675	MAYER—Album for the Young75
2610	MENDELSSOHN—12 Songs Without Words, for the Young60
3347	MENDELSSOHN—6 Children's Pieces50
2301	SCHUMANN—Album for the Young50
2496	SCHUMANN—Scenes from Childhood25
2482a/b	WILM—24 Easy Pieces, 2 bks. Each75
3446	WAGNER—Easy Pieces from His Operas75
3476	ROHDE—Loose Leaves, op. 3050

Elementary Piano Classics

Seventeen Standard First Year Pieces,
Carefully Fingered and Edited—Always Sold When
Shown to Teachers or Students.
50c.

THE
NORDHEIMER PIANO & MUSIC CO.

Toronto

LIMITED

TRADE NEWS.

Mr. E. C. Scythies, western director of Williams Piano Co., Ltd., with headquarters at Winnipeg, has been in Montreal in connection with his firm's interests there.

Mr. A. G. Farquharson, manager Columbia Graphophone Co.'s Canadian business, is on a business trip through Western Canada. Mr. Otis C. Dorian, who is in charge of the business during his absence, visited Montreal recently in connection with their new distributing house for Quebec Province.

Mr. Otto Higel, head of the Otto Higel Co., Ltd., Toronto, visited New York, and there met Mrs. Higel on her return from Europe by the "Campania." Mrs. Higel, who had gone abroad because of poor health, was in Germany when hostilities broke out, and for some weeks Mr. Higel was unable to get in communication with her or forward funds.

The Canadian Graphophone Co., of Montreal, who have been retailers of Columbia lines for some years, are branching out on a much larger scale, and will also wholesale Columbia products in Quebec Province. They have removed to a larger store at 202 St. Catherine Street East, and have materially increased their stock. Mr. Depocas of the firm is quite enthusiastic over their prospects in the wholesale field.

Where trading conditions are not entirely favorable to piano selling there is always opportunity to sell organs if the retailer will do his part. Furthermore these organs give the dealer a cinch on live piano prospects for later consideration. Their "Royal Model" is the instrument the Thomas Organ Co., of Woodstock, Ont., are featuring this month. This is in walnut or mahogany finish, and has automatic swinging fall board and full length music rest. An illustration appears in the Thomas announcement on another page.

FAMILY FIRESIDE GROUP OF PLAYER MUSIC.

With the return of fall, when the evenings are spent in the home, it is reasonable to turn to player rolls of the class suggested by the Universal Music Co. in their Family Fireside Group, as follows:

95615	Sousa March Medley	Sousa	\$1.75
90715	Southern Stars. Overture	Archer-Mahl	1.25
97085	Apple Blossoms. Reverie	K. Roberts	1.00
96075	Favorite Songs. Selection.		
	Arranged by George Swift		1.75
86505	Love's Old Sweet Song	Molloy	1.00
80707	Recollections of Home	Mills	1.25
300915	Mother Machree	Oleott & Ball	.75
99895	Un Peu d'Amour. Valse	Edwards	.75
80087	Bonnie Sweet Bessie. Scotch Ballad		1.00
90375	Famous Love Song.		
	Arranged by George Swift		1.75
84337	Moonlight on the Lake	Fearis	1.00
300203	Vesper Chimes	Decker	1.25

The marriage is announced of Miss Yvonne Nordheimer, second daughter of Mr. Albert Nordheimer, Toronto, to Mr. Lexie Martin. The ceremony was performed by Canon Plumtre in St. James Cathedral. Dr. Ham presided at the organ. Owing to a recent bereavement in the family the marriage took place quietly.

VITAPHONE NO. 33.

The illustration shows the newest addition to the Vitaphone family. This is type 33, in mahogany, retailing at \$33.00. It is 16 inches square and 12½ inches high, equipped with double spring motor and 12 inch turntable.



The Canadian Vitaphone Co. are advising dealers not to overlook Christmas trade, but to prepare now for business that is sure to develop as the holiday season approaches.

PATRIOTIC MUSIC FOR THE PLAYER.

With the great demand for patriotic music retailers of rolls for player pianos should strongly feature such titles as are already big sellers in sheet music and talking machine records. For the convenience of retailers in ordering the Otto Higel Co. have selected from their catalogue of Solodant music rolls a list of fourteen titles that every dealer should order in liberal quantities. Below are the titles, catalogue numbers and list prices:

No.	Title	Price
010923	It's a Long Way to Tipperary	0.75
010873	Soldiers of the Queen	.75
010882	Rule Britannia	.50
010893	The Old Brigade	.75
010903	Be British	.75
07155	Scotch Regimental Marches	1.25
07145	English, Irish and Welsh Regimental Marches	1.25
08874	British National Airs	1.00
00696	Coronation Medley	1.50
07167	Canadian National Songs	1.75
07175	O Canada	1.25
07502	La Marseillaise	.50
03065	La Marseillaise	1.25
	Transcription by Liszt.	
08355	God Save The King	1.25

ORGANS.

A South African importer asks to be furnished with catalogues showing illustrations and f.o.b. prices on Canadian organs costing from £7 10s. to £9 fancy, with many stops. Information can be secured from the Department of Trade and Commerce at Ottawa by referring to Inquiry 928.

PATENT NOTICE.

Canadian Patent No. 105574, dated May 28, 1907, for mechanical musical instrument, owned by The Cable Company of Chicago, U.S.A.

The above invention is for sale or use at a reasonable price. Apply John H. Hendry, Bank of Hamilton Chambers, Hamilton, Canada.

HOW WILL THE WAR AFFECT THE SHEET MUSIC TRADE.

Editor Canadian Music Trades Journal, Toronto.

Dear Sir,—The music trade has had several jolts lately, and now we are having another. Since war was declared we have found ourselves deeper in the mire than ever. American reprints of German copyrights are prohibited, and the original editions are not now obtainable from Germany—what's to become of us?



An afternoon catch at Star Lake, Manitoba—over half a ton—averaging 18 pounds. Mr. Jack Smith of the Winnipeg Pianos Co. will be noticed on the extreme left.

I understand that Britain has annulled all German patents—why not all copyrights? We have no right to respect the copyrights of a country we are at war with, just as much as the patents, and this ought to be a lesson to the music trades to be independent of the foreign countries for our supplies. If foreign countries want protection for their copyrights, or if they want our trade, let them come over and manufacture in our own country. Our own copyright law is the one we ought to demand, viz:—"print and enter in Canada." This would built up our industries, which is the making of our country. It has been a case of buy German goods or else do without what you want. But what does Germany buy from us? What do we get in exchange for this protection? I say we are giving them everything and receiving nothing in return for this protection, and it is time Canada awoke to the fact, and we can only do this by banding ourselves together in a body and see we get something for ourselves.

The United States have built up a wonderful manufacturing country—how? By making it hard for other countries to sell to them. They did not enter the Berne Convention. Why? Because they wanted the printing to be done in their own country, and I think it was a wise plan to follow. What are the results; if a German publisher wants a copyright in the United States he has to print there, or lose the protection, and I think it should apply the same way in our own country.

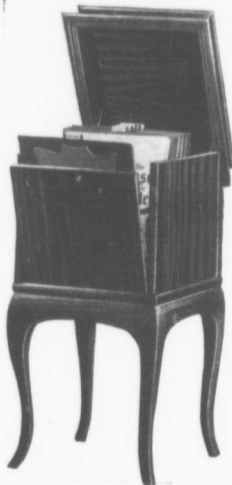
F. H. WRAY.

I. Montagnes & Co., of Toronto, importers of musical instruments and merchandise, whose connection, until the breaking out of war, was entirely with German houses, are now arranging for agencies of English and French firms. In the meantime they have stock at their premises in the Ryrie Building for immediate needs, and are doing all in their power to take care of the requirements of their customers.

THE SMALL GOODS MARKET.

Referring to the present status of musical merchandise, the head of the small goods firm of Buegeleisen & Jacobson, New York, is reported as follows: "The response by our trade to the circulars and literature we have been sending out the past month has been most gratifying, and we have been kept busy filling the orders received from all directions. Our dealers evidently appreciate the wisdom of our slogan, 'Order Now,' and with the scarcity of merchandise increasing steadily, the true force of this suggestion is becoming more apparent.

"When it is realized that this industry consumes an enormous amount of merchandise annually, and that the source of supply was cut off suddenly and without a moment's notice, the gravity of the situation is at once evident. It is only two months since the war started, but even during this short period, there has developed an amazing scarcity of various lines of musical merchandise with other lines growing scarcer day by day. It will take but a short while before certain merchandise will be totally missing from the market, and in the meantime, the wise dealer is placing his orders now for his expected fall and holiday trade. When the war first started there was some stock to be had, shipments were transferred from one importer to another in order that the dealer might be afforded every possible opportunity of having their orders filled promptly, and it happened frequently that merchandise was sold below cost to the trade, even with the necessary advance of prices. There is practically no available stock for the importers, however, at the present time, and from the reports we are



View of the new music cabinet (open) being introduced by Newbigging Cabinet Co., Hamilton.

receiving from abroad, there is little or no work being accomplished in the musical merchandise centres of Europe. In view of the serious aspect of conditions, we are advising our friends to place their orders well in advance and not wait until the last moment when very little good merchandise will be on the market."

Your Protection
IS THE
Gerhard Heintzman
Reputation

A mediocre pianist may hope to attain ultimate perfection, but a mediocre piano—never. Your customer's disappointment over an unfortunate selection is measured only by his love of music. The more he enjoys fine music the more keenly will he feel his mistake.

It is indeed a difficult problem unless he will be guided by reputation. Reputation leads to the

GERHARD HEINTZMAN
Canada's Greatest PIANO
And to Gerhard Heintzman Dealers

We have always made them the highest grade, but it is our thousands of friends who have made them famous.

Gerhard Heintzman Ltd.
TORONTO Head Office, 41-43 QUEEN ST. WEST
Factory, 75 SHERBOURNE STREET



*“Commerce hath its victories
no less renowned than war.”*

The commercial supremacy of the Mason & Risch Piano is undisputed. It has won its place by steadfast campaigning.

Campaigning that has involved keen judgment in its mechanical construction, in the buying of new material, in the making of all its parts.

And it is the supreme quality of the materials, the supreme skill of the work, and the supreme care of systematic manufacture that has given the Mason & Risch instruments their place in the front rank. The finished instruments combine the many good features found in other makes, plus a score of strong points found in no other.

You dealers who sell them know that “To Own a Mason & Risch Piano is to possess The Best Piano Built.”

Mason & Risch Limited
Toronto