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# Canadian Music Trades Journal

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**JANUARY, 1919**

## A COMING EVENT

(Date to be announced later.)

The annual meeting of the **CANADIAN BUREAU FOR THE ADVANCEMENT OF MUSIC** will be a red letter day in the music trades of this country. Every retailer, wholesaler and manufacturer in every branch of the industry should consider his attendance an important business item. There will be valuable discussions, a banquet, good music and inspiring addresses.

Last year more than one hundred members of the trade attended the business sessions and the dinner. This year there should be more than three times that many. Keep it in mind and watch for the date—during the first week in March—to be announced later.

Monthly \$2.00 per annum in Canada  
8s. in Great Britain  
\$2.50 in other countries

Published by **FULLERTON PUBLISHING COMPANY**  
66-68 West Dundas St. Toronto, Canada



**T**HE WAR HAS DONE A BIG JOB FOR THE PHONOGRAPH INDUSTRY.

It has taught the world that music is an essential, not a luxury.

An essential in maintaining the morale of our fighting forces.

An essential at the front in making man-power more effective.

An essential in the home.

Talking machines have been a part of every soldier's life.

Every mother's son of them will want an instrument at home.

Thousands of the boys will be released each month.

Dealers never had such an easy market for Grafonolas and Columbia Records.

Now is the time to advertise to Soldier Boys. They have learned that a home is not complete without a musical instrument that they can play. Do your part and the year 1919 will show an enormous increase in your sales.

**Columbia Graphophone Co.**  
**Toronto**

*Announcing*

# The Latest Martin-Orme Design Style 35

The Essence of Grace and Compactness



Contains all the standard and exclusive Martin-Orme features—including patented Duplex Bearing Bar—Continuous laminated bent bridge—Violoform system of installing sound board—extra heavy full metal plate, etc., etc.

Dimensions—Height 4 ft. 3½ in.; length, 5ft.; depth, 2 ft. 3 in.

The Case is in simple modern English design, with graceful sliding fall board, plain top door, slim truss, lengthened toe, and is fitted with continuous hinges. Ivories, ebonies, and all incidentals, of the very highest order.

This model is furnished in highly figured Mahogany, quartered Oak box fumed, and a few special cases in matched Burl.

Orders are now coming for Style 35

---

## The Martin-Orme Piano Co., Limited

*“Manufacturers of pianos and player pianos of the highest grade only.”*

Factory, Head Office,  
and Warerooms at

**Ottawa**

Correspondence solicited  
from dealers in open territory.



## The Bell Piano

possesses unique features which have won our Agents many a sale.

The Dealer who contemplates new plans for 1919 may find it of advantage to write us.

The Bell Piano & Organ Co., Limited

GUELPH, ONTARIO

and London, England.

Manufacturers of

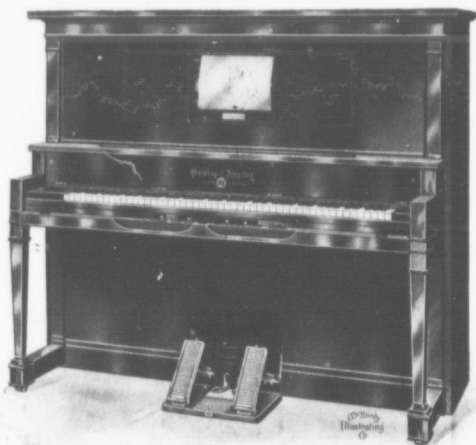
Pianos

Playerpianos

Organs and

Benches





## A Gourlay Year

**P**IANO dealers are looking for business conditions to return to normal. But do not have in mind the "old" normal. The past four years, with all its worrisome impedimenta, has established music on a **new** national plane.

You know that. With that thought couple the other fact that the Gourlay Piano through all the temptations to ease up on quality and care in workmanship has demonstrated its place of superiority—of leadership.

The piano itself and the conditions under which it is to be sold, point to 1919 as a **Gourlay year**.

**Gourlay, Winter & Leeming, Limited**  
Toronto, Canada

Head Office and Factories:  
309-325 LOGAN AVENUE

Salesrooms:  
188 YONGE STREET



Style Louis XIV.

# MENDELSSOHN

## TONE TOUCH FINISH

### Unequaled

19 Sussex Street,  
South Belgravia,  
London, S. W., England.

The Mendelssohn Piano Co.,  
Toronto, Ont.

Gentlemen:—

I only think it my duty to testify to the merits of the piano which I received from you. It reached me in safety. For tone, touch and finish its equal is not to be found.

It has been well tested by a great number of leading London pianists, and I am pleased to say it has met with their entire satisfaction.

I can only say that wherever opportunity affords itself I can but recommend your make of piano and praise them to the highest degree.

You are at liberty to make what use of this you may wish, and trusting it will come under the notice of those requiring a good reliable instrument.

Believe me, gentlemen,

Yours very faithfully,

T. BEDFORD,  
*Coldstream Guards.*

Original of this letter in the Mendelssohn Office

**MENDELSSOHN PIANO CO.**  
110 Adelaide Street West Toronto, Canada



# Make 1919 a Player Year

Families, thousands of them, will be re-united. Home will have a new meaning. More music, then, is inevitable. So many people have never had the opportunity of piano lessons that the player piano will be in great demand.

Factories are installing player pianos in the employees' lunch rooms to provide noon-day music.

Students are seeking the hand-played rolls of great pianists as aids in studying the masterpieces for the piano.

The farmer is getting all the conveniences and pleasures that his city friends enjoy. The purchase of an automobile has taken the sting out of the expenditure of a few hundred dollars—and now he turns to the player piano deal with less prejudice.

Everything points to good player business in 1919.

The OTTO HIGEL PLAYER ACTION is internationally known and internationally used. It is the most perfect action that research, experience, ambition and capital can produce.

**THE OTTO HIGEL CO., LIMITED**  
 KING AND BATHURST STS. TORONTO, CANADA

THE BRITISH EMPIRE'S  
**Largest Music Trade Supply House**

Upright Piano Actions  
 Grand Piano Actions  
 Player Piano Actions

Player Piano Rolls  
 Piano and Organ Keys  
 Organ Reeds and Reed Boards

**GEO. W. STONEMAN & CO.**  
**PIANO VENEERS**

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**Maryland Walnut**

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

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

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

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845-851 West Erie Street  
CHICAGO, - ILLINOIS



**STYLE A**  
Height 4 ft. 4 in.  
Mahogany or Walnut

This style meets a growing demand for a piano of merit and artistic beauty, embodied in a smaller case.

A true colonial in design. Style A embodies the best in tone, construction and finish, and is of a most convenient size.

Write, wire or telephone  
for full details

## **National Piano Company, Limited**

266-268 Yonge St., - - Toronto

Factory: 94-110 Munro St.

**"Many Spoil Much Good  
Work" said Harriman,  
"for the Lack of a  
Little More"**

Piano salesmen know that often it's the last lick, the "a little more" that gets the signature on the dotted line.

It's great to be putting in that last lick on a Lonsdale Piano because you have every reason to know for a certainty that your convincing arguments are going to be backed up by the Lonsdale that is delivered.

Every Lonsdale is inspected thoroughly before leaving our factory.

Our efforts are centred on six designs—four pianos and two players.

**LONSDALE  
PIANO COMPANY**

Office and Factory:  
Queen St. E. and Brooklyn Ave.  
TORONTO, - CANADA



Lonsdale Style "A"

*Music is the Universal Language which  
appeals to the Universal Heart  
of Mankind.*

**Weber  
Kingston**

Are worthy of earnest consideration where quality counts and satisfaction guaranteed.

**The Weber Piano Co., Ltd.  
Kingston**

Successors to  
The Wormwith Piano Co., Kingston  
**Pianos and Player Pianos**



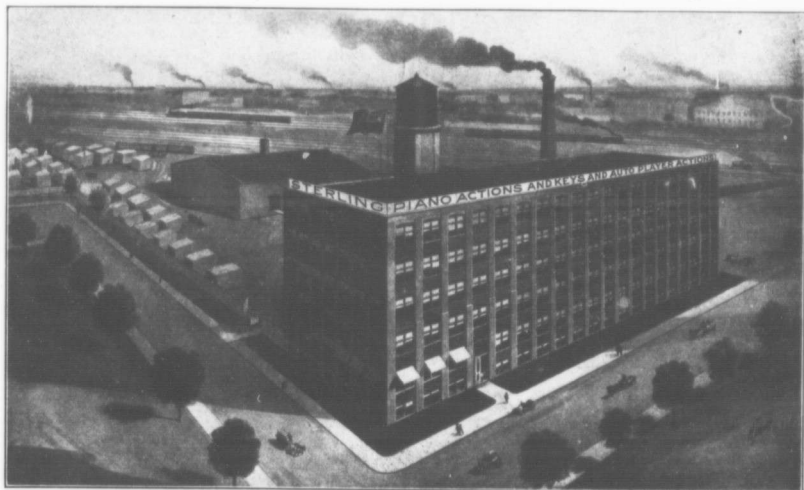
Style A Player Piano

We have others to suit all comers.

# STERLING

MADE-IN-CANADA

## ACTIONS AND KEYS



**S**TERLING Piano Actions and Keys have for more than 30 years been associated with the idea of "the highest grade" in the mind of the trade.

At no period have we felt tempted to increase our output by using substitute materials or less skilful workmanship.

Not only has Sterling Quality been maintained, but distinct progress has been attained.

Sterling Superiority is therefore the result of a really serious endeavor to make quality count above all else.

### Sterling Actions & Keys, Ltd.

Noble Street

Toronto, Canada



**“Salesmen tell me that they have a larger prospect list than ever”**

said a man who has made a survey of piano trade conditions.

The best way to convert these “prospects” into “buyers” is to demonstrate the

## **Evans Bros. Piano to the public**

Quality and excellent value for the money are written all over Evans Bros. pianos, inside and out.

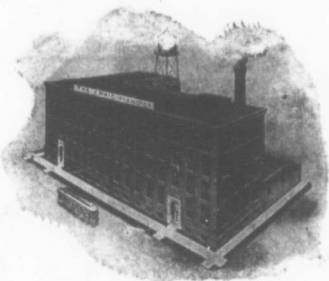
The actual piano value in the Evans Bros. line is equal to that of even some higher priced instruments. Correspondence is invited.

**Evans Bros. Piano and M'fg. Co., Ltd.** INGERSOLL  
ONTARIO

# A Solid Wall of Good-Will

has been built up by Craig Pianos during the time since they were established in 1856. For that length of time they have represented the best in piano building. The dominant note behind the line has been always that of Quality—the maximum quality at the minimum cost.

You can therefore sell your best customers with a feeling of pride, knowing that they will be thoroughly satisfied with their Craig piano.



Nothing goes into the construction of our pianos and player pianos that we cannot thoroughly recommend.

Men in the Trade who know Pianos like a book, and musicians who understand tone in a critical way, recommend the Craig pianos.

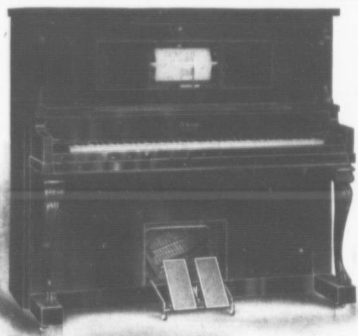
## **The Craig Piano Co.**

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

MONTREAL

QUEBEC





The LESAGE Player  
(Equipped with metal action when desired)

## A. LESAGE

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

ST. THERESE,

QUEBEC

## "I Take the Sunny View"

said a successful piano man in discussing the prospect for piano business. "I can see nothing immediately ahead but good sales."

When general conditions are good, the dealer in **Lesage Pianos** is an optimist, because he has a reputable, ready selling, profitable line on which to work.

A **Lesage Piano** owner is a satisfied owner. Satisfied owners are your best advertisements.

If you want to become one of the **Lesage optimists** drop us a line.

# The Newcombe Piano

"Never suffers by comparison"

(A Leader since 1870)

The war has taught the Canadian people to buy durable "quality" goods. Newcombe pianos and players are made by piano makers of the old school who through years of experience know the high standard of workmanship required to please our customers.

Every Newcombe Piano has an important constructional feature possessed by no other piano, viz., the "Howard Patent Straining Rods." These give added strength and endurance to the instrument. Also they keep it in tune longer.

## The Newcombe Piano

Company, Limited

Head Office, 359 Yonge Street

Factory, 121-131 Bellwoods Avenue

TORONTO

CANADA





**“CHOIR MODEL”**

“THE CHOIR MODEL” has been designed to meet the demands of churches desiring an organ, artistic in appearance, and possessing those musical qualities which are most essential in a good Church Organ.

This design is in Quartered Oak. The finish, being the new Golden Oak, “Art Finish,” not only enriches the appearance of the instrument, but is made to withstand the different climatic changes.

The actions are specially constructed and possess the variety of Tone, Volume, and Ease of Manipulation for which all THOMAS ORGANS are famous.

**Thomas Organ &  
Piano Co.**

Woodstock - Ont.

TORONTO  
516 Richmond St. W.

Established  
1891

NEW YORK  
134th St. and Brook Ave.

**W. BOHNE & CO.**

Manufacturers of

**Pianoforte Hammers**  
and  
**Covered Bass Strings**

For the better grade manufacturer  
Proved by 27 years' experience

**C. F. GOEPEL & COMPANY**

137 East 13 Street

SUPPLIERS OF

New York

**High Grade Commodities**

TO THE

**PIANO AND PLAYER TRADE****Player Accessories.**

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

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

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

**Felts, Cloths, Punchings**

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

Imported French and also Domestic Bushing Cloth—Hammers.

**Half the Selling  
is in the Buying**

You can sell Doherty pianos profitably because you can buy them right. And remember—Superiority of workmanship, unfailing adherence to the highest standards of quality in every particular, combined with reasonableness in price, have made the Doherty pianos and players the ideal instruments for the dealer who is catering to the needs of the discriminating, quality-seeking public of to-day.

**DOHERTY PIANOS**

Established 1875 LIMITED

CLINTON - ONTARIO

**DOHERTY**

PIANOS — ORGANS — BENCHES

PIANO AND PLAYER  
**Hardware, Felts & Tools**

Ask for Catalog No. 182

PHONOGRAPH  
**CABINET HARDWARE**

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**HAMMACHER, SCHLEMMER & CO.**

New York, since 1848

4th Ave. & 13th St.

**Julius Breckwoldt & Company**

Manufacturers of

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

Sole Agents for Rudolf Giese Wire in Canada and United  
States

J. BRECKWOLDT, Pres.

W. A. BRECKWOLDT, Sec-Treas.

Factory and Office:  
Doigeville, N. Y.

Saw Mills  
Fulton Chain and Tupper Lake

**"Superior" Piano Plates**

MADE BY

THE  
**SUPERIOR FOUNDRY CO.**

CLEVELAND, OHIO, U.S.A.



Front View  
Cathedral Model

Our Big Four line of benches have proved so popular with the trade that we are going to feature these for 1919. The styles are right and the prices are exceptionally low.

Let us have your inquiries.

**The Goderich Organ Co., Limited**  
GODERICH, CANADA

**YOU WILL NEVER HAVE  
ANOTHER CHANCE**

To get an organ of this class at the **Prices** we are asking for these.

We only have a few more left.

Ask us for prices that will astonish you.



Back View  
Cathedral Model

# GO-AHEAD

Our policy for 1919 is thus expressed, and you will find in the **STANLEY** the qualities you expect to find in an up-to-date piano.

**TONE  
IS A PRIME  
REQUISITE**

The Stanley has this and for designs and values we invite your enquiry. Write us **NOW** and get in touch with a live line. Wishing the Trade and all its members a Prosperous New Year.

---

## FRANK STANLEY

241 Yonge Street  
TORONTO

## American Steel and Wire Company's

**PERFECTED**  
— AND —  
**CROWN**



# PIANO WIRE

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

---

## United States Steel Products Co.

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



# VIOLINS NOW IN STOCK

THIS is an attractive line of Violins, representing instruments of various makes. We are in a position to fill orders for any instrument selected from this list, but are entirely sold out of all Violins cheaper in price than those that appear below.

No.	Model	Color	Wholesale Price
1000	"Strad"	Reddish Amber	\$7.00
13	"Stradivarius"	Brown Amber	7.52
300	"Strad"	Reddish Brown	8.25
51	"Stradivarius"	Golden Brown	8.40
18	"Gasparo-da-Salo"	Mottled Red	8.47
54	"Stradivarius"	Reddish Amber	8.80
160	"Kneizel"	Reddish Amber	9.60
400	"Strad"	Light Brown	9.60
75	"Stradivarius"	Dark Red	9.80
39	"Amati"	Brown Shaded	10.00
17	"Guarnerius"	Mottled Brown	10.13
162	"Kneizel"	Light Brown	11.20
52	"Stradivarius"	Brownish Red	11.44
25	"Stradivarius"	Amber	13.20
20	"Maggini"	Imitation Old	13.20
55	"Amati"	Amber Red	13.92
22	"Pique"	Imitation Old	14.67
107	"Francis Savoie"	Golden Brown	20.00
21	"Stradivarius"	Amber	20.24
701	"Francis Savoie"	Golden Brown	23.20
62	"Vareni"	Reddish Amber	24.00
57	"Guadagnini"	Brownish Amber	26.40
23	"Vareni"	Rose Amber	32.00

THIS list of Violin Bows represent a shipment recently received. In offering these lines we feel they should prove attractive to every dealer. The prices are reasonable, the Bows are well made. There has been a shortage for some time of cheaper grade Bows. Our recommendation is for every dealer to take advantage by placing an order while we are in a position to supply Bows at these prices.

## VIOLIN BOWS

- |  |  |
|--|--|
| <p>No. 100—Nice Stick, well polished and finished, black ebony unlined frog, white pearl slide, metal covered button, leather grip.<br/>Retail Price..... \$2.00<br/>Wholesale ..... .88</p> <p>No. 101—Stick of selected wood, nicely polished and finished, black ebony frog, white pearl dots and slide, metal covered, lined frog, leather grip.<br/>Retail Price..... \$2.50<br/>Wholesale ..... 1.05</p> <p>No. 102—Good Stick, nicely polished and finished, ebony, full metal lined frog, white pearl dots and slide, metal bound button, leather grip.<br/>Retail Price..... \$3.50<br/>Wholesale ..... 1.40</p> <p>No. 106—Red Polished octagon stick, ebony, brass lined frog, pearl dot and slide, leather grip.<br/>Retail Price..... \$9.75<br/>Wholesale ..... 3.80</p> | <p>No. 103—Good Stick, made of selected wood, nicely polished, ebony frog, with pearl dots and slide, full metal lined frog, metal bound button, silk wound grip.<br/>Retail Price..... \$4.75<br/>Wholesale ..... 1.90</p> <p>No. 104—Good Stick, well made of selected wood, nicely polished, silk wound grip, full metal lined, with pearl dot and slide.<br/>Retail Price..... \$6.00<br/>Wholesale ..... 2.35</p> <p>No. 105—Red Polished round stick, white celluloid, metal lined frog, pearl dot and slide, silk wound grip.<br/>Retail Price..... \$7.50<br/>Wholesale ..... 2.85</p> |
|--|--|

*Above are trade prices plus equalization of  
Transportation for Winnipeg and Calgary delivery*

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

CALGARY  
308 Eleventh Ave. East

WINNIPEG  
421 McDermott Ave.

MONTREAL  
59 St. Peter Street

TORONTO  
468 King Street West

# Canadian Music Trades Journal

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

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VOL. XIX.

TORONTO, JANUARY, 1919

No. 8

## Here's to the Canadian Piano!

**T**HE impostor's fabrication that everything German was inherently better is a burst bubble. People now admit their gullibility in accepting the claims of imported goods to superiority just because they were "imported."

It was the mirage of far off pastures looking green.

Canada has been discovered unto herself. Made-in-Canada goods have won the right to be the foundation of thorough confidence.

The highest grades of made-in-Canada pianos not only hold their own with, but rank amongst the very chiefest of the world's piano leaders.

The medium grade pianos produced in this country give an unusually good account of themselves in critical comparison with the medium grades of imported pianos.

—And this Dominion has no cheap pianos in the sense that the cheap piano is known in Britain and the United States.

Our pianos are the pride of Canadians, the admiration of visiting piano men and musicians.

And why not?

There are no better upright, grand or player actions made anywhere than those produced right here. Indeed Canadian actions are sought by foreign manufacturers.

Canadian keys admit, and need not admit anything better to be had in the world markets.

Hammers and strings of the finest quality known to the craft are produced within our borders.

The designing and finishing of Canadian cases from the standpoint of artistic conception and the power to last in a climate of extremes is known to the informed piano men in every country.

Though this is a young nation, workmen in Canadian piano factories, some of them the third generation in piano building, are equipped in skill of hand and ear and eye to build everything worth while into a piano that can be done anywhere.

The piano industry in our land is on a sound financial basis, with the capital needed to yield the maximum results.

Musically, mechanically, artistically, the Canadian piano, part by part, yields supremacy to none.

Here's to the Canadian piano!

1918 saw us come to the position of correctly viewing the legitimacy, loftiness and necessity of the piano trade.

Let 1919 see us working with the deep-rooted conviction in the superiority of the Canadian piano.

Here's to the Canadian piano!

### How Customers Keep Appointments

A MAN who has worked in a retail music store in different centres remarked to the Journal that in Montreal he found the people more reliable in keeping appointments. He had found it quite a common thing in certain cities, including Toronto, that a man would look at an instrument and then say, "Well I'll bring my wife in to see it to-morrow. What time? Oh, we'll be here between one and two"; and then no person show up at all.

"It may have just happened so," said the party quoted, "but in Montreal I found my prospective buyers almost always kept their definite appointments. On one occasion an official high up in the C.P.R. organization said he would be in to see a certain instrument during his noon hour on a certain day. Business prevented him. But a couple of hours in advance of the time set his secretary phoned to say Mr. So-and-so was sorry he could not keep the appointment but would be at the store at 6.30 the following night."

Reasonable consideration of that kind goes a long way toward making a salesman's work pleasant and attractive.

### The Case of the Scotch Spinster and a Parallel

WHILE the former objectionable, promiscuous price cutting on player rolls, which used to obtain almost everywhere in the trade, has been greatly improved; while the hand-played roll and particularly the word roll has done a great deal to promote a much wider interest in player music, there are still some stores looking upon the player roll department in a way that calls to mind the Scotch spinster, who kept two cows for profit and a widow sister as a duty.

These stores stock player pianos for profit and the rolls as a duty. Some even stock players for profit and let somebody else perform the duty for both. But if the player business is to grow as it is expected to there must be a bigger and broader vision of the future of the roll.

The perforated roll must become for all dealers a source of good profit in itself. It must become to the player what the film is to the camera, gasoline to the automobile, power to the electric iron, blades to the safety razor, ribbons to the typewriter, leaves to the loose-leaf ledger, ink to the fountain pen, coal to the furnace, strings and rosin to the violin, records and needles to the talking machine.

### Let the Customer Play Over His Own Rolls

ONE player roll salesman the Journal met advises letting the customer play over his own rolls. He says, "When a man comes in to the store and asks for a certain selection. I get it, put it on, and then ask him to play it over himself." When asked for his reasons, this salesman replied that in the first place it prevented a customer returning next day with a couple of rolls saying they did not sound the same when he played them over himself as they did when the salesman played them. Then again, if a man plays over the rolls himself, he will soon know whether or not he likes the selection. If not, he stops when perhaps a quarter of the way through, whereas he would not always interrupt the salesman but wait until the roll was finished before expressing disapproval, thereby wasting that much time.

### The Player—the National Instrument

"WE are arriving at the days of freedom in music," says the editor of Musical Courier Extra. "That is why pianos are being sold in the quantities they are. The player piano is the national musical instrument. Any one can have what music he wants, when he wants it, and how he wants it. The people have come into their own so far as music is concerned, and when John McTammany said years ago that the player piano would allow any one to play Bee-

thoven, he foretold a condition he never even dreamed of. When he said that, the United States did not produce fifteen thousand pianos a year, and they were for the elect. Reed organs were sold to the people, but not very many of them. To-day the player piano is the musical instrument for all classes."

### Kipling Knows

GOING the rounds is a story told of Rudyard Kipling. According to it an American friend of Kipling's had been in the habit of sending to the author in England some of the current magazines. To save postage the advertising pages were torn out. The man of letters is reported to have written back requesting that the advertisements be left as he liked to peruse them as well as the straight reading matter.

The reason is not hard to find. In these days the advertising pages of a paper inform quickly. They record what the busy world is doing. The new things, the improvements, the progress in different lines, the changes are told there, plainly and briefly. The reading public reads the ads. for information. A bright young dealer, who is making good headway in his business, said to one of the Journal's editors recently, "I would subscribe for your paper if I got nothing but the advertisements it contains. They give you a good idea what the competing manufacturers and wholesalers are doing, and they keep you up to date." The Journal's advertising pages can be read quickly. It pays to read them.

### The Supply of Young Men for Piano Factories

APPEARING almost concurrently with Canadian Music Trades Journal for December, which contained a five-page article on the outlook in the piano trade, quoting the views of manufacturers, came the holiday number of the New York Music Trade Review. This American paper also published the opinions of some of their piano men, among which the Journal noticed this interesting statement from Herman Irion, of Steingway & Sons: "It is my opinion that the period of reconstruction will see many young men entering piano factories with a view to adopting piano making as their life trade as a result of the greater opportunities our business offers, and as a result of the changes brought about by the war.

"As we all know, piano factories as a group lost their attractiveness for many ambitious young men a score of years ago when developments in the electric and mechanical fields, and the mining and development ventures of the country offered to the youth about to seek his life's vocation brighter futures than did the piano factory. At that time, and for some years to follow, the earning capacity of the piano maker was not sufficient to lure promising apprentices from other lines of endeavor, and even those that took up piano making frequently left for other fields because of various old customs that have existed in certain departments of some factories, such as the contract system that was so generally in vogue. The result was that we found in the factories only men of about forty years of age, or older, who clung to the old traditions and to their piano-making trade, and assisting them a class of younger men who were satisfied with the knowledge of only one small department of piano manufacturing, and devoted themselves to that department because they lacked ambition to advance themselves, or because they looked upon the work in the piano factory simply as a temporary stepping stone to something better in another field.

"It is true that the fact that the great bulk of skilled workers in piano factories were far beyond the draft age, as first fixed, probably saved the industry from suffering more severely than it actually did as a result of the labor shortage during the war, and likewise probably won for the



# The New Transposing Player

## "Williams Made"

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The song roll, which is now so popular, has come to stay. Therefore the Transposing Player is indispensable to the up-to-date Piano Dealer and Musical Public.

With the Transposing Device, the excellent selling qualities of the Williams-made Player is greatly augmented.

Our Transposing Device is combined with the automatic tracker adjuster, is simple and efficient; and will not get out of order.

This is just the outfit to "ginger up" your player enthusiasm.

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## The Williams Piano Company Limited

Canada's Oldest and Largest Piano-Makers

OSHAWA - ONTARIO

**A**MONG OTHERS, the following will all be legitimate "prospects" when you handle the Sherlock-Manning Piano —

Auditoriums  
Academies  
Churches  
Clubs  
Critics  
Conductors  
Conservatories  
Musicians  
Schools  
Colleges  
Seminaries  
Convents  
Studios

and wherever good music and sound piano value is appreciated. No door is barred to the all-Canadian.

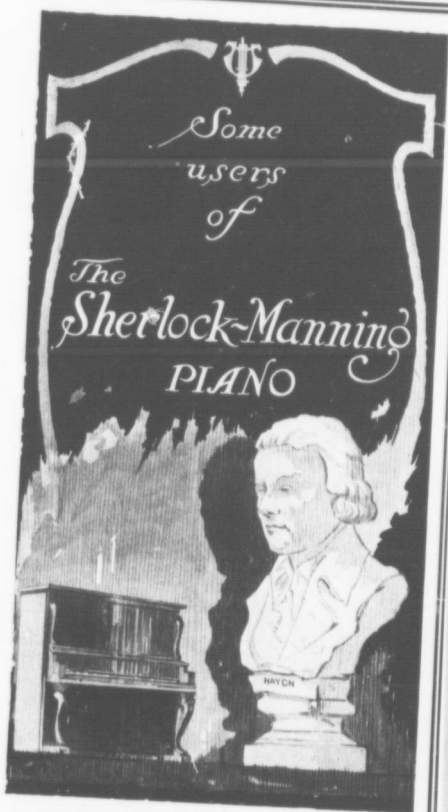
# SHERLOCK-MANNING

20<sup>th</sup> Century Piano

*"The Piano worthy of any Home"*

Write for particulars of our agency proposition and facts about the \$300 Sherlock-Manning "Baby Grand" Phonograph

**The Sherlock-Manning Piano Co.**  
LONDON CANADA



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industry more consideration than would normally be given to a trade of this sort by the authorities at Washington, when it came to a question of curtailments and priorities. However, the very fact that the age of the employees won this consideration offered food for thought to those men who had been brought up in the industry, and in its future.

"The war itself, however, has brought numerous changes in piano manufacturing methods, or rather in factory systems. The competition for labor made it necessary for piano manufacturers to increase their wage schedule materially in order to keep their organizations at all intact. This competition will probably also serve to eliminate to a considerable degree the contract system with its attendant disadvantages and place the industry in a more desirable light from the employee's viewpoint. It is not probable that there will be any general downward revision of wage schedules in piano factories, at least not during the period of reconstruction, and the young man who returns from military service, or from war work, will find piano factory work that will appeal to him, because it is clean, healthful and permanent, far more permanent than the majority of industries can offer, and likewise work that will secure for him a remuneration that is attractive.

"Then, too, the piano factory has the advantage of offering openings to men of widely different training and abilities, for the common laborer can find a place in one of our factories if he knows the proper amount of application, learn the work of the different departments and advance himself according to his own efforts, while on the other hand the man skilled in finishing, or the more technical branches of piano making, likewise finds his opportunity. Moreover there are countless tasks in the average piano factory that can be accomplished by men injured or crippled in the military service. Action regulating, assembling, and such other work can be taken care of by men who find it necessary to remain seated, while those crippled in other ways can frequently find work in the piano factory of a character that they can manage without great strain or difficulty. This fact in itself should serve to fill our labor ranks to a considerable extent.

"On the whole, the piano industry for the first time in many years is now in a position to compete for labor on an equal basis with the majority of other industries, and can offer advantages in the matter of steady and healthful work that are not found in other lines of endeavor. In short, it appears to me as though the question of training piano makers for the future would take care of itself, very shortly, and as a direct result of conditions brought about by the war—at least all indications point that way."

### The Women Made Good

"I BELIEVE the women in our industry have made good, and, so far as our company is concerned, will remain," declares the president of a large piano manufacturing concern. "They came to us when we were in dire need and have proved apt, and to-day many of them are one hundred per cent. efficient. We now employ women in many departments of our factory and are well satisfied with them. They take a deep interest in whatever is assigned them to do, and apparently have the interest of the business very much at heart. Whatever happens we intend to keep all of the women now with us who want to continue in our employ. But, of course, we also expect to reinstate all of our former men who left for the service when they return."

### Shorter Hours

A FITTING peace year announcement which is also coincident with the T. Eaton Co.'s golden jubilee is that firm's decision to further shorten the hours of labor of their employees. Commencing with the present month the company's stores and factories will be closed every Satur-

day at one o'clock, except during July and August, when the employees will have the entire day for recreation. The founder of the Eaton business, the late Timothy Eaton, fearlessly attacked the established custom of remaining open late on Saturday nights. His idea was that the hours of the working day could be shortened. He proved the practicability of this idea. Later the Saturday half holiday was introduced for two summer months, then for four months. The other five days were shortened by five o'clock closing and not opening until eight thirty each morning, and now comes the latest Saturday-off announcement.

Other principles successfully established by the late Mr. Eaton were marking goods in plain figures, at a time when the business motto was "buyer beware," cash only and money back if dissatisfied.

These and other precepts laid down by the founder of the business have been faithfully advanced by his worthy successor, Sir John Eaton, of whom Toronto citizens are proud. In spite of his immense wealth and his title Sir John is intensely democratic. In his philanthropy he is a worthy example for other worthy men not only in his generosity but in the wisdom of his disbursements.

Modern business demands humanitarian treatment of employees, both that they may be efficient and in justice to them. In some parts of the country the music trades can afford to study the precepts of the late Timothy Eaton, both in the matter of "the same price to everyone" and shorter working days.

### "Improving" a Piano at the Front

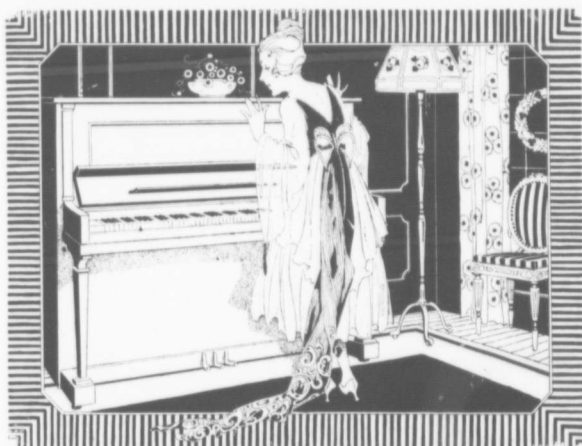
THERE are still filtering through many incidents of musical doings at the front. This one of improving a piano by the use of a rip-saw, screwdriver and a knife is related in a letter to his father by a soldier in France: "A rather decent band has established itself near my quarters, and I get the benefit of their rehearsals. To increase our own orchestra, we purchased a piano the other night. It cost us six bottles of 'kid reviver.' I've heard better pianos, but never cheaper. We have a couple of officers with us who delight in tinkering about with machinery, and trying to improve it. The piano is their latest victim.

"Now, this piano has normally, a pitch all its own, and works out about a tone below continental pitch. This naturally made it awkward for the flautist and the clarionettist, so they decided to raise the pitch. By the aid of a large rip-saw, a screwdriver, and a knife, they made an adjustable keyboard, so that simply by pushing the keyboard up or down, the piano can now be placed at English, continental, or any other pitch within a range of a tone and a half, by half-tones. We've had to leave out a couple of notes at each end, but they are not required in our circle. They are now devising something to act as a key for tuning the instrument. "Some piano, when we finish with it!"

### Teaching the Blind Player Action Repairs

PLANS for the promoting of instruction for the blind in the work of player action repairs in connection with the piano tuning courses are nearing completion by the Cleveland Board of Education. The wing of one of the schools is to be devoted to this purpose. There will be one large room for general work and five, separate, smaller, sound-proof rooms in each of which will be a different style of player action, and in which the men can work undisturbed by sounds from the other rooms. It is planned to have both day and evening instruction. It is understood the scheme has the sympathetic support of the Tuners' Association and the Cleveland Music Trades Association.

Do not dare to live without some clear intention toward which your living shall be bent. Mean to be something with all your might.—Phillips Brooks.



## The NORDHEIMER Apartment Upright

The first month of the year is a good time to stop, glance backward and give some thought to the instruments you are selling.

Consider the Nordheimer Piano! Think over these vital points of the Nordheimer proposition.

A Piano which has held the confidence and esteem of music lovers since 1840.

A line consisting of a number of styles of uprights—several styles of grands, and two styles of Player Pianos.

A proposition which offers you both prestige and profit.

If you are seeking a greater degree of success for 1919, now is the time to consider the Nordheimer Pianos.

**THE NORDHEIMER PIANO & MUSIC COMPANY, LIMITED**

220 YONGE STREET, TORONTO

Record

KENT sails out among to surren sition fro business plished almost 1 mate of reckless a succe gambler ahead" in gene lowing

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## A Jaunt to Chatham and Windsor

Record sugar beet and tobacco crops put big sums of money in circulation—Proportion of oak cases sold on the increase—Popularizing the player with the "Word Roll"—

What some of the dealers are doing and saying.

**K**ENT and Essex county dealers and salesmen have their sails set for big business. To the visitor going in and out among them, there is little evidence of any disposition to surrender to the depression bugaboo. To them the transition from war to peace conditions is a work to accompany business prosperity and not a work that can be accomplished only while the country's trade is at a low ebb, almost bordering on suspension. Their encouraging estimate of what is immediately ahead is not based upon a reckless optimism; nor is it due to the accepted axiom that a successful piano or phonograph man must be a good gambler often, and an optimist always. Their "full steam ahead" signals are up because of the healthy state of Canada in general and their own localities in particular, as the following particulars regarding the latter will show.

### Already Over \$2,000,000 Paid to Farmers For a Record Sugar Beet Crop

One very important factor in providing a solid foundation for the musical instrument business of the immediate future in Western Ontario in the district of which Chatham and Wallaceburg form the centre is an extraordinarily good sugar beet crop. The farmers have already shipped and received pay for over \$2,000,000 worth of beets. The crop was a record breaker. The yield was from 10 to 20 tons per acre. Ordinarily the sugar beets reached the factories gradually; but this year the factories were late in starting the season's operations, owing to the "flu," and aided by good weather the farmer shipped early with the result that when the bins and sheds were filled the overflow had to be stored in great sky-high piles that were the talk of the whole district.

Growers received excellent prices. The new basis of payment whereby the farmers' returns for beets are based on the wholesale price of sugar ruling for October, November, December and January, has made the crop a big money-maker. With sugar selling at \$9.50 wholesale in Montreal, the Dominion Sugar Company pays \$10.50 a ton for beets, at the flat rate. In the early days the labor problem was somewhat of a difficulty; but this has been largely solved by the company, and new devices for handling beets will in time reduce this problem to a minimum. Thus, the company this year has been experimenting with two mechanical devices. One of these is a harvester which tops the beets, plows them out of the ground, lifts them and dumps them into piles. A beet loader is also being experimented with, with a view to minimizing the work of loading and unloading beets. It is hoped that they will be perfected in time for next year's work.

Of interest is the fact that the company this year expects to produce some 8,000 tons or more of dried beet pulp—the "sugar beet meal" of commerce. Heretofore practically all this product has been shipped to the United States, where its value for feeding cattle was recognized. In fact, the company is said to have a standing offer of \$45 a ton for every ton it can ship over the line. This year, however, the Canada Food Board, in view of the scarcity of feed here, prevented the export of sugar beet meal to the United States so long as it was needed for feed purposes in Canada. The company is offering this product to Canadian farmers at \$35 a ton, f.o.b. Chatham, in order to introduce its use on Canadian farms.

Another by-product of the sugar industry will be about 8,000 tons of best molasses. In previous years this product

was shipped to distilleries for the manufacture of alcohol. Now, by a new process, this molasses is put through the barium plant and produces the finest quality of granulated sugar.

The sugar beet takes little out of the soil. Sugar, it has been aptly said, consists mostly of air and sunlight; at least it is from the air rather than from the soil that the beet gets most of its sugar content. The soil-exhaustion which follows other high-priced crops is not one of the features of beet growing. Indeed, the beet field after the crop is taken off is generally in better condition than it was before planting. The sugar beet is a big factor in "better farming."

### Big Tobacco Yield Puts Money in Circulation

The tobacco crop of the Windsor-Leamington-Chatham district is another feeder for good piano and phonograph business in that locality. The quantity and quality of the tobacco yield was away beyond expectations. The Journal is informed that where 12 cents a pound would be perhaps an average price to the grower, this year the farmers got from 20 to 35 cents a pound. One farmer heard of, ploughed up a half acre adjoining his pig pen, put in tobacco, which was attended to by the children, and it brought him just \$525. Tobacco is to this locality what peaches are to the Niagara district.

### The Popularity of Oak Cases.

With hardly an exception, the dealers asked by the Journal said there was plenty of evidence that the public was coming to appreciate the piano or phonograph in oak. One dealer had a sale hanging fire because he could not supply a certain design in oak. Another said: "We sell more oaks than any other wood in both pianos and talking machines." A third had an expensive design phonograph in a highly polished mahogany cabinet displayed in his window and it was completely spoiled by the sun. An oak would have been more durable. As it is the machine has to be entirely re-finished.

### Progress of the Player Lies in the Word Roll

A western Ontario dealer, who claims to have doubled his player piano sales in twelve months, gives it as his firm belief that it is all due to his use of the "word roll." If he is demonstrating for the benefit of a man and his wife and if either of them can sing a little he gets the one who can at once to sing while he plays the accompaniment. The song rolls available are generously marked with, "take a breath," "sustain this note," etc., and with suggestions to slow up here and go more quickly there so that the rendering of the song becomes easy. Often in a little while he will have the man seated at the player playing the accompaniment for his wife, and then the desire for ownership is clinched. "The player mechanism is about as perfect as it can be got now," said the dealer in question, "and now its popularity rests more with the adoption generally, all over the country, of the word roll than in any other single condition. I have stopped talking mechanical levers, or technical points in the player action. I base my claims on what the player is capable of musically, and the word roll is the greatest salesman I have."

### Salesmen Using the Educational Arguments

Everywhere one goes, the salesmen are using the arguments that the campaign of the Canadian Bureau for the Advancement of Music has brought to the surface. To them it is the "Music in the Home" movement. Its tendrils

reach out in almost every direction but the boys on the floor and out on the warpath by motor are driving home the educational argument. Their slogan may be said to be "to educate a boy or girl to-day, music is as necessary as school readers and geographies." Fathers are being sold pianos and phonographs, so that by having music in their homes, their children may not start out in life at a handicap. And the public are responding to the argument in a way that shows music is getting the grip on the nation it should have.

"Nearly every Old Countryman in this town, even though he may have what seems a poor education, can sing a song, is a concert-goer and wants his family to have music," said one Kent county salesman to the Journal, "and why is it?"

"It is because in the Old Country they teach music in the schools in a serious manner," he continued, "and that is what we want in Canada—Music on the curriculum, not just a patriotic song or two a day but music taught properly, and regularly."

The farmers are getting the idea of the place of music too. A fruit grower from the Burlington district made up with the Journal man on the train. In response to a question as to what "pickers" he was able to secure the past season he said: "We had camps of college girls who helped out splendidly. They worked hard, of course, but they had comfortable quarters, and each camp had a piano. There are always plenty of college girls who can play. They had singing and dancing for recreation. It was music that kept the girls cheerful, and happy during the time away from their homes and friends."

#### *Observations in Brief*

A woman's purse was left in the talking machine department of a Windsor store. The head of the establishment, instead of waiting for the owner to call and claim it, at once advertised it in the local paper. Arising therefrom was some indirect publicity of the most desirable kind.

A London firm just recently sold a phonograph to a farmer who had sold 1,100 bushels of wheat at the government-fixed price around \$2.20 a bushel.

"As soon as the manager of a branch piano store begins to find that all his time is required at his desk, then progress stops and things begin to slip back," said a manager, who spends most business days out on the road or on the floor.

The talking machine proposition is presented to the public this way by one of the border city dealers: "All members of the family can join hands in the purchase of a talking machine, each one subscribing a little, and in this way to bring into the home the most wonderful means for home recreation and enjoyment of the age." This looks like a pretty good argument.

It seems that the "pocket" store front is growing in popularity. The new store front of William McPhillips, London, has the main door about twelve feet back of the street line making a display window on either side of the entrance. The same facility is provided the new store of the Starr Company of Canada, also in London, whose front door is about fifteen feet off the street. A comparatively new Detroit store has the entrance a little deeper yet, being fifteen feet back from the street.

#### *In Chatham*

Mr. E. C. Whiple, who is in charge of the Grinnell Bros. business here, opened this branch ten years ago. In the interval the firm has taken over an adjoining store to enlarge the Victrola department so that the premises now really is made up of two stores. Mr. Whiple reports good progress in both piano and Victrola departments. In the former they feature their own make, the Grinnell Bros. piano, and Ennis and Clinton lines. Their business in "His Master's Voice" records is also developing to large

proportions. "We sell more oak pianos and Victrolas than any others," said Mr. Whiple. The Grinnell branch also carries small goods and sheet music.

Mr. John Glassford upholds the Mason & Risch banner in Chatham and district. Mr. Glassford, who conducts the business from his house at 91 Park street, is an experienced man in the piano game, and though he was out of the city at the time of the Journal's visit it is understood he is making good progress.

Mr. James A. Parker has the Chatham representation for the Karn and Morris instruments.

Recent local advertising has contained some good-sized ads. for the Brunswick phonograph over the name of the popular Queen St. druggist, Mr. J. G. Clark.

Charles Austin & Co., Ltd., are introducing the Pathophone into a pleasing number of homes. The store has a wide connection among which the telling Pathe newspaper copy has been producing results.

Mr. J. H. Tyrrell, with whom his son is associated in the business, says he, is concentrating upon phonograph business with the Edison line. Mr. Tyrrell cannot be fooled on the quality of the cases, for in his earlier days he was cabinet-maker by trade. He has had also an extensive musical connection, being a band and orchestra player of no mean ability. Mr. Tyrrell is one of those dealers who sees the benefit of attending the phonograph convention for an exchange of ideas.

When the Journal called at the Heintzman branch, Mr. S. D. Huff was absent, owing to the very critical illness of his wife for whose recovery the doctor held out practically no hope. In conversation with Mr. E. Burness, a piano man and the son of a piano man, it was learned that the sales had been most gratifying, in fact as large as the shortage of stock would permit. Mr. Burness is thoroughly imbued with the field for piano selling that is opened up with the susceptibility of the public to the line of talk on the necessity of educating the children musically. His three trump cards are given as the educational value of music, the consistent radiation of optimistic talk on business conditions, and the one-price system.

#### *Around Windsor and the Border Cities*

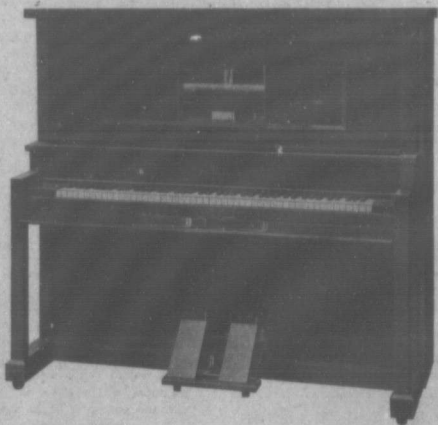
There is less talk of "Windsor" than there used to be, that city becoming the centre of what is called the Border Cities, which comprise Windsor, Walkerville, Ford, Sandwich, and Ojibway. They have a Border Cities Board of Trade, and a Border Cities Retail Merchants' Association. The Journal was informed that the latter had a membership of between 600 and 700, and that at the fortnightly luncheons the average attendance is from 120 to 150. The Border Cities have their own daily paper.

Falling in line with the plan in Detroit to have carolers singing carols all over the city on Xmas Eve, the Border cities proceeded at the call of Mr. J. R. Hewer, manager of Grinnell Bros.' Windsor branch, to organize a similar event. Fifteen hundred volunteers were divided into groups of 12 or 15 each, who were to start out at 6 o'clock Xmas Eve, each group having a definite two blocks assigned to them. The chief musical results perhaps came from the practices held in the schools and churches. Owing to the storm on Xmas Eve the caroling was not all done then, but was completed on New Year's Eve. The donations were for the Children's Aid and other charitable funds.

Mr. P. S. Connolley, of the Maloney-Connolley Piano Co., who located in Windsor less than a year ago, has good reason to feel greatly encouraged at his results to date. Manufacturing conditions in the city and the good prices that have rewarded those engaged in growing tobacco and tomatoes as also those in mixed farming have contributed to Mr. Connolley's success in doing a pleasing volume of "safe" business. Mr. Connolley is giving strong representa-

# CECILIAN

## World-Famous (Est. 1883)



WHEN you illustrate your player ads, you generally show a pretty, smiling, contented girl or a man in smoking coat and slippers, getting indescribable satisfaction out of the roll he or she is playing. But the scene would be changed entirely if the person finds the player wouldn't track, misses notes, leaks or pumps too hard.

In selling Cecilian Players there are no come-backs. The Cecilian is as nearly perfect as human skill and knowledge can go. It reduces to an absolute minimum repair troubles.

The Cecilian is the only piano with the **Maple Interlocked Back**, not depending alone on glue, for strengthening properties.

The Cecilian is the only player with the **All-metal Unit Valve System** which makes the player absolutely leak-proof.

The Cecilian is the only upright piano with the **Individual Grand Agraffe System**, found in Grand Pianos of other makes.

The Cecilian is the only piano that is **convertible** so that at any future time the piano may be equipped with player action.

### The Cecilian Company, Limited, Toronto

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

Head Office and Salesrooms:

247 Yonge St.

Factory:

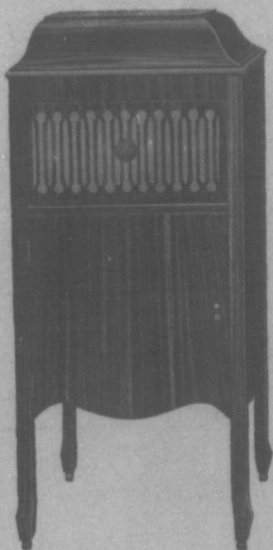
89-93 Niagara St.





# CECILIAN CONCERTPHONE

Five types - one quality - \$75 to \$325



"Alexandra," \$124

The opinion has been expressed that with the unprecedented demand for talking machines and the shortage of materials, some dealers have been selling what stock they could obtain with such little effort that they may have become a trifle lax—that from now on selling will be characterized by more and keener competition.

Anticipate any such possible conditions by securing the Cecilian Concertphone agency. No matter what difficulties may attend the selling of lesser known makes, the Cecilian Concertphone enables you to sell in the thickest competition.

Cecilian Concertphones are equipped with our wonderful ball-bearing tone-arm; patented electric stop; modulating tone-control; and the all-wood amplifier. Our cabinets are the piano man's standard.

The "Apollo" Concertphone .....	\$ 75
The "Alexandra" Concertphone .....	\$124
The "Superb" Concertphone .....	\$164
The "Royal" Concertphone .....	\$250
The "Empire" Concertphone .....	\$325

Write for Catalogue.

## The Cecilian Company, Limited

Distributors for Canada,  
of the Cecilian Concertphone

247 Yonge Street

Toronto, Canada





tion to Nordheimer, Cecilian, Sherlock-Manning, Ennis, and Everson pianos; and to Aeolian-Vocalion and Sherlock-Manning phonographs and Cecilian Concertphones. With only about nine months of his first year gone he is already feeling his premises at 7 Chatham St. West too cramped. Mr. Connolly, who, during his many years' residence in Woodstock, took an active part in that city's public life, is quickly becoming a popular citizen of Windsor and the county of Essex.

Mr. R. L. Tamplin, an enterprising Englishman, who before he came to Canada had considerable knowledge of the Columbia line, crossed the Atlantic some four years ago, and after looking around for a year decided upon Windsor as the field of his endeavor in business for himself. "I never was in a city where there was such an active civic spirit as here," said Mr. Tamplin, who has as an exclusive Columbia Grafonola dealer developed a fine trade. "We have less to fear here than almost any other Canadian city from labor readjustment," continued Mr. Tamplin to the Journal, "for only one large munition plant was here and it had big bridge-building contracts to proceed with at once when munitions are closed out. The Border Cities have a population of about 48,000, perhaps one-third of which is dependent on the automobile and allied industries in which the prospects look very bright." Mr. Tamplin is the man who, not many months ago, made a canvass of every home in the city in one month. This has resulted in building up a great record business.

Mr. G. S. Edgecombe, of the Heintzman branch, recently enjoyed a week's holiday at his old home in Stratford.

Mr. J. R. Hewer, the manager of Grinnell Bros., Windsor branch, is a public spirited citizen and a live wire. He gave much time to the preparation of plans for the Xmas and New Year carolers, referred to elsewhere in this Western Ontario news. Mr. Hewer is treasurer and a director of the Windsor Fair Board, and takes an active part in many local civic activities. The growth of the Grinnell business has necessitated more commodious premises and plans already out for extending the present building on Ouelette Ave. by an addition at the back and overhead upon the completion of which the Victrola department will be brought from the basement to the ground floor. Being a player piano enthusiast it is but natural that Mr. Hewer has very materially developed the branch's player sales.

Mr. E. G. Milligan, who supervises an extensive territory for Heintzman & Co., and who was in Windsor at the time of the Journal's visit, has the distinction of having had some of his former retail experience under Gordon Selfridge, the great London, England, department store proprietor, who formerly was connected with the Marshall Field store in Chicago. It is but natural then that Mr. Milligan has definite and well thought out views on the organization of a sales force. He believes in a few big men earning big

salaries rather than a larger selling staff of men of the fifteen-a-week class. He reports the past month's business extremely good, and is figuring on no let up during 1919. Mr. Milligan is an old St. Thomas boy.

Bowly & Gluns, 21 Pitt St. West, are forging their way into the musical arena with the Starr phonograph and Gennett records. Any person who misses their window display cannot fail to see the big Starr sign billboard on the main street.

"Sloan for Tone" is the pert and effective slogan adopted by Mr. H. A. Sloan, the local Edison and Brunswick dealer. That is the advantage in having a name that rhymes with tone—the key to musical quality.

#### Detroit Notes

A Detroit piano and talking machine store, with premises on the fifth floor of an office building, has a show window on the ground floor. Passersby stop to look at the display and if they are interested they act upon the advice of a neat display card "to take the elevator to the warehouses on the fifth floor." Dealers in Canada, who are doing or contemplate doing business in upstairs quarters may be interested in the idea of a ground floor window display.

At least two of the dealers featured electric piano lamps in their holiday campaign. These piano lamps look like a profitable side line, especially during holiday shopping.

The people of Detroit have the services of a piano mover by the appropriate name of Ivory.

One of the features of the Hotel Statler service appreciated by the travelling public, who want good reading evenings or week-ends, is a carefully selected library of books. It contains sixteen volumes in the musical section. Each book on music is chosen for its interest to the average person, and is such that will help one to appreciate music more.

In a recent address the advertising manager of the Hupp Motor Car Co. stated that: "The automobile industry faces a bigger market than it has ever known before. In the coming year I predict that as high as 40 or 50 per cent. more cars will be made than ever before, and that in 1920 twice as many cars will be needed as in any banner year before the war. All accessories and other contributing industries will prosper as the automobile industry prospers."

Ten thousand Christmas carolers were prepared to go out on the streets to sing carols on Christmas Eve but owing to the heavy rain storm only about four thousand carried out their plans, the majority doing the caroling assigned them on New Year's Eve instead. This was followed up a few days later with a great Carolers' Musical Festival. The training for carol singing in the schools and churches did a great deal to popularize music generally in the life of the people.



## Violaphone Needles

Each needle plays 10 records. They come in three tones,—medium, loud and extra loud. A sample package of 60 boxes in assorted tones is yours for \$5.85, to retail at \$9.00. Write for them to-day.

**ARTHUR K. KEMPTON**

8 McGill College Ave. - MONTREAL

## Choose "Wright" and You Choose Right



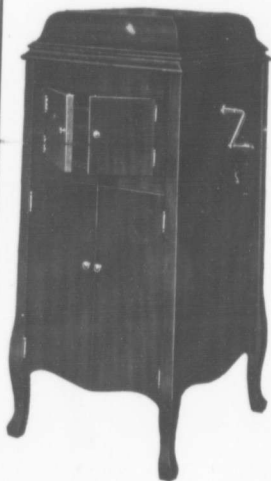
Style 65

Details can make or mar a piano. It is the intelligent attention to the minutest constructional details, perhaps more than any other one factor, that has made the Wright Piano many a dealer's choice for his "leader."

This policy began with the making of our first piano thirteen years ago, and has continued in force week in and week out ever since.

The dealer's margin on Wright Pianos is ample, the retail price moderate, and their reputation the highest.

**Wright Piano Co. Ltd., - Strathroy, Ont.**



## Are You Satisfied with Your Present Line of Phonographs?

Would you not consider a better proposition?

Would you not compare our new "DISC-O-PHONE" Phonograph with any other well known high grade and more expensive instrument and be convinced that a better and more profitable proposition is offered to you?

The "DISC-O-PHONE" is gaining confidence every day, and makes a salesman's time worth while. Try it if you have competitors.

Volume, definition and tone, as well as neat designs and artistic finish are worthy characteristics of this reliable phonograph.

We can also make a limited quantity of your phonograph cabinets on your own designs and specifications.

Write at once for your season's requirements.

**J. DONAT LANGELIER, LIMITED**

Exclusive Manufacturers

Pointe-Aux-Trembles, Que. (near Montreal)

## Toronto Piano Manufacturer Bereaved

*Mrs. Robt. S. Gourlay Succumbs to Stroke*

Beautiful floral tributes eloquently expressed the heartfelt sympathy extended by a wide circle of personal friends in Toronto's business and industrial life to Mr. Robert S. Gourlay, president Gourlay, Winter & Leeming, Ltd., and his family, in the bereavement suffered by them in the death of Mrs. Gourlay, which occurred at Philadelphia on December 28. Prior to Christmas Mr. Gourlay, who had not entirely recovered from the effects of a six weeks' illness from pneumonia during the autumn, had gone to Atlantic City for a rest, and was accompanied by Mrs. Gourlay. While there Mrs. Gourlay contracted bronchitis and they went to Philadelphia for better medical and nursing care. It was while convalescing from bronchitis that Mrs. Gourlay suffered the stroke which proved fatal. Their son, Mr. Albert Gourlay, was with Mr. and Mrs. Gourlay for several days before her decease. Last year, while in California, deceased, who had been waiting on Mr. Gourlay, in a severe illness was herself stricken down and had never fully recovered.

Interment took place at Mount Pleasant Cemetery, Toronto, the funeral services being attended by a large number of prominent business men of the city, Mr. Gourlay's personal connection being an extensive one through his activities in the Canadian Manufacturers' Association, the Board of Trade, both of which he is a past president, and the Toronto Harbor Commissioners. Among the prominent citizens noticed were: Mayor Church, Ex-Mayor Joseph Oliver, John G. Kent, General Manager Canadian National Exhibition; L. E. Clarke, Esq.; D. E. Thomson, K.C.; Hamilton Cassels, K.C.; R. S. Cassels, Jas. Kent, Robt. Weir, Major A. C. Lewis, and many others.

A deputation from the Canadian Piano and Organ Manufacturers' Association, of which Mr. Gourlay is also a Past-President and a member of the executive, attended the funeral in a body, accompanied by other members of the trade. Among these were: Frank Stanley and James G. Merrick, President and Secretary respectively of the Canadian Piano & Organ Manufacturers' Association; Henry H. Mason, Mason & Risch, Ltd.; R. H. Easson, vice-president the Otto Higel Co., Ltd.; E. C. Scythes, vice-president Nordheimer Piano & Music Co., Ltd.; C. A. Bender, general manager Heintzman & Co., Ltd.; W. Bohne; H. Durke, proprietor Mendelssohn Piano Co.; T. C. Wright, manager Nordheimer's Vocalion department; J. L. Best; Chas. Heintzman; A. R. Blackburn; Charles Ruse; Frank Wilks; Paul Hahn, and John A. Fullerton.

Members of the staff at the Gourlay, Winter & Leeming retail warehouses and of the factory organization expressed, by their presence, their sympathy with Mr. Gourlay and his two sons, Mr. D. R. Gourlay, vice-president of the company, and Mr. A. E. Gourlay, factory manager. In addition to the sons named Mrs. Gourlay is survived by a son, W. A. Gourlay, in British Columbia, and two daughters, Mrs. E. A. Breckenridge and Mrs. Dr. W. T. Hamilton, both of Toronto.

The services were conducted by Rev. Dr. T. H. Mitchell and Rev. Prof. Law, D.D., pastor and associate pastor of Old St. Andrews Church, also Rev. Dr. J. A. Turnbull, minister of West Presbyterian Church, with which in former years Mr. Gourlay and his family were actively associated.

## Night Work at Willis Factory

In an interview, Mr. A. P. Willis, president of Willis & Co., Ltd., Montreal, who is very hopeful and optimistic as to conditions in the piano trade during the present year, he said: "So far as the outlook for business for 1919 is con-

cerned we are very hopeful and optimistic. During practically all of the war period we have been heavily oversold. Of course, our output was reduced to some extent, owing to the abnormal labor conditions. It is our intention to maintain our present wage schedule, and, by the way, this schedule was advanced several times during the war period. Under these conditions we expect to vary materially increase our output, and are confident that we can sell more of our instruments than we can produce. We are at present and have been operating our factory every night until 10 o'clock for some time back, in the endeavor to catch up on unfilled orders."

## Piano Set Off Bomb

Gunner F. W. Weir, a nephew of Mr. W. N. Manning of the Sherlock-Manning Piano & Organ Co., London, in a recent communication indicates the popularity of music among the boys, and tells of the fiendish ingenuity of the Hun in taking advantage of that fact to blow them to eternity. Gunner Weir's letter follows:

"Have had several narrow escapes. Have taken part in two of the biggest scraps the Canadians ever fought. We won out, of course, but at some little price. So many of my boy friends were hurt, I feel a lucky charm is over me.

"The place we are now couped in is of quite some importance and size. Last night three of us boys went for a walk, and you could hear the soldiers playing pianos on all sides. It sounded very pretty but so strange amid the roar of the guns. Speaking of pianos, one place five boys went into a home to play and sing, and when the player hit a certain key he set off a bomb and blew them all up. The Hun certainly has tried to win this war by every crooked way possible. But he is licked now and is only putting up his last few kicks. The French families are flocking back by the thousands and working like bees trying to patch up their little cottages before the snow comes. They are a wonderful people, after four and one-half years of slavery and their spirits not broken."

## NOTICE

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

**Berliner Gram-o-phone Company Limited**  
**Columbia Graphophone Company**



Willis Cabinet Grand Style D

## FORWARD

into twelve months of selling Willis Pianos to a people becoming increasingly interested in music—and selling on better terms than ever, is the direction in which Willis Dealers are moving.

The Willis Line is

in appearance—classy;  
 in tone—sweet and resonant;  
 in workmanship—durable;  
 in reputation—unspotted;  
 in price—surprisingly moderate;

—in short, the Willis Agency is ideal.

We are also sole Canadian  
 Wholesale agents for Knabe  
 and Chickering pianos.

# Willis & Co., Limited

## Montreal

Head Offices :  
 580 St. Catherine St. W.

Factories :  
 St. Therese, Que.



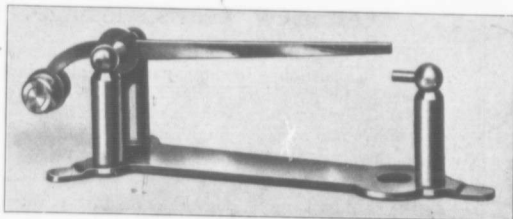
## Every Phonograph Dealer Needs This

So does every phonograph salesman. It tells you if the turntable is revolving at the correct speed. No guessing when you use the

### Kempton Patented Rotometer

Show it to your customers, they will want it, too. It is simple, accurate and easy to use. Place it on a shaft as you would a record—start the turntable revolving—adjust motor until swinging arm is even with the pointer.

Send \$3.00 for a sample. Your money back if dissatisfied.



**Arthur K. Kempton, 8 McGill College Ave., Montreal**

### Montreal Piano Trade Talk

THE joy of the war being ended was reflected during the last weeks of the old year in the local music houses. Christmas shopping took on an old-time aspect, and there was much more liberal buying than at any Christmas season since 1913. The dealers had made preparations for a good business, and they were not disappointed.

The year 1918 was a strenuous one, to say the least. During that time manufacturer and retailer alike have had to meet situations which threatened their very existence. Whether the dealers will have profited by his experiences of the past year remains to be seen. But surely he has. A cloud is dark on one side only. If by going through the crucible of wartimes the dealer has learned to run his business better, to go out and get business where no business was, to broaden his field of prospects by this line that supplements that and by other side sides that meets another demand when perhaps one certain demand has failed he will find himself that much better equipped for peacetimes. And he has learned all these things. Although 1918 may have been overhung with clouds of business troubles, back of these clouds was the sun, still shining, and with the coming through the clouds of the sun will come the harvest. Mr. Piano Dealer, meet Mr. Nineteen Nineteen. He's yours.

"What has become of the local Piano Dealers' Association?" some of its members are asking. "There are so many matters of vital importance and interest to be taken into consideration, with prices changing daily and the shortage of stock if ever there was a time when the piano retailers should be banded together it is now. As in many other lines of trade there are some who hold out and feel that they cannot be advised. They are chuck full of wisdom, but when a rocket falls near their places they are the first to call for help. Why not call a general meeting and get together with the Talking Machine dealers and form a Talking Machine section of the Association. Is it not time that a general meeting was held for the election of officers? Why not develop the social side of the Association with a weekly luncheon with a speaker drawn from the ranks of the association, who could each week devote a few minutes to the discussion of some live topic that would interest the manufacturer and dealer?"

R. J. Williams, of Montreal, has written a hymn tune, "Victory," which he dedicated and sent to Mr. Lloyd George and which has brought a letter of acknowledgment from Downing street. Mr. Williams is a gold medalist of the 1918 Toronto Eisteddfod.

At the tenth annual meeting of the Montreal Association

for the Blind, held in the Windsor Hotel, the annual report presented by Mrs. P. E. Layton, showed that during the year 51 blind persons had received training, and education, in the institution. Five new pupils had been enrolled, two of whom had been sent from the governments of Alberta and Manitoba. Positions for graduates from the industrial school had been secured, and three had been started in business. The more advanced pupils in the school were trained in Braille Shorthand and typewriting. The musical course included piano and organ lessons, and it was reported that three of the pupils had taken honors last June in the examinations of the Associated Board of the Royal College of Music. Girls received instruction in sewing, knitting and kindred work, and had turned out 7,000 pairs of socks, during the year, from the machine knitting department. The gymnasium, the apparatus of which was provided by Dr. Milton Hersey, was appreciated, as also was the dramatic art class, conducted by Rev. H. R. Stevenson. The financial report showed a balance of \$864. A transfer of \$10,000 had been made from capital to endowment fund.

The advertising department of C. W. Lindsay, Limited, are carrying out aggressive ideas on educational publicity work through the medium of the press at the present time. They have been running large space advertisements in the papers showing by well composed arguments the logical reasons for preferring a good player piano in the home. The stress is laid on the educational advantages. The idea is to awaken a love for music as an educational accessory in the home rather than a mere desire to own a piano as a piece of furniture.

J. H. Hebert, general manager of C. W. Lindsay, Limited, spent New Years at his home town, Stanfold, Que., where he visited his aged mother.

At the Princess Theatre during the holiday week a Leach piano was used on the stage in Clara Morton's Musical Variety act, and the Leach Piano Co., Ltd. also furnished a piano of their own make to His Majesty's Theatre, which occupied a prominent place in one of the acts in conjunction with Guy Bates Post in the Masquerader.

The members of the Layton Bros. staff are eagerly looking forward to the arrival of a shipment of Plaza Sing a Word Music Rolls, for which Layton Bros. have secured the selling rights for Montreal.

W. H. Leach, president of the Leach Piano Co., Ltd., received a card from his son, Lieut. Fred Leach, vice-president of the firm. Lieut. Leach, who enlisted with the 24th Canadian Battalion Victoria Rifles, Montreal, and when last heard from was in Manderfeld, Germany.

"Inquiries have been quite frequent for Gerhard Heintz-

## Our New Year's Message to the Trade

**N**EVER in all the history of Canada have prospects looked so bright for Canadians alive to the situation. Canada is on the world's map as never before, we have reached full-sized manhood, and if we will only forget the past with all its mean and selfish ways, and really believe that we are living in new times, and act accordingly, nothing can keep this country from taking its rightful place among the nations of the world.

It is up to every man in the Trade to produce more, sell more, and work harder than he has ever done before. Just as we worked to win the war, so we must set our faces to the task of finding the most efficient methods of doing business, refusing to be content with the old ways. No man need be ashamed to be connected with the music trade; rather he should be proud to know that it is his privilege to make homes happier and raise the standard of living in Canada. Service rather than dollars as our aim, will put the trade on a higher level and bring to us all a really PROSPEROUS and HAPPY NEW YEAR.



Model D Electric

## Our Own Plans

Owing to labor conditions during the war, we were compelled to eliminate some of our lines, and concentrate on others. We hope to reverse this policy during the present year, and are planning many new patterns, and will carry larger stocks. We thank our many customers for their kindly patience, and can assure them that it would have been a pleasure to have been able to fill all orders, and where this was not done, it caused us as much regret as it no doubt did to our customers. Skilled labor is hard to get even yet, but it is reasonable to think that with the return of our brave boys in ever increasing numbers, things will soon become normal again, and we can all join together to make this the beginning of a new era, in the history of our Country.



## Newbigging Cabinet Co. Ltd.

Manufacturers of Electric Musicphones, Phonograph Record Cabinets, Player Roll Cabinets, Etc.

HAMILTON, ONTARIO



man players and upright pianos, and during the two remaining weeks of month we closed more business than the whole of December last year," said J. W. Shaw & Co.

W. H. Leach, president of the company bearing his name, has gathered together quite a collection of antique pianos and is only too pleased to show them to any one interested. We hope in the near future to show photos and a description of these interesting relics of by gone days.

Mr. R. A. Willis, vice-president of Willis & Co., Ltd., recently returned from his trip to Western Canada and British Columbia and arrived home in time to partake of Christmas dinner with his family. Since his return orders for Willis player pianos are coming in off his territory with a rapidity that is keeping the factory busy. He reports a successful business trip which might have shown even greater results had he not had to contend with the ravages of the "flu" in nearly every town he visited, in many instances the particular man he wanted to see being laid up with the epidemic.

Turkeys were high in price and scarce at that, but nevertheless Mr. A. P. Willis, president of Willis & Co., Ltd., did not forego his usual custom of presenting a turkey to each one of his employees, from the office boy up, also to the factory, branch managers and agents, including a few personal friends. As Mr. Willis remarked, "It would not be Christmas without a turkey."

The Features Committee of the Montreal Victory Loan recently held a musicale and dance in the Rose Room of the Windsor Hotel. Mr. Tom Cowan, of the Cowan Piano & Music Co., rendered several songs. His services were also in request at the Board of Trade closing festivities of the year.

At the last meeting of the Kiwanis Club Mr. A. P. Willis, president of Willis & Co., Ltd., was the silent booster and donated a handsome Willis piano.

H. V. Roy, of the salesstaff of C. W. Lindsay, Ltd., spent the holidays in New York. Ubald Rose, the well-known amateur baseball player and salesman with the same firm, is once more around after being laid up for some time with a severe attack of the "flu."

Charles D. Patterson, wareroom manager and director of Willis & Co., Ltd., commenting upon December business stated that all makes had shared alike in a good month's turnover and compares most favorably with last year with a handsome gain.

W. W. O'Hara is well satisfied with the building up of a growing clientele that would seem almost unbelievable for the short time he has been in business. "It pays to give your customers service," said "W. W.," when discussing the increase in Sherlock-Manning plays and piano sales over the previous month.

"The total volume of business during December shows a handsome profit over the corresponding period twelve

# "Tonofone"

SEE PAGE 40

Arthur K. Kempton, 8 McGill College Ave., Montreal

month ago," said J. H. Mulhollin, the Evans Bros. representative, "and in fact we are agreeably surprised at our total sales for the year, and for 1919 we are going to do even better, at least this is the resolution of the New Year that we are starting out with."

Layton Bros. report that during the past month Mason & Risch players and uprights received the lion's share of trade whilst a large quantity of business materialized in Layton Bros. pianos.

W. J. Whiteside is giving Karn-Morris instruments vigorous representation, and the past 30 days gave indications of splendid trade in these makes.

"The greater proportion of our holiday business this year was made up of player sales in the Martin-Orme product," said Mr. Henry Hamlet, manager of Wm. Lee, Ltd. "This statement, of course, does not signify that uprights of this make were not also in demand as they were far from being neglected as our books will show. Bell art pianos were also in good demand. We had the best holiday trade we have experienced for some time," concluded Mr. Hamlet.

The Music Roll Library Department of Layton Bros. report big player roll business during Christmas and New Years.

Miss Pierce, of Almy's, Limited, stated that Otto Higel music rolls simply rolled out miles in length, and that sales were splendid.

Miss Hazel Leach, daughter of President W. H. Leach, of the Leach Piano Co., Ltd., recently sang two vocal solos at the McGill Conservatorium College of Music at the students monthly concert. The audience was a fashionable one, and Miss Leach acquitted herself with honors, an encore being demanded in each case.

Leopold A. Poulin, display manager of C. W. Lindsay, Ltd., spent the Xmas and New Years holidays at Sherbrooke, Que.

The school-children of Agincourt, a village of fine homes within a half hour's motor ride from Toronto, are fortunate that the community has an intelligent School Board. That Board decided favorably on a resolution to have music taught in the schools.

Never was such a time for selling Grafonolas and Records. Are you getting your share of the business?

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





### Mr. Manning Bereaved

*Eldest Daughter Passes Away*

Coming just before the Christmas season the bereavement that befel Mr. W. N. Manning, of the Sherlock-Manning Piano Co., London, was doubly tragic. His eldest daughter, Mrs. Gladys Nelles, wife of Major E. B. Nelles, succumbed to pneumonia following an attack of Spanish influenza, and it was not thought that she was seriously ill until within four days of her death. Deceased, who was only twenty-four years of age, was married on the return of Major Nelles from active service overseas by whom, and a baby girl four months old, she is survived. Mrs. Nelles, who was a child when her parents removed to London, was one of the most estimable young ladies of that city, and her untimely demise is deeply mourned by innumerable personal and family friends. Sincere sympathies are extended to Mr. Manning by members of the music trades throughout the country.

Mrs. Manning and another of his daughters were also victims of the epidemic but fortunately recovered.

### Cecilian Publicity in Hamilton and Woodstock

Some good publicity for the Cecilian lines of pianos and Concertphones has been noticed lately by two Western Ontario firms. The one is the Hamilton Piano & Music Co., Hamilton, of which A. E. Stadelman is manager, and which firm, in addition to its main store at 267 King St. East, maintains a branch store in the same city at 368 Ottawa St. North. The other firm is the Harris Music Co., of Woodstock, which, as the Journal previously announced, recently opened up there. Mr. Chas. Harris, the proprietor, is a thoroughly experienced piano man, and is making good headway.

### Advocates Music Memorial Hall

In an interview that appeared in the Montreal Gazette, Mr. A. P. Willis, president Willis & Co., Ltd., urged a memorial music hall as more suitable than monuments. The Gazette report follows:—

"When we think of the universal appeal of music, its solacing and up-lifting effect, it does seem too bad that we have not in this great city, any public hall where music might find its best expression," said Mr. Willis, in referring to the feeling now expressed in concrete form that a suitable memorial for the Montreal soldiers would be the erection and sustenance of a great public hall where the best music might be heard by the people.

"Surely, such a monument would be infinitely more benefit than a statue on the square or a monument in the cemetery. Music itself is something that never changes. You may change the words which you will sing; but you cannot change the music itself, which is indestructible. For instance, all peoples and creeds stand up and sing in their respective places of worship the 'Hallelujah Chorus.' The appeal is universal. When the war broke out I thought that both commercially and aesthetically music was dead or nearly. Why, the best singers came; the halls were filled; the people were enthusiastic. The whole was in a happy mood, enjoyed the music to the full; those who were in a sad mood were consoled. Why, we have had dozens of pianos through the agency of the Y.M.C.A., we supplied pianos to the soldiers at the front. We want music whether gay or sad—at all times; at the wedding and at death; but the point of interest is, that music uplifts the whole nature and gives it life fuller and richer meaning. Now all that being true, it is deeply to be regretted that we have no place in this city in which good and inspiring music could be suitably provided a hall; I do not know that the civic authorities would to the masses of the people would evoke enthusiasm.

"It would, indeed, be a fine thing if some of our wealthy men would link their names to such an enterprise."

"That would be immortality."

"It should be a very desirable form of immortality, no doubt."

"How would it do to put at the top of the subscription form the words: 'He that hath no music in his soul is fit for treason, stratagem and spoils.'"

"That might help not a little," said Mr. Willis laughing.

"I am in hearty sympathy with the idea; and was glad to see the interview with Mr. Hilsley in The Gazette yesterday. It was just the right thing. The question is how best to go about the enterprise. Montreal is sadly behind in the expression of musical culture."

"Now, it is not so much indifference on the part of the people, for I believe that what it needs is an enthusiastic lead; but we are lacking in public spirit. In every other country pretty nearly music has pre-eminent place for the inculcation of good music makes for good citizenship; and if you had good citizenship it would be an ample requital for the outlay on the hall. In the hurry of a commercial age the aesthetic side of nature is apt to be neglected; but music offers that corrective which is so much needed to create beautiful thoughts and emotions all of which are related to the uplift of the individual and the community. The matter has been broached at any rate; and it is to be hoped that the public will rally to the support of the idea."

### Record Expert Joins OkeH Organization

John A. Cromelin, general sales manager of the Otto Heineman Phonograph Supply Co., New York, has announced the appointment of H. A. Budlong as a member of the company's "OkeH" record division in an important administrative capacity. Mr. Budlong is one of the veterans and pioneers of the phonograph industry, having been associated with the Columbia Graphophone Co.'s factories at Bridgeport, Conn., for more than twenty-five years. During this quarter of a century, he occupied numerous important posts in the executive departments, and in recent years was assistant manager of the Columbia factories. He is thoroughly versed in all details of the record industry, and will doubtless render a great amount of invaluable service to the "OkeH" record division.

### Phonola Copy Running

Newspaper readers are becoming more and more familiar with Phonolas and Phonola records. Considerable good copy featuring these lines has reached the Journal office from different points. The ten Phonola models are illustrated and described in some advertisements while others concentrated on the Organola model and Phonola records. Among the retailers thus advertising the Phonola were the Royal Music Co., Peterboro; Minifone Music House, Sarnia, and the British Columbia Gramophone & Talking Machine Co., Ltd., Vancouver.

### Aeolian-Vocalion Artists

Colin O'More, the gifted Irish tenor, who is an exclusive Vocalion artist, was the soloist at the recent great mass meeting in Massey Hall, Toronto, addressed by Sir Arthur Pearson, the blind baronet, who has accomplished so much for the blind both in Britain and in Canada. Colin O'More's latest record is "The Snowy Breasted Pearl" and "Mavis," on Vocalion record 46002. Other selections by the same tenor are: "At Dawning" and "I Hear a Thrush at Eve," 22007; "Bonnie Sweet Bessie," 22002; and "I Hear You Calling me" and "Who Knows," 22006.

Maurice Dambois, the Belgian Cellist, was also a recent visitor to Toronto, under the auspices of the Women's Musical Club. Dambois was born in Liege. He made his debut before Her Majesty Queen Marie-Henriette of Belgium, at Spa, playing the Saint-Saens Concerto in A Minor, and was acclaimed a virtuoso at the age of 15.

May Peterson, prima-donna soprano of the Metropolitan Opera Co., has recorded a number of selections on Vocalion records that are considered very fine by vocal record enthusiasts.



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## Apologies or Record Service?

Selling talking machines at Christmas time is very gratifying indeed, but to continue Christmas prosperity it requires RECORDS.

To do record business a dealer must have RECORD SERVICE.

"HIS MASTER'S VOICE" dealers enjoy one hundred per cent.—twenty-four hour record service—every day in the year.

Do you sell "His Master's Voice" Records, or does your distributor give you APOLOGIES instead of RECORD SERVICE?

BERLINER GRAM-O-PHONE COMPANY, Limited

HEAD OFFICE AND FACTORY

MONTREAL

The Famous Victrola

Victor Records



## HIS MASTER'S VOICE PRODUCTS

are Wholesaled by the Following Firms

ONTARIO  
His Master's Voice, Limited  
156 Adelaide St. W.  
(Corner Spadina St.)  
Toronto, Ont.

QUEBEC PROVINCE  
Berliner Gram-o-Phone Company,  
Limited  
Montreal, Que.

BRITISH COLUMBIA:  
Walter F. Evans, Limited  
Vancouver, B.C.

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

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

NEW BRUNSWICK:  
NOVA SCOTIA:  
PRINCE EDWARD ISLAND:  
J. & S. McMillan,  
26 John, N.B.

BERLINER GRAM-O-PHONE COMPANY, Limited

HEAD OFFICE AND FACTORY  
MONTREAL



# Talking Machine and Record Section

CANADIAN MUSIC TRADES JOURNAL—JANUARY, 1919

## What About That Ten Per Cent?

WHEN the phonograph trades so promptly agreed to co-operate with the Government in the raising of funds to meet the extraordinary expenses incident to our being at war and with unhesitating patriotism submitted to the ten per cent. excise tax this was assumed by the trade to be purely a war measure. At the time this ten per cent. tax became effective some of the trade felt that five or even three per cent. would have been a high tax to impose and that some other lines might reasonably have been asked to share in the obligation, but nevertheless this additional burden was uncomplainingly accepted.

The ending of the war urges the pertinency of the trade considering whether to continue quiescent, or if this means of raising revenue is still necessary, asking that the rate imposed upon the phonograph business be reduced and some of the industries hitherto excluded from the requirements of this special taxation be invited to assume a share in the obligation.

Even during the war it was felt that an industry doing as much to uphold the Government morally and in business taxes, customs duties, war tax and patriotic contributions as the phonograph industries should not have been burdened to the extent of ten per cent., while lines with no greater and perhaps lesser claims to consideration were not required to pay this tax.

It was recognized that the first consideration of the country was the winning of the war and that money was necessary, hence the tax was assumed without a protest, though the phonograph business has claims of war service that other industries cannot present, in maintaining morale, in keeping up the spirit of the men in training camps, trenches and hospitals and the courage of those at home as well as continuing to give employment and using nothing to interfere with munition production.

If the camera and photograph supplies business for example, or the candy manufacturer, or the maker of footwear of which the chief attraction was costliness, or myriads of books published, should not have been called upon to contribute to the funds this ten per cent. was designed to raise, then why impose it upon the phonograph and record? The Journal understands that every photographic film sold represents a certain proportion of an important ingredient in high explosives yet amateur photography, which could have stood curtailing if necessary without injury to the public, paid no special excise tax. This, of course, does not matter now, but by comparison the phonograph and record performed the highest of patriotic service in the home and in the life of the soldier. Probably those who considered the line a logical victim for special taxation saw in it only an industry catering to the fancies of affluent munition workers and other workers who benefited by munition wage standards. The Journal believes that the war time demand for phonographs and records was accentuated more by the necessity in the homes of the people for that which would take the mind from the nameless horrors of the war and maintain the spirit of a more intimate home and family life that is so desirable an asset to a nation, and what was there more than music to do this?

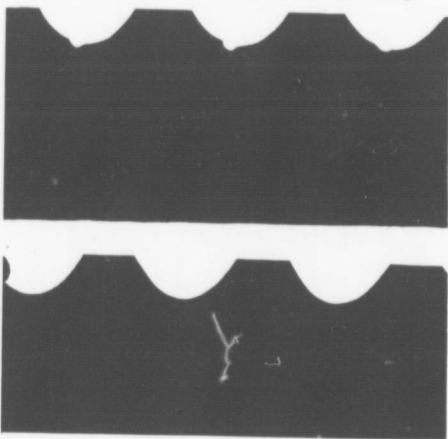
In what other way could such songs have been put in the minds, hearts and mouths of the people as, "We'll Never Let the Old Flag Fall," "Tipperary," "The Long, Long Trail," "Keep the Home Fires Burning," and many

others including the national anthems that have put heart and spirit into the men at the front, cheered their loneliness, reconciled them to hardships and even effected cures in the hospitals?

It looks to the Journal as if the importance of this item of ten per cent. excise tax justifies immediate and serious action on behalf of the trade.

## Flaws in Records

BY examining a record, handling it or playing it, the layman gets no conception of the trials and tribulations with which its progress is beset as it passes from the recording laboratory to the shipping department of the record factory. The soul of the record business is, of course, generally considered to be in the recording laboratory where sounds are so uncannily transformed into tiny irregular indentations on a disc of wax, so fine as to be invisible to the naked eye. This is a process complicated enough



Sectional views of two lateral cut disc records; enlarged 125 times. The upper view shows imperfections resulting from a flaw in the engraving tool, so small as to be invisible to the naked eye. The lower view shows the clean cut that is the record manufacturer's pride and joy.

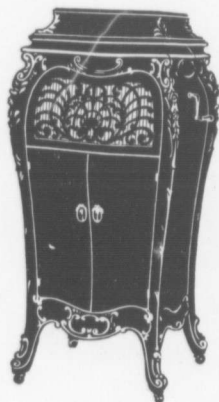
and in which is required an unusual degree of scientific skill, unlimited patience and perseverance and a diversified knowledge of chemistry, physics, applied mechanics, electricity, photography and much expert application apart from all these.

Even then there may be flaws so obscure that they cannot be discovered until the record is turned out and ready for shipment or even in use in the customer's home. Furthermore, the laboratory production may be perfect and the operation of pressing satisfactory but some unforeseen and unexplainable element of cussedness will get into the material from which the record is made. Lucky is the manufacturer if this is discovered before the records are shipped, but it may not be apparent for months. The work of pressing records then is a process demanding uninter-

GET THE FULL WEIGHT OF  
THESE TWO POINTS:

THE INSTRUMENT OF QUALITY  
**Sonora**  
CLEAR AS A BELL 

Sells for cash, not  
paper. It makes  
your assets money  
in the bank, not  
promises to pay.



THE INSTRUMENT OF QUALITY  
**Sonora**  
CLEAR AS A BELL 

owners always say—  
“I have a Sonora,”  
not “I have a phono-  
graph.” That little  
difference is a big one.

**I. MONTAGNES & CO. - TORONTO**  
Sole Canadian distributors of the Sonora, RYRIE BUILDING

rupted watchfulness and intensified application. Then there is the matter of plant which must never be neglected. The markets in which the materials are purchased too are necessarily studied as the weather expert studies the atmosphere, and they are just as uncertain and fluctuating.

The man whose business it is to print catalogues, high-class books and magazines is sure that he has more pitfalls to avoid than are in any other kind of manufacture, but the business of pressing records surely has him easily discounted.

### U.S. Judge's Unique Decision

Makes Copyright Laws For Canada

AS is well known, most records made in Canada have their original recordings in the laboratories of several of the large U.S. companies. Of course, as readers of this Journal have noticed, there is a recording laboratory in Canada to-day, but in spite of this, the greatest amount of selections are recorded originally in the United States, and the electros sent to Canada, where these electros are duplicated and the records manufactured.

It is with interest that we note in a recent action brought by a United States music publisher, Leo Feist, Inc., against the Columbia Graphophone Company, in New York, claiming a copyright royalty on records made in Canada from the selections recorded originally in the United States, that the Judge decided that in his opinion the greatest part of the work had been done in the United States, and consequently the pressing in Canada was entirely an evasion, thus giving the decision to the publisher. In other words, if we might apply the same thing to the book industry, we would find a United States publisher claiming copyright royalty on books printed in Canada, simply because the original electros were perhaps made in the United States.

We wonder if it would not be possible to apply the Judge's decision in the opposite way, and say that records recorded in Canada, having the copies pressed in the United States would not be subject to the U.S. copyright law.

We understand that, of course, this decision is to be appealed. It is certainly a most unique incident in the legal end of the talking machine business.

### Sound Box Thief Operating

A SOUND box thief is reported to be operating in New York. He is said to have been very successful in making raids during the holiday season. Only recently he got away with eight sound boxes from one store. In working his game the thief comes into the store and inquires if a woman and child are waiting for him to make a final selection of a phonograph. On being advised that such is not the case he asks if he may be permitted to wait a

few moments until they arrive. Permission being granted, he wanders about the store and in the booths, looking at the various machines, removes as many sound boxes as possible, then walks out.

The sound box thief has also shown up in some of our Canadian centres where he is helping himself as opportunity is offered.

### A Bright Future

AN interesting and significant phase of the talking machine industry is the relatively small demand for the cheap models. The progressive development of the business has been in the better grades. The public has developed a critical and discerning attitude toward the phonograph it proposes to place in its home. Prospective purchasers know something about what they want in tone reproduction and realize that they must pay the price to secure an article of musical and architectural merit.

Manufacturers and dealers who, a very few years ago, were catering to a twenty-five dollar limit soon realized the blunder. There is probably less effort to-day to sell a two hundred dollar machine than to persuade a buyer to decide on one priced below fifty-dollars. The development of any industry is not dependent upon regularly lowered prices but in adding refinement and improvements, and this has been the making of the phonograph business.

Undoubtedly the future holds out greater promise and greater encouragement than at any previous period in the history of the trade. The war's effect on the phonograph is to stimulate the demand for it. The soldiers that Canada sent overseas and the British, French and American armies particularly have had music in their lives as hundreds of thousands of them never before had opportunity. All the way from training camp to the trenches and back again to the hospitals music has been in universal demand. Pianos and players have been put at the disposal of the soldiers, but naturally enough the phonograph has been the universal musical instrument, and men who either through disinclination or lack of opportunity in civil life took no interest in the phonograph have become enthusiasts. The influence of these men alone in the home life of Canada will give music the greatest impetus it has ever had.

### More Record Business

CONTRASTING the business in records with the demand of four or five years ago one cannot but marvel at the transformation in the public attitude. The conversion of that part of the public, neutral or belligerent, toward the phonograph has been as effective as it has been rapid. Men and women who pride themselves on their intelligent discrimination and superiority of intellect have been changed from knockers to whole-hearted and very effective boosters.

The year 1919 holds great possibilities for every one  
handling Grafonolas and Columbia Records.

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



# Gentlemen! At Your Service

Each "Tonofone" Plays 50 to 100 Selections  
 3 "Tonofones" per Package 15¢  
**ARTHUR K. KEMPTON** MONTREAL CANADA

**USE "Tonofone" ONCE**  
 You will Never Again be Satisfied  
 with any other Needle

Reduced to 7/8 of actual size

Mr. Arthur K. Kempton,  
 8 McGill College Ave.,  
 Montreal, Canada.

1919

Dear Sir:—Without obligation to us, send to following address samples of TONOFONE  
 Needles, prices and full details of selling plan.

Name.....  
 Address.....

Even music teachers, about the last to yield, have acknowledged the advantages to themselves of a general use of the phonograph.

It is the record that has built the phonograph, though, of course, the greater the number of machines in use the greater will be the demand for records, but it is through the desire for music that the machines are marketed, not merely for pride in ownership of a machine.

The record enthusiasts in the trade contemplate with the greatest of satisfaction the phenomenal demand for records for gifts that characterized the Christmas rush of 1918, and a "rush" it certainly was. The public has caught on to the gift idea as related to records, and it is the most natural idea in the world that a phonograph enthusiast should think of records as gifts for his friends, especially when the idea was helped along by good advertising that also suggested appropriate selections. This, in itself, is a most pleasing aspect of the record business.

Those intimate with the production and marketing of records promptly predict that this year's sales will materially eclipse the business of 1918, the greatest in any single year to date, and they also predict that the greatest expansion will continue to be in the better music that the more it is heard the more it is appreciated.

Peace year should be Canada's greatest music year, and it remains for each individual dealer to do his part in making it so.

### Music in the Schools

HERE and there a progressive Board of Education bows up, showing its progressiveness by introducing music in the schools through the appointment of a supervisor. As each community adopts what actually is, but should not be, an innovation some other community is influenced in favor of music. So the good work spreads.

This Journal has always advocated the possibilities for business arising out of getting the phonograph into the schools, but dealers have been too busy on profitable prospects to give the time to selling the idea to the various individual members of Boards of Education. Perhaps the trade is just as far ahead by letting matters take their course but we seem to have arrived at the psychological time to go after the school business. There are in different parts of the country members of the music trade on the local board of Education and they can be depended upon to do their part, but it is doubtful if the music dealers throughout the country have taken all the advantage that they might from forcing upon candidates in municipal elections, and especially those contesting seats on the board of education the conviction that the school children must not be deprived of music.

### Put the Records in Stock

WHETHER it is records, pianos, ice-cream, boots, gas-line launches or anything else the people want they go to buy them where they get service. Service is a very comprehensive word. In its relation to records service means, among other things, the carrying of the records in stock,—not just in the catalogue—right on the shelves in the retailer's store, ready for instant delivery. Anyone can imagine how long the ice-cream dealer or the cigar store would last on a basis of selling from catalogue, then why expect to win a flourishing record business without a comprehensive stock of records?

Some of the dealers in the smaller places imagine that their territory does not justify more than a few records in stock, and it never will if that is the limit of their ideas. People soon learn to go where they can get service, and regardless of how highly they may esteem the local dealer and how much they wish to patronize him they are not going to defer their purchases subject to his ordering them from the wholesaler.

The record catalogues show a very small per centage of unsaleable titles, or, in fact, none at all, either by reason of greater pains being taken in their selection or the public taste having become more comprehensive or both.

### Catering to the 75 per cent.

"KEEN observation leads me to see that we have been losing business by not catering more to the women shoppers," said a bright, Alberta talking machine dealer to one of the Journal editors. The Journal asked for further particulars of these observations, and was told something like this: "Since coming to the conclusion stated, I have talked the matter over with successful retailers in other lines than musical goods. The consensus of opinion is that women make over 75 per cent. of the family purchases, today. The average man hates to shop. He is disposed to hand over to his wife the necessary cash for the thing they have decided to buy and say: 'Go and get whatever suits you, but don't ask me to tramp around looking at things.'"

"A woman is no longer tied in the home with household duties all day. She has more time for shopping. She enjoys it. To her it is a pleasure to go from store to store looking at all competing lines. She studies the newspaper advertisements and circulars that go to the house. She has the faculty of going into the details of various products. From now on my policy is going to be—specialize on securing the interest of the women shoppers."

If it be true that women do 75 per cent. of the buying, the policy of the dealer just quoted looks to be sound. Why should not more advertisements of instruments and records be directed to prospective women shoppers?

### A Good Store Letter

ONE of the live talking machine departments the Journal has heard of issues a brief, telling, monthly letter to the store's record customers each month. In these letters the personal touch is always evident. For example here is a sample of one that went out with a recent bulletin of the month's new records:

Dear Madam:

You have visited our store upon several occasions when it has been impossible for me to serve you personally. But I have know of your visit and appreciated it. I trust that the records you purchased are giving you and your family pleasure and entire satisfaction.

At any time you are in the store, and you cannot locate the particular selection you desire, please ask for me personally. I want you to be served well for it is friendly customers like yourself that enable us to conduct our business successfully.

Just this week we received a large shipment of the latest records. They are about the best list of selections we have ever had. Would you drop in at your convenience and hear some of them. In the meantime we enclose a bulletin listing and describing these new records.

Yours very truly,  
White's Music Store  
A. B. BROWN,  
Manager Phonograph Department.

### "The Lure of Music"

There are many hundreds of thousands of people who would be more appreciative of their records and rolls and of the musical programmes heard by them if they knew something about the particular work being played or sung, something about the why of its origin, and had an insight into the personality of the man or woman who composed it. There are, of course, prose, dry old volumes that give a fund of statistics but are as void of sentiment as pig iron, and consequently have no appeal to the masses.

Olin Downes, musical critic of the Boston Post, has evidently realized this fact for he recently produced "The Lure of Music," which has been published by Harper Bros., of





## MUSIC SUPPLY CO.

JOHN A. SABINE

C. R. LEAKE

36 Wellington St. East

TORONTO

---

LARGEST COLUMBIA JOBBERS IN CANADA

---

## Period Grafonolas

Several new models now ready

### Motrolas

(Sole Canadian Agents)

### Needles

Immediate delivery

### Albums

Large stock of all supplies



New York. This is a work with a strong appeal for the musically educated and for the ordinary, everyday citizen who has a liking for music, but is handicapped by a lack of a knowledge of what is all about.

Columbia dealers particularly, will be glad to get this volume into the hands of as many of their customers as they possibly can, for in referring to the different compositions of different writers Mr. Downes gives the Columbia record numbers. In addition there is at the end of the book an index of the different titles referred to with page numbers so that the reader may use the book as a reference volume so far as this list is concerned, which is quite an extensive catalogue of classics.

Mr. Downes has given his talks about the various composers that appealing touch of intimacy that gives the reader a more personal knowledge and hence a keener interest in his accomplishments. Thirty-two of the world's leading composers are biographed in "The Lure of Music," and there are a number of portraits of ancient and modern composers.

"A friend of mine had a graphophone," said the author, in his foreword, "which he occasionally enjoyed. He used to say that he 'wasn't musical, but he knew what he liked.' His repertoire was small, but pleasing to him, since, thanks to the records, he had become acquainted with some half dozen pieces of fairly good music, and could even whistle scraps of them from memory.

"He never knew how musical he was until he chanced one day on a paragraph, in a book his daughter was reading, about one of the compositions that he liked. He suddenly realized that this composition told the story of an episode in the life of another man, a human being who lived, struggled, rejoiced, and narrated his experience in the language of tones.

"Having read the story he played the record over again, and discovered that it meant far more to him than it ever

had before. He wondered whether there were stories about his other records, and after much searching obtained a little information on the subject that now absorbed his leisure moments. He then invited a number of friends to his home and read them the stories of the records which he played. His friends were delighted and surprised to discover all that the music, thus explained, meant to them.

The Columbia Graphophone Co., Toronto, and their distributors are filling orders for "The Lure of Music," which no retailer should overlook reading carefully.

### Talented Musician Deceased

Music circles in Toronto have lost an active and talented member in the death of Mr. A. L. E. Davies, who returned to Toronto about three months ago after an absence of a couple of years to take charge of the Robert Simpson Co.'s music department. Mr. Davies was well known in trade circles as well as to the music fraternity having been actively connected with it for many years. Some years ago he was connected with Whaley, Royce & Co., Ltd., and later was manager of the A. H. Goetting Canadian branch until it was discontinued.

Mr. Davies was one of the organizers of the Mendelssohn Choir and conductor of the children's chorus in connection with that body, and until his removal to Buffalo was a member of the executive of the choir. He was also choir-master of Metropolitan Methodist Church, and at the time of his death was choir-master of Bloor Street Baptist Church. A widow, his two sons and two daughters survive.

Business is only a form of teaching. You teach people to desire your product; that is selling. You teach workmen how to make the right product; that is manufacturing. You teach others to co-operate with you; that is organization. To succeed in business, it is necessary to make the other man see things as you see them.

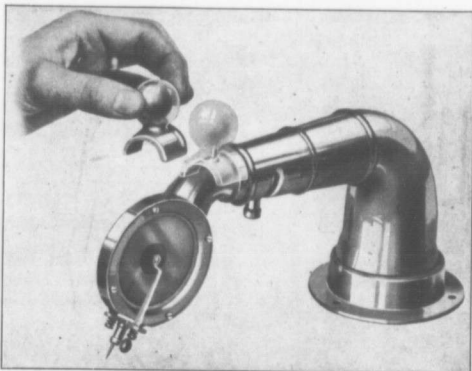
## Manufacturers Attention !

*You should know  
all about the*

### Kempton No. 4 Jumbo Tone-Arm

It plays all records perfectly. When shifting from Victor to Edison positions there are no adjustments to make. Long telescopic neck allows arm to be made different lengths. Punched Sound Box Clamping Ring prevents gasket from working out. Best mica used—cannot work loose. All parts machined to make perfect mechanical fit. All moveable joints under spring tension.

It is a massive design; gives good reproduction and is the handsomest tone-arm on the market.



"See that Weight?" It is used only in playing Pathe type records. On large contracts this weight can be made up as an individual trade mark.

**Arthur K. Kempton, 8 McGill College Ave. Montreal**

Starr  
PhonographsGennett  
Records

# QUALITY

THE CROWNING ATTRIBUTE OF

## A STARR PHONOGRAPH

IS ITS MARVELLOUS TONE

An all-wood horn and throat of finest quality Adirondack silver grain spruce, colors the overtones until you have a reproduction of unrivalled purity and naturalness of tone.

**Plays all Records  
Perfectly**

Some sound-box diaphragms reproduce high notes well, but are poor on low notes. The Starr Reproducer handles all tones equally well.

**The Real Difference  
is in the Tone**

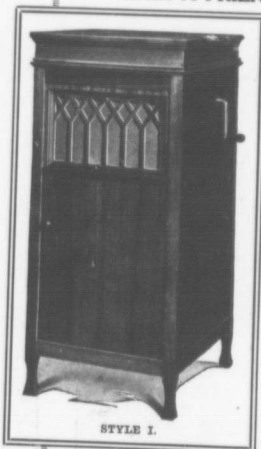


**Tone Arm of  
Brass**

Short travel and few turns for sounds. Brass least affects sounds. Powerfully pure tones, untinged, undiminished, thus travel onward.

**Turns Owners into  
Enthusiasts**

**SELL A STARR AND  
GAIN A FRIEND**



**Puts the Spark of Life  
into Dead Trade**

There is good Profit in the Starr Agency. This field hasn't been scratched yet.

**Do you know how fine Starr Phonographs  
and Gennett Records really are?**

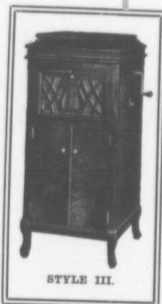
Here is a phonograph that is distinctly different.

Starr phonographs and Gennett records offer the dealer exclusive features found in no other one make.

The incomparable tone of the Starr is the  
result of two hundred years of tone building

Manufactured by

**Starr Piano Co., Richmond, Ind.**



**The Starr Company of Canada**  
London                      265 Dundas St.                      Canada

Gennett  
RecordsStarr  
Phonographs

Starr  
Phonographs

## How Will Your 1919 Business Start?

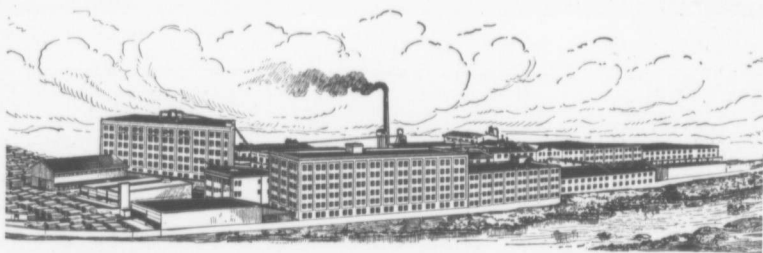
Gennett  
Records

Will your New Year's sales start off with snap and speed and keep up the pace, or will they lag despite your best efforts?

You choose between good business and mediocre selling when you choose your phonograph line. Choose

# Starr Phonographs and Gennett Records

and you put behind your sales efforts a line which backs them up in every respect. Handsome in design, beautifully finished, with charming tone.



Factories behind the Starr proposition, covering 35 acres of land, with 384,687 square feet of floor space.

The right time to link the Starr name  
with your name is NOW

**The Starr Company of Canada**  
London                      265 Dundas St.                      Canada

Gennett  
Records

Starr  
Phonographs



**T**HE Phonola is not "assembled."

It is "built." Every detail in its construction is aimed at the one result—to make a strictly high grade musical instrument. That is what gives the Phonola Line individuality.

## The Phonola and Phonola Records

### The Combination for 1919

Thinking dealers have good reason to part company with those who bewail looked-for depression. Canada's foundations—agriculturally, financially, and socially—were never so strong as they are now.

We've learned to finance our own undertakings. The nations of the world are our customers. There's room for millions more people in our land—and development work for them to do.

Musically, every home now is beginning to see the necessity of music. The returned soldiers in settling down will create thousands of new homes, and they all know that life without the phonograph is impossible.

PHONOLAS and PHONOLA RECORDS will be sold on a bigger scale than ever. Are you a Phonola dealer? The line includes a design for every taste and a price for every purse.

And remember PHONOLA RECORDS. Write for the monthly lists of new records.

**The Phonola Co. of Canada, Limited**

**KITCHENER :: CANADA**

## Montreal Talking Machine Trade Reports

IN comparing holiday business of 1918 with 1917 it shows a large and healthy increase, according to the reports of the dealers. One particularly good aspect was the proportion of cash business and the demand for the higher grade and more expensive models, the call for which is steadily growing. There never has been a year when the talking machine manufacturers and the individual dealers invested so much money in Printer's Ink. All phonograph stores took on fancy dress and blazed forth in brilliant array. It has been the case in Montreal, particularly during the past year, that phonograph and piano show windows have been prime factors in bringing the festive spirit to the passer-by, their attractive and esthetic displays lending the refined touch of the joyous period, all of which had telling effects in business. The consensus of opinion among the dealers is that the return of thousands of men must have a stimulating effect on phonograph demand. One dealer, whose business, one thinks, could not have been better, voiced the opinion that had the war not stopped so abruptly the phonograph business of December would have been even greater. He based his opinion on the fact that munition workers fully expected to have had employment six months after the conclusion of the war, but instead of this were practically let out on a moment's notice. A great many of them had planned to invest in phonographs or pianos for Christmas gifts to the family, and something they considered could not be afforded ordinarily, but their incomes being suddenly shut off and they now have to content themselves with utilizing their savings to meet ordinary living expenses until they find employment.

"Our holiday business was remarkably good," said Charles Culross, referring to Sonora and Aeolian-Vocalion lines, and his warehouses represented "some clean up" which could not have been more complete if he were going out of business.

S. H. Brown, retail salesmanager of the Berliner Gramophone Co., Ltd., had Christmas dinner at his home town of Providence, R.I. On his return journey he visited trade friends in Boston. "Biggest business on record," said he, discussing holiday trade. "People who have been earning big wages the past year have saved their money and what could be more to their liking than a gramophone? They had always coveted one and when they had the money a Victrola naturally suggested itself to them. On Christmas Eve we were cleaned out of all cabinet models. This year as in other years our Record Christmas Gift Certificates proved most popular." Mr. Brown reported that the demand for records had never been so great.

"We are proud of the business transacted during December, and we have yet to hear of a complaint regarding the

# "Tonofone"

SEE PAGE 40

Arthur K. Kempton, 8 McGill College Ave., Montreal

delivery of machines made on Christmas Eve," said Geo. S. Pequegnat, manager of the Phonograph Shop of Montreal. Registered service is Mr. Pequegnat's specialty. This firm were entirely cleaned out of McLagan Art Styles, and could have disposed of more had they had them. Pathephones sold constituted all types, exclusive of table models, Queen Mary and William designs proving most popular, and Aeolian-Vocalion lines were great favorites. 75 per cent. of the machines sold were for spot cash. This big business was made possible by the large stock on hand which, owing to Mr. Pequegnat's foresightedness, was ordered months ago; he figured on heavy holiday sales. It was noticeable that the business was pretty well divided between English and French buyers. Mr. Pequegnat proposes visiting the McLagan factory at Stratford during their exhibition, Jan. 13th to 24th.

The Phonograph Shop of Montreal, Reg'd., are now advertising in the Montreal street cars and have a series of well prepared illustrated cards which they are using, giving publicity to the various lines they feature.

Anna Case, the Edison artist, will, during January, give a concert in His Majesty's Theatre for the benefit of the Montreal Association for the Blind, of which Phillip E. Layton, of Layton Bros., Edison dealers, is one of the leading workers.

The Brunswick Shop recently donated a Brunswick phonograph to the Army Service Corps Military Benevolent Association. Massicotte and Renaud have registered as dealers in phonographs.

Foisy Freres, Inc., are exceptionally well pleased with the past year's business and the month of December in particular. The enormous demand for "His Master's Voice" products during the closing months of the year has naturally been reflected in the business of this firm who have a large following.

Almy's, Ltd., Grafonola department reports that on the Saturday previous to Christmas nearly five hundred Columbia records were sold in addition to a large number of Grafonolas of various types.

Optimism was the keynote of the remarks of C. W.

Records for the kiddies! Remember the little folks in your selling. Every dealer ought to cash in on Columbia Children's Records.

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



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# Here's Record Service For You

## 3 out of 5000

**T**HE wind-up of the greatest Christmas rush of the best year in His Master's Voice history found us with only 3 titles out of 5,000 that we couldn't deliver. These 3 were not immediate special hits, but standard titles probably included in some order to take the place of anticipated sales.

### Only 3 out of 5000

How was it done? We marvel at it ourselves. In the first place the factory at Montreal always gives us 100 per cent. deliveries and does it immediately. We do not have to wait until the records are pressed. No matter how often or how many we order we always find the factory with a stock of every number.

### How We Do It

We are accused of being "service-mad." We admit it. It's our boast. Our customers are the reasons. Filling His Master's Voice orders the SAME HOUR is our mania. "Filling them the same day" is of no further interest—each day has 24 hours, and what is there to be proud of in getting shipments away on the night train if there's a middle of the forenoon train? When people want His Master's Voice records they want them now, and that's why the order, once it reaches us, is kept moving until the goods are in the hands of the Express Co., usually a matter of about 37 minutes. There are 4 telephone wires direct to our order-department, used for nothing but customers' orders.

Can You Get This Service Anywhere Else?

Are You On To His Master's Voice Record Service?

## HIS MASTER'S VOICE LIMITED

Sole Ontario Distributors of His Master's Voice Products

196-198 Adelaide St. West

(Corner Simcoe)

TORONTO

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Lindsay, Ltd., regarding business for January. Referring to the month just concluded they stated the call for Columbia and Sonora machines had been more insistent than they have ever experienced.

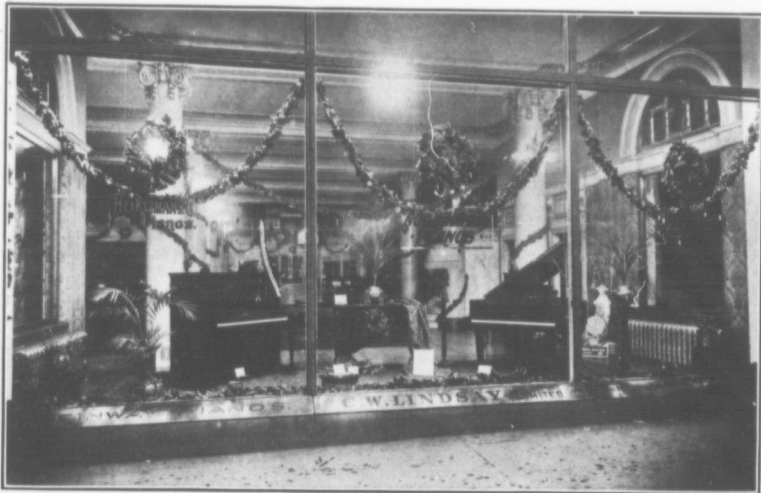
The Cosmopolitan Graphophone & Piano Co. have opened up at 748 St. Lawrence Blvd., where they are specializing in Columbia Grafonolas and Columbia records.

Pathe Freres Phonograph Co. of Canada, Limited, represented in the Province of Quebec by Robert W. Burgess, with headquarters at the New Birks Bldg., are building up an extensive trade from this branch. "I do not know which is worst, having phonographs that do not sell, or not having phonographs that do sell, and not being able to fill orders," remarked Mr. Burgess, as he surveyed a big bunch

share, which we could have doubled had we had sufficient stock on hand."

V. Sgroi says that, "If any lingering doubt remained as to the superiority of the Edison and Columbia lines it seems to have vanished if we are to judge by the demand for these makes. Every instrument sold seems to bring another customer."

Layton Bros. states that its Grafonola Club, inaugurated by them, was the means of increasing their phonograph business 400 per cent. during the month of December. Comparing the total volume of 1918 as against last year the increase is very much in favor of 1918. Edison machines and records as usual were well represented in the month's business.



AN ARTISTIC LINDSAY WINDOW.

One of the most interesting and artistic Christmas decorations was without doubt the one shown by the firm of C. W. Lindsay, Limited, Montreal. The window display in the accompanying photograph was created by Leopold A. Poulin, one of the most successful members of the Lindsay sales staff. About nine months ago Mr. Poulin was placed in charge of the window displays and he has made good. The one shown above, featuring Nordheimer products, consisted of one parlor Grand in choice mahogany with silk Italian Renaissance damask scarf artistically thrown over one corner and draped down with inscription placed upon damask in white and shaded colors (Christmas Gifts Supreme) all the arrangement mentioned placed upon rich Persian rug covering the whole window floor space, piano lamp with plain silk shade, natural palms and ferns, wreaths with ribbons, and festoons of green laurel elaborately displayed, using the rich permanent decoration of interior of main salon as a back ground. The light effect was most attractive, being of maxoon shade which changed the general aspect of window display to one of individuality. Mr. Poulin deserves congratulation, and this display featured at the Montreal headquarters of C. W. Lindsay, Ltd., contributed materially to the success of their Christmas and New Year business.

of unfilled orders on his desk for Pathephones and Pathe records.

The Canadian Graphophone & Piano Co. report a large number of Grafonola sales during the holiday season, principally between Christmas and New Years, as the French population observe New Year's Day more as a National holiday than they do Christmas. "Our sales of Columbia records surpassed our fondest dreams," said Mr. Gagnier.

Mr. R. Ramsperger, manager of J. W. Shaw & Co.,'s phonograph department, in which Columbia lines are featured, reported a big holiday season trade.

"We endeavored to satisfy everybody in filling our orders," said Manager Depocas, of the Canadian Graphophone Co., wholesale jobbers of Columbia products in the province of Quebec, "but we were so flooded with orders for machines and records at the last minute that it was impossible to prevent disappointments. Christmas trade was never so good, and we were certainly accorded our full

Miss Avard, well known to the talking machine trade in local circles through her long connection with Foisy Freres and through her association with Mr. Depocas in which they formed the Canadian Graphophone Co., was married to Mr. Hamilton of S. Laurent, Que. The Journal joins a host of friends in extending very best wishes for their happiness.

"It would be hard to parallel the success attained by the the makers of the Pathephone in Montreal and elsewhere," said N. G. Valiquette, Ltd. "We find our business in this direction growing constantly. We had much evidence of the increasing popularity of this phonograph during the month of December when our sales totalled the largest since the establishment of our phonograph department."

"There can be no two opinions as to the feeling of the people towards the Brunswick phonograph," said Peter S. Berling, manager of the Brunswick Shop, "as our orders books will bear ample testimony as to its general popularity. Inquiries were good and sales better, and the only



*The*  
**Brunswick**  
ALL PHONOGRAPHS IN ONE

## CARRY ON IN 1919! The Business Future in Canada

CANADA faced the war unitedly and resolutely. We do not want to face peace irresolutely and distractedly.

We come out of the war so much strengthened in all respects that the world recognizes Canada as a "Fighting Nation," a producing country, and a moral.

Yet there are those who would decry "hard times"—prophets of woe who may convince the weak-spirited. There are divisions of opinion where there should be only one.

Inflation is bad!

But there are other ways of deflation than by panic and ruin.

Canada has the opportunity of a lifetime right NOW. The war has made her an exporting nation rather than an importing one. It is up to every citizen to help continue this condition—to increase exports.

They can do this by buying and boosting what Canada produces. Deal with established firms and goods rather than fly-by-night concerns and goods that are here to-day and gone to-morrow (this applies to Phonographs too).

Don't be afraid to expand: the coming period will be a notable one in Canada's history.

We can all find an antidote to domestic inflation in expansion of trade, and can earn high wages and good profits by serving the world.

We are facing an opportunity rather than a crisis, and have only to choose between listening to the counsels of our practical men or to those of theorists.

Which are you listening to?

*-- just you hear the Brunswick!*



THE MUSICAL MERCHANDISE SALES CO.  
TORONTO MONTREAL WINNIPEG

Sole Canadian Distributors:

General Offices: Excelsior Life Bldg., Toronto

Branches: Montreal and Winnipeg



disturbing feature to our holiday business was our inability to handle all the business that came our way, owing to lack of sufficient stock on hand."

We are glad to be able to chronicle a substantial increase as compared with the corresponding month a year ago," said J. Donat Langelier. "The appreciative qualities of 'His Master's Voice' lines told in many instances and numerous selections were made."

The Ontario Furniture Co. and Wilder's Music Supply Co. informed your correspondent that they found business exceptionally active in the demand for Celeste machines, and were well pleased with the volume of holiday business and the past years operations as a whole.

J. J. Flynn converted large number of followers to the Musicphone, the merits of this phonograph appealing to many buyers.

"Our trade in Disc-O-Phones is steadily increasing, and they are enjoying large sales every month. Holiday shipments to outside points have been most encouraging," said J. Donat Langelier, Ltd., the manufacturers.

W. W. O'Hara was well satisfied with his first December business. One gratifying feature was the large proportion of cash business and heavy initial payments made on Columbia Grafonolas. Buyers were very much impressed with the Sherlock-Manning phonograph de luxe which Mr. O'Hara has already introduced.

The record library of the Phonograph Shop of Montreal, Reg., is one of the best assorted in the Dominion both in popular and operatic selections from the repertoires of Pathe, Aeolian-Vocalion, and Gennett.

N. G. Valiquette, Ltd., recently devoted considerable space to selections of the Paris Symphony Orchestra, available on Pathe records. This world-famed organization will give only two performances in Canada, Montreal being the chosen city.

More than average results were apparent at the warehouses of Wm. Lee, Ltd., and their phonograph department in charge of Miss Vibert showed splendid holiday results, that by comparison made December of last year look very insignificant.

"Columbia and Edison Amberola lines were brisk, and even at that we felt strong enough to refuse more than one long-winded sale, confining ourselves largely to cash business or substantial initial deposits," said Miss Vibert.

So great was the demand for Columbia Grafonolas and Sonora phonographs that C. W. Lindsay, Ltd., in order to sustain their reputation as the "House that keeps its word," had to hire a string of cabs on Christmas eve in order to deliver all phonographs as promised. One passing their warehouses late on Dec. 24 were treated to a spectacle not very often witnessed, sleighs lined up one after the other

containing phonographs. As fast as one would leave another would take its place.

Business has shown considerable activity the past month with the Berliand Phonograph Co., Ltd., and sales of the Brunswick, which this firm handles exclusively, were good. "The biggest Christmas trade I ever had since I have been in business as a phonograph dealer," said Mr. Berliand.

"The real excellence of the line we have to offer is making our phonograph parlors more and more popular with the better class of phonograph buyers," said W. J. White-side. The popularity of this firm's leading line was strongly emphasized the past month when they were practically cleaned out of all Victor models, the demand being confined largely to the cabinet types; "His Master's Voice" records as usual scoring first place in the month's total volume of sales.

"We had a strenuous time," said Tom Cowan, of the Cowan Piano & Music Co., "but we lived up to our reputation of service at all costs, and now that the holiday season has passed we can look back and wonder how it was done. Waiting on a dozen or more customers at one time, demonstrating records, trying to explain the many features of the Brunswick. It has so many talking points, you know. Briefly, we sold a large number of machines, and every phonograph sold means another, as we always give satisfaction with every machine we sell and follow our customers up afterwards to make sure they are thoroughly satisfied."

#### Rosa Ponselle, New Columbia Artist

The Columbia Graphophone Co. has announced that arrangements have been consummated whereby Miss Rosa Ponselle, dramatic soprano of the Metropolitan Opera Co., who made a sensational debut recently at the Metropolitan Opera House, will record exclusively for the Columbia library. Miss Ponselle's records will be announced in the very near future. The rise of Rosa Ponselle in the musical world is meteoric, to say the least, as less than a year ago she was a member of the vaudeville team of Ponselle Sisters, which was then playing in the leading vaudeville houses. While this act was appearing in New York, Wm. Thorner, well-known singing teacher, chanced to hear it, and was so impressed with Miss Rosa Ponselle's voice that he arranged to give her a course of lessons in operatic singing. She was coached in the preparation of difficult operatic roles by Romano Romani, operatic conductor for the Columbia Graphophone Co. As soon as Miss Ponselle had completed her course of training, the Metropolitan Opera Co.'s musical critics assembled to hear her, and she was engaged for this famous organization after her first trial.

She appeared at the Metropolitan Opera Co. this sea-

"A Joy too Deep for Words"—but music can express it.  
These are joyful days—and Columbia music plays its  
proper part.

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



The

Universal Tone Arm  
Art Piano Finish

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# Peerless Phonograph

entered the talking machine field without any display of advertising, and on merit alone proved its claim to rank as second to none.

Made by musical people for musical people it satisfied both the dealer and his customers.

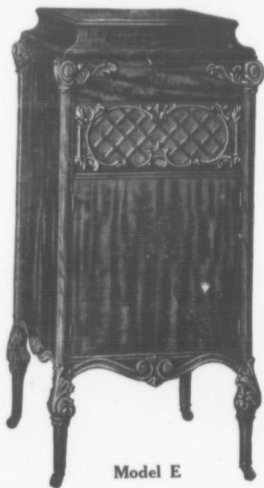
Don't overlook the *Peerless* when placing your orders for 1919.

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Automatic Brake  
All Cabinet Styles

The Harry E. Wimperly Co.  
Ryrie Building  
TORONTO

The  
**Gerhard Heintzman**  
For Better Business



Model E

The achievement of half a century in the production of the highest grade of musical instruments.

It is developed on correct principles of acoustics and sound production.

It carries with it all the prestige of the Gerhard Heintzman name.

Over 40,000 music-loving homes know the merit this name means.

All the refinements of phonograph development are represented in the Gerhard Heintzman.

It is an unusually lucrative agency.

**Gerhard Heintzman Limited**

Sherbourne Street

Toronto, Canada

# Otto Heineman Phonograph Supply Co. Inc.



25 West 45th Street, New York

**FACTORIES:**

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

**BRANCH OFFICES:**

CHICAGO, ILL.  
PORTLAND, ORE.  
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TORONTO, CANADA



Hill and Dale Cut

Play with either a sapphire or steel needle

## VICTORY MUSIC

WILL WELCOME "THE BOYS"

ORDER A FRESH STOCK OF "SMILES" AND THESE OTHER BIG HITS

1101—SMILES, Slow Fox Trot.  
Djer Kiss, Waltz.

1074—OH, HOW I HATE TO GET UP IN  
THE MORNING.

Good Morning, Mr. Zip, Zip, Zip.

1072—I'M SORRY I MADE YOU CRY.  
I Hate to Lose You.

1107—TELL THAT TO THE MARINES,  
Irving Kaufman.

Ring Out Liberty Bell, Sterling Trio.

1096—EVERYTHING IS PEACHES DOWN  
IN GEORGIA, Collins and Harlan.

Lovin', Ada Jones.

1110—MY BELGIAN ROSE, Henry Burr.  
Dreaming of Home, Sweet Home,  
Miriam Fink.

1086—SMILES, Vocal Duet, Ruth Lenox and  
Franklin Kent.

Since I Met Wonderful You, Sam Ash.

1073—WHEN YOU COME BACK, Sterling  
Trio.

Hearts of the World, Chas. Hart.

1108—OH, HOW I WISH I COULD SLEEP  
UNTIL MY DADDY COMES  
HOME, Henry Burr.

What a Wonderful Message from  
Home, Henry Burr.

1099—THE MISSOURI WALTZ.

I'm Gonna Pin a Medal on the Girl I  
Left Behind, Fox Trot.

1106—I AIN'T GOT WEARY YET, Arthur  
Fields.

K-K-K-Katy, John McDermott.

1112—DEAR OLD PAL OF MINE, George  
Lambert.

I'm Gonna Pin a Medal on the Girl I  
Left Behind, Harry Ellis.

AND OTHER BIG SELLERS

10 Inch Double Discs

Immediate Delivery

Canadian Branch:

172 John St.

Toronto

*Otto Heineman*  
President

# Otto Heineman Phonograph Supply Co. Inc.

25 West 45th Street, New York

**FACTORIES:**  
NEWARK, N.J.  
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TORONTO, CANADA



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## HEINEMAN and MEISSELBACH MOTORS

because they are recognized the world over as the best horizontal and vertical spring motor values obtainable. They are offered to the trade with an iron-clad guarantee from the world's largest manufacturers of phonograph motors.

Be sure to order NOW your requirements for 1919, which will be the biggest phonograph year yet.

Canadian Branch  
172 John St.  
Toronto

*Otto Heineman*  
President



# MEISSELBACH



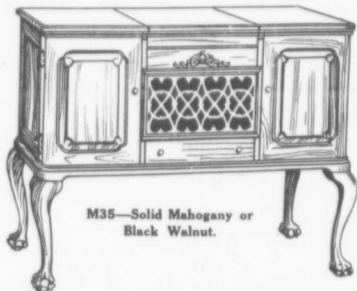
TONE ARMS

# MOTORS

SOUND BOXES



M44—Solid Mahogany or  
Black Walnut.

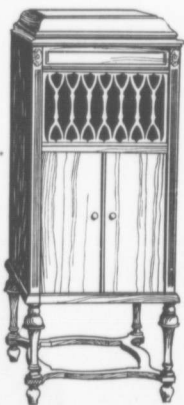


M35—Solid Mahogany or  
Black Walnut.

## The Public Wants Originality

THE McLagan is first of all the most complete and modern instrument of musical production that the most exacting musician could desire. It has every up-to-date feature, including universal tone arm, wood sound chamber, automatic stop and tone control. It plays all records. Above all, its pure, sweet, full, round tone is a revelation to your customer every time you demonstrate. It sells McLagan Phonographs.

Nowadays the careful buyer is looking particularly at cabinets, too. The McLagan cabinets afford the **originality of design that captures sales**. They're a real departure from the commonplace designs—true reproductions in favorite period principles of design, but original in interpretation. Every cabinet reflects in its nicety of workmanship and finish our more than thirty years of experience. Sell the



M16—Quartered Oak,  
Mahogany or  
Walnut.

# McLagan

We emphasize this cordial invitation.

Meet us at the

## Stratford Furniture Exhibition

### January 13th to 24th

See the complete McLagan line on display. No dealer should fail to look into this opportunity.

## The GEORGE McLAGAN Phonograph Division

(The George McLagan Furniture Co., Limited)

### Stratford - Canada

son, making her debut in "La Forza del Destino," and newspaper critics proclaimed her as one of the musical "finds" of this generation. Her position in the operatic world has been strengthened since her debut by her successful appearances in several difficult roles.

## NEW RECORDS

### Edison Amberol Records for February

- ROYAL PURPLE RECORDS—\$1.50 Each**
- 29017 **The Americans Comel** (Foster) Baritone, Orch. Acc. Arthur Middleton.
- 29014 **L'ultima Canzone (The Last Song)** (Tosti) Baritone, in Italian, Orch. Acc. Taubino Paris.
- 29016 **Ninety and Nine** (Sankey) Contralto, Orch. Acc. Christine Miller.
- REGULAR LIST—90 Cents Each**
- 3058 **A Little Birch Canoe and You** (Roberts) Tenor, Orch. Acc. Manuel Roman.
- 3048 **Andante—Concerto, No. 2, in D Minor** (Goldschmann) Violinello, Piano Acc. Josef Adler, Wilhelm Willeke.
- 3047 **Artist's Life Waltz** (Strauss) American Symphony Orchestra.
- 3052 **Creole Belle** (Lampe) and Soldiers in the Park March (Monckton) New York Military Band.
- 3044 **Dear Spirit, Lead Thou Me** (Miles) Orch. Acc. Metropolitan Quartette.
- 3040 **Everything is Hunky Dory Down in Honky Tonky Town—Everything, New York Hippodrome** (Tierney) Orch. Acc. Arthur Collins and Byron G. Harlan.
- 3050 **Girl Behind the Gun—One-Step** (Coryll) For Dancing, Jandas' Society Orchestra.
- 3045 **Hawaiian Nights, Waltz** (Roberts) Waikiki Hawaiian Orchestra (With Louise and Ferrer).
- 3045 **Hindustan—Fox-Trot** (Wallace-Weeks) Saxophone, Xylophone and Piano, for Dancing, All Star Trio.
- 3046 **I'm Always Chasing Rainbows—Oh Look** (Harry Carroll) Tenor, Orch. Acc. Harvey Hindemeyer.
- 3055 **I'm Sorry I Made You Cry** (Closs) Violin, Piano Acc. by John F. Burkhardt, Herbert Soman.
- 3049 **Ja Da (Ja Da, Ja Da, Jing Jing Jing)** (Hub Carleton) Baritone and Male Voices, Orch. Acc. Arthur Fields and Chorus.
- 3057 **Jealous Moon** (Zamecnik) Soprano, Orch. Acc. Leola Lucy.
- 3060 **Out of the East—Oriental Fox-Trot** (Rosey) For Dancing, Jandas' Society Orchestra.
- 3058 **Soldier Songs, No. 2, (Chorus of Male Voices).**
- 3051 **Sweet'n Pretty (Sweet I Wish You Were Mine)** (Cramer-Layton) Orch. Acc. Arthur Collins and Byron G. Harlan.
- 3053 **That Dreamy Lullaby** (Mills-Wynde-Scott) Tenor, Vernon Dalhart with Alessio De Filippis, Mandolin Acc.

## Needles -- Needles -- Needles



Three tones, medium, loud, and extra loud. Send \$5.85 for a sample package of 60 boxes of assorted tones. Retail price \$9.00. Your profit \$3.15. They play 10 times.

Sapphire balls for Pathé and Brunswick Records. Retail price \$1.00 each. In lots of 12, 50c. each.

### H. A. BEMISTER

10 Victoria Street - Montreal, Canada.

- 3054 **Wee Hoose 'Mang the Heather** (Elton-Lauder) Orch. Acc. Glen Ellison.
- 3037 **When Shadows Fall** (Keithley) Baritone, Orch. Acc. Woltain B. Bliss.
- 3059 **You'll Find Old Dixieland in France** (Clarke-Meyer), Baritone, Orch. Acc. Arthur Fields.

### TWO FRENCH RECORDS—90 Cents Each

- 27184 **L'Adieu du Matin (Farewell at Morning)** (Emile Passard); and **Prize, sines, chantez (Prayer, Love, Song)** (Grieg) Tenor, in French, Orch. Acc. P. A. Asselin.
- 27185 **O Salutate! (O Saving Victim!)** (Salome) Tenor, in Latin, Orch. Acc. P. A. Asselin.

### "His Master's Voice" Records for February

- 10 Inch, 90c.
- 263012 **EH! Prend L'Boile'vard, Ce N'est Qu'un Bebe.**
- 263013 **L'Eternelle Chanson, Vieux Conte.**
- 263014 **Un pen d'Amour, La Voix M'Appelle.**
- 18512 **Rock-a-Bye Your Baby with a Dixie Melody, The Pickaninny's Paradise.**
- 18514 **Good-Bye France, The Navy Will Bring Them Back, The Worst is Yet to Come.**
- 18515 **Can You Tame Wild Wimmen? It's Never Too Late to be Sorry, Don't Cry, Little Girl, Don't Cry.**
- 18517 **Mother, Here's Your Boy, Watch, Hope, and Wait, Litti Girl, Till We Meet Again.**
- 18518 **Have a Smile for Everyone You Meet, Me-Ow, One-Step.**
- 18513 **Mourning Blues, Fox-Trot, Clarinet, Marmalade Blues, One-Step.**
- 72167 **Autres de ma Blonde, La Lettre (Chanson de la Woevre).**
- RED SEAL—10 Inch, \$1.25
- 64794 **Could I, La Capinera.**
- 64795 **Bring Back My Bonnie to Me.**
- RED SEAL—10 Inch, \$2.50
- 87289 **Boat Song, 12 Inch, in Canada, \$2.75**
- 74580 **Molly on the Shore, 12 Inch, in Canada, \$2.75**
- 74581 **Moto Perpetuo.**

### Columbia Records for February, 1919

- VOCAL SELECTIONS—10 Inch, 90c**
- A2671 **I Wonder Why She Kept on Saying, "Si-Si-Si-Senor," Al Johnson, (Canadian)**
- Oh! Susie Behave, Irving Kaufman, Tenor Solo.**
- A2672 **The Worst is Yet to Come, Peerless Quartette.**
- A2666 **Take Me Back to That Rose Covered Shack, Lewis James, Tenn. Solo.**
- Don't You Remember the Day, Lewis James, Tenor Solo.**
- A2667 **In the Garden, Virginia Asher and Homer Rothbauer, Contralto and Baritone Duet.**
- When the Roll is Called Up Yonder, Chautauqua Preachers' Quartette.**
- A2668 **Till We Meet Again, Campbell and Burr, Tenor Duet.**
- A2670 **Dreaming of Home, Sweet Home, Sterling Trio.**
- Over Yonder Where the Lilies Grow, Henry Burr, Tenor Solo.**
- A2665 **You'll Find Old Dixieland in France, Van and Schenck.**
- When Fony Goes Over the Top, Van and Schenck.**
- A2669 **I Ain't Got Weary Yet, Arthur Fields and Peerless Quartette.**
- Would You Rather Be a Colonel With an Eagle on Your Shoulder, or a Private with a Chicken on Your Knee, Eugene Buckley, Baritone Solo.**
- INSTRUMENTAL—10 Inch, 90c.**
- E4088 **The Nightingale, Waltz, Gypsy Orchestra.**
- A La Saison, Waltz, Gypsy Orchestra.**
- A4087 **Prelude to "The Deluge," 12 Inch, \$1.50**
- Orchestra, Paris Conservatory Symphony Orchestra.
- Le Rouet D'Omphale (Poem Symphonique), Paris Conservatory Symphony Orchestra.**
- A6083 **Marche Lorraine, French Army Band, under the direction of Capt. Gabriel Pares.**
- Le Pere La Victoire March, French Army Band, under the direction of Capt. Gabriel Pares.**
- A6084 **It's a Long Way to Dear Old Broadway, Medley One-Step, Introducing: (1) "Good-bye, Burney Boy"; (2) "Rainbow Dad," Prince's Band.**
- "I Want to be a Soldier Like My Muslin Rag, Fox-Trot, Prince's Band.**
- A6085 **A Little Birch Canoe and You, Waltz, Prince's Orchestra.**
- Tiger Rose, Waltz, Prince's Orchestra.**

# "Zonofone"

SEE PAGE 40

Arthur K. Kempton, 8 McGill College Ave., Montreal

- 36086 **The Pickaninny's Paradise.** Medley Fox-Trot. Introducing: (1) "You Don't Know What You're Missing" (2) "In the Good Old Irish Way" (3) "It Gets a Little Shorter Every Day." Prince's Band.
- My Baby Boy.** Medley One-Step. Introducing: (1) "With Yanks With the Panks (Will go Thru the German Banks)" (2) "There's Nobody Home But Me." Prince's Band.
- SINGLE DISC 12 Inch, \$1.50**
- 49454 **Humoreque.** Toscha Seidel, Violin Solo.
- 49464 **Louise Depuis Le Jour (Ever Since The Day).** Hulda Lashanska, Soprano.
- 49517 **There's a Long, Long Trail.** Riccardo Stracciari and Columbia Stellar Quartette.

### New Aeolian-Vocal Records

#### OPERATIC SELECTIONS (Single Face)

- 12 Inch, in Canada, \$2.75
- 54009 **La Boheme** (Puccini) (Che gelida manina) (Your Tiny Hand Is Frozen) In Italian. Giulio Crimi, Tenor. Vocalion Orchestra Accompaniment.
- 34007 **Il Trovatore** (Verdi) (D'amor sull' all' roses) (Love, Fly on Rosy Pinions) Rosa Raisa, Soprano. Vocalion Orchestra Accompaniment.
- 34010 **Mignon** (Thomas) (Comais-tu le pays) (Knowest Thou the Land) Pinions) In Italian. Rosa Raisa, Soprano. Vocalion Orchestra Accompaniment.

- 30012 **Faust** (Gounod) (10 Inch, in Canada, \$1.65)  
In Italian. Giacomo Rimini, Baritone. Vocalion Orchestra Accompaniment.

#### STANDARD VOCAL SELECTIONS (Single and Double Face)

- 10 Inch, in Canada, \$1.65
- 30016 **Comin' Thro' the Eye** (Old Scotch Air) May Peterson, Soprano. Vocalion Orchestra Accompaniment.
- 12 Inch, in Canada, \$2.25
- 46002 **Snowy Breasted Pearl** (Robinson) Colin O'More, Tenor. Vocalion Orchestra Accompaniment.
- 46003 **Mavis** (Lefevre-Traxton) Colin O'More, Tenor. Vocalion Orchestra Accompaniment.

- 10 Inch, in Canada, \$1.25
- 12050 **When You and I Were Young, Maggie** (Butterfield) Henry Burr, Tenor. Orchestra Accompaniment.
- The Bandolera** (Stuart) Wilfred Glenn, Bass. Orchestra Accompaniment.
- 12052 **Massa's in de Cold, Cold Ground** (Foster) Wilfred Glenn and Shannon Four, Orchestra Accompaniment.
- Tenting on the Old Camp Ground** (Kittredge) Shannon Four, Male Quartette. Unaccompanied.

#### CONCERT BAND (Double Face)

- 10 Inch, in Canada, \$2.00
- 36204 **William Tell** (Rossini) (Overture) Parts I and II. Played by Vocalion Concert Band.
- William Tell** (Rossini) (Overture) Parts III and IV. Played by Vocalion Concert Band.

#### INSTRUMENTAL (Double Face)

- 10 Inch, in Canada, \$1.65
- 32000 **Le Cygne** (Saint-Saens) (The Swan) Maurice Damboso, Cello. Piano Accompaniment.
- Tramontane** (Schumann) Maurice Damboso, Cello. Piano Accompaniment.

- 10 Inch, in Canada, \$1.40
- 22010 **Serenade** (Drigo) Maximilian Pilzer, Violin. Piano Accompaniment.
- Medodie** (Gluck—arranged by Wilhelm) Maximilian Pilzer, Violin. Piano Accompaniment.

#### POPULAR SELECTIONS (Double Face)

- 10 Inch, in Canada, \$1.25
- 12057 **Yip, Yip, Yaphank** (Irving Berlin) (I Can Always Find a Little Sunshine in the Y.M.C.A.) Arthur Burns and Peerless Quartette. Orchestra Accompaniment.
- Yip, Yip, Yaphank** (Irving Berlin) (Ding Dong) Henry Burr and Peerless Quartette. Orchestra Accompaniment.
- 12051 **You Keep Sending 'Em Over and We'll Keep Knocking 'Em Down** (Mitchell Baber) Arthur Fields. Accompanied by Dabney's Band.
- You'll Find Old Dieland** in France (Clark-Meyer) Arthur Fields. Accompanied by Dabney's Band.

- 12054 **Oh! How I Wish I Could Sleep Until My Daddy Comes Home** (Lewis Young-Wending) Henry Burr. Orchestra Accompaniment.

- Everything is Hunky-Dory Down in Honky-Tonky Town** (Tierney) Collins and Harlan. Orchestra Accompaniment.

#### JAZZ-RIMBA (Double Face)

- 10 Inch, in Canada, \$1.25
- 12055 **Oh! Oh! Marie** (Fisher).  
I'm Going to Fight My Way Right Back to Carolina (Spies) (The Strip) Played by Yerkes Jazz-Rimba Band.  
What's This? (L. Katzman) (Fox-Trot) Played by Yerkes Jazz-Rimba Band.

#### HAWAIIAN SELECTIONS (Double Face)

- 10 Inch, in Canada, \$1.25
- 12056 **Honolulu March** (Traditional Hawaiian Melody) Louise, Ferrera and Greenus Trio.
- Kawahaua Waltz** (Traditional Hawaiian Melody) Louise, Ferrera and Greenus Trio.

#### THREE SPECIAL CHRISTMAS RECORDS (Double Face)

- 10 Inch, in Canada, \$1.40
- 22015 **O Holy Night** (Adams) John O'More, Tenor, and Vocalion Male Quartette. Vocalion Orchestra Accompaniment.
- Adesse Fidelis** (O Some All Ye Faithful) Melody Quartette. Vocalion Orchestra Accompaniment.

- 10 Inch, in Canada, \$1.25
- 12060 **Christmas Eve—Kiddies' Patrol** (W. E. Rogers) Played by Roger's Band.
- Christmas Morn—Kiddies' Dance** (W. E. Rogers) Played by Roger's Band.

- 12058 **The Night Before Christmas** (Moore) Sally Hamlin, The Shoemaker and the Elves (Grimm) Sally Hamlin.

### Gennett Records

Sole Canadian Distributors: The Starr Company of Canada,

- 265 Dundas St., London, Ont., Canada.
- 8524 **Watch, Wait and Hope Little Girl.** Chas. Hart. Smiles. Tom McLeon.
- 11007 **After You're Gone** Medley. Cuddy's Band.
- 8529 **Everything is Peaches Down in Georgia.** Gennett Band.
- 8528 **Paradise** (Waltz) Conklin's Society Orchestra.
- Yalse Marie** Grogan's Little Symphony.
- 8518 **Oh! How I Hate to Get Up in the Morning.** Arthur Hall.
- S. S. Kelly** Arthur Hall.
- 7650 **Bring Back My Daddy to Me.** Henry Burr.  
On the Road to Home Sweet Home. Campbell and Burr.
- 8504 **Gold Turkey.** Fuller's Jazz Band.
- 3511 **I'm Sorry I Made You Cry.** Fuller's Jazz Band.
- There's a Long, Long Trail.** Hart and Shaw.
- Goodbye Mother Machine.** Irving and Gillette.
- 10035 **Fox Trot Medley.** Gennett Band.
- One-Step Medley.** Gennett Band.
- 10040 **Serenade.** Gennett Trio.
- Serenade D' Amour.** Gennett Trio.
- 10041 **The Old Refrain.** James Harrod.
- A Dream.** Hardy Williamson.
- 11002 **The Lord in My Shepherd.** Hart and Shaw.
- The Lost Chord.** Royal Daddano.
- 8506 **Missouri Waltz.** Hawaiian Troupe.
- I'm a Longin' Fo' You.** Conklin's Society Orchestra.
- 7636 **Honolulu March.** Louise and Ferrera.
- 7641 **Kilima Waltz.** Louise, Ferrera and Greenus Trio.
- Liberty Bell.** Arthur Hall.
- 7640 **Just a Baby's Prayer at Twilight.** Chas. Hart.
- The Dream of a Soldier Boy.** Chas. Hart.
- 7648 **Silver Threads Among the Gold.** Sterling Trio.
- When You and I Were Young Maggie.** Henry Burr.
- 12502 **Humoreque.** Helen Ware.
- Ave Marie.** Helen Ware.
- 8530 **Ring Out Wild Bells.** Royal Daddano.
- Come All Ye Faithful.** Elliott Shaw.
- 7620 **In Der Christnacht.** Chester Smith.
- Christmas Carols.** Croxson Mixed Quartette.
- 7621 **The Holy City.** Chester Smith.
- Chapel Chimes.** Gennett Band.

### Edison Disc Records for February

- 50483 **Rosmin' in the Gloomin'.** Glen Ellison.
- The Wee Home 'Mang the Heather.** Glen Ellison.
- 30491 **General Pershing March.** Imperial Marimba Band.
- The Prettiest Little Song of All.** Belle John F. Hurekhardt.
- 80428 **Barcarole** (Tales of Hoffman) The Chernyavsky Trio.
- Andah.** BELGIAN.
- 80430 **Sons of Uncle Sam March.** Milnare, Creator and His Band.
- American Aviation March.** Creator and His Band.
- 80431 **Belief by Grace.** Metropolitan Quartette.
- Blest Be the Tie That Binds.** Metropolitan Quartette.
- 80432 **Stradella Overture.** Accordion, Fröstlin.
- Officers, Fife, Vexet a Mo.**
- 82148 **It's a Mighty Good World After All.** Arthur Middleton.
- Mother, My Dear.** Ralph Feroles.
- 82149 **Keep the Home Fires Burning.** The Homestead Trio.
- Lullie in Khaki.** The Homestead Trio.
- 82552 **Cherchare.**
- L'Ultima Gensonze.** Taurina Parvo.
- 82553 **Love's Old Sweet Song.** Marie Rappold and Criterion Quartette.
- Our Thomas Chalmers.**
- 82554 **The Lost Chord.** Caroline Lazzari.
- The Bonny.** Caroline Lazzari.
- 83078 **Come Where My Love Lies Dreaming.** Anna Case and Criterion Quartette.
- Angels, Ever Bright and Fair** (Theodora) Anna Case.
- 83079 **Mon coeur s'ouvre a ta voix** (Samson et Dalila) Caroline Lazzari.
- Amour Vient Aider ma faiblesse** (Samson et Dalila) Caroline Lazzari.

### Maxwell Can't Get Away

#### Edison Vice-President Staying on the Job

Outlook has just published an article by William Maxwell, vice-president of Thomas A. Edison, Inc., in which he says: "To my mind the business prosperity of the country during the first year of peace depends more upon the way labor is handled than upon any other single factor. . . . I should like to see the re-distribution of our war workers and the return of our soldiers to the pursuits of peace made the occasion for an enormous patriotic campaign, somewhat similar to a Liberty Loan drive, with every employer, from the humble truck gardener to the millionaire manufacturer, doing his bit to the best of his ability in providing employment for the men who have worked and fought to win the war. In addition to revealing fully and quickly the opportunities for labor that are in actual existence, I believe that the enthusiasm resulting from a wide spread patriotic appeal would, in a considerable degree, overcome the doubts and indecision of business men, disturbed and bewildered by the first few unfavorable phenomena that attend the transition from peace to war."

Believing that 1919 is going to be a bouncer year in Edison, Mr. Wm. Maxwell, vice-president of Thomas A. Edison, Inc., passed up an invitation to serve on a commis-



sion that the Government proposes to send abroad to study and report on industrial and commercial conditions in Britain and France.

"This is the time I've been waiting for," he remarked. "plenty of re-creations, fine quality, everything right at last. Watch our smoke from now on. And then there's the Amberola line; big doings in 1919 on the Amberola line, too. Everything has to be worked out by February 1st. After waiting all this time, I'm not going away just as the fun is about to start."

### Hitching to Current Events

By watching current events and looking for the opportunity the advertiser will frequently find it possible to link on to some occasion that will give him unusual prominence at no greater cost than his regular advertising. For example, when Turkey dropped out of the war one of the safety razor firms on the day following the news had an appropriate advertisement that diverted to the razor much of the public attention attracted by Turkey's action.

Coincident with the appearance of Mischa Elman at Massey Hall, Toronto, on January 14, Berliner Gramophone Co., Ltd., gave prominence to six of the most popular of his selections, which number nearly 50. Elman is an exclusive Victor artist. The announcement referred to admonished the public "To look for the trade mark dog on it," and also showed an illustration of Elman in playing position. The particular titles and records featured on this occasion were:

Capriccio	Mendelssohn	64204
Dans les Bois	Paganini-Vogrich	74395
Serenade	Schubert	74167
Les Farfadets	Pente	64128
Country Dance	Weber-Elman	64537
Minuet in G, No. 2	Beethoven	64121

### Opening Toronto Branch

Arthur K. Kempton, the specialist in phonograph specialties, whose headquarters are at 8 McGill College Ave., Montreal, is establishing a Toronto branch in charge of Mr. J. E. Knapp, whose temporary office is located at 762 St. Clair Ave., telephone Hillcrest 5234.

Mr. Kempton, a veteran of the present war, having the rank of Captain, experienced a demand for specialties of various kinds while in the phonograph business and decided to specialize in specialties.

He has the exclusive Canadian agency, for example, of the Rotometer, a contrivance, with nothing about it to get out of order, and which is designed to fill the need for a quick and sure method of testing the speed of the turntable. It is only necessary to place the Rotometer on the turntable and start the motor running. The need or otherwise of adjustment is at once indicated.

The Jumbo tone-arm is another of Mr. Kempton's exclusive lines which is meeting with a favorable reception. This is illustrated on another page and its special merits are obvious to the practical man.

Needles are a special feature with Mr. Kempton, and of these he has several kinds. There is the "Tonofone," of which samples have been sent to the retailers throughout the country. These are put up in cartons of 100 packages and are sold on a "Money-Back-Guarantee" basis, which Mr. Kempton has made a policy of his business.

Then there is the Goldentone needle, a permanent jewel for either vertical or lateral cut records. Mr. Kempton invites inquiries.

### Mr. Heineman Sees 1919 "Enormous"

Few men are so well placed for estimating the outlook in the talking machine field as Otto Heineman, head of the Otto Heineman Phonograph Supply Co., New York, with its Canadian branch in Toronto. What he supplies from his great factories are the "makings" of phonographs, and almost all men who have big plans for production in mind come to him first for consultation. Therefore he is in touch with forthcoming events and his prophecy for the future has unusual weight. When asked the usual question he said:

"What do I think about the business outlook for phonographs in 1919? My answer could be expressed in one word, 'Enormous,' but I think you would like to have also an explanation as to why I am so optimistic and enthusiastic about the phonograph trade for 1919.

Several years ago the phonograph was considered a luxury, and only very few people were able to buy machines and to buy records. It was always considered that a phonograph could only be in the homes of wealthy people, and the middle class and the laborer could not afford to buy the most liked musical instrument in the world. These times are over. Everyone wants a phonograph now, and everyone will have one. The phonograph is no longer a luxury, but a necessity in every household.

"I consider the phonograph an instrument of highest education, besides one of enormous value as an entertainer. The phonograph is necessary to reproduce the records; there fore not the machine, but the records, are educational and entertaining, but in order to play the records a machine is necessary.

"Don't you think it is a wonderful thing that the farmer living out West, who doesn't see a soul for months, enjoys a machine there, where he can play all the latest Broadway hits, all the patriotic music, etc.? Don't you think that the young girls studying music, wherever they may be, can enjoy hearing the finest artists of the world on their machines? And is it not wonderful if our engineers go to Russia or to China and live there far away from civilization, to be able to take their little phonograph along and during their times of leisure, play their old folk songs, and all the lively American music which is played on Broadway? Doesn't that bring home to them their own little home town, or their good old New York?

"And what has the phonograph done in war time? You can see everywhere that every regiment, every battalion, etc., had its phonograph. Even in the trenches, the phonograph was the most liked musical instrument; and how the children do love the music.

"Now, you will certainly say I am an enthusiast; but should we manufacturers of phonographs not be enthusiastic? So I can only see prosperity which has to come now, with the tremendous prospects for export; that the phonograph industry can look forward to a period of greatest prosperity."

Success comes not of spasmodic effort, but of continued everyday work.

## The Co-operative Music Supply

Company

73-75-77 Adelaide St. E. Toronto

Makers of the

## Britannia Phonograph

—the leader in its class

NEEDLES

RECORDS

Factory: PARKDALE

*Edison Message No. 34*

## Have You Hired a Soldier - Salesman Yet ?

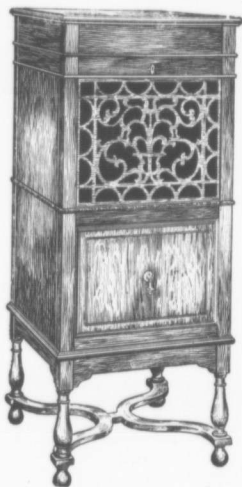
Mr. Edison recently made to you Edison dealers the only public statement he has given out since the Armistice was signed. It was an important communication. The newspapers thought so, and gave it great publicity. The most important thing in it was this:

"Every business man should speed up his sales organization. The salesmen of this country can do more than anyone else to keep the wheels of industry turning at full speed. The salesman had to take a back seat during the war, but his time has now come. Give him a chance."

There is no Edison dealer too small to put on one more salesman. Many of you can profitably use several more. A good salesman always pays his way. Give the boys a chance to make good. Speed up your sales.

**THOMAS A. EDISON, Inc.**

Orange, New Jersey



Official Laboratory Model New Edison—  
William and Mary Cabinet,  
Executed in Walnut.

### Calgary Hospital Patient Skips with Talking Machine

The Calgary police are on the lookout for a man who gave his name as E. E. Allen, and was a patient at the Holy Cross Hospital for a few days before Christmas. He is wanted for the alleged taking of a talking machine and ten records, the property of the Alberta Piano Company, and the authorities claim that several other charges are pending.

The police say Allen telephoned the Alberta Piano Company from the hospital shortly before Christmas, and asked them to send up an instrument and a dozen records. He said he would settle for the whole thing after being released from the hospital, but wanted to have the music for the boys in his ward on the Yule-tide festival. The talking machine was sent up, but a day or so later Allen disappeared from the hospital without paying his bill, and he took the machine and records along.

A few days later a detective discovered the missing instrument and records in a second-hand store. The dealer told the police that a man sold the machine and records for \$15 in cash. The machine was valued at \$50 and the records at \$15 by the company.

### Sales By Suggestion

As customers exit from the Victrola department of Heintzman & Co., Ltd., at their Toronto store and approach the elevators they are confronted by a conspicuous sign, lettered in black and white, reading: "Don't forget your parcels. Do you need needles?" This firm's Victrola department was doubled in size shortly before Christmas, and now occupies the entire fourth floor, giving a spacious and airy general show room, of ample size for recital hall purposes and flanked on three sides by demonstration rooms, there being seventeen of these with provision for additional rooms.

The record customer is directed to the glass topped counter which is designed to act as an effectual silent salesman. While the record clerk is securing the necessary records to fill the customer's order the latter has in front of him the current lists, which frequently suggest additional purchases. These lists are the hangers sent out by the factory and are placed under the glass top of the counter. Being in large type they are so conspicuous that the customer cannot miss them, and many record sales are the direct result of this plan which makes it impossible to offend the class of customer that resents being invited to make further purchases.

The demonstration rooms in the "His Master's Voice" department of the Heintzman store are unusually large, and in them a whole family can be comfortably seated while making their selection.

### Helping the Sightless

The English speaking people of the Province of Quebec have been circularized by Mr. Philip E. Layton, honorary treasurer of the Montreal Association for the Blind, on behalf of that institution in which pupils are trained as organists, pianists, violinists, piano-tuners and stenographers. Of the school a pupil a soldier who had been deprived of his sight, said: "I learned there how to be blind, the greatest factor in a blind man's life."

The Montreal Association for the Blind is appealing for funds, a larger income being necessary on account of the greatly increased cost of maintenance. At this school either children or adults are admitted. The former are given a first class elementary education, such as furnished in the regular public school. Instruction is given to both children and adults in machine knitting, broom-making, whisk-making and chair-caning.

The Institution, officially opened in 1913, occupies a site of eight and one-quarter acres on Deschênes Street, \$100,000 having been raised to buy the land and erect the modern fire-proof building.

Service to the blind is something with a strong appeal to those who have not been deprived of their sight and who should in a spirit of thankfulness readily respond to an appeal for financial support and a personal interest in the work.

Cheques should be made payable to the Montreal Association for the Blind, P. E. Layton, Hon.-Treasurer, 6872 Sherbrooke Street, Notre Dame de Grace, Montreal.

Apropos of Mr. Layton's activity in behalf of the blind, it is interesting to note that he graduated from the Royal Normal College of England in 1887. He secured a diploma in church-organ harmony, singing, piano-tuning, etc. Mr. Layton still has in his possession a bag with a tuner's kit, and on which is inscribed on a silver plate the following inscription: "Presented to Philip E. Layton, by Her Royal Highness, Princess Louise, for proficiency in piano-tuning." Princess Louise was the eldest daughter of the late Queen Victoria, and mother of the late German Kaiser, whose brutal treatment of her is notorious.

### Discussing the Great Musicians of the Past as Humans

The books of the day reflect the life of the day. In view, therefore, of the great strides being made in popularizing good music among the masses it would be a distinct loss, it would be unrepresentative not to see published new books designed to assist in making the musical world a truly democratic one. Such a work is "Face to Face with Great Musicians," by Chas. D. Isaacson, who, as music editor of the New York Globe, has done incalculable good in the cause of music through his "Family Music page."

The introductory remarks in the book are by Leopold Godowsky, who says: "People want to know what goes on underneath the skin of folks—not the scandal, but the real being irrespective of genius. My good friend, Isaacson, caught this idea. Isaacson knows the people. To have held together hundreds of thousands of lay audiences, administer heavy doses of classic music without giving his listeners mental indigestion, is a feat. But the way he did it shows human nature is just the same whether its baseball, politics or music under discussion. These 'Face to face' readings are popular because they are very much needed."

There are thirty chapters in "Face to Face With Great Musicians," written in a manner to interest the great reading public. Each one is crammed with bright, readable descriptions of such men as Mendelssohn, Chopin, Stradivarius, Verdi, Sullivan, Chaminade, Handel and twenty-two others, who though renowned composers were human beings. Mr. Isaacson has indeed taken them off the shelves, dusted them, spruced them up and made them speak to us afresh and in modern terms through their music and our knowledge of their life and activities. Mr. Isaacson's book is one that all persons interested in the advancement of music should endeavor to see widely circulated. Boni and Liveright, New York, are the publishers of the book.

# "Tonofone"

SEE PAGE 40

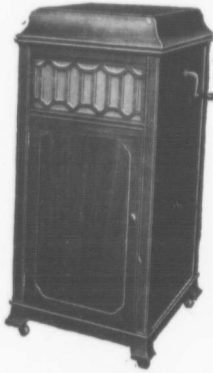
Arthur K. Kempton, 8 McGill College Ave., Montreal

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

*Cleartone*  
SPEAKS FOR ITSELF



No. 100—\$100



No. 85—\$85



No. 75—\$75



No. 65—\$65

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

### SUNDRY DEPARTMENT

**MOTORS**—No. 1, double-spring, 10-inch turntable, plays 2 10-inch records, \$2.25; No. 6, double-spring 10-inch turntable, plays 3 10-inch records, \$4.00, with 12-inch turntable, \$4.25; No. 8, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame, \$5.85; No. 9, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame, bevel gear wind, \$6.85; No. 10, double-spring, 12-inch turntable, plays 4 10-inch records, castiron frame, bevel gear wind, \$7.85; No. 11, double-spring, 12-inch turntable, plays 7 10-inch records, castiron frame, bevel gear wind, \$9.75.

**TONE ARMS AND REPRODUCERS**—Play all records.—No. 2, \$1.45 per set; No. 3, \$1.65 per set; No. 4, \$2.50 per set; No. 6, \$3.25 per set; No. 7, \$3.25 per set; No. 8, \$2.85 per set; No. 9, \$2.65—Samoia Tone Arm with reproducer to fit.

**MAIN SPRINGS**—No. 00,  $\frac{3}{4}$  in., 9 ft., 25c, each; No. 01,  $\frac{3}{8}$  in., 10 ft., 30c, each; No. 2,  $\frac{13}{16}$  in., 10 ft., 30c, each; No. 3,  $\frac{1}{2}$  in., 11 ft., 40c, each; No. 4,  $\frac{1}{2}$  in., 10 ft., 40c, each; No. 5,  $\frac{1}{2}$  in., 11 ft., heavy, 60c, each; No. 6,  $\frac{13}{16}$  in., 11 ft., 90c, each; No. 7,  $\frac{1}{2}$  in., 25 in. gauge, 15 ft., 80c, each.

**GOVERNOR SPRINGS**—To fit all motors at low prices. Special prices on large quantities to Motor Manufacturers.

**RECORDS**—POPULAR AND GRAMMVOX, new 10-inch, double-disc, lateral cut, all instrumental selections 32c, each in 100 lots. Columbia 10-inch double disc new records 25c, each; 12-inch 55c, each.

**GENUINE DIAMOND POINTS**, for playing Edison records, \$1.75 each.

**SAPPHIRE POINTS**, for playing Edison records, 15c, each, in 100 lots.

**SAPPHIRE BALLS**, for playing Pathe records, 22c, each.

**NEEDLES**, steel, 60c, per thousand in 10,000 lots.

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

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

Write for our 84-page catalogue, the only one of its kind in America, illustrating 25 different styles of talking machines and over 500 different phonographic parts, also gives description of our efficient Repair Department.

**LUCKY 13 PHONOGRAPH CO., 3 and 46 East 12th Street, New York**

## TRADE REPORTS FROM WINNIPEG

WING to the influenza epidemic, which has not as yet entirely abated, I have not been bothering people of the music trades further about the proposed "field week." Though the mortality amongst the trades as a body has not been high, there are, nevertheless, places where the members of the staff miss

"The touch of a vanished hand  
Or the sound of a voice that is still."

The business for December has not been disappointing; in some cases firms have reported that Christmas trade exceeded their expectations. We had "Christmas frost"—plenty of snow on the ground, and just enough frost to make it interesting; after this occurred a real drop in the mercury.

The San Carlos Grand Opera Co. had a very successful two weeks season at the Walker Theatre, and delighted thousands of music-loving patrons. The sale of grand opera talking-machine records was boosted, and dealers in this line were made more or less happy. Amongst the opera write-ups in the musical pages of the daily papers were cleverly interpolated each day, a catalogue entitled: "Records of to-day's operas."

Mr. Bach, of Mason & Risch, characterizes their holiday business as a "very good." This firm escaped very lightly the "flu" epidemic. Mr. Biggs and Mr. Whiteacre are at present on a business trip to the coast.

Mr. Jarrett, of Cross, Goulding & Skinner, who has been down with the "flu," is reported as convalescing, and is expected to be back at his post very shortly.

Wray's Music Store reports things as "moving along." Fred. H. Wray writes from England that he soon expects to be out of khaki and in civilian harness.

Mr. Gilman, of Babson Bros., says the firm had a very satisfactory holiday trade, and that the outlook is good for a brisk business for the balance of the winter.

Mr. Stenberg, of the Musical Merchandise Sales Co., distributors of the Brunswick, says December business exceeded all expectations; that record sales have increased enormously, and dealers are beginning to recognize that the firm is handling a fine line of goods.

Mr. Conlin, of the Western Gramophone Co., is in harness again after a two weeks' encounter with the epidemic. Mr. Conlin says local "His Master's Voice" dealers are quite satisfied with the advertising of grand opera records.

Josef Rosenblatt, the Jewish Caruso, will be at the Industrial Bureau Auditorium here on Feb. 4.

Cassidy's Ltd., report an excellent holiday trade in Columbia lines and say the outlook is good for an immediate continuation of same. Mr. Robt. Shaw, the manager, is at present in a trip to New York and eastern cities.

Mr. Poisson, of the Canadian Phonograph and Sapphire Disc Co., is now out of uniform and has taken his place again in civilian life. Mr. Poisson says Christmas trade was very good, and Okeh records are taking well.

Mr. Paul, of the R. S. Williams & Sons Co., Ltd., classed December business as good, and collections fine. He says there has been a noticeable increase in the sales of higher priced instruments.

Mr. Harry Fowler, of the Fowler Piano Co., his wife and child are at present in the General Hospital, victims of the epidemic, but late reports are to the effect that all three are progressing favorably towards recovery.

Mr. Joy, of the Phonograph Shop, reports business good for the month of December, also that collections come excellent.

Mr. J. W. Kelly, of the J. J. H. McLean Co., is about to take a trip to Florida. Mr. Kelly says trade in December was good; the sales of "His Master's Voice" records especially so.

The sympathy of the community is tendered to Mr. Jos. Barrowclough, of the J. J. H. McLean Co., on the death of his wife, which occurred on Jan. 4th, of influenza. Mrs. Barrowclough is survived by her husband and two daughters.

The Winnipeg Piano Co. had the misfortune to lose Mr. Curtis, phonograph manager, who died from the effects of influenza after only a few days sickness. He will be a very hard man to replace, being without a doubt one of the best talking machine men in Canada, combining with his youth and enthusiasm, experience and tact rarely met with. Mr. Curtis has left a host of friends to mourn his untimely demise, just at the time when apparently the height of his ambition was about to be realised, in the opportunity afforded by the enlarged phonograph facilities provided for his department, consisting of sixteen record demonstration rooms and nine phonograph display parlors. While always anxious for increased facilities he never expected this accommodation, and still less on the main floor with perfect light and ventilation. It was somewhat of a tragedy, therefore, that he did not live to see the alterations finished.

The Winnipeg Piano Co. had a busy December in the selling departments, and as the influenza epidemic hit them very hard, and reduced their staff considerably, they were more than busy. They had a visit from Mr. Armstrong, of Sherlock-Manning Piano & Organ Co., on his way to the Coast.

In times gone by, in cold weather here, men could take to drink; but now that we have prohibition some are compelled to take to poetry. The following is a sample:

## A WINNIPEG TRAGEDY

By. W. E. D.

(With apologies to Carrie Jacobs-Bond)

I put on my coat, and my mitts and cap  
At the end of a winter's day,  
Then rush for a street-car and grab a strap  
To steady my homeward way,  
The sun has painted the western sky  
In colors I too well know,  
For this is the answer: "By-and-by  
We will have it forty below."

I hic to the basement and forthwith bring  
Prized diamonds of black and engage  
In frantic endeavor to feed the Thing  
Which swallows my weekly wage;  
But soon will be stopped, alas! my soul,  
That Monster's hungry roar,  
For I've come to the end of a ton of coal  
And I have not the price for more.

## Returned to England

Mr. Fred Shenstone, of Shenstone & Co., Ltd., the well-known piano supply firm of London, has returned to England from a visit to Canada and a number of United States centres. As stated in a previous issue of the Journal, Mr. Shenstone was accompanied by Mr. F. H. Wright, at one time in the supply business in Toronto, but who had not visited Canada for fourteen years.

The effect of the war in shutting off the German importations of supplies was appreciably felt by Shenstone & Co., Ltd., upon whom were placed a heavy responsibility in turning out greatly increased supplies although the outputs of individual piano plants were materially curtailed by the war demands for certain materials that the trade secured only on a ration basis.

If we spent half as much time trying to overcome our faults as we do trying to hide them, they would have been cured long ago.

## R. A. Stapells, New President of the Empire Club

The new president of Toronto's Empire Club is Mr. R. A. Stapells, one of the city's most enterprising and public spirited business men. Mr. Stapells is president and managing director of the McElroy Mfg. Co., Ltd., and is "one of us" in the music trades through being a close personal friend of Mr. Walter Beare, of Beare & Son; and for this reason Mr. Stapells has since the outbreak of war taken a supervisory interest on behalf of his friend in the Canadian branch of Beare & Son.

The subject of this sketch was born in 1879. He has always had a great love for music, and even as a boy was an accomplished violinist, being a member of the Toronto Philharmonic Orchestra under Dr. Torrington. Mr. Stapells has studied under the best masters in London, New York and Toronto, and has for years been baritone soloist at the Church of the Messiah. He is a strong supporter of the



Mr. Richard A. Stapells.

National Chorus. He is an enthusiastic devotee of grand opera. His dual personality was aptly summed up some time ago by an English friend, who upon being asked what kind of a man Mr. Stapells was, replied: "Oh, a top hole business man, don't you know, and a silly awss musician afterwards."

For several years Mr. Stapells has refused the Presidency of the Empire Club, although he has been vice-president more than once. At last this year at the earnest solicitation of his friends he accepted the Presidency and never has the office fallen to a more enthusiastic and devoted Imperialist. "The Club is indeed fortunate now that it has reached the position of the largest patriotic organization in Canada," said a prominent citizen, "of having such a president."

It is possible to sprout an acorn in a greenhouse, but not to make an oak grow there.

To fail is not a calamity, if the failure leads to the correction of the faults that lead to failure.

## Montreal Stores Want Shorter Hours

At a meeting of between three and four hundred members of the Retail Merchants' Association of the Province of Quebec, they voted by a substantial majority in favor of retail stores of all classes in the city being requested to close at seven o'clock on Mondays, Tuesdays, Wednesdays, and Thursdays. A petition embodying this request will be presented to the city council, asking that a by-law be enacted to compel all stores to close early on the nights suggested, instead of only Wednesdays and Thursdays, as at present.

While four-fifths of the merchants present were apparently in favor of the proposal, there was some strong opposition on the part of small shopkeepers of the suburbs, who feared that trade might be diverted to the larger stores of the city by this means.

The chairman, Mr. J. O. Gareau, stated that circulars, inviting opinions of the merchants on the question had been sent out to the number of four thousand, and only five hundred had taken the trouble to reply. This he considered hardly representative of the merchants of Montreal, but if all those to be affected by the proposed legislation were indifferent to what happened they must not kick if more active members secured what was asked for.

Of the five hundred who sent in replies to the circulars, eleven favored closing early six nights a week; 205 wanted short hours five days a week; 238 were in favor of the proposed closing at seven o'clock four nights a week; a few others favored only two or three nights, and five didn't want to close at all. Those present at the meeting divided in about the same proportion.

Some of the merchants considered that cigar stores, candy, fruit and ice cream shops should also be compelled to close at the same time, but the majority were not prepared to go this length, considering that these shops were required to minister to the recreation of the public in the evenings.

## Enlarged Kitchener Branch

So successfully has the branch at Kitchener of Gerhard Heintzman, Ltd., developed that the premises occupied by them at 151 King Street West became too confined, and enlargements were unavoidable. Accordingly an addition thirty-seven by forty feet, was erected at the rear of the main building, providing the greatly needed demonstration rooms.

The new building now provides a special room for the player roll department and one for the used instruments.

During the month preceding Christmas the warerooms remained open in the evenings until nine-thirty with player and organ recitals every evening. The manager of this branch, Mr. Robert Mullen, who has developed an excellent local connection, was pleased with the response to his efforts to serve the Kitchener public. A handsome invitation was generously distributed, and proved effective in bringing people to the store.

## Piano Man Elected

D. A. Manson, the well-known music dealer of Collingwood, Ont., who is always active also in advancing the musical interests of that place, was re-elected to the Collingwood town council for 1919.

In a forecast of the election the Collingwood Enterprise said: "All the old council will probably be returned, although it is rumored that Mr. D. A. Manson is talking of retiring. This should not be permitted as he is an outstanding member for vision, energy and intelligent work on behalf of the municipality and his retirement would be a decided loss to the municipal life of the town."



60 boxes in a carton, retails at \$9.00; dealer's price \$5.85. You can have these needles in

EXTRA LOUD, LOUD or MEDIUM

## "GOLDENTONE"

Noiseless Phonograph Needle

THIS IS IT!



The only permanent phonograph needle manufactured for Victor or Columbia records, each needle guaranteed for 5,000 records, or will be replaced.

Retail price \$7.50 each; dealer's price \$5 each.



Head Office:

IN MONTREAL, at 8 MCGILL COLLEGE AVE.

Branch Office:

In Toronto, at 762 St. Clair Ave. W.

MR. J. E. KNAPP, Manager



100 packages on an attractive easel back card. They retail for 15c. a package; the dealer's price is 10c. per package.



Montreal, Jan., 1919.

To the Trade.

Gentlemen:—

If you are a manufacturer, jobber or dealer, write me, I know I have something that will interest you.

Importers in Great Britain, the colonies or foreign countries, send for discounts and samples for the export trade.

Correspondence invited in any foreign language.

Yours sincerely,

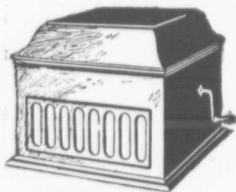
*Arthur K. Kempton*



Pathé, Brunswick and Edison sapphires, \$6 per doz.; special prices on quantities.

Send for low prices and samples of steel needles. Please state quantity required.





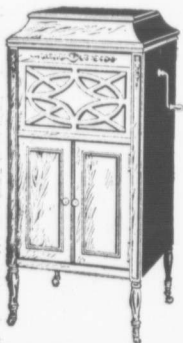
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Price \$49.50  
In Mahogany and Oak

# EVERY PATHÉ MODEL

is another reason why you should  
be the Pathe Agent in your locality

NOTE—the superior artistic appearance of the Pathé designs—

- the marked price advantage—
- the many exclusive Pathé features, including the Sapphire Reproducing Ball instead of steel needles—
- the Pathé advantage of playing ALL records—
- the striking, comprehensive, nation-wide advertising campaign, aimed at sending purchasers into the dealers' store.



Period Design Pathéphone  
"Georgian"  
Price \$176  
In Mahogany, Walnut and  
Fumed Oak

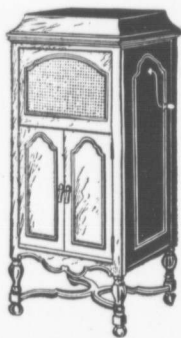
## PATHE FRÈRES Phonograph Sales Co.

4-6-8 Clifford Street

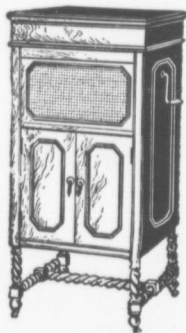
TORONTO



Modern Style Pathéphone  
No. 100  
Price \$110  
In Mahogany, Walnut and  
Fumed Oak



Period Design Pathéphone  
"William and Mary"  
Price \$209  
In Mahogany, Fumed Oak  
and Walnut



Period Design Pathéphone  
"Jacobean"  
Price \$192.50  
In Jacobean Oak, Mahogany  
and Walnut

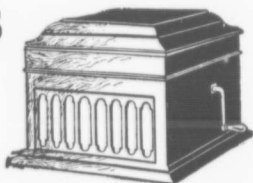


## The BIG advantage of PATHE RECORDS

- Better tone, better quality and everlasting wear—
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- a complete selection of "old world's music NEVER out on other records—
- ALL recorded by the new, superior and EXCLUSIVE Pathé method.

Such Records will make your store the Phonograph Music centre of your city and guarantee you the profit and prestige that such a reputation positively brings.

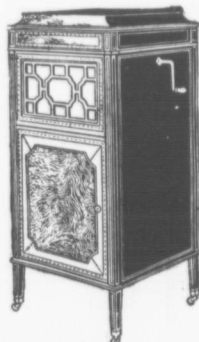
There may be an opening for a live Pathé agent in YOUR city. Write us for our confidential booklet, "A Word With You"—it tells the tale.



Pathéphone No. 72

Price \$79.50

In Mahogany and Fumed Oak



Period Design Pathéphone

"Sheraton"

Price \$302.50

Inlaid Dull Antique Mahogany

## PATHE FRERES Phonograph Sales Co.



4-6-8 Clifford Street  
TORONTO

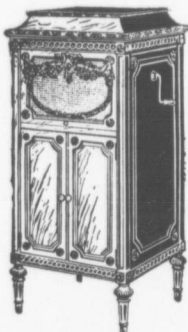


Period Design Pathéphone

"Adam Bros."

Price \$137.50

In Mahogany, Walnut and Fumed Oak

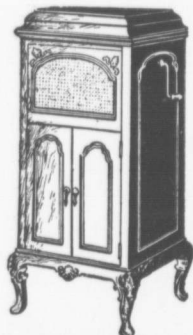


Period Design Pathéphone

"Louis XVI"

Price \$385.00

In Mahogany



Period Design Pathéphone

"Queen Anne"

Price \$242.00

In Mahogany and Walnut

## ASCHERBERG, HOPWOOD & CREW, LIMITED

CERTAINTIES FOR THE TRADE.

### SONGS

**DREAM BOAT** By Ivor Novello

(From See Saw) Composer of "Till the Boys Come Home  
Comedy Th. London. i.e., Keep the Home Fires Burning

**BELLS OF ST. MARYS**, By Emmett Adams

Composer of God Send You Back to Me

**MY HEART'S IN MY HOMETLAND**

By Kennedy Russell

Mus. Director of the Pavilion, London

**JOGGIN' ALONG THE HIGHWAY**

Words by Arthur Anderson

By Harold Samuel

16 MORTIMER STREET, LONDON, W., ENG.

Canadian Agent

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

## ENOCH & SONS'

### New Songs and Cycles

That are selling well this season:

"I PASSED BY YOUR WINDOW" (from "Song  
Pictures") ..... *May Brabe*

"GARDEN OF HAPPINESS" ..... *Daniel Wood*

"THREE MORE SONGS OF THE FAIR"  
*Easthope Martin*

"GOOD-BYE, AND GOD BE WITH YOU"  
*May Brabe*

"A PRAYER IN ABSENCE" ..... *May Brabe*

"CHIMNEY CORNER SONGS" (Album)  
*Arthur Meale*

"HOME IS WHERE YOU ARE" .. *Arthur Meale*

"SUNSHINE ALL THE WHILE" .... *Daniel Wood*

Enoch & Sons, London, England

and

The Anglo-Canadian Music Co.

144 Victoria St., TORONTO

## THE SEASON'S LEADING BALLAD

"The Song I've been waiting for," was MR. JOSEPH CHEETHAM'S remark on first trying it over, and the famous Tenor's judgment of a new number is seldom at fault.

# Follow the Golden Star

One Golden Star is shining in the West,  
Across the sea, and on the land forlorn.  
I wonder does it lead to isles of rest,  
Or does it light some pathway to the morn?

Follow, follow the Golden Star,  
That shines o'er the setting sun;

It will lead you on  
Till the night is gone,

Till your troubles and tears are done,  
There'll be joy for you,  
And a love that's true,

In the land of the sweet some-day,  
If you follow, follow the Golden Star  
To the end of the golden way.

One Golden Star, one golden lamp above,  
No other light the weary traveller needs;  
It is the Star of Courage, Hope, and Love,  
And you must follow whoso'er it leads.

EDWARD LOCKTON.

Music by

**FRANK T. LATHAM**

Published in Three Keys: C, E flat (E to E), and F.

Dealers will be well advised to take  
up this novelty without loss of time.

## " IN A MONASTERY GARDEN "

(Characteristic Intermezzo.)

Albert W. Ketilbey.

For Piano Solo—Violin and Piano—Cello and  
Piano—Organ—Orchestra and Band.

## J. H. LARWAY

14 Wells St., Oxford St., London W. 1, England

Selling Agents for Canada:

ANGLO-CANADIAN MUSIC CO.

144 Victoria St., Toronto

# Music and Musical Merchandise Section

CANADIAN MUSIC TRADES JOURNAL—JANUARY, 1919

## To Push Canadian Music

A NUMBER of authors and composers met recently in the St. Charles Hotel, Toronto, and organized an Authors' and Composers' Association for Canada. A comprehensive programme was outlined, and the gathering declared itself in favor of making an effort to have more Canadian songs and Canadian music played in Canadian theatres.

For its crest the association adopted a maple leaf, with the name of Alexander Muir, the author of the "Maple Leaf," engraved upon it. The officers elected are: Gordon V. Thompson, President; Ernest A. Bowles, Vice-President; Miss Irene Humble, Secretary-Treasurer; Executive Committee, Bandmaster E. Barrow, Will J. White, John Strathdee, Jules Brazil, and Morris Manley; Organizer, Capt. Jos. Lawson; Head of Information Bureau, Will Davis.

## Puts the Blame on the Government

THOSE who are out to champion Canadian music by advocating its use more and more on all programmes, in Canadian theatres and at every possible opportunity will be interested in the discussions going on in England over the support of British music. A correspondent in one of the London papers deals with the question at length. In the course of his remarks he says this:

"A says it does not pay to put British music in front of British people; that they are not keen on it and, therefore, must be given what they want.

"On the other hand B says British music is not boomed sufficiently, and neither is the public given enough opportunities of learning to appreciate it.

"Now, every music lover must agree that there is a certain amount of truth in A's contention, and the reason is not far to seek. Our Government have deliberately withheld the support which was rightly due to the great art, and the huge burden of propaganda as regards British music has been cast upon the shoulders of commercial houses and enthusiastic British music lovers. I feel that it is a sad reflection on the musical taste and education of former generations of British men and women that there should in these days be such a crying need for stringent reform in this direction, but one would like to be charitable and assume that such a state of affairs in the musical life of our nation has been brought about through ignorance, and not through inclination.

"In several instances splendid national work has been done by individuals and individual commercial houses—they have shouldered the burden and suffered the early losses which always accompany the education of public opinion and taste. Had they been looking at the matter solely from the point of view of immediate profit, they would not have persevered, but no one has a right to run away at the first sight of loss, and those faithful enthusiasts who stuck to their guns are now coming into their own, because, through their efforts, British music is coming, slowly, but triumphantly, into its own."

## Banking on the Hits

A NOTHER sheet music man spoken to, expects the most marked demand to be for the popular hits. "Wait until the boys come home," he remarked, "and watch them crowd the vaudeville theatres, cabarets, minstrel and musical shows to hear the new songs of the day. They will take their mothers, sisters and sweethearts with them to hear and learn the new, up-to-date songs."

## Want More New Sacred Songs

MORE than once lately the Journal has heard sheet music salesmen and salesladies complaining of the scarcity of good sacred songs. Perhaps from the selling standpoint there is too small a proportion of the new issues sacred numbers. Of course the song for church use has a more limited field than the secular song, and therefore it is to be expected that fewer are published. Then, again, the uses of songs for the church are narrowed down by the general inclination towards choral singing and also by the fact that the soloists are frequently partial to the selections from the more familiar oratorios.

But it must be said, on the other hand, that some of the clerks in sheet music departments, who complain of the fewness of good sacred pieces, are not familiar with all that is available. A careful survey of the sacred songs that are to be had reveals a surprisingly long list.

## A Prediction

"THE tendency in my sales is toward the better class ballad," said one of the men who serves behind a sheet music counter. "I am looking," he continued, "for 1919 to bring the greatest demand ever for that class of song."

## No Need of Foreign Violins in U.S.

THE war cut off the trade in violins which Germany used to conduct with the United States. "It is doubtful whether the foreign instrument makers even can regain this business," says the Musical Courier, "as America has several well established factories now which are turning out annually from 5,000 to 50,000 violins of satisfactory grades."

## The Result of Age

A FIDDLE fancier, who was being jokingly taunted by a friend with the statement that there were just as good violins made to-day as any of the old masters ever produced, got this reply: "In Italian violins the grain of the front is always of very hard fibre which causes the beautiful quality of tone known as 'the real Italian tone'—sometimes it is called the reedy tone. Age alone has given them that beautiful mellow tone. Unless age has given elasticity to the front plate, the fibre or grain cannot vibrate freely or truly.

"This is one of the reasons why old violins cannot be equalled. New ones may have a fairly good tone, but never the sweet, full, carrying tone of a fine old violin, because fibre cannot vibrate long enough."

## Wants Britain to Get Into Small Goods Manufacture

THE editor of the London Phono Record and Musical Instrument Journal has had the English trade walk the carpet for neglecting the manufacture the lines of small goods formerly imported from Germany. "At the Leipzig Messe of 1914 no fewer than forty-three German manufacturers of these small musical instruments were exhibiting," he says. "This is a line for which the trade has been positively gasping during the war. Pre-war mouth organs have fetched fabulous prices. I have known instances where four and five hundred per cent. increases have been paid for supplies. Yet with this extreme shortage known to every man in the trade, with this unparalleled opportunity simply

# THINK PROSPERITY, TALK PROSPERITY, AND ORDER FROM CANADA'S GREATEST MUSIC HOUSE

Established 1888

## Specializes in the Quick Sellers

Piano and Vocal Music of all kinds—Solos and Duets—popular, classical, etc. And all the "HITS" when they are "HITS."

The WHALEY-ROYCE series of "IMPERIAL" 50 cent music books, the finest collection obtainable anywhere.

Mammoth Folio (Instrumental)	Melodious Recreations
Empire Song Folio	Primary Classics
Church and Home (Sacred Solos)	Famous Classics
Bellak Method (Piano)	Conservatory Elementary Grade Books
Read's Easy Piano Method	Read's Organ Method
Orpheus Male Quartettes	Dictation Books
Jousse Catechism	120 Scotch Songs
Elementary Classics	Canadian Patriotic Songs
First Pieces in Easy Keys	Godfrey's Patriotic Songs
	And many others

### MAGNEDO NEEDLES

are a specialty with this house. They retail at 15c. Dealers' price \$5.90 for 60 boxes. They play 10 records.

### BUGLES

No. 34—"Boys' Brigade" bugle; B flat; brass ..... \$3.95  
No. 38—"Boy Scout" bugle; plated mouth-piece and chain ..... \$4.95

### VIOLINS

No. B2—Dark brown; two-piece back; excellent workmanship throughout. Extra special value ..... \$6.95

### VIOLIN BOWS

No. 51—Reliable quality stick; full hair..... \$10.50 a dozen

### MOUTH ORGANS

No. 113—"Ozeishaphone"; 16 double holes; 32 reeds. .... \$7.25 a dozen  
No. 109—"New Improved Pipe Organ"; 16 double holes; 32 reeds; brass plates ..... \$12.00 a dozen

### RECORD ALBUMS

Indispensable for keeping Disc Records in proper shape  
No. 1—Imitation leather, metal back and index, to hold 12 ten-inch records ..... each \$1.20  
No. 2—Imitation leather, metal back and index, to hold 12 twelve-inch records ..... each \$1.35

### MANDOLINS

No. 25—9 ribs; spruce top; inlaid sound hole; chonized finger-board. Special ..... each \$4.25

## WHALEY, ROYCE & CO., LIMITED

311 Fort Street  
WINNIPEG

Contractors to the British  
and Canadian Governments

237 Yonge Street  
TORONTO

## THE HOUSE OF CHAPPELL

Established 1811

### SPECIAL ANNOUNCEMENT

Gentlemen of the Trade:—

A Truism:—No man can pick the winner in songs any more than in horses—It is all an interesting game of chance.

Read the words of the chorus, give them a moment of study and remember that the melody is one you need hear only once—and you have it—then you must agree that "THEN You'll Know You're Home" is the logical successor to "Keep the Home-Fires Burning."

The Psychological Home-Coming Song of 1919

## Then You'll Know You're Home

Words by Gordon Johnstone

Music by Jesse Winne

Chorus:

When you come to the tarn where the home-lights burn  
Then you're close to home!  
When you meet with a smile on that last long mile  
Then you're nearer home!  
When a girl comes to greet you, who prayed ev'ry day;  
When you kiss the dear face of your old mother gray;  
When her arms steal around you and cares pass away,  
THEN you'll know you're home.

### IT IS FOURTH IN THE GREAT CYCLE OF HITS

ONE: Tipperary

THREE: Pack Up Your Troubles in Your Old Kit Bag

TWO: Keep the Home-Fires Burning

FOUR: THEN You'll Know You're Home

### THE NEXT IN LINE TO MAKE UP THE "BIG FOUR"

And will be extensively advertised

Get in on the Ground Floor

For a very limited time only special rate

CHAPPELL & CO., Limited

347 YONGE STREET  
TORONTO

LONDON NEW YORK  
MELBOURNE

screaming to be grasped, we have only one manufacturer of mouth organs in this country to-day.

"Switzerland has four mouth organ factories, Japan has three, America has three. What are we going to do about it? Refer the world to Germany to supply these goods or set about producing them? Take another line, accordians and concertinas. In February, 1914, no fewer than eighty-nine German makers of these articles were showing samples at Leipsic. What effort has been made to increase the production of these goods in England during the war? None whatever. What has the musical instrument trade to say to this? The same story can be told of many other similar lines.

"I can easily anticipate the reply of the musical instrument trade to this indictment—lack of machinery, shortness of materials, no skilled labor whatever, etc., etc., sufficiently plausible arguments in their way, but they hardly suffice. If one factory could be started to produce mouth organs, many others could have been started. As a contrast to this apathetic way of handling opportunities, let me relate what has been accomplished in another trade but in practically identical lines. I refer to the toy trade, and the lines are toy pianos. Before the war not a single toy piano was made in this country. With the exception of one line, which came from America, the whole of the toy pianos sold in these Isles came from Germany. To-day there are four factories in Great Britain producing toy pianos and turning them out better than the Germans and under equal conditions—at competitive prices with German lines. These people had no special facilities to enable them to produce these goods, they had no trained labor; but they had the courage to overcome the difficulties and to train their workers, and now they have sound established businesses which the Germans can never take from them. Facts such as these should inspire serious thought in one's mind of the trade which we are all desirous of developing in this country. They should point a moral as to lost opportunities, and they should fire us with an ambition to endeavor to make up for the time which has been lost by a vigorous effort to make up what leeway we can before this golden chance slips by for ever."

### Sheet Music and Small Goods News Briefs

Well, what next? A country newspaper reports a musical evening at which a local soprano sang: "Where Mr. Caravan has rested."

The Herman Darewski Co., music publishers of London, England, has purchased the business of C. Sheard & Co.

The American Harmonica & Accordion Mfg. Co., of Manhattan, has been incorporated in the United States with a capital of \$6,000 for the purpose of manufacturing musical instruments.

Established 1852 Call Telephone M. 554

## Musician's Demands

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

### CHAS. LAVALLEE

Agent for—Besson & Co. of London, Eng.  
Pétizon, Guinot & Blancheon of Lyon, France.  
J. W. York & Sons, of Grand Rapids, Mich.

35 St. Lawrence Blvd. - Montreal

### Writing Popular Songs—A Knack or an Art?

*Being a glance at the inside of things in popular songs production by E. M. Wickes. Published under arrangement with the Writer's Monthly, for which magazine the article was written.*

**H**OW to write a song that will appeal to the fickle fancy of the public is a conundrum that puzzles several million persons yearly. And since this country entered the war the number has been increased. In a way, you can't blame them—when you stop to think of how George M. Cohan took parts of "Johnny Get Your Gun," and a bugle call and, after blending them with a few other strains, called the collection "Over There" and sold it for \$25,000. Cohan, however, has his own method, which he keeps to himself.

The experienced writer waits until he comes across an idea—a song idea—and whether he happens to be in the subway, a cabaret, or walking the floor in the dead of night, he immediately sets to work. To him inspiration is an unknown quantity. From time to time he overhears remarks suggestive of rhythm and story-possibilities, and the impression left upon his mind convinces him that these same ideas should have a similar effect on the average person. So around the notion he tries to build a chorus, with lilt and phrasing harmonizing with the idea—as there are fast, medium, and slow ideas in songs.

If he should be unable to construct a suitable chorus, he seldom bothers with the verses, for he is well aware that a good chorus is nine-tenths of any successful song. The chorus may come to him in a flash, or it may take weeks, as it did with L. Wolfe Gilbert, when he was searching for the second half of the first line of the chorus of "Ate You From Heaven." He wanted a phrase ending with a word that would rhyme with *wings*, and after getting a score of suggestions from friends, Gilbert opened the chorus as follows:

"Are you from heaven, my glad heart sings  
Are you an angel—where are your wings?"

Joe McCarthy, on the other hand, wrote "You Made Me Love You" in record time and spent several months finding a melody writer with faith enough in the lyric to set it to music.

Professional song writers are expected to write under all conditions and at short notice. Song writing with them is as mechanical as laying brick to bricklayers. If you doubt it, read on.

A few seasons ago Fred Fischer and Joe McCarthy were on the staff of Leo Feist. One day McCarthy showed the lyric of "There's a Little Spark of Love Still Burning" to Phil Kornhiser, the professional manager, who knew that the lyric would, with a few changes, fit a good melody that Fischer had played for him the previous day. Kornhiser also knew that Fischer and McCarthy had not been on speaking terms for several months, and after making several unsuccessful attempts to patch up the quarrel between the two writers, he practically ordered them into one of the piano rooms, and then sent in a house pianist to act as an interpreter.

"And if you two fellows expect to do business with me in the future you'd better stick there until you finish the song," was Kornhiser's parting shot.

After hearing the melody played, McCarthy objected to certain strains, and Fischer "kicked" about some of the lines in the lyric, each man shooting his remarks at the piano player. McCarthy told how he thought the melody should be changed, and Fischer did likewise concerning the lyric. For three hours they worked in this manner, and when they left the room they had a song satisfactory to all. Three months later, when the song was a big hit, they became

*The Season's Success***IVOR NOVELLO'S**

(Composer of "Keep the Home Fires Burning")

**New Song****"The Home Bells Are Ringing"**

IN KEYS TO SUIT ALL VOICES

This timely song of Home Coming has been steadily growing in popular favor, as it is being taken up by the leading singers all over Canada.

## CHORUS:

The home bells are ringing,  
 "No longer we'll roam."  
 Our hearts are all singing  
 "There's no place like home."  
 When wanderings are ended,  
 And sad days are o'er,  
 It's worth all the waiting  
 To be home once more.

**ORDER QUICKLY. WINDOW DISPLAY  
 CARDS ON REQUEST**

Don't forget our other big sellers:

"God Send You Back to Me"

"Sussex by the Sea"

"Follow the Golden Star"

**The Anglo-Canadian Music Co.,  
 Limited**

144 Victoria St., Toronto

Sole Agents for: Edwin Ashdown, Ltd.; Enoch &  
 Sons; Enoch et Cie, Paris; Leonard & Co.;  
 J. H. L'way, and other houses.

friends and regular collaborators. So you see that it is possible to woo harmony from discord.

"Bill Bailey," a "coon song" that was tremendously popular some years ago, is another instance that illustrates the peculiar phases of song-writing. "Bill Bailey" was a big hit in all English-speaking countries, and in London several persons made fortunes selling Bill Bailey hats and ties to the working classes. Bill Bailey, although only a song character, was just as well known as Charlie Chaplin is to-day.

Howley, Haviland & Dresser, the largest firm in the country at that time, had published a song called "Ain't Dat a Shame," with the chorus depicting a colored "gemman" named Bill Bailey standing out in the rain and pleading with his better half to let him in. Vaudeville performers usually asked for that "Bill Bailey" song instead of referring to the real title, "Ain't Dat a Shame," making Mr. Howley feel that the time was ripe for an answer song, and that unless one of his writers became active some one else would "beat him to it." So when Hughie Cannon, writer of "Ain't Dat a Shame," breezed into the office one night and tried to "touch" Howley for twenty-five dollars to attend some affair, Howley said:

"Hughie, everyone coming in for 'Ain't Dat a Shame' asks for that 'Bill Bailey' song; so if you'll go into one of the piano rooms and write a song showing how Bill Bailey goes away and becomes prosperous, and then has his wife begging him to come back home, I'll give you twenty-five as an advance."

"Pat," Cannon returned, "I don't think I could write a song now if you offered me five hundred! I've got something on my mind."

"Take it off and hang it on the hatrack and get busy," Howley grinned.

Cannon was in no mood to write, but realizing that there was little possibility of his getting the money unless he took a crack at the job, he vanished into one of the piano rooms. As he shut the door, the late Paul Dresser, alert to the urgent need of a "Bill Bailey" number, locked it and told Cannon he would have to remain inside until he had completed the song, words and music. Cannon "put up a howl," saying he had an engagement with a dear friend—which brought nothing better than a big laugh from Howley and Dresser. Cannon finally quit complaining and settled down to work. An hour later he rapped on the door and demanded to be released.

"Let's hear you sing and play the song, first," said Dresser.

Cannon complied, giving the first rendition of "Bill Bailey." Once freed, he handed over the manuscript, grabbed the check, which had been made out for fifty dollars, and bolted out of the office.

In the cases cited in the foregoing paragraphs, the writers had to work hard and fast; whereas Frederick Knight Logan, the popular "waltz king," had "Missouri Waltz," which has already paid him close on to \$50,000 in royalty, handed to him on a silver platter.

Like many others, Logan, a finished musician, came to New York to try his hand at writing popular music. Some of his compositions were published, but not one ever brought him any real financial returns. So he went back to his home in Oskaloosa, Ia., intending to devote his time to local concert work.

On summer day, while walking along a road on the outskirts of Oskaloosa, he came across a seedy-looking chap seated on a rock picking on an old mandolin. Over and over the stranger thumbed a weird and peculiar strain that made a deep impression on Logan. When questioned as to where he had heard the strain, the fellow replied:

"It's as old as the hills, Mister. My grandfather told

me he used to whistle it when he was a boy in Missouri. And he said he first heard an Indian hum it in Oklahoma."

Logan gave the fellow a dollar and went home, with the strain haunting him for weeks. To get it out of his system he sat down at the piano one night and worked over the strain until he had developed it into a waltz. Then he published it himself and mailed orchestrations to a number of orchestra leaders. A year later, when the waltz had attracted a little attention, he received an offer of \$5,000 advance and a generous contract from F. J. A. Forster, the Chicago publisher. That was three years ago. To-day the number is the biggest seller on the market, retailing for thirty cents a copy.

In Logan's case it was luck and technical ability. To be able to write like Fischer, McCarthy, and Cannon, however, one must be familiar with the likes and dislikes of the public and singers, for if singers do not fancy a song it will not stand much chance of becoming a hit. And unless a song possesses that something that will appeal to the masses, all the singers in the world could not make it popular.

(To be continued in February issue.)

### Mr. Walter Beare Expected From England

The staff of Messrs. Beare & Son, of 117 King St. W., Toronto, is looking forward with keen anticipation to the coming visit of their chief, Mr. Walter Beare, who has been unable to visit Canada because of military duties during the past three years. Mr. Beare is most enthusiastically optimistic regarding the future prosperity of Canada and says that the firm's slogan from this date on will be "Expansion and progress."

### Stock-Taking at Chappell's

The staff of the Toronto branch of Chappell & Co., Ltd., have just finished their "delightful task" of stock-taking. In this work Mr. Roberts had the very capable assistance of Mr. Louis Weippert, of the firm's New York branch. Mr. Weippert is thoroughly posted on the sheet music business, particularly the actual work of getting the printing and engraving done and done on time. Mr. Weippert has visited Canada before.

### National Chorus Using "Fringes of the Fleet"

At the annual concert of the National Chorus in Massey Hall Toronto, Elzar's "Fringes of the Fleet" is to be used. Frank Oldfield, whose reputation is well known, will take the solos, the choir joining in the choruses. Enoch & Sons are publishers of "Fringes of the Fleet," which work was reviewed at some length in a former issue of the Journal. Anglo-Canadian Music Co. are Canadian Agents for this number.

### New Ascherberg, Hopwood & Crew Issues

Harold Samuel introduces a new song of his, "God's in His Heaven. All's Well"—its fine lyric written by Arthur Anderson. The composer's setting is a most artistic one which lightens and enhances the significance of the verse with powerful effect. It is a song in perfect harmony with the conditions now existing, for war has ceased and peace has been attained, as its concluding lines express:—

"Gather your bonfires on hills and in view!

Stand by each belfry bell!

Run up the red and the white and the blue!

God's in His heaven, all's well!"

Its fine theme and majestic refrain will certainly draw the admiration of all cultured singers and musical circles throughout the empire. A good baritone or bass song

makes its appearance, "Roundabouts and Swings," by Geoffrey Shaw, the humorous verse from the pen of Patrick Chalmers, relating the eventful life of a good-natured old showman, who with a philosophic touch in the concluding lines sings—

"For 'up an' down an' round,' said 'e, goes all appointed things,

An' losses on the round-a-bouts means profit on the swings."

The sportive and spirited theme of the song and its cleverly constructed piano accompaniment constitutes one that, when these factors are heard together, the eminent singer, George Parker—to whom Geoffrey Shaw dedicates the song—will vocalize with such wonderful effect that will astonish his hearers. "Welcome Home"—Ivor Novello (the popular composer of "Keep the Home Fires Burning")—is a song that should receive a warm reception from our victorious soldier-boys as they return to the old country, when as the chorus goes—

"Ev'rybody will be cheering madly,

Here comes Britannia's hero sons,

True as the steel that made her guns,

Khaki and blue, we'll cry to you, 'Welcome home again.'"

The song has a fine martial rhythm that would lend itself to arrangement for a military band—which would largely assist in earning for it a world-wide popularity. This is the comment of the Pianomaker on some of the new things issued by Ascherberg, Hopwood & Crew, Ltd., London.

### Whaley, Royce Personals and Otherwise

One of the newest members of the Toronto Kiwanis Club is Mr. Holmes Maddock of Whaley, Royce & Co., Ltd. Those who know "Holmes" know that luke-warmness is foreign to his make-up. He goes into a thing head-over-heels or not at all. It is a safe bet, therefore, that the Kiwanis Club has gotten an active member.

The Imperial edition Whaley-Royce music books which have, for a short time been out of stock owing to the rush and difficult conditions in the music printing department are now available, viz.: "Melodious Recreations," "Elementary Grade Pieces for Conservatory Examinations" and "Mammoth Folio."

Mr. W. H. Myhill, manager of the wholesale musical merchandise department of the Whaley-Royce house was a recent trade visitor to Ottawa.

All departments of this firm report excellent trade, and as one of the men in the house said, "optimism reigns supreme around here."

## NEW MUSIC Copyrights entered at Ottawa

- 34901 "We Never Did That Before." Song. Words and Music by Edward Leake.
- 34902 "At the Jazz Town Novelty Ball." Song. Words by Nat Vincent. Music by Lew Pollock.
- 34903 "Home Coming Week in France." Song. Words and Music by Seneca G. Lewis. Arrangement by Mary Lewis.
- 34904 "Hats Off To The Red, White and Blue." March Song. Words by Chester E. Hoyle. Music by Ralph F. Beegan.
- 34905 "Give A Little Credit to the Navy." Song. Words by Bud De Sylva and Gus Kahn. Music by Albert Gumble.
- 34906 "Comprenez-vous Papa." ("Compranay-soo" Papa.) Words by Alfred Bryan. Music by Ray Lawrence.
- 34907 "In the Land Where Poppies Bloom." Song. Words by Willie Baskette. Music by Vay and Schenck.
- 34913 "Naomi." Waltz. By F. W. Vandersloot.
- 34914 "Marshall Haig." One Step, March or Two Step. By Ahe Losh.
- 34915 "Forget Me Not My American Rose." Words and Music by Ray Sherman.
- 34931 "O, Babe Divine." Words and Music by Bernard Hamblen, Chappell & Co., Limited, Toronto.
- 34928 "Flying Fringe." Song. Words and Music by cadets R. P. Stewart and A. E. Sutherland. John Roland Hett, Toronto.
- 34886 "Bone Dry." Fox Trot. By Sidney Landfeld.



- 34831 "I Want You" (For All Time.) Song. Words and Music by Laurence Wolf.
- 34832 "Alleged Victory." March. By Harry H. Zickel.
- 34833 "I'll Say She Does." Song. By Rud De Sylva, Gus Kahn and Al Jolson.
- 34834 "Ayra." Eyes of the Night. Intermezzo Fox Trot. By Harry Tomney.
- 34837 "My Native Land." Song. Words by M. A. Knight. Music by Marshall Smith & Eborall, Toronto.
- 34840 "Lullaby" (Lullaby Baby! Lullaby.) Words and Music by G. Jennings Barnett, Victoria, B.C.
- 34842 "L'Amie Francaise." Paroles de Jean Beauchemin. Musique de Albert Larsson. J. E. Bulet, Montreal.
- 34843 "Valse d'Amour" (Love's Waltz.) Par J. E. Carignan. (Musique de Joseph Emmanuel Carignan, Montreal.
- 34847 "H.O.M.E." (Sweetie Where I Long to be.) By Eddie McGrath, Will E. Dullmage and J. Fred Lawton.



MR. RAYND JAMIESON

Music and Drama Editor. Vancouver Sun, locally known as "R. J.," and who is so active in getting music into the minds and hearts of the people.

- 34849 "Cadenza in G." For Organ. By W. Geo. Pearce. (Music.) W. Geo. Pearce, Toronto.
- 34850 "Intermezzo in G." By C. E. B. Pearce. (Music.) W. Geo. Pearce, Toronto.
- 34855 "Gardens Marching Song." Words and Music by J. H. Arnett, Itequo, Sask.
- 34931 "March Foch." Par Donalds Bonillard, Montreal.
- 34936 "Genda! Land of the Free." Song. Words by Robert Stewart. Music by Arthur Russell, Robert Stewart, Toronto.
- 34957 "The Man Behind the Flow." Song. Words and Music by Ralph Gordon, Fred H. Ullie, Toronto.
- 34958 "As I Drift Down the River of Dreams." Song. Words and Music by E. Williamson, Toronto.
- 34962 "Waiting." Words by Annelu Burns. Music by Madelyn Sheppard.
- 34963 "Hokey for the Girls." Words by Annelu Burns. Music by Madelyn Sheppard.
- 34964 "The Military Life for Me." Words by Helen S. Woodruff. Music by Madelyn Sheppard.
- 34965 "When the Moonbeam Shine." (In the Dear Old Alabama.) By Annelu Burns.
- 34966 "If You But Dreamed." Words by Annelu Burns. Music by Madelyn Sheppard.
- 34967 "Turn My Tears to Smiles." Words by Annelu Burns. Music by Madelyn Sheppard.
- 34968 "A Wee Little Cot on Love's Highway." Words by Annelu Burns. Music by Madelyn Sheppard.
- 34969 "Dreams." Words by Annelu Burns. Music by Madelyn Sheppard.
- 34976 "Purple and Gold." Woodstock College song. Words by G. E. Benson, M. A. R. P. Music by G. J. Conis, Woodstock, Ont.
- 34986 "When Troppers Ride." Song. Words by James Mahon. Music by William J. Booth, Toronto.
- 34990 "The Tule The Church Told." Words by Sam M. Lewis & Joe Young. Music by Bert Grant.
- 34991 "That Pershing Lullaby." Words by Annelu Burns. Music by Madelyn Sheppard.
- 34992 "Saucy Little Devils." Words by Annelu Burns. Music by Madelyn Sheppard.
- 34993 "Germany You'll Soon Be No Man's Land." Song. Words by J. E. Dempsey & Tom Kennedy. Music by Joe Burke & Sam Downing.
- 34994 "Afterwhile." Song. Words by Thomas M. Bowers. Music by Eghert Van Alstyne.
- 34995 "When They Do The Hula Hula On The Boulevard." Song. Words by Alfred Bryan. Music by Ray Lawrence.
- 34996 "Boys Get Ready." March Song. Words and Music by Reginald De Koven, Op. 492.
- 34997 "The White House is the Light of the World." Song. Words and Music by Isador Casper and Alfred Bryan.
- 34998 "Till We Meet Again." Waltz. By Richard A. Whiting.
- 34999 "You'll Be Welcome As Flowers in the Maytime." Song. Words by Raymond H. Egan. Music by Richard A. Whiting.
- 35001 "Welcome Home." Song. Words and Music by John Gilheoney, John Gilheoney, Cookstown, Ont.

- 35004 "The New Time Instructor." To be used with Piano, Violin, Mandolin, Guitar or Banjo Music, etc. By Mrs. Henry Holland. (Book.) Mrs. Henry Holland, Anxox.
- 35010 "A Canadian Hymn." Words by Lillie A. Brooks. Music by Edward Woodson. Anglo-Canadian Music Publishers' Association-Limited, London, Eng., and Toronto.
- 35019 "Marche de la Victoire." Pour Piano. Par Amedeo Tremblay, J. E. Helais, Montreal.
- 35026 "1st Central Ontario Regiment March." For band. By Sergt. F. T. Clements, Toronto.
- 35027 "Angel Child." Song. Words by Rud De Sylva. Music by Louis Silvers.
- 35028 "You're Still An Old Sweetheart of Mine." Song. Words by Raymond H. Egan. Music by Richard A. Whiting.
- 35029 "Tell the Folks in Dixie I'll Be Back There Some Day." Song. Words by Gus Kahn. Music by Eghert Van Alstyne.
- 35030 "On the Road to Galia." Song. Words by Alfred Bryan. Music by Al Jolson and Jean Schwartz.
- 35031 "You Don't Know." Song. Words by J. Will Callahan. Music by Lee S. Roberts.
- 35032 "That Old Fashioned Mother of Mine." Song. Words by J. Will Callahan. Music by Lee S. Roberts.
- 35033 "I Love the Heart of Dixie." (Dixie I'm Coming Home.) Words by Alfred Bryan. Music by Al Jolson and Jean Schwartz.
- 35034 "For the Boys Over There." Song. Words by Gus Kahn. Music by Eghert Van Alstyne.
- 35035 "The Terrace Waltz." By Wm. Shannon, Montreal.
- 35036 "You're so Beautiful." Song. By Irving Berlin.
- 35037 "Nehody's Gal." Words by Sam M. Lewis & Joe Young. Music by Bert Grant.
- 35038 "Once In A While." Words by Sam M. Lewis and Joe Young. Music by Ted Snyder.



## ON THE WAY TO TOUL

The joyful looking chap shown at the right in both views is Sergeant R. A. Frestral, of the United States Army, and previous to enlisting, salesmanager and publicity director of the R. S. Williams & Sons Co., Ltd., Toronto.

- 35033 "My Barney Lies Over the Ocean." (Just the Way He Lied to Me.) Words by Sam M. Lewis and Joe Young. Music by Bert Grant.
- 35054 "Down The Lane and Home Again." Words by Edgar Leslie and Bert Kalmar. Music by M. E. Jerome.
- 35055 "How 'ya Gonna Keep 'Em Down on the Farm?" (After They've Seen Parze.) Words by Sam M. Lewis and Joe Young. Music by Walter Donaldson.
- 35062 "An Plaisir." Caprice for Piano. By Jean Dunste. The Anglo-Canadian Music Publishers' Association, Limited, London, Eng., and Toronto.
- 35065 "The Boys From Over Yonder." Words and Music by Arthur Earle Mays, Toronto.

Do what you can when you are unable to do what you should.

\* There are two sides to every story and a lot of them should be turned.



# Captains of Industry are Ringing "Full Speed Ahead" from their Bridges to the Engine Rooms

IN conversation and correspondence, salesmen all over the Dominion are saying to the Journal "shoot out to us all the ginger-up facts and figures you can collect. We need them. Our sales depend more than ever upon radiating optimism." Last issue the Journal met this request to the tune of a five page article, which was widely used by the boys in their selling talk. One party told the Journal how he sold a piano to a business man by meeting the remarks "I had better wait until this dull and unsettled period is over," and "prices will drop one of these days, so I'd better wait a little," with some quotations from the aforementioned article. Here is a further selection of optimism—radiators:

### "Straws That Show—"

The deposits in Canadian banks showed an increase in the past year of 22 . . . . .

Silver and gold mining companies of Northern Ontario paid \$7,000,000 to shareholders in dividends in 1918.

The amount of insurance in force with companies in Canada is \$ 40,000,000 more than in 1917.

The estimated value of the total production of British Columbia mines in 1918 was \$37,000,000.

As conservative an institution as the Royal Bank has announced a most comprehensive plan of extension which includes the opening of branches of Rio de Janeiro, Brazil, Buenos Ayres, Argentina, Montevideo, Uruguay and Paris, France. These branches are designed to develop Canada's foreign trade.

The Canadian Cartridge Company, Hamilton, was organized to make munitions. Now this firm is going extensively into the production of steel oil barrels, a line of goods in which the United States is said to have hitherto had the monopoly.

"If there is any pessimistic feeling regarding the future, I fail to see the reason," said the works manager of the Canadian Westinghouse, Hamilton. "The people seem very prosperous and there is no indications of improvidence, so far as our workers are concerned at least. We have had a very fine class of people working for us and I know that they have not spent to the extent of their earnings."

### Expansion in Every Direction.

As proof that his belief in the future of Canada is practical, Mr. W. G. Harris, Jr., of the Canada Metal Co., stated that his firm had rebuilt their plant at Winnipeg, built a first-class factory at Vancouver and another at Montreal, and purchased property for the erection of a new building at Halifax. "We are going to have very prosperous times in Canada," said Mr. Harris. "I look for a tremendous increase in our export business. In our plant we realized that the war could not last forever, and that there would be a big demand for our goods immediately peace came. We expect to have a greater business than ever before, and have made preparations to that end. Toronto is to have a new industry, as we have decided to enter on the manufacturer of nails and wire." Mr. Harris firmly believes in a great future for shipbuilding in Canada, and

that is partly why the new plants are being established at Vancouver and Halifax. "I think shipbuilding is going to be one of the biggest industries in this country," he said. "We have got to get back to the old freight rates and to bring this about there must be a big increase in bottoms."

### No Early Drop in Prices.

"You are going to see the manufacturers pay more wages and give their employees shorter hours, but I think that there is going to be a ready drop in the prices of commodities," said Mr. W. J. Heaven, Toronto manager of the Anglo-Canadian Leather Co., Canada's largest tanning concern. Whatever the other firms may contemplate, the Anglo-Canadian Leather Company is going ahead with greatly increased production, Mr. Heaven declared.

### Wages Must Not Be Reduced

A high official of the American Radiator Co., of Brantford, which firm has plants in Canada, United States and Europe is thus quoted: "I do not believe in anyone going around and speaking pessimistically of Canada's future, or that it is going to take two or three years for us to return to normal conditions. That idea does not appeal to me, and I don't want to see it encouraged. Whether my plans for the future will work out all right or not, I, of course cannot say, but I am backing up my opinion with many thousands of dollars of the company's money, and am putting in new equipment into the Brantford plant. I am hoping shortly to be able to take care of more labor than I am at present.

"Do you think there should be a reduction in wages?" he was asked.

"No, certainly not," he replied. "Wages must not be reduced, but in order to retain them at the present standard the selling prices of commodities must remain. If any firm should attempt to reduce wages I think it will be acting wrongly, as it will create unrest and dissatisfaction. And I think we have enough of that throughout the world at present without adding to it."

### New Resourcefulness Born.

In his address to the shareholders at their annual meeting, the president of the Union Bank said: "Conditions in our country are generally satisfactory. Canada has not been exhausted by the war, in fact new energies and resourcefulness have been born. The remarkable skill and efficiency exhibited by hundreds of munitions manufacturers in the turning out of hundreds of millions of shells and other intricate implements of war, prove that Canadians possess a mechanical genius which was undreamed of before the war. This manufacturing knowledge and ability should now be turned to good account in the production of iron and steel products, the majority of which we were compelled to import prior to the war. Indeed there is no reason why a substantial export trade in many of such products cannot be built up, as the experience of the past four and a half years proves that Canadian manufacturers can compete in price and product with those foreign firms who were hitherto regarded as invincible competitors."

In 1913 the Union Bank's deposits were \$64,000,000. Now they are \$127,000,000.

### Automobile Registrations in Canada

Year	Ontario	Quebec	N.S.	N.B.	P.E.I.	Man.	Sask.	Alta.	B.C.	Total
1912	16,266	5,355	456	700		4,770	2,268	2,505	4,289	34,789
1913	23,700	5,432	511	824	26	5,406	4,659	3,773	6,138	50,489
1914	31,724	7,413	544	1,260	30	7,001	8,027	4,728	6,668	67,415
1915	42,346	10,112	971	1,900	35	8,027	10,225	5,812	7,440	87,673
1916	54,375	15,347	1,728	2,986	50	11,953	15,600	9,703	8,576	130,318
1917	84,353	21,762	1,678	5,249	301	17,333	32,500	20,800	11,388	199,302
1918	109,400	28,333	8,103	6,475	481	24,389	39,782	29,500	15,828	262,291

### Talking on Men

Speaking recently about his own business, Mr. Thomas Findley, president of the Massey-Harris Co., was very optimistic and expected greatly increased output and export.

trade, and the best evidence in support of this conviction is the fact that the firm has planned and arranged its plant to meet a big demand for its products in the next year. The Toronto plant has been considerably enlarged and the firm will be able to handle more men than it did during the war, even at the height of the munition work. Since the signing of the armistice more than 500 men have been added to the working strength, and at present from 30 to 50 men are being taken on daily.

*Our Purchasing Power is Great.*

Mr. W. R. Gibson, assistant managing director of the Gurney-Oxford Company, said: "War material cannot affect future markets because the greater part of it was special. Canadian and foreign markets are bare of supplies, prices here are good and agricultural conditions were never better. The farmer and the artisan have been making some money, and, in many cases, saving it in spite of the high cost of living, and the war loans have been well subscribed, so that our purchasing power is very great. Returning soldiers and their friends coming to Canada will increase our ability to produce, and their labor will be readily absorbed as the months pass. The shipbuilding programme is being continued, the world's population must be clothed and fed, building must be resumed to care for the big shortage in dwelling places, our war debt is in the hands of our own people, and everything points to a rapid return to normal civilized conditions."

*Big Figures in Shipbuilding Industry.*

The year 1918 has been a notable year for the Canadian shipbuilding industry. In the building of both steel and wooden ships great progress has been made, and the in-

Columbia University has instituted a new course which, under the name of musicotherapy, will deal with the scientific application of music as a cure for nervous disorders.

dustry enters upon 1919 with the brightest prospects. In the building of steel ships, Canada has entered upon a new era, this being assured through the extensive shipbuilding program announced by the Dominion Government. It is estimated that the total tonnage of vessels launched in Canadian shipbuilding yards during 1918 was about 460,000 tons deadweight. Of this, 23 steel and 45 wooden ships were for the Imperial Munitions Board. All of these ships have not, of course, been delivered. The tonnage delivered is valued at \$37,156,972. In the fall of the year the French Government contracted in Canada for 50 wooden ships, valued at \$21,000,000.

*Ontario Crop Values.*

It is interesting to note the variation in acreage and values of Ontario's total field crop for the last seven years as furnished by Dr. George C. Creelman, Commissioner of Agriculture for Ontario. These crops include fall wheat, spring wheat, barley, oats, peas, beans, rye, buckwheat, corn (shelled), potatoes, carrots, mangels, turnips, sugar-beets, mixed grains, corn (for silo), hay and clover:

Year	Acres	Market Value
1918	9,984,138	\$350,000,000
1917	9,722,364	333,691,563
1916	9,584,876	223,748,048
1915	9,762,951	210,674,415
1914	9,621,444	199,159,945
1913	9,541,537	168,455,253
1912	9,574,474	185,790,341

### Martin-Orme Salesmanager

The Martin-Orme Piano Company, Limited, announce the appointment of Mr. A. E. Switzer, son of one of Ottawa's retired merchants, Mr. R. Switzer, to the position of wholesale sales manager succeeding Mr. W. F. C. Devlin.

This position was held for the past five years by Mr. Devlin, who recently succeeded his late father as President and Managing Director of The R. J. Devlin Co., Limited. Mr. Devlin remains a director of the Martin-Orme Piano Company and of Orme Limited.

Mr. Switzer is a brother of Mr. T. A. Switzer, manager of the Vancouver branch of Fletcher Bros., Ltd., and one of the most popular men in the trade. Referring to the appointment the Ottawa Journal said:

"Ottawa has reason to be proud of having on its list of manufacturers a firm whose product—the Martin-Orme Piano—has attained such high position in the public estimation throughout Canada.

"In a few short years the Martin-Orme has taken a position with old established dealers from coast to coast as



Mr. A. E. Switzer.

being an instrument of absolutely "first water" and the equal at least of any upright piano sold in the Canadian market.

"Mr. Switzer's activities will now include visits at certain periods to the Martin-Orme dealers who are in every large Canadian centre from Halifax to Victoria. He was honorary president of the Life Underwriters Association of Ottawa and was assured of an excellent future in that calling. The Martin-Orme Company directors, Messrs. Owain Martin, Matthew Orme, A. A. Crawley, W. F. C. Devlin, Frank Orme and Cromwell Donaldson therefore congratulate themselves on securing Mr. Switzer's services as his selling and general business experience will well equip him for his new duties.

### L. J. MUTTY CO. <sup>176 Congress Street</sup> Boston, Mass.

We manufacture fine calender 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 FRICTIONED TWILL, which is designed particularly to prevent splitting over connections.

SAMPLES and PRICES furnished on request

Refer all enquiries to Dept. T.

## Here, There and Everywhere

Mabel Garrison, Victor artist, is to appear in Montreal on February 11.

Mr. A. A. McKenzie, the well-known music dealer of New Glasgow, N.S., has added the Brunswick agency.

Mr. Fred Albert, of Albert & Sons, Sydney, Australia, is expected to take a trip to America in the near future.

Among the most recent dealers to take on the Ed'son Disc and the Amberola, include Bernard Stores, River Belle, Que.

Mr. F. L. King, son of a director of King & King, piano dealers in Brisbane, Australia, is on a business trip to America.

Some fine advertisements, featuring the ten types of Phonolas and the Phonola records, have been appearing in various Ontario newspapers of late.

H. Polliack, a well-known piano dealer of Johannesburg, South Africa, who came to America on a business mission, was a recent visitor in New York City.

The music department of the Matthews Music House, Calgary, has been moved to 216 8th Ave. West with Mr. C. B. Clarke, Gerhard Heintzman Parlors. This removal has nothing to do with the Matthews piano and talking machine business, which remains at 214-A 8th Ave. West.

### A TALE OF TWO CITIES



By A. G. Racey,  
in the Montreal  
Star.

Mr. Harney Grace has been appointed editor of the London Musical Times in succession to the late Dr. W. G. McNaught.

The Fauver Music Co. opened warerooms at 420 Yonge St. just previous to Christmas and are handling Brunswick phonographs and records.

Leopold Godowsky, pianist, whose playing is well known in Canada through his Columbia records, is billed to appear in Montreal on February 1.

Ralph O. Higel, treasurer of the Otto Higel Co., Inc., New York, has received an honorable discharge from the United States army, and is now back on the job at the Higel factory.

The concerts of the famous Mendelssohn Choir, under the leadership of Dr. Fricker, are to be given on February 21 and 22 with a matinee on the latter date.

Mr. R. L. Teeple, of the phonograph division of the George McLagan Furniture Co., Ltd., Stratford, was among the holiday season trade visitors to New York.

The beginning of this month saw 18 wholesale salesmen start out carrying Gennett records for which the Starr Co. of Canada, London are the Canadian distributors.

Mr. H. G. Stanton, vice-president and general manager of R. S. Williams & Sons Co. Ltd., has been elected to the council of the Toronto Board of Trade for the current year.

Members of the British piano trade are rejoicing over the fact that a prominent Serbian Princess has just chosen a grand piano of English make.

Mr. J. J. Armstrong, wholesale representative of the Sherlock-Manning Piano & Organ Co., London, is on a business trip to the Pacific Coast.

Arthur Pellerin & Co. opened up phonograph parlors in December at 420 Rideau St., Ottawa, styling themselves as the only exclusive French house handling phonographs. They are exploiting various makes.

Piano bench manufacturers of the United States have gone on record as limiting the number of patterns to ten. They also passed a resolution against the practice of giving away benches and stools with the sale of pianos.

Mr. E. van Gelder, of the firm of I. Montagnes & Co., Toronto, the Canadian distributors of the Sonora line of phonographs, has left on a visit to his old home and relatives in Holland. Before returning Mr. van Gelder purposes visiting Switzerland and France.

The Canadian tour of Harry Lauder, who is immediately connected up in the public mind with the famous trade mark dog listening to "His Master's Voice" is giving a great impetus to his records. Mr. Lauder is scheduled for Brantford Jan. 16, London Jan. 17, and Toronto Jan. 20 to 26.

According to report, the Association of Master Organ Builders in Great Britain is offering fifteen free apprenticeships to lads who wish to learn the trade of organ building. The indentures are for five years, and free tuition in a music trades school as well as gradually advancing pay will be given.

A Halifax despatch says: "J. P. Sullivan, manager of the north end branch of N. H. Phinney, Limited, was in receipt of a very pleasant Christmas surprise in the form of an engraved cigar case accompanied by a message of good cheer for all the joys of the festive season from the members of his staff.

The year has started off well with Mr. Armand Heintzman, vice-president of Gerhard Heintzman, Ltd., not only in the matter of orders for pianos and phonographs of his firm's make, but in the arrival of another son to his happy household. The future piano man is well pleased with the welcome extended.

The Ottawa Phonograph Co. have opened a new store at 312 Bank St., under the management of Mr. Edgar Sibbitt, where the Pathophone is featured. Commenting on their Christmas business they stated that as new comers in the trade they were exceedingly well satisfied with results both in the call for machines and the sales of Pathe records.

Mr. C. H. Townshend, of C. H. Townshend Piano Co., St. John, N.B., paid a visit to the main office of the Musical Merchandise Sales Co., at Toronto, and also visited the large Brunswick-Balke-Collender Co. factory in Toronto while here. Mr. Townshend has secured the Brunswick line for all three of his stores: St. John, Fredericton and Moncton.

"Tell every Canadian who has anything to ship into the Maritime Provinces, whether it is pianos or soda biscuits, to ship at once," said a Canadian Press despatch from Montreal, under date of Jan. 15, in quoting an official of the Canadian Railway War Board. "To-day it is easy to get shipments into the Maritimes because Great Britain has embargoed shipments amounting to about 80 per cent. of the traffic from Canada, and we have therefore stopped the movement of overseas export stuff east to Halifax and St. John. Ordinarily that movement is so heavy that shipments for domestic consumption in those parts of Canada have a hard time getting through. Now is their opportunity."

At the dinner tendered Sir Arthur Pearson by the Canadian Club, of Montreal, there were at the head table several prominent local men who had been deprived of their sight. These included Mr. C. W. Lindsay, head of C. W. Lindsay, Ltd., and Mr. P. E. Layton. Sir Arthur Pearson, as is well known is the noted British publisher who, since losing his sight, has given his life on behalf of the sightless.

"Use a Tonofone needle, just one—that is all we ask—you will never again be satisfied with any other," advises Arthur K. Kempton, who has the Canadian agency of this line. Each needle is intended to play many records and the Tonofone plays all makes of records on any machine. They retail at 15 cents for 3, and give the dealer a good profit. Full particulars are given on page 40.

William Gaité, of the supply firm of C. Erhardt & Co., London, England, is now making one of his periodical visits to New York. Mr. Gaité is a prominent figure in the supply trade of London, being president of the association representing that branch of the industry, and was an active member of the committee representing the music trade in its negotiations with the Government during wartime.

Messrs. W. Puckett, F. A. Trestraill and J. E. White, members of the firm of the Musical Merchandise Sales Co., were recent visitors to Brunswick headquarters in Chicago. Mr. Puckett also lately paid his respects to New York city. Mr. L. J. Bourgette, eastern Brunswick representative, with headquarters in Montreal, was among the month's callers in the Queen City.

A communication from Chas. F. McDonald, Truro, N.S., explains that the Journal's correspondent was in error when referring to his lines, he being a Columbia dealer. He says: "Our windows, walls and shelves are always blazing with Columbia signs." Mr. McDonald also remarks that he has had a wonderful increase in business, which has doubled in volume now for three years.

If there is any fear that German tuning pins will be needed to increase the production of pianos in America, let it be dismissed. There are now eleven concerns engaged in the manufacture of tuning pins, with an estimated capacity of 885,000 sets per annum. The American tuning pin industry is in position to supply the home market and ship a few hundred thousand to Germany besides.—*Music Trade Indicator.*

"My confidence for the trade conditions for the year ahead of us is very great," remarked Frank Stanley, president of the Canadian Piano & Organ Manufacturers' Association, "and I anticipate that there will be very little difficulty in placing all the labor, as it returns to us, profitably and satisfactorily to the men. It requires that business men everywhere preach this gospel of confidence, and display it by 'Carrying on.'"

One of the most dependable piano movers anywhere is Mr. J. W. Huggins, of Toronto, who is largely patronized by the trade of this city and who handles the local work of a number of outside manufacturers. It may be his intimate relationship with such objects of art as pianos, or it may be natural discernment, but "Jack" certainly has an eye for the beautiful in femininity as the 1919 calendar presented with his compliments indicates.

W. B. Rollason, music dealer of Welland, Ont., distributed a 1919 calendar in December. Each person to whom a calendar was sent also received a postal card, signed by the sender, asking that if the calendar was not delivered to inquire for it at the post office or advise him. Incidentally the calendar, an attractive art production, was a means of securing the names of "prospects." Mr. Rollason is a consistent advertiser in the local papers, and he is not one of those who depend upon "everybody knowing him" as an excuse for not advertising.

Mr. Phinney, head of N. H. Phinney & Son, Ltd., of Halifax, N.S., was a recent trade visitor to Toronto.

Mr. W. D. Stevenson, of the Starr Co. of Canada, has returned to London from Montreal, Ottawa and Toronto. The Starr Co. are exclusive Canadian distributors of Starr phonographs and Gennett records.

The Weber Piano Co., Kingston, Limited, formerly the Wormwith Piano Co., Ltd., of Kingston, have sent to their customers an artistic calendar, the pictorial subject being, "From the Boy at the Front," one of the desirable pictures inspired by the war.

Mr. L. Frank Wilks, music dealer, Toronto, who has never regretted his selection of a site on Bloor Street Easy, "just 75 golden paces from Yonge Street," has outgrown his store. He has decided to build an addition and in anticipation conducted a successful building sale.

The attention of the Journal has been directed to an error made in the last issue with reference to the business of Chas. F. McDonald, Truro, N.S. Mr. McDonald states that he is a Columbia dealer and has had a wonderful increase in business, which has doubled in volume now for three years.

Mr. F. G. Lodge, the well-known music dealer of Edmonton, and who has the Gerhard Heintzman agency, has returned to that city from a visit to Toronto. Mr. Lodge was in good spirits as to trade conditions and the outlook in the West where he considers the people are more responsive to the appeal of music than are the people of Ontario.

Mr. L. L. Merrill, formerly manager of the National Piano Co.'s Victrola department, and who spent the summer season of last year on his fruit farm in British Columbia, has just returned to the West from a visit to Toronto, London, New York, Boston and Philadelphia. Mr. Merrill represents Starr phonographs and Gennett records in the West.

Hon. H. J. Cody, Minister of Education for Ontario, officiated at the formal opening of the London Technical and Art School. Mr. W. N. Manning, of the Sherlock-Manning Piano & Organ Co., chairman of the Advisory Industrial Committee for 1919, was one of the three speakers at the afternoon session and also at the public meeting held in the evening at the Masonic Auditorium.

Mr. Vincent R. D. Pue has taken charge of the Edmonton branch of the Alberta Piano Co., formerly the Masters Piano Co. Mr. Pue was in the employ of the Alberta Piano company, Calgary, for eight years. Last year he enlisted in the Royal Flying corps. While stationed at Camp Rathbun, Mr. Pue met with rather a serious accident in his aviation work, which incapacitated him for some time. He has quite recovered, and is hoping to make many friends and acquaintances in a musical way in Edmonton.

Though a young line, so far as its introduction to the trade is concerned, the Peerless Phonograph is the product of an intimacy with the talking machine trade dating from the genesis of the industry in Canada. Harry E. Wimperly has studied machines and their defects. He has studied the public demand. He has observed where improvements were possible. Hence the Peerless; prices and agency terms on application to the Harry E. Wimperly Co., Ryrie Bldg., Toronto.

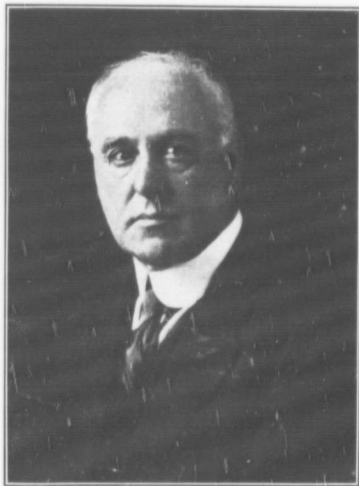
Mr. A. A. Pegg, salesmanager of the Nordheimer Piano & Music Co., Ltd., Toronto, recently received a very interesting personal letter from Lieut. A. A. Baxter, who resigned from the Nordheimer staff three years ago to enter the army. Lieut. Baxter is now in the Historical Section, Canadian War Records Office, at London. The reports of the Canadian prisoners repatriated from Germany pass through Lieut. Baxter's hands and there are stories of the most revolting cruelties practiced on defenceless men.

During the Christmas rush the demands upon the selling staff of John Raper Piano Co., Ottawa, were so great that they could not get out for meals, so an up-to-date restaurant was installed in the store. Notwithstanding having doubled the number of their Victrola parlors the capacity of the department was taxed to the utmost, so great was the demand for "His Master's Voice" lines. The firm reported an enormous demand in all lines.

The Christmas window of the National Piano Co., Ltd., Toronto, was designed to capitalize for their Victrola department the general human interest in moving objects. A large wheel, in diameter almost equal to the space from floor to ceiling was set up within a couple of feet of the window. It was decorated with green and red and the rim of the wheel was a continuous circle of "His Master's Voice" records. These were held by means of screws through the holes in the records and a small weight fastened to the edge of each record kept it in from revolving so that it remained with the title always readable. The wheel revolved slowly so that the record titles could readily be followed by the spectators who were very numerous. A cord so small as to be invisible from the street formed the belt communicating power from a Victrola motor so placed in an alcove of the window as to be a separate motion attraction.

#### Joins Sherlock-Manning Organization

Mr. John Samuels, of Ottawa, than whom no pianoman enjoys the confidence, respect and friendship of his customers in a greater degree, has joined the Sherlock-Manning



Mr. John Samuels.

Piano & Organ Co., London, in the capacity of wholesale representative.

Mr. Samuels was for twenty-three years connected with the Karn-Morris Piano & Organ Co., Ltd., as manager of their Ottawa business and wholesale representative for eastern Canada. He is particularly well known in the east where an extensive circle of trade friends always extend him a most cordial reception on any occasion that he visits them. Mr. Samuels has also become acquainted with many

in the trade in Ontario and the West through his yearly visits to the Canadian National Exhibition at Toronto.

In starting off the new year with the Sherlock-Manning line, Mr. Samuels has the very best wishes for success of a host of trade friends.

### McLagan Phonograph Exhibition

In connection with their annual Furniture Exhibition at Stratford, the phonograph division of the George McLagan Furniture Co., Ltd., made an attractive and impressive display of the products of this department. In a separate showroom fitted for the occasion the full line of McLagan phonographs was exhibited. This display was in charge of Mr. R. L. Teeple, who has just recently returned from a visit to the phonograph supply markets in New York and other United States centres.

In some sections of the Canadian phonograph trade there seems to be a little reluctance in accepting the console models largely because they are a radical departure from the generally accepted idea of what the form of the phonograph should be. The experience of the McLagan Co.'s phonograph division is that the public is readily attracted by the console model and a number of buyers have ordered comparatively heavily in these models. The departure from accepted standards, the readily fitting in with a special furnishing motif, and being perhaps a little more exclusive in design and appearance have caused many discriminating householders to give immediate approval of this type where the ordinary models were only indifferently considered.

In the McLagan range model M35, because of the top being divided, was the choice of a number of visitors. The centre portion of the top lifted, exposing the turntable and tone-arm without interfering with either side. On one side are heavy vertical pockets, numerically tabbed, with index and holding forty records. On the other side was a cabinet fitted with shelves for additional records. This model is 34 inches high with top 20 $\frac{1}{2}$  by 42  $\frac{1}{2}$  inches and is fitted with triple spring motor, automatic stop, speed regulator, and tone-arm.

M40 was another favorite in this range, being 34 inches high, 35 $\frac{1}{2}$  inches wide and 21 $\frac{1}{4}$  inches deep. In this one the filing compartment was fitted with pockets for 80 records.

Though slightly smaller than the above, M39 has filing capacity for 100 records. This has double spring motor, automatic stop, tone modifier and speed regulator.

Others of this type were M42, M33 and M44. The latter is 30 inches high 40 inches wide and 27 inches deep. This instrument can be played without disturbing the top by pulling out the drawer containing the playing equipment.

These models are in solid mahogany black walnut except M42, which is in quartered oak and solid mahogany, and M40, which is catalogued in solid mahogany only.

The upright models form a very complete range from the small table instrument without cover to the large model that would grace the finest home.

There were a surprising number of buyers to the phonograph division, and whose orders indicated the impression the McLagan range has made. Before bringing out their phonograph the McLagan Co. assiduously applied themselves to experiment and research work and most carefully studied the science of sound reproduction. Their phonographs are all fitted with universal tone-arms, so that any style of record may be played. In the sample room was a liberal supply of the various makes of records so that a buyer could make his tests as complete as he desired.

Visitors to the Furniture Exhibition, at Stratford, were royally entertained by the exhibitors. A special lunch room was provided where the visiting dealers were guests of the exhibitors and could transact their business without

the necessity of returning to the hotel. Cabs were provided to carry the visitors to and from the station and hotel and to the different factories.

The co-operative spirit existing among the Stratford manufacturers was commented upon and appreciated by the visitors. The interest of the exclusive phonograph buyer was centred in the McLagan factory, where the reports indicate an active phonograph year as well as a successful year in furniture manufacture and marketing.

### Columbia Convention

James P. Bradt, Toronto, general manager of the Columbia Co.'s Canadian business; A. E. Landon, assistant to Mr. Bradt; John A. Sabine, Music Supply Co., Toronto; Robert Shaw, Cassidy's, Ltd., Winnipeg, Man., and James Williams of Calgary, have returned to their respective homes from the annual convention of branch and Dictaphone managers of the Columbia Graphophone Co., held at New York.

This was the most successful convention yet held by the company, and the impression of the Canadian delegation was that this country being on the map in a Columbia sense is fully recognized by the Columbia executive. So much so that during their visit additional equipment was shipped to the Toronto plant to provide a greatly increased output, and which has already been delivered.

The Canadian delegation returned delighted with the reception tendered them, and enthusiastic over the assurance of a greatly increased output of both machines and records for this year.

While in New York Mr. Williams was induced to make several recordings. He has a baritone voice of rare quality and depth. At one of the informal gatherings his response to the call of the chairman was given in song, to the surprise and delight of his audience. The recording officials were so pleased with his voice, enunciation and accuracy of interpretation that they insisted on his visiting the laboratory. His recordings are now eagerly looked for.

The convention opened with an informal dinner at the Hotel McAlpin. On the next day the factories at Bridgeport were visited, and at noon the delegates were the guests of the company at luncheon. Mr. George W. Hopkins, general sales manager, acted as toastmaster. Mr. Hopkins was the official chairman of the convention, assisted by Mr. Frank K. Pennington, assistant general salesmanager, and C. K. Woodbridge, salesmanager of the Dictaphone.

A feature of the afternoon session of the third day was the introduction to the convention of Rosa Ponselle, operatic soprano, a recent addition to the Columbia list of exclusive artists. Miss Ponselle made her debut recently at the Metropolitan Opera House, and was pronounced by the critics to be one of the finds of the generation.

There was an extensive programme of pertinent subjects skilfully handled by members of the organization, but the grand finale was the banquet in the ballroom of the McAlpin. A feature of the evening was a musical entertainment, provided with the idea of giving the managers an opportunity to hear personally some of the famous artists who record for the Columbia. Mr. E. N. Burns, vice-president of the company, was responsible for the programme.

Among the artists appearing were Mme. Amparito Farrar, Mme. Barbara Maurel, Josef Hofmann, Oscar Seagle, F. Castellani, Arthur Fields, Billy Murray, Lieutenant Gitz-Rice and his brother, Lieutenant Robert Rice, the Peerless Quartet and the Stellar Quartet, comprising Albert Campbell, Henry Burr, John Meyer, Chas. Harrison, Andrea Sarto and Frank Croxton; Prince's Orchestra, with Charles Prince conducting; Robert Hood Bowers and Romano Romani.

On this occasion Mr. Hopkins was toastmaster and in-

roduced a number of the company's officials. These included Mr. Francis S. Whitten, president; Edward N. Burns, vice-president; C. W. Woddrod, treasurer; C. A. Hanson, Marion Dorian, C. K. Woodbridge and F. K. Pennington.

### His Eighty-Seventh Birthday—At Business Every Day

That activity and temperate habits are conducive to prolonged usefulness is often proved but not more effectively than in the case of Mr. Wm. Middleton, secretary-treasurer of the R. S. Williams & Sons Co., Ltd., who, on January 15, celebrated his 87th birthday by attending to business as usual and incidentally acknowledging the congratulations and good wishes of a host of friends.

Mr. Middleton does not often indulge in reminiscences. He lives in the present, not in the past, and to this fact may be ascribed in large measure the enjoyment of his work and his hobby. Like so many Englishmen, Mr. Middleton's hobby is flowers, and the masses of bloom at his home in season and out reflect the zealous care and study of his beloved plants.

A review of Mr. Middleton's career is an interesting historical sketch of Toronto and some of the older and better known families. He came to Canada just at the conclusion of the Crimean war, 64 years ago.

He had been a choir boy, of course; could read music and sing and play a little, which is mentioned as further evidence of England being a century ahead of Canada in giving the children musical opportunities. Who ever met anyone born and reared in England, Wales, Scotland, and parts of Ireland or in fact any other European country who could not read music and play some instrument or sing as a result of music in the schools?

Mr. Middleton's youthful assiduity in the choir put him in possession of a voluminous collection of introductions when he and the inevitable chum decided to try out the reports of Canada that had given this country all the attractions of an enchanted land.

Mr. Middleton's first occupation was on a farm near Woodstock, lasting over a part of the first winter in the country and an experience that he enjoyed. He was soon appointed to a post with the Great Western Railway with headquarters at Hamilton, and when promoted to the job of assistant freight agent at Windsor soon after, he resigned and came to Toronto, where he had no difficulty in securing the position of bookkeeper with an important house.

He had a number of years experience in different lines, including a residence of two or three years in Montreal, where he engaged in the grain brokerage business. Some time after returning to Toronto he engaged with the Canada Organ Co., a firm organized by the late R. S. Williams, who was president of the company. Mr. Williams soon after sold out.

Being out of a job, Mr. Middleton, at the suggestion of a former co-worker, walked into the office of the late Mr. Williams, at 143 Yonge Street, 45 years ago, with the announcement that he had come to fill the position of bookkeeper. This was news to Mr. Williams, but he agreed and on forming a limited liability company some years later Mr. Middleton was made secretary-treasurer, an office held by him to this day, and the duties of which are filled with efficiency and a fidelity to the firm's time and interests that have made him so integral a part of the organization during all these years. Many men have passed through his hands and to him many of them owe an everlasting debt of gratitude for sound, solid advice, and an example that has been a helpful influence in shaping their careers.

The winding up of a firm that he was connected with before coming with the Williams house brought him into

close relationship with Chancery and the various prominent legal lights interested in the estate that had become involved like that famous estate satired by Dickens.

Mr. Middleton acquired an extensive knowledge of and liking for commercial law and it was only natural that his son should follow a legal career which he has done with great distinction to himself and credit to his worthy sire, he being none other than the Hon Wm. E. Middleton, Justice of the Supreme Court for Ontario.

At the beginning of this sketch reference was made to Mr. Middleton's temperate habits. He never smoked nor indulged in intoxicants and to this day conducts the business of his office without the use of glasses. For him past and present employees of the house entertain an unusual affection and no greater pleasure on his birthday could be given him than the bouquet of choice flowers put on his desk by Mr. R. S. Williams, president of the company and son of the founder.

### He Adjusted the Complaint

After so much study and experiment, and the approval of other experts and dealers, a complaint of the Peerless didn't seem rational to Harry E. Wimperly, of Toronto, who manufactures this line of phonographs, so, on receipt of one, he promptly hustled off to the source to investigate before it could disappear and deprive him of the novelty of adjusting one. His first call on his customer found that gentleman out. An hour later he was more successful. After the preliminaries, such as a discussion of the war, weather, politics, drop in prices of hogs, etc., Mr. Wimperly suggested they look into the case of the offending phonograph. It was a Peerless alright and the dealer said he was mighty sorry to have a complaint as the instrument was classy and made a hit the minute a customer looked it over. The tone was sweet and clear too and he confessed that he had no complaint about blasting either, but it wasn't loud enough.

"Well, let's put on a record," suggested the Peerless manufacturer.

The record was put on, the turntable started and Mr. Wimperly moved back a few feet and assumed an intently listening attitude.

"Come out here," invited the dealer, as he led the way out the front door to the sidewalk, a distance of twenty-five feet or more.

"What's the idea?" demanded the puzzled manufacturer.

"Now you will understand what I am complaining about," explained the dealer, "you can hear it alright in the store but when you come out here—"

The joke was on the manufacturer. "Let's fold up our tent and steal away," plagiarized he, "I'm glad to say I don't produce that kind of a phonograph."

### Pathé Records for February

POPULAR "HITS" OF THE MONTH

- 10 Inch, 90c.
- 22018 *Would You Rather Be a Colonel With an Eagle on Your Shoulder* (Mitchell-Gottler), Arthur Fields, Bartone.  
*When Tony Goes Over the Top* (Marr-Frisc-Fletcher), Arthur Collins, Bartone.
- 22019 *The Rose of No Man's Land* (Brennan), Harry McClaskey, Tenor.  
*It's Never Too Late to be Sorry* (Burke), Harry McClaskey, Tenor.
- 22017 *I'm Crazy About My Daddy* (McCarron-Morgan), The Farber Girls.  
*Je-De* (Carleton) (A Masial Humoresque), Arthur Fields, Bartone.
- 12 Inch, \$1.40
- 29225 *I'm Glad I Can Make You Cry* (McCarron-Morgan), Campbell and Burr.  
*Honey Lamb* (Johns), Acme Male Quartette.
- 29226 *Indiana's (Olewa), Invisible Four.*  
*Mummy Mine* (Rose), Sterling Trio.
- FAMOUS SOLDIER AND SONG-WRITER, LIEUTENANT GITZ-RICE, SINGS AND ACCOMPANIES HIS OWN SONGS**
- 12 Inch, \$1.45
- 40145 *Sammy Lad.* Sung and Accompanied by the Composer, Lieut. Gitz Rice.



On the Road That Leads Back Home. Sung and Accompanied by the Composer, Lieut. Gitz Rice.

- STANDARD BALLADS SUNG IN ENGLISH**  
10 Inch, \$2.20
- 27508 Forever and Forever (Todd), Kathleen Howard, Contralto.  
Long, Long Ago (Bayly), Kathleen Howard, Contralto.
- 25022 Morning (Loman), Grace Hoffman, Soprano.  
Summer (Chamunde), Grace Hoffman, Soprano.
- 10 Inch, 90c
- 22030 In an Old Fashioned Town (Squire), Lewis James, Tenor.  
When Shadows Gather (Marshall), Lewis James, Tenor.  
"ANNIE" LAURIE" SONG BY MALE QUARTETTE
- 40146 Annie Laurie (Scott), Shannon Four, Piano Accompaniment.  
Ye Banks and Brans o' Bonnie Doon (Scott), Lewis James, tenor.  
NEW PIANOFORTE SOLOS BY RUDOLPH GANZ
- 12 Inch, \$1.65
- 59061 Polnaisse Militaire (Chopin), Piano Solo, Rudolph Ganz.  
Valse, Op. 64, No. 2 (Chopin), Piano Solo, Rudolph Ganz.  
NEW PATHE "DE LUXE" DANCE RECORDS
- 12 Inch, \$2.20
- 29227 "Hit Medley." Intro.; (1) "Oh, How I Hate To Get Up in the Morning"; (2) "When Alexander Takes His Ragtime Band to

- France"; (3) "You Keep Sending 'Em Over and We'll Keep Knocking 'Em Down." Fox Trot, American Republic Band.  
"Hit Medley." Intro.; (1) "We Don't Want the Bacon"; (2) "Three Wonderful Letters From Home"; (3) "Dreaming Of Home, Sweet Home." One Step, American Republic Band.
- 10 Inch 90c.
- 22016 I'm Always Chasing Rainbows, from "Oh! Look!" (Carroll) Fox Trot, American Republic Band.  
Arabian Nights (David-Hewitt) One Step, American Republic Band.
- 22022 Beautiful Ohio (Earl) Waltz, American Republic Band.  
Some Dance (Foresio-Hunting) One Step, American Republic Band.

**NEW INSTRUMENTAL RECORDS**

- 12 Inch, \$1.65
- 40147 Romance (Rubinstein), Violin Solo, Charles Herman, Piano Acc.  
Spring Song (Mendelssohn), Violin Solo, Charles Herman, Piano Acc.
- 10 Inch, 90c.
- 22020 Aunt Fatsy (Richardson) One Step, Saxophone Solo, Duane Sawyer, Piano Accompaniment.  
Over the Top (Homburg-Timberg) Fox Trot, Saxophone Solo, Duane Sawyer, Piano Accompaniment.
- 22027 Erwin, Part I (Meister), Fantasia for Clarinet, Pathe Freres Orchestra.  
Erwin, Part II (Meister), Fantasia for Clarinet, Pathe Freres Orchestra.

You've heard the rest -  
Now hear the best

*Just you hear the Brunswick*  
play ALL records

THE MUSICAL MERCHANDISE SALES CO

*The Brunswick*  
ALL PHONOGRAPHS IN ONE

Whether the war  
is over or not

*Just you buy Victory Bonds*

To your  
very Limit



This space contributed to Winning the War by  
**The Musical Merchandise Sales Co.**  
Sole Canadian Distributor of Brunswick Phonographs and Records

There is a noticeable growth among business houses in the practice of tying up their advertisements with local and national current events. These illustrations show how the Musical Merchandise Sales Co. coupled their slogan to the Victory Loan campaign.



- 22028 *Serenade* (Schubert). Cornet Solo, Sergeant Leggett.  
*Maire My Gal* (Atkin). Cornet Solo, Sergeant Leggett.  
**NEW OPERATIC AND CLASSIC RECORDS**  
 Single Face—12 Inch, \$2.20
- 54004 *Fedora* (Giordano). "Amor ti Vieta" (My Love Forbids), in Italian. Lucien Muratore, Tenor.  
 54023 *Le Chant Du Depart* (Mehul), in French. Lucien Muratore, Tenor.  
 54024 *Angel's Serenade* (Braz), in French. Claudia Muzio, Soprano, Violin obbligato.
- NEW BAND AND ORCHESTRA RECORDS**  
 12 Inch, \$1.65
- 4148 *March Lorraine* (Ganne). Garde Republicaine Band of France, March Ensee (Ganne). Garde Republicaine Band of France.  
 10 Inch, 90c
- 22024 *Over There* (Cohan) March. Pathe Military Band.  
 The B Boys of Tipperary (Amers) March. Pathe Military Band.  
 22023 *Coronation March* (Weaver). Canadian Dominion Band.  
 United Empire March (Hughes). Canadian Dominion Band.  
 22025 *Honka Hons* (Thiele-Savino). Intermexco, Pathe Concert Orchestra.  
*After Vespers* (Moret) Intermexco. Pathe Concert Orchestra.
- SPECIAL HOME COMING RECORDS**  
 12 Inch, \$2.20
- 54013 *Quand Madelon* (the "Over There" of the French Soldiers). Lucien Muratore.  
 54017 *The Star Spangled Banner* (in English). Lucien Muratore.  
 10 Inch, \$1.40
- 25016 *There's a Long, Long Trail*. Percy Homus and Buddy Boys.  
 Khaki Sammy. Percy Homus.  
 25020 *Battle Hymn of the Republic*. Percy Homus.  
 Battle Cry of Freedom. Percy Homus.  
 12 Inch \$2.20
- 50020 *When the Boys Come Home*. David Bispham.  
 Danny Deever. David Bispham.  
 12 Inch, \$1.40
- 30407 *"Home, Sweet Home" and "Annie Laurie."* Louise and Perera Hawaiian Troupe.  
 M.O.T.H.E.R. the Word that Means the World to Me. Louise and Perera Hawaiian Troupe.  
 29124 *A Perfect Day*. Harry McCluskey.  
 Carry Me Back to Old Virginia. Campbell and Barr.  
 30417 *Home, Sweet Home the World Over, Part I.* Pathe Concert Orchestra.  
*Home, Sweet Home the World Over, Part II.* Pathe Concert Orchestra.  
 12 Inch, \$1.65
- 40123 *Vocal Gem Medley "Guni Fing Song."* Lyric Vocal Quintette.  
 Vocal Gem Medley, "Musical Comedy Hits." Lyric Vocal Quintette.  
 10 Inch, 90c.
- 22014 *Flags of Freedom.* American Regimental Band.  
*Solid Men to the Front.* American Regimental Band
- NEW FOREIGN RECORDS**  
 10 Inch, \$1.00
- 4536 *Pizensti Hosi—Se Zepem.* Sindler and Axman.  
*Mse Uz Nema Zady Rad Se Zepem.* Sindler and Axman.  
 4537 *Ta Moja Zuzi Ma Comin.* Alois Tichy.  
*Isabella—Kuplet.* Alois Tichy.
- FRENCH—10 Inch, \$1.00**
- 521 *Les Gars De France.* Bernard de l'Eldorado.  
*La Valse Des Ombres.* Bernard de l'Eldorado.
- HEBREW-JEWISH—10 Inch, \$1.00**
- 3531 *Frait Aich.* Sokoloff's Orchestra.  
 Der Machatum Tanz. Sokoloff's Orchestra.  
 3535 *Mi Sheberach.* Rev. M. Kanewsky.  
 Av Horschamin. Rev. M. Kanewsky.
- POLISH—10 Inch, \$1.00**
- 3504 *Aza.* Mazurka. Polish National Orchestra.  
 Olga. Polka. Polish National Orchestra.  
 2505 *Manha.* Polka. Polish National Orchestra.  
 Kata. Mazurka. Polish National Orchestra.
- SWEDISH—10 Inch, \$1.00**
- 7005 *Nylansk Folkvisa.* William Hammar, baritone.  
 Sungen Om Korspindeln. William Hammar, baritone.  
 7006 *Fafang Onskan.* Agnes Poschner, soprano.  
 Ballad Ur "Kung Karl Jagt." Constance Neumann.  
 7007 *Krattkuglet.* Comic. Paul Troupp.  
 Pa Gunnbjul. Comic. Paul Troupp.  
 7008 *Per Swinhardt.* Hjalmar Frey, bar.  
 Skattsokaren Sjunger. William Hammar.
- INTERNATIONAL INSTRUMENTAL—10 Inch, 85c.**
- 6011 *Oxyphile.* Xylophone Solo.  
 Victory Spirit. Xylophone Solo.  
 6012 *Sympathie.* Waltz. Pathe Orchestra.  
 The Wave. Pathe Orchestra.

## Many Restrictions Lifted

Important cable dispatches have been received by Mr. G. T. Milne and Mr. F. W. Field, the British Trade Commissioners at Montreal and Toronto, respectively, from the Imperial Department of Overseas Trade in London pointing out that since the Armistice was signed many restrictions on commerce have been withdrawn, while in the case of those which remain, licenses are being granted much more freely than previously. Particulars regarding these relaxations will be published weekly in the "Board of Trade Journal," the official organ of the Imperial Government for notices regarding trade.

Orders placed during the war period now have good prospects of being executed, and arrangements for new business should be made without delay.

The following relaxations in particular should be noted:

1. Permits to manufacture, and Priority Certificates in connection therewith are no longer necessary.
2. Firms are at liberty to accept civil or commercial orders for immediate execution, thus freeing the engineering industry among others, for commercial work.
3. All the principal kinds of raw materials may now be used for the commercial manufacture of goods for export, but these raw materials themselves may not be exported in certain cases without licenses. Among those to which this condition applies are: Aluminum, Antimony, Brass, Copper, Iron, Lead, Nickel Spelter or Zinc, Steel, Tin.

In general, restrictions on the export of manufactured goods have been removed, while they have been retained in the case of raw materials.

The following list indicates the most important items the export of which was formerly prohibited to all countries, but are now permitted to be exported to any part of the British Empire:

Articles of Aluminum.

Articles—manufactures of asbestos.

Belting, Cotton—including belting impregnated with balata or rubber.

Bicycles—complete.

Bicycle tyres and parts.

Boots and shoes (except children's with soles or uppers of leather).

Brushes.

Brums (except tooth brushes).

Copper—and manufactures of—except wire, bars, plates, rods, sheets, tubes, tripes.

Galvanized sheets—corrugated or flat.

Grindstones.

Glass for optical instruments.

Hand tools for agriculture.

Hollowware, domestic—of iron or steel plate.

Iron and steel wire cloth.

Iron and steel rivets, nuts and screws.

Incandescent mantles and rings.

Jute cordage and twine, padding and webbing twist and piece goods.

Linoleum.

Magnesite and Magnesite bricks.

Magnetos and parts.

Nails (wire).

Photographic materials.

Rubber manufactures—except surgical gloves.

Surgical bandages and dressings.

Steel sheets (Black).

Tools (Small).

Wagons and carts—and parts.

Wool and hair—manufactures of—not to include raw wool or yarns.

Certain factors will continue to hamper the export trade, notably, (1) shortage of labor till the army is demobilized; (2) shortage of tonnage; (3) the need for re-organization of plant in certain industries before resuming normal work, but it is considered that the effect of these factors will diminish greatly in a few months.

## Maturing the Promises

A dealer asked as to his expectations regarding business said: "We expect to sell a number of pianos and organs during this winter to people who promised us they would buy an instrument 'when the war was over.' They had given reasons, patriotic and otherwise, by which they thought they were justified in holding back the purchase of an instrument 'until after the war.' We have very many of



### Violins

French makes, superior finish, ebony trimmed, excellent tone. Full size at \$8.00, \$9.60, \$10.50, \$11.00 and \$12.00 each up. 3/4 size and 1/2 size in stock at \$8.00 each.

### Violin Bows

Best selected sticks, well haired, evenly balance and well trimmed at \$10, \$13.20, \$14.00 and \$15.00 per doz. up.

"HIDERSINE" Violin Resin now in stock.  
No. 71—\$1.50 doz.  
72— 2.25 doz.

New Shipment of SYMPHONY VIOLIN STRINGS just to hand. Every String Guaranteed.

- E—\$5.75 bdl.
- A— 5.75 bdl.
- D— 6.75 bdl.

### Metronomes

Maezel System. Swiss Make. Guaranteed Perfect.

- No. 25 Without Bell \$3.50 each
- No. 26 With Bell 4.10 each

### Bugles

Regulation Army Pattern Copper Bb Bugles with nickel-plated mouthpieces.  
\$3.90 each

### Mouth Organs

Swiss Make. Excellent Tone. Assorted Keys. \$5.00 and \$7.50 per doz.

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117 King St. W., Toronto

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these prospects which we expect now to go after and keep them to their promises. We hope, therefore, to secure a good deal of business from these prospects during this winter."

## TELL YOUR WANTS IN THIS SERVICE COLUMN

This column is open free of charge for advertisements of Help Wanted or Situations Wanted.

For all other advertisements the charge is 25 cents per line per insertion. If you want to buy a business or sell one, buy or sell a truck, show cases, store fittings, second hand pianos or organs, use this column.

**W**ANTED 50 second hand organs in good playing order. Will pay cash for any quantity offering. Musicians' Supply Co., Royal Stores Furniture, St. John's, Newfoundland.

**P**IANO salesman wanted for inside work. Apply box 118, Canadian Music Trades Journal.

**W**ANTED, first class piano salesman. Apply Box 89, Canadian Music Trades Journal.

#### SALESMAN WANTED

**A** WELL established Music House, controlling strongest agencies with stores in two important Western cities, want a good salesman who can handle both city and country trade. Would offer the right man an opportunity of acquiring an interest in the business. Apply box 412, Canadian Music Trades Journal.

#### NOTICE

**A** COMPANY, manufacturing a high class line of phonographs at popular prices, desires to get in touch with responsible jobbers with the object of giving one jobber in each province the exclusive handling of its line. Address: P.O. Box No. 2, Delorimier Station, Montreal, P.Q.

#### TRAVELLER WANTED

**W**ANTED, experienced small goods man as traveller for Ontario division, apply stating age, experience, references and salary to

The R. S. Williams & Sons Co., Ltd.,  
145 Yonge St., Toronto.

**S**HEET music and small goods salesman desires position. Extensive knowledge of music trade in all its branches. Married. Age 32. Box 232, Canadian Music Trade Journal.

#### RECORD STOCK WANTED FOR CASH

**W**ANTED—A small stock of Victor or Columbia Records and Machines. Modern stock. Will pay cash for same. Box 14, Canadian Music Trades Journal, 66-68 West Dundas St., Toronto.

Manufacturers' Sole Agencies required for the United Kingdom: Pianos, Reed Organs, Gramophones and Records. Large pushing staff of travelling representatives guarantee business. Bankers' references given and required. Bertram Ison Ltd., 662B, Seven Sisters Road, Tottenham, London, N. 15.



*The Gerhard Heintzman "Mignon"*

1st Piano Dealer (on a visit to an old friend in the same line of business)—“What is your reason for concentrating on the sale of Gerhard Heintzman pianos?”

2nd Piano Dealer—“I have learned by experience that the best bargain I can offer is Gerhard Heintzman quality.”

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The difference between *absolute* accomplishment and accomplishment that "*almost*" succeeds is so slight that many overlook it. Not *everyone* can appreciate the absolute perfection of the instruments of our make, but enough grasp it to *ever increase the demand* for Mason & Risch Pianos, Player-Pianos and Phonographs.

They are *to-day* better Pianos, Player-Pianos and Phonographs than they *ever* were, and if it is humanly possible to make them so, they will be still better *tomorrow!*

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