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# CANADIAN MUSIC TRADES JOURNAL

## From the Journal's Mail Bag

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"I enclose postal order for five shillings being my subscription for 1914 to the 'Canadian Music Trades Journal.' . . . . It gives me great pleasure to peruse its pages each month and to read what the trade is doing on your side of the world."

J. Leslie Stephen, London, England.

"I am always pleased to receive the Journal. Being in the piano business now over thirty years it does me good to read of the success of the other fellows, some of them as long in the business as I have been, but mostly all are newer men."

W. K. Elliott, Brampton, Ontario.

## The Present Dancing Craze Is Too Good A Thing To Be Passed By



No other Company has gone to the expense or given the time to make their dance records so authentic as the Columbia Company

So *we have the goods*—got them right, too. Tangos, One-Steps, Hesitation Waltzes, Bostons, Turkey-Trots—everyone of them in approved dance tempo, made under the personal direction of the greatest authority in this country on modern dancing—G. Hepburn Wilson, M.B., *who dances while the band makes the records.*

Which, being the case, we are taking scores of opportunities to feature Columbia Dance Records in our nation-wide publicity campaign.

This advertising is all dance—and modern dance at that. These records have the real spirit that no dancing enthusiast can resist. For home dancing they are in a class by themselves—beyond the reach of serious competition.

And the demand for records of this kind is actually shouting.

If you are not yet sharing in the Columbia dance record dividends, step around to the handiest Columbia dealer. Ask him to play Columbia Record A-1458. When you have heard it, just ponder over the fact that that's the kind of dance music he is selling to his customers—and *yours*, too, don't forget that—for *85 cents*.

**Columbia Graphophone Company**  
**365-367 Sorauren Ave. Toronto, Ontario**

Creators of the Talking Machine Industry. Pioneers and Leaders in the Talking Machine Art. Owners of the Fundamental Patents. Largest Manufacturers of Talking Machines in the World. Dealers and prospective dealers write for confidential letter and a free copy of our book "Music Money." Manufacturers of the Dictaphone.



The New Martin-Orme Style "E" Player.

"WORTH A LITTLE MORE"  
"BUT - COSTS NO MORE"

¶ A Martin-Orme Dealer is recognized as the responsible musical authority in his district. The fact of his being the "Martin-Orme Man" is proof of his business ability and expert knowledge of the music trade.

¶ He knows that the individual genius of a Master— (the President of the Company) is built into the construction of every Martin-Orme Piano and Player.

¶ Valuable territory open for progressive Agents.  
Attractive Terms. We invite correspondence.

THE  
**MARTIN - ORME PIANO CO.**  
LIMITED  
OTTAWA . . . CANADA

## ARCHITECTS OF MUSIC

TO you piano retailers and salesmen the Newcombe Company is what the skilled architect is to contractors. Our claim to producing pianos and player pianos, planned musically and conforming to the highest modes of designing by the efforts of master architects, is founded on the experimental and inductive knowledge gained in continuous manufacture since 1870.

Newcombe instruments are noted for staying in tune. It stands to reason that the immense strain of the 228 strings in a piano pulling on the frame must cause some bending of the frame, and be it ever so slight, the tone is affected detrimentally. To counteract that strain has been one of the problems of piano building for years, resulting in numerous useless devices—and numerous devices have been and are now being used. There is, however, nothing quite so simple and effective, and quite so easily explained to the customer as the

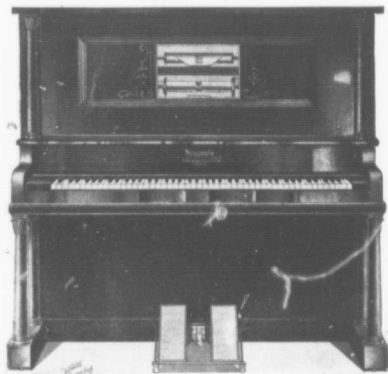
### HOWARD PATENT STRAINING RODS

with which each Newcombe—and Newcombes only—is equipped.

The **NEWCOMBE** PIANO CO., Limited  
HEAD OFFICE 359 YONGE STREET TORONTO CANADA

Factory - 121-123 Bellwoods Ave.

Agents wanted where not represented.



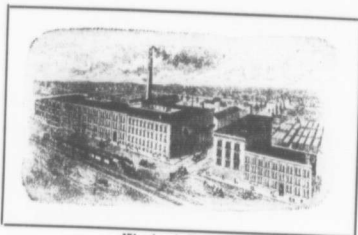
### NEWCOMBE PLAYERS

*"Never Suffer by Comparison"*

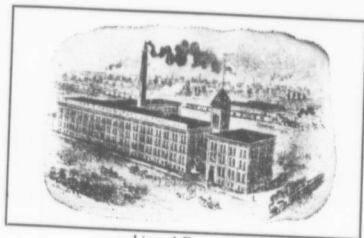


# GLADSTONE

SAID: *ONE EXAMPLE IS WORTH  
A THOUSAND ARGUMENTS*



Woodstock Factories



Listowel Factories

For that very same reason, rather than give you numerous arguments why you should handle Karn and Morris Instruments, we ask you to test by placing on your floor these four lines :

- KARN PIANOS
- KARN PLAYERS
- MORRIS PIANOS
- MORRIS PLAYERS

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The KARN-MORRIS PIANO & ORGAN CO.  
LIMITED



HEAD OFFICES

WOODSTOCK  
ONTARIO

FACTORIES

WOODSTOCK  
AND  
LISTOWEL



# The Gourlay - Angelus



## Puts Magic In the Songs of Old

In the evening of life when our musical fingers refuse to act with the will, the Gourlay-Angelus with its simple expression devices becomes indeed a cherished possession.

### Its Human Appeal

All the old musical favorites can be played with a soul-stirring pathos by the easy mechanism of the wonderful Gourlay-Angelus. The sensitive Phrasing Lever throbbing with every note is the heart of the instrument. By a gentle pressure of the right hand, individual emotions can be expressed with marvellous human effect.

### A Sympathetic Tone

Those songs of old from a Gourlay-Angelus reflect all the magic for which they are famous. Fond memories are made vivid by the rare sympathetic touch and tone of this instrument.

A clever Melodant device controls the accompaniment and predominates the melody to your own taste. All expression devices are wide apart to allow an easy natural position of the hands. Its staunch enduring construction is a triumph of perfect workmanship and finest quality materials.

With a Gourlay-Angelus, a musical ideal is enjoyed forever.




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**Gourlay, Winter &  
Leeming**

**188 Yonge St. - TORONTO**



**BELL  
ART  
PIANOS**

Possess an individuality and attractiveness which cannot escape the observation of a musician.

In many structural points the Bell stands alone, as a distinct departure from older methods.

The new points are strong points, and wherein purchasers of Bell Art Pianos obtain that measure of satisfaction which enable them to say with pride, "My piano is a Bell."

We would like Dealers in open territory and all Musicians who wish particulars, to write us.

**THE Bell Piano & Organ Co., LTD.**  
GUELPH · ONTARIO

Branches at TORONTO and LONDON, ENG.

**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.

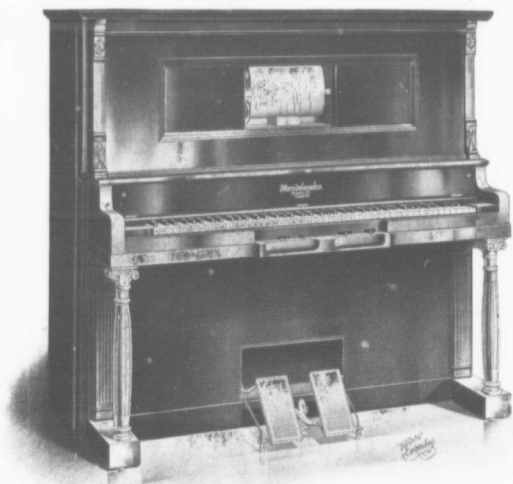
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845-851 West Erie Street  
**CHICAGO, - ILLINOIS.**








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**MENDELSSOHN  
PLAYER PIANO**

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Player mechanism  
thoroughly re-  
sponsive.

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

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

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**MENDELSSOHN PIANO CO.**

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110 ADELAIDE ST. WEST

TORONTO, ONTARIO

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**The Wright Piano -- "The Pilot of Success  
in the Piano Business."**

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**E**VERY dealer should  
examine our New  
Colonial design. Its dis-  
tinct features will make it  
a leader on your floor.  
Write for territory and  
prices.

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**WRIGHT  
PIANO CO.**

LIMITED

Strathroy - Ontario  
CANADA

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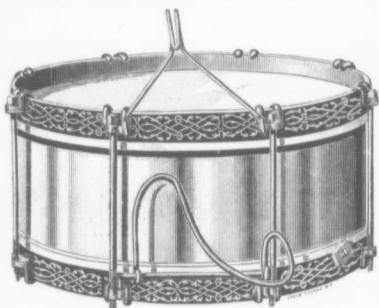


## THREE DISTINCT MODELS

which are creating a big demand in our "Player" business.

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THE WORMWITH PIANO CO., LIMITED  
KINGSTON - ONTARIO



### SPECIAL TO THE TRADE

This is the Season for the organization of

## Boy Scout Bugle and Drum Corps

AND

## Fife and Drum Bands

We are Headquarters for everything in this line.

Our new Special "Boy Scout" B Flat Bugle is unquestionably the best value on the market. It is exceptionally well made, from strong, heavy brass, not easily dented and very easy to blow.

When ordering ask for No. 38 "Boy Scout" B Flat Bugle, this name is engraved on the bell of each instrument.

We carry only The Genuine London Made B Flat Fifes, with one, four and six German Silver Keys and Rings.

**DRUMS** We make and carry in stock a very large variety of both Bass and Snare Drums.

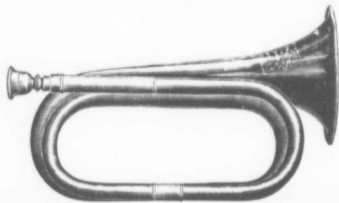
*Consult our general catalogue and save money.*

## Whaley Royce & Co.

Limited

237 Yonge Street . . . TORONTO

WESTERN BRANCH:  
Cor. Donald and Cumberland Streets, WINNIPEG



## Nothing Succeeds

## Like Success

We believe STANLEY Pianos are successful because they deserve success.

Perhaps you, the dealer, may not accurately know of OUR SUCCESS because it has been more largely a retail success in TORONTO, where the people knew a GOOD PIANO, than in our wholesale connections.

Our old factory limited our output and our retail sales almost monopolized our output, but now with the purchase of larger buildings at present under lease to Loose & Sons, we can expect bigger things from our wholesale trade.

We appreciate your orders coming as they do without travellers representing us, and desire to give you the benefit of small selling costs more and more.

Let us ask, does a traveller materially add to your advantage, you that BUY your pianos outright, and are thus independent of choice?

However, if you do not KNOW the Stanley, we ask a trial and promise satisfaction.

## Frank Stanley

TORONTO



**Established  
1856**



**Built to  
Serve**

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

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

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

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

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

—The—

**Craig Piano Company**

**MONTREAL**

**CANADA**

**Perfection in Finish**

IS OBTAINED  
WITH

**Jamieson's  
Varnishes and Stains**

NONE BETTER CAN BE  
PRODUCED

**R. C. JAMIESON & CO., Limited**

Established 1898

**MONTREAL AND VANCOUVER**

Over Fifty Years of Experience Guarantees the Quality of  
Our Products

**“Artistouch”**

**“Forster Artistouch  
Expression Control”**

The device which makes a Player Piano  
sound like the hand playing of an artist.

Make an appeal to the musical sense of your customers. They will appreciate the “Artistouch” and it will make more sales because your customer will play much better with it than without. Ask for it in your next order for players.

Can be had to install on your  
present stock if you wish it.

Any further information will be gladly given by the manufacturers, Otto Higel Co., Cor. King and Bathurst Sts., Toronto, or

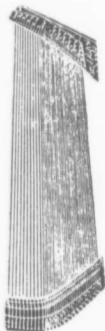
THE INVENTOR

**J. Leslie Forster**

680 King St. West

**TORONTO**

**CANADA**



## Piano Strings

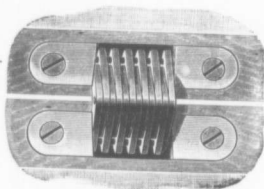
(Patented 1904)

of Highest Grade

Canadian Agents for Rudolf  
Geise's German Music Wire

**Toronto Piano String  
Manufacturing Company**

122 Adelaide St. West Toronto  
Phone Main 5848



When you don't see the hinges on a  
player-piano you may know it  
is equipped with

## SOSS

### Invisible Hinges

Most Players Have Soss Hinges

Because Soss Hinges help sales. Have some  
manual pianos made up with Soss Hinges and  
note results.

The SOSS INVISIBLE HINGE CO., Ltd.  
104 Bathurst St. Toronto, Can.

## Hammers

In supplying the highest grade  
piano hammers to the Canadian piano  
trade, we aim at

### PERFECTION

## Felts

We are agents in Canada for  
E. V. Naish & Co. the world's gold  
medalist for fine felts. The best  
European and American makes car-  
ried in stock.

## Strings

The best procurable machines,  
and an up-to-date plant, in charge  
of a master string maker, are turning  
out in "Best Strings" a strictly high  
grade product.

The World's Best  
**Piano Hammers**

MANUFACTURED BY  
**D.M. BEST & CO.**  
455 KING ST. WEST

TORONTO CANADA

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

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

### Bohne Piano Strings

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

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



NO. 7

Catalogues Furnished on Request.

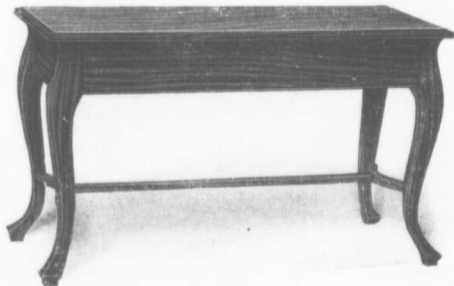
The  
**THOMAS ORGAN & PIANO  
 COMPANY**

Woodstock - - Ontario



We manufacture a complete line of

**Piano Stools  
 and Benches**



NO. 15





## Universal Tempters

CONDUCTED on a business-like basis, the Player Music Roll Department should be a large one with every business and be quite a source of revenue.

The above is not our statement. It was made by an Ontario piano dealer.

TO every person old or young who is fond of music, Universal Player Music Rolls are a temptation to buy. If he or she cannot play there is endless wholesome pleasure to be derived from a player piano and a good selection of Universal Rolls. On the other hand if the person can play nicely the musical correctness of Universal Rolls will be all the more appreciated.

SO the piano dealer's field for player music is both among those who can play and non-players. This field well worked yields handsome financial results over and above the reflex benefits to player piano sales. Universal music heard in the home creates desires that develop the player-piano business.

AFTER you have spent time for perhaps weeks back to interest a party in your player-pianos, and he or she finally calls at your showrooms to hear just what your player can do - then is the time you require Universal Rolls for immediate use. They will help you clinch the sale. After that person becomes an owner of a player it is but natural that he or she should ask for Universal Rolls whenever purchasing more new music.

## THE UNIVERSAL MUSIC CO.

10 1/2 SHUTER STREET

TORONTO, CANADA

NEW YORK

CHICAGO

SAN FRANCISCO

UNIVERSAL ROLLS are made by the oldest and largest manufacturers of music rolls in the world.

# HAINES BROS. LOUIS XV.

THE INSTRUMENT DE LUXE  
MADE IN MAHOGANY ONLY



Height 4 ft. 4 in.; Width 4 ft. 10 $\frac{1}{2}$  in.; Depth 2 ft. 2 $\frac{1}{4}$  in.

As the illustration indicates this Piano *de luxe* is designed for people of artistic taste. It combines the graceful lines that accompany all Haines Bros. Instruments. The design is a most appropriate setting for the refined purling sweetness of tone that wins the instant approval of tonal experts and persons of musical discernment.

Each piano has full brass-flanged action, best Weickert felt hammers; solid copper spun strings in bass; finest quality ivory keys; solid mahogany trusses, pilasters and mouldings; noiseless cushion pedals.

DEALERS WITH THE HAINES BROS. AGENCY ARE  
FORTIFIED AGAINST EVERY COMPETITIVE CRITICISM

## FOSTER-ARMSTRONG CO.

HEAD OFFICE:  
4 QUEEN ST. E.

LIMITED

TORONTO

E. BIRCH,  
Superintendent

J. BETZNER,  
Accountant

J. W. WOODHAM,  
General Manager

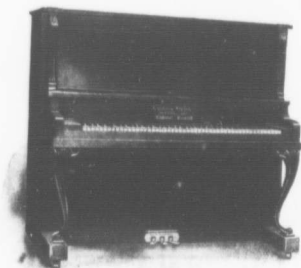


## OLD FASHI<sup>o</sup>NED

—Yes, in one respect we are. We believe that the successful marketing of pianos and player pianos boils down to a question of quality and absolute value.

**I**N nothing does time more surely prove the presence or lack of quality than in pianos and players. With Evans Bros. instruments you pay for nothing but quality and you, therefore, charge for nothing but quality.

**The Evans Bros. Piano and Manufacturing Co., Ltd.**  
INGERSOLL, ONTARIO



## ORGANS

FOR  
THE HOME  
THE SCHOOL  
THE CHURCH

THE  
**Goderich Organ Co.**  
LIMITED  
Goderich, - Canada

Catalogues on Application.

We Employ no Travellers.  
Orders Promptly Filled.

STOOLS, BENCHES  
MUSIC CABINETS,  
RECORD CABINETS.

# PIANO MATERIALS AND TOOLS

FOR MANUFACTURERS, REPAIRERS, TUNERS AND DEALERS  
CORRESPONDENCE INVITED

**HAMMACHER, SCHLEMMER & CO.**

4th Avenue and 13th Street

NEW YORK, SINCE 1848

## 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.

Factory and Office:

Dolgeville, N. Y.

W. A. BRECKWOLDT, Sec-Treas.

Saw Mills:

Fulton Chain and Tupper Lake

## "Superior" Piano Plates

MADE BY

THE

**SUPERIOR FOUNDRY CO.**

CLEVELAND, OHIO, U.S.A.

## L. J. MUTTY CO., <sup>91-93 Federal Street</sup> Boston, Mass.

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

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

SAMPLES and PRICES furnished on request.

## Faust School of Tuning

PIANO, Pipe and Reed Organ Tuning, repairing, regulating, voicing and polishing Player Pianos. Scale drafting. Oliver C. Faust, Principal, for over twenty years at the head of the Tuning Department of the "New England Conservatory of Music" — 1000 Graduates. Factory practice if desired. Illustrated Year Book free.

27-29 Gainsborough St., Boston, Mass.

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

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

**THE LOOSCHEN PIANO CASE CO.**

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

PATERSON, N.J.

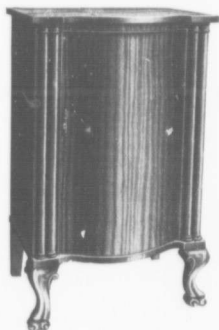
U.S.A.

## T. L. LUTKINS

Piano Player and Organ Leather Pneumatics, the Best Bark Packing made — Alum Packing — Alum and Suede Valves — and all special tanned bellows leather.

Special tanned chamois that will not scratch any highly polished surface.

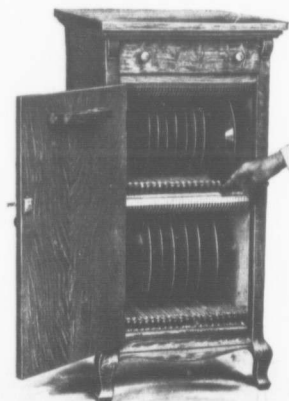
40 SPRUCE STREET  
NEW YORK CITY

**Player Roll Cabinet**Fitted with our Adjustable Steel Rod  
Shelving

No. 61, Solid Mahogany  
Top 19 in. x 26 in., Height 39 1/2 in.  
Capacity about 100 Rolls



**Specialists**  
IN  
**Phonograph**  
AND  
**Player Roll**  
**Cabinets**



Just Touch the Key  
and your record is in your hand.

# Newbigging Cabinet Co., Limited

**Hamilton, . . . . . Ontario**

FOR  
Edison Amberola V., VI.  
& VIII.



Capacity 90 Records  
No. 57—Oak  
No. 58—Dark Mahogany

**Specialists**

IN  
**Phonograph**  
AND  
**Player Roll**  
**Cabinets**



FOR  
Edison Amberola V. & VI.



Capacity 150 Records  
No. 59—Oak  
No. 60—Dark Mahogany

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

SUPPLIERS OF

**NEW YORK**SOLE AGENTS  
U.S. & CANADA  
FOR**Klinke's**  
GERMAN  
**Tuning Pins****High Grade Commodities**  
TO THE  
**PIANO AND PLAYER TRADE**SOLE AGENTS  
U.S. & CANADA  
FOR**Wagener's**  
GERMAN  
**Music Wire****Player Accessories.**

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

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

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

**Felts, Cloths,  
Punchings**

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

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

**Soft Yellow Poplar Veneers**

FOR

**CROSS BANDING**

Write to

**The Central Veneer Co.****HUNTINGTON**

200,000 feet daily.

**W. Va.**



Vareni Outfit as it Appears Set Up.

## Get a Vareni Selling Outfit

During the coming year we will spend even more in this direction and the demand will increase correspondingly. All music dealers, whether they are "small-goods" dealers or not should have one of our Vareni Selling Outfits on display.

These outfits, as illustrated here, take up comparatively little space, are very attractive and are absolutely complete in themselves. They will sell the Violins for you, as they have done for other merchants, and will be the means of opening up an avenue of trade that is very profitable.

The dealers get the showcase cards and other material shown with the outfit, absolutely free, simply by purchasing one of each of the three Vareni Violins at the regular trade prices. This special offer is made to give the Vareni widespread distribution for the public's convenience, and is subject to recall without notice. Write for particulars to-day.

## Why Every Merchant Should Handle Vareni Violins

In two short years the Vareni Violin has risen from comparative obscurity to almost national popularity in musical circles. This is due primarily to the splendid quality and the exceptional tone which can be easily secured upon them, even on the upper positions.

But this value and quality would never have been appreciated so quickly had it not been for our national advertising of this instrument, which has created a demand on the dealer and stimulated interest in good violins.

## Special Sale of Japanese Silk Piano Drapes

Every piano dealer has to have drapes—it is these little things that help make sales. We have a splendid assortment of silk piano scarfs on hand in two grades, seventeen different colors, which we are offering as a pre-inventory clearance at the following prices:

QUALITY B, pure Japanese silk with pattern work in gold braid, having a splendid appearance.  
Regular trade price \$1.15.  
Special trade price

**98c.**

QUALITY A, better material. Regular trade price \$1.50. Special offer price

**\$1.21**

421 McDermott  
Avenue  
WINNIPEG

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

CALGARY

MONTREAL

145 Yonge  
Street  
TORONTO



## CANADIAN MUSIC TRADES JOURNAL

Issued Monthly

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

\$1.00 per year in Canada; 5s. in Great Britain; \$2.00 in other countries

PUBLISHED BY

**Fullerton Publishing Co.**  
56-58 Agnes St. - Toronto, Canada  
TELEPHONE MAIN 3589

**John A. Fullerton, - Proprietor**  
Residence phone Gerrard 965

**Harvey A. Jones - Associate Editor**  
Residence phone Gerrard 2267

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**James G. Merrick, 4 Queen St. E., Toronto,**  
Secretary.

VOL. XIV.

TORONTO, MARCH, 1914.

NO. 10.

### Demand for Canadian Organs.

CANADIAN Trade Commissioner for South Africa, Mr. W. J. Egan, writing from Cape Town, says that: "Trade inquiries will serve to show Canadian manufacturers of organs that there is a considerable demand from traders here for this instrument. There is a very large demand from general dealers for an organ suitable for back-country districts. This should be a showy organ in style, beveled mirror in centre of top part, as many stops as possible, costing c.i.f. \$45 to \$47.50. In addition to this there is also a good market for the better instrument."

### Music a Necessity.

PARADOXICAL as it may seem, there are men making a success of producing or selling musical instruments wholly on a basis that music is a luxury. There are other men endeavoring to convince possible customers that music is a necessity, but secretly disbelieving the theories they advance. Still others conscientiously and consistently believe in the necessity of music to make life not only pleasant, but possible. Other things being equal, these latter are the most successful in securing the confidence of customers and reaching them on a basis of the necessity of music.

An eminent authority places music fourth in the list of human necessities. The other three are food, shelter and raiment. Music in some form has been a necessity as long as there has been civilization, and longer. The necessity of music is not confined to civilization.

Music is necessary even in warfare, as witness the military bands, in worship, at weddings, at funerals, at christenings, at banquets, at patriotic events, at anniversary celebrations, and in fact at all occasions having to do with human existence.

Most important of all is music in the home, and it is shown by actual trade returns that individual or family calamities or national panics do not prevent people purchasing instruments with which to produce music. Under certain conditions certain grades of music would be luxuries, but still music would not be a luxury. A suit of clothes of a certain grade could be a luxury in some cases, yet nobody will deny the necessity of raiment. To the railroad navy quail on toast would be a luxury, but food is certainly necessary to his existence.

It is true that under certain financial conditions people will economize or restrict themselves in their choice of the musical instrument, but they will have music in some form. In periods of financial depression sales of pianos may drop off, but there will be an increase in volume of business in what is in the trade termed "small goods," which only goes to prove that people will and must have music.

The man engaged in selling musical instruments on the basis that music is wholly and simply a luxury, should revise his theories. By a careful analysis of the pros and cons he will find the balance in favor of music being a necessity, and by so reasoning is more fully equipped to convince those people for whose money he desires to render a service by providing a necessity at a legitimate profit to himself or his house.

### The Association Idea.

THEORETICALLY it is no credit to the piano merchants of London, Canada, that they have a good, live association. Common sense should show that the association has a dollars and cents value, just as advertising or a good show window has. By contrast with other centres, however, and under existing conditions in the music trades, it is greatly to the credit of the dealers of London that their organization has been so well maintained.

According to the report of the annual dinner of the London Dealers' Association as published in the last issue of the Journal, it might be thought that all their meetings are as harmonious. By no means is such the case. At their monthly gatherings there is some plain speaking. If a man has a grievance, real or fancied, he does not hesitate to speak out. These things are properly threshed out at their meetings and then forgotten. Consequently the members are not often tempted to stray from the conditions of an agreement entered into. The fact that they are neighbors, meeting each other frequently, and giving the other man credit for a desire to do what is right, has a tendency to hold them together.

They have adjusted prices for tuning, rentals, sale of piano boxes, and are going to handle the question of player music terms and prices. Because the association has put money into the pockets of its members, made for more favorable conditions of retailing musical in-

struments and increasing the confidence and respect of the public, it is a live and important factor to the London dealers. The London dealers have set a pace that the trade in other and larger centres can profitably follow.

#### Electric Pianos and Orchestrons Open Wide Field for Dealers.

CANADA has many centres where it seems dealers scarcely realize the field there is for the sale of electric pianos and orchestrons. The opportunities offered in that line are due in no small measure to the phenomenal growth of the moving picture industry. In these theatres the cost of keeping a pianist is an amount to be reckoned with, and apart from the actual expense, there is frequently difficulty reported in securing competent players to furnish the music. For the moving picture theatre the electric piano or orchestron music is most suitable owing to its variety and the body there is in its tone.

But not alone does the picture theatre provide such a field for the dealer. In different countries hotels, cafes and restaurants are using this class of instruments with marked success. Upon many occasions, were it not for the expense involved, an orchestra of at least three or four pieces would be desired, and to meet such needs, several different styles of orchestrons are equipped to make possible many effects.

In making a bid for this business dealers and their salesmen have innumerable talking points, by no means the least of which is the number and variety of designs to meet every requirement. The profit on this class of sales is also a good inducement to the dealer to devote some time and energy to exploiting electric pianos and orchestrons in their respective communities.

#### The Habit of Knocking.

KNOCKING is one of the bad habits that it seems impossible for some piano salesmen to separate themselves from. When a number of competitors, working on the same prospect, commence knocking each other, it is small wonder that the prospect decides to have nothing to do with many of them. Many people are suspicious of pianos and piano men because they have been taught to be suspicious, and no salesman can consider himself a success if he is a knocker.

It is bad enough to knock before a sale is made, but infinitely more despicable is it to deliberately set out to dissatisfy a customer who has purchased. Such cases are not rare. Quite recently a salesman sent out on what was a prospect, found the woman whose name he was given almost in tears. She had purchased, and the house from which she bought took an old instrument in exchange. A disappointed salesman from still another house had, with the greatest apparent sincerity, undertook to convince the woman that she had been swindled; that she paid nearly three times as much for the piano as it regularly sold for, and so on. Of course he had her regretting her purchase, which was his object, and it took much persuasion on the part of the third salesman, who arrived too late to be a competitor, to assure her that her contract was a perfectly fair one and that she had made a good bargain.

One of the lessons a piano man must learn is to be a good loser. No salesman lands one hundred per cent.

of his "prospects." If he did, he would become so financially valuable at the end of a year he would not need to sell pianos. There is no salesman but will agree that knocking is poor salesmanship, and yet so many of them will on the slightest provocation scatter their theories to the four winds, largely because they lose their heads like any amateur. Be a good loser and do not knock.

#### Sold Because He Didn't Knock.

LAST month the representative of a piano house sold a player in a city where the firm has no store, no agent or other local representation. The local firms in competition slammed the outside product particularly. Their respective salesmen did not know it at the time, but as each knocked some other instrument he put the sale out of his reach.

The purchaser endeavored in every possible way to lead the outside salesman into knocking a competitor. "What do you think of So-and-So's piano?" said he. "A very good instrument," was the reply. "Well, that isn't what he says of yours," countered the prospect. "What does he say?" questioned the outside salesman. "That your piano is the poorest of the whole bunch and that it will fall to pieces in six months."

The outside salesman merely laughed. "Doesn't that convince you that they are afraid of us? I am talking my own line and have nothing to say against his." He closed the deal and the next day when a substantial cash payment was made, the buyer said: "I am buying from you because you did not knock. Every other man that tried to sell me knocked each other unmercifully, and they all made a dead set on you. I didn't lead them on. They didn't need it, but I did try to lead you into saying something about the other fellow, and as you didn't, I take it that what you said about your own line was right, and that is chiefly why you have the order."

#### Greedy for Business.

SUCCESSFUL sales managers are even more rare than dependable salesmen who earn their salaries month in and month out. One of these is a great believer in paying on a straight commission basis. "I allow a substantial drawing account," said he, "and if a man shows a possibility of making good on a commission basis I do everything in my power for him. I would rather pay him five thousand dollars per year than fifteen hundred.

"I am always emphasizing to our boys," said he, "that they must cultivate a greed for sales, and to be greedy all the time. By this I do not mean an insane desire for sales just to keep others from getting them, but to keep themselves from wanting to loaf. You know piano selling is the greatest business there is to produce a loafer if a man wants to loaf. There is a great temptation to take a day or two off after a good day's business or a good week's business, making that piece of good business justify a little period of letting-up. The very letting-up causes a sort of disintegration of the man's selling ability. It produces a listlessness, that temporary as it may be, costs the man some commission and the house some business.

"One of the best men I ever had was taken on to get rid of the fellow. He wanted a job and I had no place



## What Famous Musicians Say of New Scale Williams Pianos

"The piano possesses brilliancy, and purity of tone quality."

*Alie Nielsen*

"I congratulate you on producing such a fine instrument." (de Pachmann)

*V. de Pachmann*

"A full, rich and sympathetic tone blending most perfectly."

*Mathew Barlow*

"Rare perfection of tone and harmonic qualities." (Eugene Ysaye)

*H. E. Ysaye*

"Tone beautiful, of splendid power and carrying quality." (Sembrich)

*Marcella Sembrich*

"Full, rich tone, blending perfectly with my violin." (Mitscha Elman)

*Mitscha Elman*

"Rich, even tone and sympathetic quality of great value."

*Clara Butt*  
*Friedheim*

"The fine New Scale Williams is satisfactory in every respect." (Friedheim)

*Arthur Friedheim*

"Your excellent piano used at my concerts gave complete satisfaction."

*Kelcie Melby*

"The exquisite liquid tone was an inspiration." (Alma Gluck)

*Alma Gluck*

"The sweet, round, mellow tone makes it a perfect instrument." (Louise Homer)

*Louise Homer*

And the opinions reproduced above are but a few of the many from the world's most celebrated musicians who heartily endorse the New Williams Piano.



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What this prestige of these endorsements means to you? They place the New Scale Williams Piano in a class by itself. Are YOU profiting thereby? Write The Williams Piano Co., Ltd., Oshawa, Canada, TODAY for representation in YOUR locality.

for him. He came again and continued to come. In his persistence to sell his own services I did not recognize piano selling ability, but I took him on to get rid of him. That was twelve years ago, and he's with me yet. Nothing seems to tire him. He is not a 'hustler' as the term is generally understood, but he is a hustler in his quiet, systematic, relentless pursuit of business. I have never seen him dismayed over losing a sale, nor 'puffed up' over winning a difficult one. He does not appear to be bubbling over with enthusiasm, but he makes a high percentage of wins, and we have never had a minute's worry over a single contract that he has ever brought in. He promises nothing that he is not authorized to promise. In fact, he usually closes a sale on a basis that we can give just a little more in service than he promises. He is what I call greedy for business, and it is a kind of greed that I believe in nourishing."

#### Termed It Straight Robbery.

UNTHINKABLE as it may seem, this selling incident was related by one of the speakers at the annual banquet of the London Piano Merchants' Association, a report of which appeared in the February issue of the Journal. A young fellow earning the magnificent sum of \$10 per week, had decided to get married to a young lady who was in receipt of the equally handsome amount of \$7 per week. At the time a piano salesman appeared on the scene their combined savings was \$50. This smooth and capable piano man explained the absolute necessity of music in the home. Like all good salesmen, he drew from his prospect an idea of his financial standing, following which he outlined that a payment of \$50 cash was all that was necessary to procure the piano. "But what about the balance?" enquired the young prospect. "Oh, there is no balance," said the salesman; "you simply pay interest on the balance, which only amounts to a dollar or two a month. I have been with this firm for ten years, and when I went with them I did like you are going to do—just pay \$50 and then keep up the interest, which is so small that one never misses the amount." This glib reasoning led to the young chap being "signed up." He paid the \$50 down; failed to keep up his payments; was worried by the collector for five or six months; and then had his piano repossessed. "That happened in the City of Toronto," asserted the speaker at the London banquet, "and I call it straight robbery." There is scarcely any need for comment upon such a class of salesmanship. It is crooked. It is beneath any salesman, let alone a piano salesman; and like other dishonest methods, will surely lead to failure sooner or later.

#### On Being a Hustler.

THE popular conception of a hustler diverges so greatly from what the successful hustler actually is in business, that the topic is worthy of comment. According to one of the standard dictionaries, to hustle is to "force one's way roughly and with confusion." The very sound of the word conveys this impression, and experience in everyday life bears out the dictionary meaning. The firm advertising for a man who "must be a hustler" conveys to him that the man must be one whose movements show him to be a whirl-

wind worker. Whirlwinds are sometimes very destructive.

The real hustler in the business world is one who works rapidly and indefatigably. He accomplishes a great deal, but inasmuch as he is a rarity, the business world falls back upon the man who is indefatigable and accurate, even though his movements may not be rapid. In the piano business the man who calls at ten different houses per day in search of piano prospects may not be as successful as the man who calls on only five. Thoroughness accomplishes more than great speed. It is noticed that the men of large accomplishments in the piano field or any other field are never in a hurry. They do not make hasty decisions, but having decided, go ahead without a thought of stopping. Their foundation of accomplishment has been well built. They work methodically and without waste of time.

Every factory organization or selling staff has its "hustling" member, who is the joke of his fellow employees. He rushes back and forth at his work and with great noise and haste attracts attention to himself. He works fast, but so inaccurately that he accomplishes less than the quiet, steady-going man who finishes up each day as fresh and full of vigor as when he commenced in the morning. The general impression of who is the hustler and what hustling in business actually means, is in need of revision.

#### Educating the Public up to Them.

DOZENS of specific reasons have been given people, in all parts of the country in the course of the last several years, why they should have pianos in their homes. The same is true of organs, player pianos and perhaps more so of talking machines. But in contrast it seems that the public have been left to buy the smaller instruments upon their own initiative. Conspicuous by their absence are the reasons given in daily and weekly paper advertising why the farmer's son should buy a cornet and join the town band; why the young man in town or city should purchase a flute and aim at qualifying himself for orchestra playing; why a group of young people should buy mandolins, banjos and guitars, or any such instruments, with a view to having a little stringed orchestra of their own purely for their own pleasure. There can be no mistake in the trend of public taste, and it is so very evident that the desire for such music has increased in the past few years.

While Canadian sales in the musical merchandise department represent a very important expenditure annually, what would it be if the small goods dealers and their salesmen united in pushing this department, not with the idea of booming it with special sales, but with a steady and aggressive campaign to feature the various lines of musical merchandise.

#### ADVERTISING.

There was a man in our town,  
And he was wondrous wise;  
He swore (it was his policy)  
He would not advertise.  
He would not advertise,  
But one day he did advertise,  
And thereby hangs a tale:  
The ad was set in quite small type,  
And headed "Sheriff's Sale."



### Small Instruments in the Window.

**F**EW lines carried by Canadian music dealers lend themselves more readily to attractive window display than do these goods which go to make up the musical merchandise department. A member of the Journal's staff, while visiting one of the large Canadian cities, walked past eight different music stores at a busy hour of the day. Nearly all the eight windows were suitably dressed, and in almost every case a number of people stopped and looked at each one. Of the eight, however, the one attracting the most attention was not a piano, but a small goods window.

While it would be unwise to place undue emphasis upon this observation, yet it should not be passed over. In an Ontario city a dealer placed in his window a violin outfit comprising a violin, bow, case and resin. Beside it he placed a window card like this: "Why not buy this outfit for your boy or girl? Price \$...." That simple experiment sold six of the outfits, which were moderate priced ones; and a young fellow who saw the window display called in to look at the fiddles and his call resulted in the dealer selling him a more expensive violin. Music dealers very well know the great help that window displays are to their business, and it is wise to remember frequently that a reasonable proportion of that assistance should be given to the musical merchandise department.

### Competition from the Outside.

**S**HEET music and musical merchandise men would do well to note that in their particular departments there is either more or a possibility of being more competition from outside stores than is the case in pianos. To illustrate: the book and stationery dealers in some centres are very aggressive in handling sheet music and frequently small goods. In the February issue of the "Bookseller and Stationer," published in Toronto, a writer thus impresses the music department upon readers of that publication:—

"The idea of having a music department in connection with a book store is an excellent one. Book customers are frequently music customers also and where this is not the case the music department is sure to attract entirely new trade, which would otherwise never enter the store. In many of the smaller towns and cities an exclusive book store has limitations because of the comparatively small number of possible customers, and where sufficient room is available proprietors of such enterprises should seriously consider the addition of a music department, on a scale commensurate with the prospects for such a business. There is another point also that should be borne in mind, however, and that is that a music department requires expert management. The man or woman in charge of such an undertaking need not be a highly paid

'artist,' but he or she should possess no small degree of enthusiasm, tact and selling ability, especially if an expensive line of musical instruments is handled."

To go along without realizing that such forces are at work is to be ill-prepared from outside competition.

### Small Instruments' Popularity Shown by Their Part in Sound Reproduction.

**O**NE of the unmistakable signs of the times in the musical merchandise world is the very important part played in sound reproduction on talking machine records by the various band and orchestral instruments. A glance over various reviews of talking machine records only serves to impress the foregoing statement. To look over comments on the different records from a musical standpoint is but to see countless commendatory references to the small musical instruments. For instance, one critic referring to the Overture from "William Tell," remarks upon the excellent clarinet phrases in the "At Dawn," and the flute effects in "The Calm." There are also recordings of violin, flute and harp trios; violin solos with piano accompaniments; banjo solos, and in Great Britain a famous concertinist has recorded such popular airs as "The Trail of the Lonesome Pine."

The talking machine trade, like any other, is to a great extent dependent upon the manufacturers and retailers satisfying public taste, and the fact that the band and orchestral instruments are such a factor in sound reproduction augurs well for the future of musical merchandise retailing in Canada.

### Pushing Duets and Quartettes.

**A**LTHOUGH the musical taste of the ordinary audience to-day greatly differs from what it was fifteen or twenty years ago, yet the same appreciation of duets and quartettes that was so manifest then has not in any way diminished. The Canadian public is still old-fashioned enough to appreciate these two particular classes of vocal music. A sheet music salesman admitted to the Journal not long since that the only reason the sales of these two classes of music were not doubled was directly traceable to the lack of suggesting them on the part of salesmen. To this he added that among what is generally considered the better class of music there is nothing that he finds sells with greater ease and less loss of time than a duet or a quartette, inferring, of course, that he knows his customers and to whom to suggest such pieces.

The different publishers have a great many splendid works that come under these headings and they are commended to the attention of those in charge of sheet music departments.

### Activities of London Publishers.

**M**MUSICAL Opinion's summary of the work of the London music publishers during the past year contains this reference of interest to the trade in Canada: "The past year has been one of exceptional activity for the association, no less than twenty-four meetings of the committee having been held, at which many important matters have been dealt with. One of the most important subjects undertaken by the association has been the introduction and adoption of a uniform retail selling price of copyright sheet music throughout the

trade, and it is very satisfactory to note that this innovation has been warmly welcomed and loyally upheld by the retail trade. The few breaches of the agreement that have occurred during the year have been promptly and satisfactorily dealt with.

The question of copyright—British, Inter-Colonial and foreign—has engaged the serious attention of the association during the past year; and the necessary steps have been taken to suppress infringements, particularly those connected with the importation and sale in the Dominion of Canada of American reprints of British Copyrights. These infringements have been a long-standing grievance, and it is satisfactory to record that the steps taken by the London Music Publishers' Association have been warmly welcomed by the music dealers throughout Canada. The question of the mechanical reproduction and public performance of copyright works has also been considered by the committee."

often ask about such and such a piece, as to who are the publishers, etc., when he really should be familiar with it. This is a point I feel very strongly on, and I hope that I have made my meaning clear. It may not be according to Hoyle to frame new resolutions in the middle of the month, and that not the first month of the year either, but I certainly will attend more concerts and see that my staff do. Also I have decided to make certain that they familiarize themselves with the various literature sent out from time to time by the publishers and jobbers."

#### Dealers and Publishers Should Meet.

FOR evidence of actual results from organized effort one has only to review the work of the London Piano Merchants' Association, whose annual meeting and banquet was reported in the last issue of the Journal. These betterments in working business conditions brought about in a Canadian centre under cir-

An  
Attractive  
Sheet  
Music  
Window



#### Should be Familiar with New Songs.

SAID a dealer to a representative of this Journal: "I noticed a splendid hint in your paper three or four issues ago, where mention was made of the talking machine dealer who furnished his salesmen with tickets for the different operas, selections from which were being sold in record music. He stated that the actual results were well worth the investment, and there was so much good sense in the suggestion that I began to think along the same line in sheet music. In this connection I must confess I have been just as much behind the times as any other dealer. In our city not long ago there was a series of concerts at which were given a number of songs, for which there followed at once a good demand, and I am ashamed to say it, but there was not a single manager of a sheet music department nor a sheet music salesman in the city present.

"Following such occurrences my salesman will

circumstances as they exist in Canada, and by members of the trade themselves, are an object lesson to the Canadian Music Dealers' Association, who organized themselves last September to accomplish certain improvements in sheet music retailing in this country.

Much can be done and should be done. Every sheet music retailer, publisher and jobber knows of point after point at which the business could be strengthened and Canadian trade profit thereby. The Journal throws out the suggestion that there should be a conference between the publishers, wholesalers and retail dealers. Rightly handled, such a meeting or meetings should mean much to the sheet music business in this country.

The wonder of it is that this has not been brought about long before. Take the case of Great Britain. "Musical Opinion" says: "A number of conferences between the representatives of the Publishers' Association and the Dealers' Association have been held, at

which important matters of interest to both publishers and dealers have been considered. The outcome of these conferences has been the removal of various legitimate grievances, and there is reason to believe that the concessions granted by the publishers have been warmly welcomed and generally appreciated by the retail trade."

Of course there are difficulties, but these are small compared with the benefits that should accrue to both branches of the industry.

#### Only Wanted a Violin Bridge.

WHILE waiting to see the proprietor of a music store a member of the Journal staff observed a salesman waiting on an old gentleman who was hard of hearing and had no regard for the former's time. The old gentleman wanted a violin bridge. He looked at three different kinds of bridges, hummed and hawed and talked, then hummed and hawed some more and then talked again. It would have tried Job to serve such a customer. His purchase in the end amounted to fifteen cents.

But before that party left the store the young salesman was given at least eight good, live additions for the mailing list of the musical merchandise department. It is just a question if these names were taken account of, but the opportunity was there. The point of this paragraph is that the small goods department can profitably use a mailing list, the same as other departments do, and even if a person only calls for a violin bridge, it is easy to draw from him the names of his friends who require strings, resin and other such supplies.

#### Know Details of Smallest Supplies.

SPEAKING of violin bridges, a salesman in a suburban store was overheard talking with a drop-in customer who was a stranger. The latter was looking for a violin bridge. At first he was uncertain of the dependability of the salesman's judgment, and expressed his uncertainty as to whether the bridge recommended would be suitable or not. "Oh, well," said he, "I'll drop in to one of the down-town stores to-morrow when I'm down," said the customer. Then came this prompt reply from the salesman: "Very well, sir, but they have nothing better than we have. You see, with bridges it is like this: Both violins and cellos are a different shape in the summer from what they are in winter. Oh, you would not notice it. But in summer the strings draw the violin so that it arches a little more; that makes it shorter; the neck is drawn down, and the consequence is that a higher bridge has to be put under the strings to take up the 'slack.' Violinists have a summer bridge and a winter bridge, but cellists have three—one for summer, one for winter and one for the seasons between. And the winter one is fully half an inch lower than the summer one."

The reply was so full of confidence-inspiring sales talk that it won a customer for the store. And the customer came back frequently.

#### Pays Rent, Bookkeeper and More.

A CERTAIN piano dealer who also carries musical merchandise told a Journal representative that his profits from the latter paid his rent, bookkeeper's salary and then there was a tidy little sum to the good. He does not pretend to give much of his time to the

small goods, but the results have been so encouraging in proportion to the investment in stock and cost of conducting the department, that he plans to go more extensively into band and orchestral instruments. This is only one of a number of cases that should lead other piano men to give serious consideration to the commencing or bettering of the department for small instruments.

#### Need of Keeping the Cornet Perfectly Clean.

THE dealer in musical merchandise knows that it is not alone for sanitary reasons that an instrument should be kept immaculately clean on the inside, but because of the fact that if it becomes clogged with dirt the tone will suffer and the intonation will be impaired. He also knows that many people who purchase a cornet and are well satisfied with it at the start, complain after a year or so that the instrument has become hard-blowing, and that the tones do not respond freely. Mr. E. F. Goldman, in a talk to cornet players in "The Metronome," says: "It can be safely stated that three-quarters of the cornet players do not take proper care of their instruments, particularly in regard to cleaning them. In many cases this is due to sheer carelessness, but from personal observation I have learned that many players do not know how to clean their instruments and have never even tried to find out how it should be done. There are people who play month after month, and even year after year, without ever giving a thought to the necessity of cleaning. We all know how badly a cornet looks that is not kept polished on the outside, but the outside is not the most important part of the instrument as far as cleaning is concerned." Just here is where dealers and salesmen can do some good work of an educational nature which will be to their own advantage in the end.

Why cornets require careful attention frequently is thus summed up briefly by Mr. Goldman: "When a player blows into an instrument the tubing becomes moist on the inside. After a while the saliva forms a crust and corrodes, unless the instrument is cleaned almost constantly. Particles of food which collect in the mouth, and particularly the teeth, are often blown into the instrument and invariably find a lodging place there unless forced out. It is true, of course, that the instrument must be moist inside, but it can and must be clean at the same time. Unless a brass instrument is kept thoroughly clean, it becomes impossible as a home or parlor instrument, because of the odor which is sent forth when it is blown into. All instruments should be cleaned thoroughly inside and outside once a week, but warm water should be allowed to run through them regularly each day. This will carry off all impurities and foreign substances, and not allow it to clog or cake."

#### How to Take Care of the Cornet.

EVIDENCES are not wanting to show that piano, player and organ retailers find it advantageous to educate the public in the care of these instruments. The same principles should guide the efforts of dealers in band and orchestral instruments. For this reason is here passed on some helpful information regarding the care of brass instruments in general and the cornet in particular.

Putting the details in a very clear and practical form, the authority mentioned in the preceding paragraph points out that the best method for cleaning a brass instrument is to fill it with hot water and let it soak in a tub or basin of hot water for some time. After it has been thoroughly soaked, remove the water. Then take a sponge as big as a medium-sized hazelnut, wet it, then place it in the mouthpiece pipe of the cornet, and blow it through the instrument sharply and with great force. Repeat this several times, without pressing any of the valves down. Then do it while pressing the first valve, then the second, and lastly the third. This will give the sponge a chance to go through the tubing of the entire instrument and carry off with it any foreign substances. Anyone who has never done this will probably be amazed to see what has been collected in his instrument. Shot is sometimes used for cleaning, but should only be used by skilled workmen. After the sponge has been used water should be poured through again, and then the instrument should be taken apart—the valves, valve caps and slides removed. A valve-cleaner covered with cloth that has no fuzziness should then be used (preferably cheese cloth). If the slides and valves are very dirty, kerosene should be used on them. Kerosene is extremely cleansing and will remove stains and corrosion. The kerosene should then be thoroughly dried off, and the parts thoroughly rinsed with water.

Oil can be used on the valves if the performer is careful to wipe off the valves and casings carefully each time a new application is made. A very thin oil is advisable. The habit of spitting on the valves is a most disgusting one and very unsanitary, and should be done away with entirely. Saliva can be used in cases of necessity, or when no oil or water is obtainable. However, water or saliva should not be used on a valve that already has oil on it. The oil should be thoroughly wiped off first.

The slides must also be kept clean and movable, and not allowed to rust in the instrument. They should be moved daily, and greased at least once a week. Vasoline is often used in the slides, but a slide grease, which is specially prepared for this purpose, is far superior to anything else. The valves of a brass instrument generally become discolored after a little usage. This is caused by the constant rubbing and the action of the saliva. This discoloration is not harmful in any way, as long as the valves are kept clean.

Players of wind instruments must be careful of what they eat, and must at all times keep their mouths and teeth in the best possible condition. The breath should also be free of any odor. The person who is careful of his instrument, brushes his teeth and rinses his mouth immediately after eating. There are thousands of players who chew tobacco and then blow into an instrument, and there are many who play with the tobacco still in their mouths. This is one of the worst habits imaginable. It is needless to say what the result of tobacco and its juice, together with saliva, etc., blown into an instrument would be. The man who plays in this manner does not seem to realize that he is constantly in danger of ruining his health.

The outside of an instrument is easily kept neat and bright. Brass is harder to keep shiny than silver,

but there are numerous good brass polishes to be had. It is the simplest, quickest and best way to clean silver or plated ware. I desire once more to call the attention of brass instrument players to the necessity of keeping their instruments in a sanitary condition. Cleaning lengthens the life of an instrument, makes it easier to play, and keeps it free from unhealthy odors and bad tastes. The man who does not keep his instrument in good condition has little regard for himself and still less for those with whom he comes in contact. If water is allowed to run through an instrument each day, the performer will never have to do very much extra cleaning.

Mr. E. Whaley, head of Whaley, Royce & Co., Ltd., Toronto, has been for several weeks confined to his home with a severe attack of rheumatism.

## NEW MUSIC

Copyrights  
entered at  
Ottawa

28343. "I Love You Just Like Lincoln Loved the Old Red, White and Blue." Words by William Jerome and Joe Young. Music by Jean Schwartz.
28348. "Song of the Silvery Night." Romance for the Piano. By W. O. Forsyth, Op. 34, No. 2. Whaley, Royce & Co., Limited, Toronto, Ont.
28353. "I Love to Quarrel with You." Words and Music by Irving Berlin.
28356. "It isn't What He Said, but the Way He Said it." Words and Music by Irving Berlin.
28357. "Please Leave Mama Dear." Words by Stanley Murphy. Music by Henry J. Marshall.
28358. "Just One Sprig of Shamrock." (From the County Kildare.) Words by J. Keira Brennan and J. Walter Leopold.
28359. "First Love." (Premier Amour.) Valse Boston.—Valse Hesitation. By Abe Holzmann.
28360. "On a Golden Wedding Honeymoon." Words by Edward Madden. Music by Gus Edwards.
28364. "The New Normal Music Course." By John W. Tufts and H. E. Holt. Book 2.
28373. "Love's Tribute." Words by Myrtle Corcoran Watts. Music by W. O. Forsyth. Op. 35. The Nordheimer Piano and Music Co., Limited, Toronto.
28377. "We'll Make the Map All White." Words by R. B. J. Stanbury. Music by Fay G. Stanbury, R. B. J. Stanbury, Toronto, Ont.
28384. "Oh You Cute Little Chicken." Words by Melville Alexander and A. Seymour Brown. Music by Anatol Friedland.
28389. "Souvenir-vous." Stances à la Vierge. Parodie et Mélodie de Victor Baron. Accompagnement d'Ernest Langlois. Victor Baron, Montreal, Que.
28391. "The Ladies' Aid." Words and Music by Harry Moore. Harry Moore, Toronto, Ont.
28392. "Getting Mad Was Never Made for Us." Words and Music by Blanche Merrill.
28395. "The Foot Warmer." One Step or Two Step. By Harry Pack.
28401. "This is the Life." Words and Music by Irving Berlin.
28404. "Christ Our Passover." Anthem. Composed by John Adamson. (Music.) Whaley, Royce & Co., Limited, Toronto, Ont., 23rd February, 1914.
28406. "Lou, My Lou." Words and Music by J. Leubrie Hill.
28407. "Song of the Little Mouse." English Words by Edward A. Paulton. Music by Jean Briquet and Adolf Philipp.
28408. "Since I Am Your Auntie to be." Duet. English Words by Edward A. Paulton. Music by Jean Briquet and Adolf Philipp.
28410. "Yon." English Words by Edward A. Paulton.
28409. "Please Don't Cry." English Words by Edward A. Paulton. Music by Jean Briquet and Adolf Philipp.
28410. "Yon." Words and Music by J. Leubrie Hill.
28411. "Dear Old Dixie." Words and Music by J. Leubrie Hill.
28412. "She's Different Now." English Words by Edward A. Paulton. Music by Jean Briquet and Adolf Philipp.
28413. "My Moonlight Babe." (From "When Claudia Smiles.") Words by Henry Bergman. Music by Henry J. Marshall.
28414. "You and I." English Words by Edward A. Paulton. Music by Jean Briquet and Adolf Philipp.
28415. "We Will Ramble, You and I, Dear." (Duet.) English Words by Edward A. Paulton. Music by Jean Briquet and Adolf Philipp.
28416. "There Was Something About Her." English Words by Edward A. Paulton. Music by Jean Briquet and Adolf Philipp.
28417. "Come Back to the Cabaret." (Duet.) English Words by Edward A. Paulton. Music by Jean Briquet and Adolf Philipp.
28418. "The Midnight Girl." English Words by Edward A. Paulton. Music by Jean Briquet and Adolf Philipp.
28419. "That Y. Ray Rag." (From "When Claudia Smiles.") Words by Stanley Murphy. Music by Henry J. Marshall.
28420. "Oh Gustave." (Duet.) English Words by Edward A. Paulton. Music by Jean Briquet and Adolf Philipp.
28421. "Boys, Boys, Boys." (From "When Claudia Smiles.") Words by Stanley Murphy. Music by Henry J. Marshall.
28422. "At the Ball, That's All." Words and Music by J. Leubrie Hill.
28423. "Night Time." Words and Music by J. Leubrie Hill.
28424. "That's the Kind of a Man I Want for Mine." Words and Music by J. Leubrie Hill.





### How is Business?

**B**USINESS in this branch of the music industry maintains the pleasing strides with which last autumn was ushered in. True to precedent and theory, the weeks since January first have proved very satisfactory record months. Like musical merchandise business, this line always stands to benefit through conditions that detrimentally affect piano sales.

One dealer expounds the theory that the talking machine interferes with piano and player piano sales, even under favorable conditions. "By reason of its versatility," said he, "it is preferred by many people to the player piano, for after all that may be said in favor of piano music, who cares to listen to it more than thirty minutes at a time? On the other hand, a family will entertain itself and friends whole evenings with all the variations of vocal and instrumental music that the talking machine makes possible."

It is true that there is an undercurrent of apprehension as to what may develop to disturb the present basis of prices and profit. Much is heard of the wide-open markets of England, where shilling records are making history in the business. A remarkable exchange proposition was recently introduced by a London firm on bringing out a new record, claimed to be "made of the finest material and equal in all respects to the best records sold at 2/6 or more. In order to advertise the value of this record," announces the firm in question, "we want to make you an exceptional offer—on a basis never before known in the talking machine business."

Here is the "exceptional offer":—

"Now, if you have any records in stock, scratched, broken, shop soiled, slow sellers in any condition, new or old—'junk' or broken records—so long as the weight is there—records that old Father Noah danced the Tango to or were dug up with prehistoric remains—send them to us or to our authorized factors in lots of not less than 50 and exchange them for 'Pioneers' with a payment of 4½d. each.

"Send a postal order and mark it with the number of the case you are sending. Carriage is to be paid both ways by the purchaser. Where large quantities are concerned we will meet you in the matter of carriage.

"The scheme works out like this:—

"Your customer returns you an old record and pays 9d. for a new 'Pioneer' and you, in turn, send us this old record and only 4½d., so that you get 4½d. at the time, but later on you will get the full profit on 'Pioneers.'

"Now just get a hustle on and do this at once. Clear out your old stocks, your custom-

ers' old records, and fill up with hot sellers like 'Pioneers.'"

Concerning the English trade, the suggestion has been advanced that the extreme low price condition is backed by the large companies who wish to give the cutter such a dose of his own medicine that his commercial suicide will result. Whether there is anything to justify this idea or not, the fact remains that the talking machine trade in England has been greatly affected by the shilling record competition.

### Goods on Approval.

**W**HETHER it is wise to follow hard and fast rules regarding sending out records on approval is a debatable point. The manager of one large talking machine department stated that the approval privilege had been so abused that he was forced to discontinue it. He found that customers would retain records, using them for a week and unblushingly return them, without making a single purchase.

"It is to be regretted that such is the case," said the manager in question, "for otherwise the plan would be a time saver and money maker. There are some customers who cannot or will not spend the time in the store to hear more than two or three records played over, and these two or three are all they will buy, but if I send a dozen to the homes of this class when they play them over at their leisure they will buy nearly all I send. Unfortunately all our customers are not of this class, and we have been compelled to make our no approval rule absolute."

### A St. Louis Approval Experience.

**A**PROPOS of the experience referred to in the preceding paragraph, the following statement of a St. Louis dealer is of interest:—

"In my talking machine experience in the South I saw plainly that repossession and returns of goods let out of the store on approval cut into the profits heavily and I resolved then that when I became the head of a department this would be reduced to a minimum. I have seen a department doing less business than we are here have at the end of a year a great stack of damaged records to be charged off the profit account and a dozen of more or less badly used machines on hand because they were permitted to go out on approval.

"I have firmly refused to permit any merchandise to go out of this store until it is sold. The only exchange I offer is where the merchandise does not come up to the standard we set for it. Then the purchaser can have either exchange or the money back. Also I have investigated my credit accounts before the merchandise left the store, not after. The result is that I have had no repossession, my accounts are in good shape and I have a minimum of returned records. I had two brought back the other morning. One woman brought back a record that she had bought the day before. She said that 'it looked funny on her machine and did not play well.' I put it on a machine and found that it was warped. Of course, we exchanged. The other woman brought in a record that she had taken home four days before. One of the children had dropped a receiver with a needle in the record.

"I said: 'Madame, I cannot exchange that. Your request is the most preposterous thing I ever heard

## Sell Edison Phonographs on a basis of pure music

The first impression—and the last one—that a prospective buyer receives from the new Edison instruments is one of music. You can't put too much emphasis on it.

When a customer comes to look at phonographs, don't talk improvements right away. Just put on one of the new disc records—or a Blue Amberol, if your patron's preference leans toward the cylinder types—and let the Permanent Diamond Point Reproducer do the first talking for you.

Play several records and let the sheer beauty of the music sink in deep. Leave it to your customer's ear—the decision is sure. The more he knows about music, the quicker will come his decision.

Tell him about the composition of the records—made from a substance new to chemistry—and how this substance is so hard that it registers and reproduces with absolute fidelity the infinite shades of volume and niceties of over-tone that heretofore have been blurred.

Then crowd in your other arguments.

Don't drop music out of sight for a minute, harp on it, first and last.

Isn't that a new trump card for you to play?

  
Thomas A. Edison  
INCORPORATED

103 LAKESIDE AVENUE

Orange, N. J.

of.' She became indignant and said that the store exchanged damaged merchandise in all other departments. 'Why, I can get gloves, wear them a week and return them if they have a rip in them,' she told me. I stood firm and she finally accepted my view.

"I can easily see where our record profits would go if we accepted such pleas. I am planning that as soon as we get our shelving extended back over the new booths, to seal all records, play only the master record for demonstration, and then deliver sealed records to the customer. When that seal is broken exchange will be impossible except for factory faults. Of course, if the customer buys a record and wants it proven perfect we will play it without being subject to approval as to the music."

#### Study of Languages.

**E**ARLY in the history of the talking machine the idea was conceived that by means of this instrument and properly prepared records foreign languages could be taught. Correspondence schools were the chief promoters of these language courses, the demand for which received a new impetus on the introduction of language courses on disc records. Various language teachers have various methods, and naturally the different courses recorded for talking machine use have their critics. Those unacquainted with the talking machine method seem to have an impression that this scheme lacks elasticity. They do not appreciate the fact that the questions they would ask have been anticipated and that the pupil may turn the machine back to hear a word or a phrase as often as he wishes where he might not care to interrupt the teacher in a class, or where even a number of interruptions might not convey the desired pronunciation or intonation.

A good record can give the pupil as well as any teacher the pronunciation or accent and may be consulted at any time of the day or night and as often as required by the pupil, who need not go out of his own home for his language lessons.

For school use and for home use the study of languages opens up just another avenue of possibilities in the talking machine line, and many dealers are already giving this phase of the business serious consideration.

#### Interest to be Charged on Talking Machine Sales.

**F**OURTEEN talking machine dealers in Minneapolis, it is reported, have signed an agreement to charge interest on deferred payments in the same way as is done with pianos sold on the instalment plan. The group of dealers who have reached this decision includes two departmental stores, who, it is said, were expected to balk on the interest proposal, but apparently there was little difficulty in securing their consent. Six per cent. is the rate agreed upon, that being the current rate for loans in the City of Minneapolis.

#### Interest on Time Sales.

**W**HEN the prospective talking machine buyer is told that he has to pay no more if he takes the machine on the instalment plan than if he pays for it outright, it is safe gambling that he will not pay cash. The merchant who sells on a time basis without interest simply makes his customer a present of six or seven per cent. per annum on the amount involved. Not only do some dealers give away their interest, but spend

money on postage or in advertising space or both to tell people about their beaming philanthropy. The great majority of purchasers of any commodity wanting credit expect to pay for it, and we are willing to do so. To offer talking machines on an instalment basis without interest is not good business. It is a reduction of the profit.

#### Individualizing the Mailing List.

**H**ENRY is the manager of a talking machine department. The said department was added to his employer's business largely through Henry's persuasion. The boss was no believer in talking machines. He was an out-and-out piano man and had always "made good" with his line. He is still making good, better in fact, and he is a convert to the talking machine department as well, though, as he says, "Henry runs that and I never interfere except under orders from Henry."

"The hard cash value of a mailing list never appealed to me," said the boss one day in talking of Henry's work, "and what I read in the *Journal* and in other places from time to time I took as so much theory that looked well in print. I have changed my mind on that score, and here is how it came about. As I said, I never interfered with Henry from the time I put the line in, which was altogether because of his coaxing and, to tell you the truth, I did so to please him, not because I saw any money in it.

"However, we added the line and Henry confided to me that he was preparing a fine mailing list. I said nothing, but groaned inwardly as I thought of the postage. Well, to make a long story short, the mailing list was a success from the start, but here's a point to remember: When we circularized or wrote letters about certain records or machines or supplies, we had the goods in stock. Henry always saw to that. We never break faith with a customer; profit is secondary to the customer's confidence.

"What I want to tell you about that mailing list is the way Henry individualized it. After a few months of sending out the lists in a regular routine way, Henry began to pick out certain records for certain people. His first attempt was on a bachelor Scotchman, in the town, a well-to-do man, but very, what you call 'near.' Well, Henry put a card in his envelope one month and on it he said: 'Mr. —, have you heard the latest by your countryman, Harry Lauder? Come in and get us to play it over. We like it and we know you will.' The number of the record and name of the song were given. It brought the Scotchman and he bought the particular record named as well as several others.

"This was encouraging to Henry, so he tried many more the same way. For example, the daughter of one of our dry goods merchants is a skilful violin player. A card to her father suggested that one of Ysaye's records, the number of which was given, might help the girl. The title was one the girl had been studying. Whether Henry knew that or not I don't know, but the merchant came and bought the record and he is a regular visitor ever since.

"At the home of another customer the maternal grandfather lived. He was a sort of semi-invalid, and the family took great pains to consider his comfort. Quite accidentally Henry learned that he was an old bandsman. Well, every month he simply calls the fam-

## It is Worth Emphasizing That Vitaphone Type No. 28



Is the greatest talking machine value ever put on the market anywhere. It is making money and friends for others. Is it getting a chance to work for *you*?

No. 28 is a hidden horn instrument with hinged cover.  
 It is of golden oak, beautifully finished.  
 It is of easily transportable size—16 x 16 x 12 1-2 inches.  
 It plays any disc record, needle, or sapphire—no tools necessary to change from one to the other.  
 It may be wound while playing.  
 It has wooden tone arm, and stationary sound box.  
 It produces that life-like tone, free from blast and blare that only a Vitaphone produces.  
 It retails at \$28.00, and a good profit to the dealer.

### Canadian Vitaphone Company

LIMITED

W. R. FOSDICK, . . . .

General Manager

156-160 John St. . . . .

TORONTO

ily's attention to certain band numbers that he knows grandfather would enjoy, and they are purchased for grandfather.

"I could go through the list telling of family after family that Henry has card indexed with family and individual tastes, all of which he has turned into good business. The surprising feature of this family taste business is the way one idea suggests another. There is no limit to it. Henry has found out that some customers prefer chorus selections, others have a failing for contraltos, still others want everything in the 'cello line, and so on, without end. I can prove to anyone that the mailing list intelligently handled is more profitable than a well cultivated and irrigated farm."

**When Traveller Meets Dealer.**

**G**OOD natured as the majority of travellers are, there is a limit to all things, and occasionally a dealer overlooks the fact that the traveller's time is worth considerable and that after all, business is the prime motive of his visit. The appended incident was narrated by a traveller:—

"I remember a customer who always enjoyed a long chat and seemed to look forward to my regular visits. He often invited me to his home to spend an evening and in many ways displayed his friendship for me. Often, when he was not busy, we spent an hour or two telling stories and chatting. In time I began to notice that one of my competitors was selling him more and more goods each trip he made. Finally it dawned upon me that I was telling the stories, eating the dinners, visiting the family, and the other fellow was getting the business. As I studied the situation I recalled instance after instance I had tried to show a new line of goods, secure a good hearing and get a good order, only to be side-tracked and go away with small business.

"Now, the good friend did not himself realize how he was 'passing me up,' and it had not dawned upon him that he was gradually leaving me and my house for the other fellow and his concern.

"One day when I called I found him in his office reading the morning paper. He laid it aside when I came in, greeted me cordially and, taking out a couple of cigars, handed me one and lighted the other. I saw he had settled down for an old-time visit. I took the cigar, thanked him and at once began to talk business. I opened my case, took out my catalogues and started to expatiate upon some new goods we had just placed upon the market.

"Oh, Blank, don't talk business yet awhile. I want to have a little visit with you," he said.

"Yes," I replied, "that is just it. I have been visiting with you and the other fellow has been taking the business right away from me. The last time I was here I noticed a great many of his goods in your warehouse. I have not had a really good order in months. Do you like his line better than you do mine? Are his prices any better?"

"No, Mr. Blank, his line is no better and his prices are not lower; but he always interests me. He is certainly eloquent when it comes to talking his goods and I presume I have bought a good deal of him."

"Well," I said, "his goods are no better, if as good; his prices are no more attractive; he does not know his line any better than I do mine; and from now on you

must give me a hearing before we do much visiting. I am going to do some talking myself, and I am going after your business as well as your friendship."

"He saw the point, and afterwards it was always business first. Some salesmen become inclined, in a way, to neglect the old customer. They feel that his trade is an assured thing and, in the hurry to get in and out of town, make it very apparent that they consider they have a 'cinch.' In time the merchant resents this, and if he receives considerable attention from some other man, he will, and in a measure unconsciously, too, begin to drift from the old line to the new.

"A bird in the hand is worth two in the bush."

"When a line is such that more than one dealer may be sold in a town, a salesman may easily make the mistake of losing a long-established trade by paying too much attention to a new or prospective customer. In time, the older one feels slighted and gradually buys less and less of the house he has for years patronized, and the travelling man awakes some morning to find that neither of the two dealers are really good, liberal customers."



Mr. M. S. Phelps, Founder and President, Brantford Piano Case Co., Brantford, Ont.

**HISTORY OF THE PLAYER.**

Jno. McTamany, who claims to be the father of the player industry, which he states came into existence in a garret on Tremont Street, Boston, has written an interesting volume entitled "History of the Player." Of this publication but one thousand copies have been printed, each being an autograph copy. Number 214 has been received by Canadian Music Trades Journal.

The work was written by Mr. McTamany while a patient in Military Hospital at Norton Heights last year. He describes the ups and downs of the player and the inventor's tribulations in connection therewith.

Mr. McTamany is a veteran of the Civil War, having seen active service with the Northern army. He states that in 1866 his ideas of a musical instrument that "anyone could play" were first put on paper. From that time to the present he traces the history of the player piano.

*The Largest and Best Equipped Talking  
Machine Jobbers' House In Canada.*

*Everything in the Columbia Catalogue*  
*For Ontario Dealers*



HERE are the easiest lines in the world to sell anywhere; a musical and entertainment luxury appealing to every taste and in reach of every purse; that is if you call it a luxury. But the man who owns a "Columbia" and enjoys it in his home is going to call it a necessity. If one can judge by the demands for Columbia products, they are more of a necessity than a luxury. THE COLUMBIA PROPOSITION FOR YOU means small investment, quick, frequent and continuous turn-over, and profits that are not only large but automatically continuous and accumulative.

**Dance Records**

You have heard the first of the new Columbia Dance Records—the rightest Dance Records ever put out. These have made more actual business than any series of records ever announced to the trade. You know how the Columbia Company engaged the services of G. Hepburn Wilson, the greatest living authority on modern dancing, to rehearse those records until they were right. The result is a series of tangos, waltzes, and one-steps that have no equal—the finest dance records that ever moved across your counter.

**Every Type of Columbia  
Grafonola**

THE "ECLIPSE" - - - -	\$ 32.50
THE "JEWEL" - - - -	45.00
THE "FAVORITE" - - - -	65.00
THE "LEADER" - - - -	100.00
THE "MIGNONETTE" - - - -	130.00
THE "DE LUXE" - - - -	250.00
THE "REGENT" - - - -	285.00
THE "GRAND" - - - -	650.00

We also have special models at \$17.50 and \$25.00 less usual discounts.

Ontario Agents for Permanent Ruby Needles and Columbia-Rena (imported) Records. The sale of the latter is already large and increasing.

**No Matter Where in Canada You are Located**

you should investigate our sets of foreign language disc records. They fit any disc machine, and are obtainable in French, German, Spanish and Italian.

**THE MUSIC SUPPLY CO.**  
36 Wellington St. East - Toronto

**NEW RECORDS** Advance lists for April

**COLUMBIA RECORDS FOR APRIL.**

- SYMPHONY DISC RECORDS—\$3.00.**  
 A5533 Samson and Delilah (Saint-Saëns). Mon cœur s'ouvre à ta voix. (Softly Awakes My Heart). In French, with orchestra.  
 Samson and Delilah (Saint-Saëns). "Amour viens aider ma faiblesse" (Love, Lead Me Thine Aid). In French, with orchestra.  
 A1488 Ach Wie Ist Moglich (How Can I Leave Thee!). In German, Cradle Song (Wagner) (Brahms). In English, with orchestra.  
 A1490 L'Heure Exquise (The Enchanted Hour) (Hahn). In French, with orchestra.  
 A1487 10-INCH BLUE LABEL DOUBLE DISC RECORDS—\$1.00.  
 La Gallina Negra. Habanera (de Sarasate). Cristina Goni, Violinist.  
 A1491 Meet Me by Moonlight (Wade). Columbia Mixed Quartet. Orchestra accompaniment.  
 A1492 Our Last Waltz (Only Tonight) (Malloy). Andrea Sarto, Baritone. Orchestra accompaniment.  
 A5534 10-INCH BLUE LABEL DOUBLE DISC RECORDS—\$1.50.  
 My Dreams (Tosti). In English, with orchestra.  
 A5536 Norma (Bellini). "Hear Me, Norma." Grace Kerns, Soprano. Sicilian Vespers (Verdi). "Oh, Thou Queen of Love and Beauty." Grace Kerns, Soprano, and Mildred Puffer, Contralto. Orchestra accompaniment.  
 A5538 Te Deum No. 2 in B-Flat (Festival) (Buck). Columbia Mixed Quartet. Orchestra accompaniment.  
 Morning (Von Rohr) (Hehden). Columbia Male Quartet. Orchestra accompaniment.  
**10-INCH DOUBLE DISC RECORDS—85c.**  
 A1485 Village Belles (Holt). Prince's Band.  
 A1486 La Belle Helene (Offenbach). Aria. Kitty Berger, Harp-Zither solo.  
 I and My Boy (Millock) (I und mei' Bua). Kitty Berger, Harp-Zither solo.  
 A1489 An Old Sweetheart of Mine (Riley). Harry E. Humphrey. Recitation.  
 Me in Jim. Harry E. Humphrey. Recitation.  
 A1493 Faust (Gounod). Soldiers' Chorus. Prince's Band.  
 Souvenir de Valence (Blang). Vincent Buono and Richard McCann, Cornet duo. Band accompaniment.  
 A1499 Che! Que Corte! Matchichie. (Gross). Prince's Band.  
 El Camambo. Matchichie. (Villoldo). Prince's Band.  
 A1496 Camp Meeting Band (Mair). Orchestra accompaniment.  
 Byron G. Harlan, Tenor. Arthur Collins, Baritone, and Buffalo Baby Rag (Reed). Peerless Quartet. Orchestra accompaniment.  
 A1494 While the Rivers of Love Flow On (Ball). Arthur Aldridge, Tenor. Orchestra accompaniment.  
 As Long as the World Goes Round (H. Von Tilzer). Arthur Aldridge, Tenor. Orchestra accompaniment.  
 A1497 Do You Take This Woman for Your Lawful Wife? (H. Von Tilzer). William Halley, Baritone. Orchestra accompaniment.  
 Don't Blame It All on Broadway (Williams, Young and Grant). Peerless Quartet.  
 A1495 Where Can I Meet You To-night? (Farren and Lange). Ada Pannipant, Soprano, and Henry Burr, Tenor. Orchestra accompaniment.  
 A1498 Who Will Be With You When I Go Away? (Farrell). Arthur Collins, Baritone, and Byron G. Harlan, Tenor. Orchestra accompaniment.  
 Good Night, Dearie (Reed). Ada Jones, Soprano, and Henry Burr, Tenor. Orchestra accompaniment.  
**12-INCH DOUBLE DISC RECORDS—\$1.25.**  
 A5535 Washington Post March (Sousa). Prince's Band.  
 A5537 Father of Victory March (Ganne). Prince's Band.  
 A5537 Orpheus in Hades (Orphée aux Enfers) (Offenbach). Overture. Part 1. Prince's Orchestra.  
 Orpheus in Hades (Orphée aux Enfers) (Offenbach). Overture. Part 2. Prince's Orchestra.

- 2214 The Bubble—High Jinks (Rudolf Friml). Tenor and chorus, orchestra accompaniment.  
 2212 All Aboard for Dixie Land—High Jinks (George L. Cobb). Cornet song, orchestra accompaniment.  
 2213 The Rosary (Dahlia) (Nevin). Ernest Albert Couturier, Cornet, orchestra accompaniment.  
 2214 A Little Love, a Little Kiss (Lao Sifusu). Reed Miller, Tenor, orchestra accompaniment.  
 2215 Favorite Airs from The Pirates of Penzance (Gilbert and Sullivan). Edison Light Opera Company.  
 2216 Sit Down, You're Rocking the Boat (Dean Schwartz). Billy Murray, Comic song, orchestra accompaniment.  
 2217 Cavalleria Rusticana—Siciliana and Intermezzo (Mascagni). American Standard Orchestra.  
 2218 My Chain of Memories (Mrs. Herbert Ingraham). Leah Gaylord Young, Soprano, orchestra accompaniment.  
 2219 Rev. 21: 21 to 23 and The Gate Ajar for Me (S. J. Vail). Madison C. Peters, B.D., and Edison Mixed Quartet.  
 2220 My Love Nell (C. Milligan Fox). G. Gordon MacLean, Baritone, orchestra accompaniment.  
 2222 Hungarian Fantasia (Theo M. Tolbani). Edison Concert Band.  
 2222 Sing Me the Rosary (F. Henri Klickmann). Irving Gillette and Mixed Chorus.  
 2223 Lullaby (Chapman). Grace Cook Embler, Contralto, orchestra accompaniment.  
 2224 I'm Crying Just for You (James V. Monaco). Conversational duet, orchestra accompaniment.  
 2225 The Junk Man Rag Medley. Fred Van Eps, Banjo, orchestra accompaniment.  
 2226 Love Divine. All Love Excelling (Sir John Stainer). Marie Kaiser and Royal Fish, Soprano and tenor, orchestra accompaniment.  
 2227 Carmen—Toreador Song (Georges Bizet). Alan Turner, Baritone, in English, orchestra accompaniment.  
 2228 Love Is so Fickle—Waltz Hesitation (Phillip Krumpholtz). National Promenade Band.  
 2229 The Bells—Burlisque (Frank Stridwell). Peerless Quartet.  
 2230 I'm Crazy About a Ragtime Minstrel Band (Wm. Tracey). Edward Meeker.  
 2231 Tango—The Sunday Tango (When Dreams Come True) (Silvio Hein). National Promenade Band.  
 2232 The Ragtime Dream (Goodson and Brown). Arthur Collins and Byron G. Harlan, Tenor and chorus, orchestra accompaniment.  
 2233 I'm on My Way to Mandalay (C. Goodson). Albert H. Campbell and Irving Gillette, Tenors, orchestra accompaniment.  
 2234 You're My Girl Medley—Turkey Trot (National Promenade Band). For dancing.  
 2235 (a) In de Mornin'! (b) Jes' 'Gib' Him One of Mine (Paul Lawrence Dunbar). Edward Sterling Wright, Reading.  
 2236 The Dear Old Songs (Doc Crager). Will Oakland and Chorus.  
 2237 Pastel-Mennet (Paradis). The Tolleson Trio.  
 2238 When the Bloom is on the Cotton, Dixie Lee (J. Fred Holt). Manuel Romain, Piano, violin, orchestra accompaniment.  
 2239 My Old Kentucky Home Fantasia (Otis Lanzey). Edison Concert Band.

**TWELVE FOLK DANCES, BY THE NATIONAL PROMENADE BAND**

- 2240 Arc of Diamonds—Danish Folk Dance.  
 2241 Bisking—Swedish Folk Dance.  
 2242 The Curson (Merry Round)—Swedish Folk Dance.  
 2243 Danish Dance of Greeting—Danish Folk Dance.  
 2244 Highland Fling—Scottish Folk Dance.  
 2245 Highland Schottische—Scottish Folk Dance.  
 2247 The Irish Jig (St. Patrick's Day)—Irish Folk Dance.  
 2248 Lassic's Dance—Swedish Folk Dance.  
 2249 Showmaker's Dance—Danish Folk Dance.  
 2250 Clap Dance—Swedish Folk Dance.  
 2251 Trallen—Swedish Folk Dance.



**NEW EDISON RECORDS FOR APRIL.**

- CONCERT LIST—\$1.00 EACH.**  
 28192 (a) Mounett G Flat Major (Beethoven); (b) Valse Bluette (Drigo)..... Kathleen Parlow  
 28193 The Last Rose of Summer..... Marie Rappold  
 28194 The Lawn Swing (Carl Jean Tolman)..... Christine Miller and Chorus  
 Contralto and chorus, orchestra accompaniment.  
**REGULAR LIST—65c. EACH.**  
 2210 Hallelujah, Christ is Risen—Easter Anthem (Grant Colfax Tullar) Edison Mixed Quartet  
 Orchestra accompaniment.

**NOTICE**

The product of this Company is controlled and licensed under Canadian Patent No. 135295 and other patents issued and pending which fully covers and protects the basic Vitaphone principle of sound recording and reproducing; also the registered trade mark "Vitaphone," and we will institute legal proceedings against any person or persons infringing, by making, selling or offering for sale without license, the product covered by these patents.

**THE CANADIAN VITAPHONE CO. LIMITED**

## Course in Show Card Writing—Article 3.

Written for Canadian Music Trades Journal

It frequently occurs that you will have a long space to fill with a short word or the reverse, a long word to fit into a short space. This may be accomplished by "condensing" or "extending" the letters. The alphabet given this month shows a moderately condensed letter and a sample line of "extended" in the same style, which will show you the possibilities of extending and condensing letters. See plates 13 and 14.

Plates 13 and 14 are among the styles of most general use for display lines and words, but are not easily enough made to be sufficiently rapid for general use. They are very clean-cut and will always look well.

be re-mixed by adding water. It must be remembered that water colors will not do for use outside. You may buy the various mixed colors known as distemper colors at any paint store in small jars of about a half-pint each. They are ground very fine in water. When you buy them they are hard, but can be softened with water. You must add sufficient mucilage to them to make them hold to the card, so they will not rub off after they are dry. A little experience will soon determine the amount. A jar of color will do many hundred cards.

The average student will not need so great a quantity of color at one time. It is possible for you to mix

**A B C D R K**  
**1 2 3 4 5 6 7 8 9**

Plate 12. Combination of capitals and numerals.

**A B C D E F G H I**  
**J K L M N O P Q R**  
**S T U V W X Y Z ?**

Plate 13. Alphabet of capital letters.

**a b c d e f g h i j l m n**  
**o p q r s t u v w x y z**

Plate 14. Alphabet of lower case letters.

We presume that the students will have a proper table or place on which to do their work. Some may prefer to work standing up. If so, the height should be equivalent to that of sitting, that is, the top of the table should be a little above the elbows. A very little slant like a desk top, is desirable. An ordinary kitchen table makes a very suitable work bench. The stool can be made the proper height.

We intimated in last issue that we would say more about colors in this part. The colors used for card writing are water or distemper colors. These are more suitable than oil, as they are more easily worked, bushes are easier cleaned after use and the colors will not spoil through standing. They will dry out, but can

your own colors. Buy 10c worth of good Canadian vermilion, 5c worth each of blue, green and chrome yellow, all in dry colors. Get wood alcohol and mix each color into a thick paste with it, then add a little water, stir and let stand for a time. If necessary it can be used immediately, but it improves by standing. Add to this enough mucilage to make it adhere to the card without rubbing when dry. The object of using wood alcohol is to cut the color, as dry colors are all more or less oily in nature. If you cannot obtain the spirits, use borax water or washing soda water. For white, buy the best flake white. Do not accept whiting, white lead, nor white zinc. Insist on flake white and see that it is not lump. Mix exactly as directed with



other colors. You will need more white and black than any other colors—red possibly next.

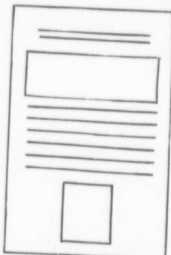
The blue, as you buy it, will be very dark. You can lighten it with white. For shading, ruling and ornamentation, scrolls, etc., make it very light. Green makes the best all-round color to shade with, also for borders, decorations, scrolls, etc. It must be made very pale by mixing with white. These are what are known as "subdued" colors.



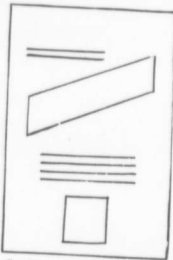
Figure 4, showing first method of ruling.



Figure 5, showing second method of ruling.



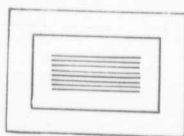
Example of poor layout.



Good layout with same matter.



A poorly laid out card.



The same attractively set.

For special color or shade effects, it may be well to know that red and yellow make orange; yellow and blue make green; red and black make brown; red and blue make violet; red and white make pink. The knowledge of these colors will be of great assistance to you. There are various methods for ruling with a brush.

Each one has its advantages. Figure 4 is the one most generally in use. By this method you possibly may make a longer line than by any other. Lay your rule on the card about a half-inch from the line you wish to draw. Hold it firmly with your left hand. Take the brush between your thumb and your forefinger. Place the tips of your other fingers against the edge of the rule for a guide and draw your line carefully. See Figure 4.

Figure 5 is another method. Notice the rule is raised on the front side and held in position by resting on the fingers of the left hand. Rest the back of the fingers of the right hand on the top of the rule and the brush against the edge. Draw the brush along where the line is desired. A little practice will enable you to become proficient in this.

### LOOK OUT FOR THIS MAN—HE MAY COME TO CANADA.

A man who has given various names when seeking employment, and who recently worked for the Chase & West Talking Machine Co., of Des Moines, and for another concern in Iowa, has disappeared. Wherever he has been employed, it is stated, he borrowed money, or got it under false pretences. The last case was with Herman Marks, of Emmetsburg, Ia., where he sold a \$300 piano for \$100 cash, pocketed the money and skipped. This man is about five feet high, weighs 110 pounds, dark brown hair, has a scar on the left side of his face from the corner of his mouth to the lower end of his cheek bone. He also has a wen about the size of a thumb nail on the side of his right ear. The Chase & West Talking Machine Co. has given out these facts for the purpose of warning the trade. This man is supposed to have left for Chicago or Seattle.

### SCHOOL OF PIANO TUNING.

The Journal is in receipt of an illustrated booklet issued by Mr. Niles Bryant, President and founder of the school for piano tuning bearing his name at Battle Creek, Mich. This little volume deals with the demand for tuners, the unique opportunities offered the tuner in selling and particulars of the course offered by his school. The latter includes an itemized list of tools furnished for the training of tuners. "The Piano Tuner's Record," which is also published by this school, is an aggressive booster of piano tuning and action regulating as a profession.

### MARTIN-ORME SALES MANAGER.

Mr. W. F. C. Devlin, sales manager for the Martin-Orme Piano Co., Ltd., of Ottawa, was among the month's trade visitors to Toronto, where he was a guest at the King Edward. Mr. Devlin was on his initial trip through Western Ontario in Martin-Orme interests, with which line he recently became connected. With their enlarged organization the Martin-Orme Piano Co. are enabled to reach out for more trade, and they are consequently materially adding to their output.

Mr. Gordon Muir, who handles the firm's advertising, also visited Toronto, where he formerly resided for some years.



The Crest  
of  
Quality

## Get This Point Re Willis Players



The Crest  
of  
Quality

*At St. Helena, Las Casus said to Napoleon: "Sire, at Potsdam, had I been you, I would have taken the sword of Frederick the Great and I would have worn it." And Napoleon answered as one would answer the prattle of a questioning child: "I had my own."*

**N**APOLEON'S reply showed his strength. Right in your district there are people lamenting because they have not their neighbors' ability to play the piano, when if they had a WILLIS PLAYER PIANO the world's best music would be theirs. With the possession of the easily-controllable and sweet-toned Willis Player no home needs to covet the possession of any one else either talent or instrument.

**R**EPORTS indicate that WILLIS representatives are enjoying a surprisingly good trade. Now, why do such pleasing conditions obtain among Willis men? Of course, it must be admitted that men of high-grade character are quite naturally associated with high-grade products, and we expect greater business strength and energy from such men. But there must be something in the piano—some peculiar force which gives it impelling strength.

There is; and the closer we analyze the reasons the greater they boom on the mental horizon. It would be impossible for an artistic product to exist without having formed in every community a certain clientele of admirers. The ever widening circles of WILLIS admirers reach others and bring them within the circle so that dealers are unconsciously aided in their work by the power of the instruments which have been previously sold to pleased customers. They have learned of the charm of the WILLIS instruments, and their friends, through frequent meetings, have also become acquainted with those undeniable WILLIS facts.

## Willis & CO., Ltd.

580 St. Catherine St. West  
MONTREAL, QUE.

Factories:  
ST. THERESE, QUE.

## Montreal Trade Optimistic

Departure of King Frost Brings Better Retail Conditions, Dealers Look Forward to Good Year.

THE back-bone of the winter is broken into bits, for authorities on the weather tell us that the current cold spell will probably be the last one of the gratifyingly brief winter of 1913-1914. Retailers are rejoicing and from all over Canada there is coming news of this or that indication of rejuvenated trade. Window display openings are now of greater variety and attractiveness, since the public is able to see through the plate glass, which was so heavily frosted for a month or so. Outdoor life is in ascendancy with the public at large, where real sport was confined at the winter resorts a month ago. Retailers are being supplied with plenty of advertising matter for their spring and summer campaigns. The outlook is for freer movement of currency. This in itself is a promise of fine business for the retail hosts.

Louis F. Coles, a tuner of well-known repute, has started business on his own account at 2768 Hutchison Street.

Mr. Geo. Domelle, secretary of Mozart Piano Co., Ltd., Toronto, was among the past week's trade visitors.

C. W. Lindsay, Limited, now operate stores in the following places: Ottawa, Montreal, Quebec, Brockville, Smith's Falls, Arnprior, Kingston, Pembroke and Hawkesbury.

"Men may come and men may go, but a good name lives forever," said Foisy Freres, while referring to their leader, the Mendelssohn, which they state is as popular a selling instrument as ever.

Alice Lloyd, playing at the Princess Theatre this week, is using a Leach Piano, as heretofore, and is also utilizing one for her own personal use at the Ritz-Carlton during her stay in Montreal.

"We are demonstrating daily the many splendid qualities of the Evans Brothers instruments," said J. H. Mulhollin, the local representative, "and find our business in the call for this line steadily increasing."

C. W. Lindsay, Limited, Oshawa branch took advantage of the engagement in that city of the Quinlan Opera Company and featured in their local advertising the fact that they had in stock in player rolls all the music of the operas being sung that week. Their foresightness paid them well.

The Pratte Piano Company are busy perfecting a parlor and miniature grand of their own make and expect to have these models on the market very shortly. They are doing a nice trade in player pianos and in this respect are one of the pioneers of the trade, claiming to have manufactured the first player piano in Canada.

After being nearly twenty years in their present premises, which are now too small for their ever-growing business, J. W. Shaw & Company are removing to their own building, four doors east of their present store, which they are altering and enlarging to suit their business, and in order to reduce their stock are conducting a removal sale.

Hurteau, Williams & Company, Limited, have been advertising heavily a reduction sale in slightly used

pianos. This firm state that to date, 1914 trade has been good. The piano which featured so pleasantly in the first and second acts of "Her Own Money" at the Princess recently was a New Scale Williams, supplied by the Hurteau, Williams Co.

Miss A. Lapierre, Secretary-Treasurer of J. A. Hurteau & Company, Limited, is at present abroad in Europe in the interests of her firm. While on the other side she will visit the Pathe factory and leave a substantial order for a selection of records and machines, in which J. A. Hurteau & Co., Limited, do an immense business. This is Miss Lapierre's third trip across.

"We do not think there is any panic this year, judging from the way orders have been coming to us for Willis pianos and players," said Mr. A. P. Willis, President of Willis & Co., Limited, to your correspondent. "Current orders constitute in fact too much of an argument in the opposite direction. February was a most marvelous month and in a number of instances stocks were down low enough to make express shipments to some of our agents imperative.

If you want to see a real live wire piano firm, just drop into the warerooms of J. A. Hurteau & Company, Limited, and see for yourself. The proprietor, J. A. Hurteau, is effervescing with enthusiasm, will make you feel quite at home as soon as you have placed a foot inside the door. This house state the quality of Weber instruments has made this make a permanent favorite with critical musicians and that is one reason why their trade is steadily increasing for uprights and players of this product.

Highly encouraging reports were presented by the Canadian Graphophone Company. A concrete exemplification of the evolution of the talking machine business is being witnessed here. A few years ago salesmen labored under the impression that it was expedient to show and exploit only the cheaper types of Columbia talking machines. That day has passed, and the large number of the most expensive Columbia models now sold by this firm is a striking example of the modern trend of the times.

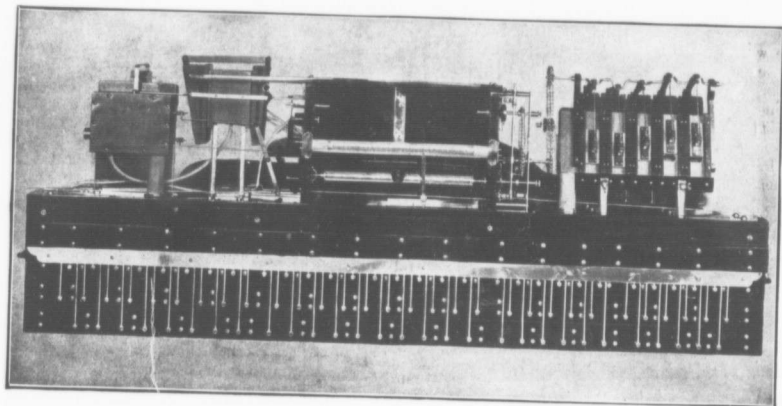
Orders continue satisfactory at the warerooms of Layton Brothers, Mason & Risch being well represented and sold. Louis XV Grands of this make have been in good demand lately, being purchased by prominent local families. Leo A. Poulin, Manager of the French department, reports a nice influx of business, especially in the demand for Mason & Risch players and styles as above referred to. Sherlock-Manning lines are prominently featured in this firm's warerooms and this make is giving the best of satisfaction wherever shown.

In spite of the general pessimism which prevailed in the recent past, the business of Gervais and Whiteside not only advanced during 1913 to a large extent over the preceding year, but the first two months of the New Year are reported by the firm to be the most prosperous in their history. "We have no reason to doubt that this is only the beginning of a year which will break all previous records, nor do we hesitate to predict similar success for all manufacturers who produce goods of unquestionable merit and base their appeal to the buying public upon truthful grounds. The Karn-Morris product has enabled us to make the statements as above," concluded this firm.



# THE OTTO HIGEL PLAYER ACTION™

The Choice of Those who want the Best



## Higel Features to Remember:

Easily operated and expressive pedalling. Five point motor of unsurpassed merit. Direct attack. Perfect control. Abundance of reserve power and great flexibility. Capable of the most delicate Pianissimo to the grandest Crescendo.

All parts are made to an exact standard. Every part is made under our own supervision in our own factory.

## THE OTTO HIGEL CO., LIMITED

King and Bathurst Streets, TORONTO, CANADA

Manufacturers of SOLO-ARTIST RECORDS, Hand Played Music for Player Pianos



## Trade Gossip From Winnipeg

Dealers Giving Energy to Collections,  
Selling not Brisk.

Winnipeg Piano Co. Hold Formal Opening of  
New Premises.

Tucker Music House Make Improvements. Many  
Visitors During Bonspiel Week. Grand Opera  
Helps Record Business. Symphony  
Orchestra Incorporated.

**B**Y no stretch of the imagination can piano business up to the beginning of the month be considered brisk. Some of the dealers report "fair," while others promptly admit the slow demand. Collections require all the energy that dealers can give them, and the man whose duty it is to go after the monthly instalments reports no improvement in the money situation. It would be quite possible to increase volume if dealers were willing to unduly extend their credits, but this they are wisely refraining from doing.

Mr. Oles, of Morgan & Oles, Wakopa, Man., was a recent business visitor to this city.

Mr. F. Bull, President of the Williams Piano Co., Oshawa, spent a few days in town during the month.

Mr. Geo. Suckling, the well-known piano dealer of Edmonton, passed through this city on his way home from Bermuda.

Mr. Norman J. Lindsay, proprietor of the Lindsay Piano Co., has been absent on a three weeks' visit to eastern points.

W. W. McCubbin, Oak Lake, Man., is a successful hardware and music dealer and was also a successful curler at Winnipeg Bonspiel.

Mr. Diamond, of Galloway Bros., Limited, Gladstone, Man., combined business with pleasure in a trip to Winnipeg during Bonspiel week.

The Fowler Piano Co. report business as fair. They find the "Willis" and "Knabe" pianos to be meeting with favor with the Winnipeg public.

Mr. J. S. Greig, representative of the Hawkes & Harris Music Co., Toronto, was a recent visitor who called on the various music houses in town.

The "Evening Telegram" Contest, which is now being held offers a New Scale Williams Baby Grand and two Emnis pianos as prizes to the successful contestants.

Mr. Fred S. Cross, the genial superintendent of agencies for the Williams Piano Co., was in town during Bonspiel greeting members of the trade who happened in from outside points.

Mr. Chas. F. Crandall, manager of the sales department for Cross, Goulding & Skinner, reports a fairly satisfactory month. This firm held their annual February stock-taking sale and the results were as good as they anticipated.

J. J. H. McLean Co., Ltd., held a talking machine recital every afternoon for the two weeks of grand opera here, which stimulated business in this department to a great extent. This firm hold recitals every Wednesday and Saturday.

Mr. Frank Smith, manager of the western branch of Whaley, Royce & Co., reports business as being fair. Mr. Smith anticipates a trip west in the near future, when he will call on their various customers. Mr. Smith will extend his trip as far as Calgary.

Mr. G. L. Stanwood, manager of the Winnipeg branch of the Doherty Piano Co., reports a number of calls for player pianos, of which they have a shortage, and find difficulty in securing. Business with the Calgary and Edmonton branches of this firm is very good.

Mr. Arthur Friedheim, the world-famed pianist, who gave a recital at the Fort Garry Hotel March 5th, used a New Scale Williams Piano on his Canadian tour. Mr. David Bispham, America's foremost baritone, who appeared at the Orpheum Theatre this week, is using a New Scale Williams Piano.

A Manitoba charter has been taken out by Winnipeg Symphony Orchestra, Limited. This organization is capitalized at \$60,000 in one dollar shares. The incorporators are: Samuel Johnston, E. W. Kitchen, G. L. Stanwood, Mary F. Aikins, and Irene V. Boyd, all of Winnipeg. The purpose is to organize and conduct a symphony orchestra.

The R. S. Williams & Sons Co. report plenty of business offering, but collections poor and money hard to get. This makes extreme caution necessary in selling goods on credit and is having a bad effect on volume of sales. However, the local management believes that indications point to an improvement in these conditions as spring opens up.

Wray's Music Store have been using a novel method of advertising a new song, "The Great Divide." It is a window decoration showing the scene of the Great Divide, and which attracted a great deal of attention, and has been the means of selling a great many copies of this song. Business with this firm is reported to be exceptionally good.



Mr. Chas. S. Parsons

Mr. Chas. S. Parsons, who has been connected with the Gerhard Heintzman Piano as city salesman for a number of years, and who was until recently with the Lindsay Piano Co., has accepted a position in the same capacity with the Winnipeg Piano Co. Mr. Parsons has been very successful in making a great many sales of this splendid instrument.

Mr. Main, manager of the talking machine department of the Messrs. Cross, Goulding & Skinner, reports

# Apace With The Times

One of the elements that has served to maintain  
the prestige of

## *The Sherlock-Manning 20th Century Piano*

has been our ability and willingness to keep apace with the times—to be quick to recognize, appreciate, and adopt any recognized quality feature that would improve the construction, or add to the original beauty.

### WHY ?

Why is the SHERLOCK-MANNING Piano Company forging steadily ahead?

?

Why have we been able to keep sales right up to the mark during the slack times ?

Why have we been able to operate the factories full time all the year round, and overtime for several months ?



Style No. 80, Mahogany or Walnut.

### BECAUSE

some two hundred live dealers sell Sherlock-Manning Player Pianos and Pianos.

They sell them because they believe in them.

### BECAUSE

several thousand satisfied customers is a wonderful asset.

These customers are daily helping dealers sell friends of theirs.

### BECAUSE

The dealer buys absolute quality, at an honest price, when buying The SHERLOCK-MANNING line.

Gone are the days when the high price was the only identification mark a piano buyer dared recognize.

The day is here when Real Quality is the question your piano prospect must be satisfied on.

The SHERLOCK-MANNING answers the question in the most satisfactory manner. WRITE TO-DAY.

THE  
**SHERLOCK - MANNING PIANO COMPANY**

LONDON (NO STREET ADDRESS NECESSARY) CANADA

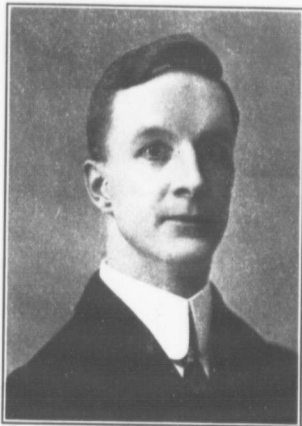
trade in this line as healthy. There was a noticeable brightening up toward the end of the month, due no doubt to the two weeks of grand opera by the Quinlan Opera Co., and which stimulated the sale of high class records.

Mr. E. J. Merrell, manager of the Karn-Morris Piano and Organ Co., western branch, in a conversation with Music Trades representative, reported country trade to be good and city business as fair. Mr. Merrell reports the sale of a Style "D" Karn-Morris Piano, which this firm supplied to the Pantages Theatre, recently opened here.

Mr. J. G. Whitener, general superintendent of Mason & Risch, Ltd., will be in town for a few weeks. Mr. Biggs, western manager of the firm, reports business as being up to the average, and collections coming along nicely. Mr. Biggs is leaving for a visit to the branches at Regina and Saskatoon next week. During Bonspiel a number of out-of-town customers paid a visit to the Mason & Risch waterrooms.



Mr. John Smith



Mr. A. E. Grassy

PROPRIETORS WINNIPEG PIANO CO., LIMITED.

To Mr. "Joek" Smith of the Winnipeg Piano Co. is tendered the sincere sympathy of his numerous friends on the death of his father in Scotland, the announcement of which was conveyed to him by cable. The deceased spent last summer in Canada and spent many weeks with his son in Winnipeg, being accompanied on the return trip by his grandson, Mr. Wm. Smith, of the Winnipeg Piano Co.'s staff.

In a conversation with Mr. E. C. Scythes, western manager of the Williams Piano Co., regarding conditions in the outlying country at the present time, he said there was not much sign of things loosening up, although the outlook was brighter, and no doubt there would be an increasing activity in trade conditions during the spring and summer months. No great freedom of trade is anticipated until the results of the crops are known.

The Tucker Piano & Music Co., Limited, have re-

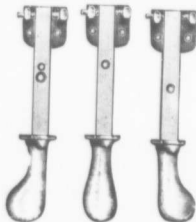
cently added three phonograph parlors to their fine new premises, corner Main and Graham Streets. These parlors are on the main floor and are finished in solid oak, with plate glass windows. These are in addition to their basement phonograph parlors. An extra piano parlor has also been added. This space was recently occupied by the Fort Garry Music Co., who have removed to the premises of the Winnipeg Piano Co.'s new store. Mr. E. N. Kitchen, of the Kitchen School of Music, recently purchased a Steinway Grand Piano from Mr. Tucker for his own personal use.

The Winnipeg Piano Co., exclusive manufacturers' agents for the Bechstein, Bell, Chickering, Goulay, Haines, Gerhard Heintzman and Sherlock-Manning pianos and players, opened their new piano parlors to the public on February 16th. A concert was held both afternoon and evening, at which a very large crowd attended, and every visitor was presented with a souvenir song book by this firm. The piano and phonograph parlors of this firm are very artistic, and no

expense has been spared to make them among the finest piano parlors in Canada. There are six piano parlors, finished in Heraldie, Blenheim, Mesa, Arizona, Tiffany Blend with panel effect trimming of gold and white enamel. There are also eight phonograph parlors, decorated with silk pattern paper and finished in white enamel, cosy easy chairs and setees of cane, with pretty decorations of palms and artificial flowers, scattered around make most delightful parlors, where one may listen to any desired music on the Columbia Grafonola. Mr. Jas. Tees and Mr. McDowell, his assistant, are in charge of the phonograph parlors, and report a number of sales of high class records and instruments.

The following programme was given at the afternoon concert: Tenor solo, Eleanor, Coleridge Taylor, Mr. Fiddes; baritone solo, Persian Serenade, Colyn, Mr. Warrington; soprano solo, Sing, Bird Sing, Nutting, Mrs. McLaskey; tenor solos, Mary of Argyle,

Metal  
Trimmings  
for  
Pianos  
Organs  
Players



## Always Figure On **Bowmanville Trimmings**

MADE  
IN  
CANADA

Bowmanville Foundry Metal Piano and Organ Trimmings are not cheap. They are not hurriedly cast. But they are the best value for your money—absolutely.

The Nickel Plating on the pedals is there to stay. The Bearing Bars are hand bent. The holes in the Bars are drilled—and drilled exactly true.

By buying trimmings made in your own Country you have no duty to pay. We can deliver more promptly, and in rare cases, when adjustments are necessary, we are handy, ready to rectify an error without any delay or red tape.

We are specialists in these metal trimmings, and our plant is equipped to supply your needs to your all-around satisfaction.

Special Castings Made to Order.  
Brass Plating and Oxidizing.

Made to Last  
Not  
Merely to Sell

**Bowmanville Foundry Company**  
LIMITED

Bowmanville

Ontario

Our Products  
are  
Guaranteed

## WE EMPLOY

*up-to-the-minute methods of manufacture which enable us to save where others must spend. Thus we can spend where others must save.*

**Hence :**

**LINEN FRONT** which protect roll and takes all wear.

**QUICK-GRIP METAL TAB**—put on to **STAY ON.**

**ALL STEEL SPOOL**—won't break if you drop it.

MADE IN CANADA BY

# The Perforated Music Co., Canada

Corner of Carlaw and Eastern Aves., Toronto

RETAIL BRANCH  
28 Yonge Street Arcade,  
Toronto

MONTREAL BRANCH  
510 St. Catherine Street West  
(With Hurteau, Williams & Co.)

Oldest and largest Music Roll manufacturers in the British Empire.



Mary Morrison, Mr. Fiddes; baritone solo, The Fairies, Dolores, Mr. Warrington.

The evening recital commenced at 8.30 and 1.00 until the closing hour the hall was crowded and hundreds of citizens looked through the Winnipeg Piano Co.'s piano and graphophone salesrooms. Quartette, Soldiers Chorus, "Faust," by the McLaskey Quartette; soprano, Mrs. McLaskey; contralto, Mrs. DeAngelis; tenor, Mr. Sutherland; bass, Mr. Wilkinson; bass solo, The Windmill, Nelson; quartette, A Regular Royal Queen, "The Gondoliers"; contralto, Angus Macdonald, Roeckel; solo and quartette, Come Sing to Me, Thomson; accompanist, Miss Margaret Smith.

### ART AND MUSIC.

*"The man that hath no music in himself,  
Nor is not moved with concord of sweet sounds,  
Is fit for treasons, stratagems and spoils."*

The above example of Shakespearean wisdom occupies the front page of the Seeburg automatic instrument catalogue, entitled, "Art and Music." Almost a dozen

### AN OTTAWA DEALER'S RECITAL.

The citizens of Ottawa turned out in goodly numbers to an invitation recital at the showrooms of the John Raper Piano Co., on the evening of March 2. The programme was divided into two parts of six numbers each. Between the parts was a short intermission to permit of visitors in the audience making a tour of inspection of the player parlors and talking machine rooms.

A number of the accompaniments were played on a Mason & Risch player piano, and the success with which the singers were thus accompanied made many player converts in the audience.

At the Raper Company's recital a Mason & Risch Baby Grand was used for the accompaniments not rendered on the player. The accompanists were: Miss Aline Pelton and Messrs. F. W. E. Bartholomew, and J. Underwood. The vocalists were Miss Ethel Hinchcliffe, Mr. Cliff McAdam, Mr. Chas. A. Cooke, and the Apollo Quartette. The John Raper Piano Co. were well pleased with the success of their recital.



Main showrooms of Winnipeg Piano Co.'s new store.

different styles of automatic pianos and orchestrions are shown, including an illustration of their Style "M" "Photoplayer," especially designed for moving picture theatres. This is a combination of orchestra and organ instrumentation.

The Seeburg catalogue shows in natural colors the various lines illustrated and is a work of art. The publication is of interest as a portrayal of the development of orchestrions and automatic instruments for cafes, hotels, ice cream parlors, theatres, rinks, etc. In supplying music for moving picture theatres a new field has been opened up for the music dealer, and already a number of retailers in Canada have taken a profitable interest in this branch.

On request the J. P. Seeburg Piano Co., whose head offices are 209 South State Street, Chicago, will forward a copy of "Art and Music" and other information concerning the orchestrion field.

### POPULAR ROLLS.

With the wide range of player music available in the catalogues of the player-roll manufacturers, it is always interesting to note what particular titles are taken up most readily by the player piano owners. Mr. William Hartmann, Canadian manager of the Perfected Music Co., reports their twelve best sellers, both from the factory at Toronto and their Montreal branch, to be: No. 59228, "All Hits," Selection; 59252, "Evening Chimes," Reverie; 49253, "He'd Have to Get Out and Get Under to Fix Up His Automobile"; 49254, "Hesitation," Valse; 49181, "Nights of Gladness," Valse; 69204, "Olden Days," Selection; 49235, "Peg o' My Heart," March and Two-Step; 59090, "Poetia," Waltz (with Mandolin interpolations); 69109, "Sabbath Day Reflections"; 39236, "There's a Girl in the Heart of Maryland"; 49211, "Valse Fantastique"; 49192, "The Whip," March and Two-Step.

## A GUARANTEE TO MUSIC DEALERS

We are known to every important Music Dealer in America. Why? Because our publications sell, and we stand behind every guarantee given with the sale of our catalogues.

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VIOLIN and PIANO  
MUSIC

**For \$50.00**

EASY PIANO  
TEACHING MUSIC  
STANDARD SONGS

Invoiced as June 1st, 1914, Account

We will send to any reliable dealer a carefully selected stock of our "EDITION WOOD," every volume in a neatly printed shelf-wrapper for convenience in re-ordering, together with one each of the 241 compositions contained in our latest "SUPPLEMENT" to the "Teacher's Book of Samples" and one each of our best selling songs and violin and piano compositions (all copyrights excepting Edition Wood)—all for \$50.00. Easy terms of payment.

All music sent in this stock is permitted to be sold in Canada. Not copyright infringements upon any publisher.

AT THE END OF ONE YEAR from date of purchase, take out those you find unsaleable (if any) and return them to us. WE WILL EXCHANGE, upon a basis of price for price, for music which you have found by your own experience WILL SELL. WE TAKE THE RISK! To all dealers handling our publications we furnish a liberal supply of catalogues imprinted on the title with the dealer's name. Write to us at once!

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## THE HOUSE - of - CHAPPELL

### New Successful Songs

"Oh! Bother" Sang the Thrush  
Dearest I Bring You Daffodils  
Colinette  
The Port of "Au Revoir"  
Were I Some Star  
Roses of Forgiveness  
All Mine Own  
My Hidden Rose  
The Grenadier  
Wolfhof, the Bowman

Liza Lehmann  
Dorothy Forster  
H. Lyall Phillips  
Hermann Lohr  
Dorothy Forster  
Guy D'Hardelot  
Eric Coates  
Alfred Harris  
Eric Coates  
Herbert H. Nelson

### Most Popular Song Numbers of This Season

Little Grey Home in the West  
Wonderful Garden of Dreams  
There's a Hill by the Sea  
Where My Caravan Has Rested  
A Little Love. A Little Kiss  
Just Because It's You

Hermann Lohr  
Dorothy Forster  
Hermann Lohr  
Hermann Lohr  
Lao Silesu

Waltz Song Hit from Ivan Caryll's "The Little Cafe"  
Won't You Come and Waltz With Me

Waltz Song Hit from "The Girl on the Film"

### Valses of the Day

A Little Love, A Little Kiss  
Little Grey Home in the West  
Where My Caravan Has Rested  
Old Cremorne  
L'Amour Defendu  
La Valse d'Amour  
Moon Glide  
Sunrise  
Marriage Market  
Girl on the Film

Lao Silesu  
Hermann Lohr  
Hermann Lohr  
Gordon Davson  
Henri J. Van Praag  
Octave Cremieux  
Reginald Benyon  
Pedro de Zulueta  
Victor Jacobi  
Albert Sirmay

### Tangos, Two-Steps, Etc.

The Argentine Tango  
(The Sunshine Girl)

Paul A. Rubens

The Phyllis Tango  
(The Girl from Utah)

Paul A. Rubens

El Clavel Tango  
Great Snakes! Two-Step  
Ghosts. Two-Step  
Mischief. Two-Step  
Sunshade Sue. One-Step  
Under the Pines. One-Step  
You Can't Keep Still. Intermezzo One-Step

Pedro de Zulueta  
Ernest Reeves  
Ernest Dunkles  
Harold Garstin  
H. M. Tennant  
Albert Simmer  
Arthur Wood

CHAPPELL & CO., Limited

347 Yonge Street

TORONTO, ONT.

## NEWS OF THE TRADE.

Mr. Wm. Hartmann, of Perforated Music Co., Toronto, paid that firm's Montreal branch a recent visit.

It is reported that the Aeolian Co., of New York, will discontinue its circulating library of music rolls about May first.

Mr. T. C. Wright, of the Nordheimer Piano & Music Co., Ltd., Hamilton, was a recent visitor to New York City.

Mr. Harry N. Briggs, general manager Hurteau, Williams & Co., Ltd., Montreal, was among the month's trade visitors to Toronto.

Mr. Paul J. Stroup, of the Universal Music Co., New York, was a recent visitor to that firm's Canadian branch in Toronto.

Most of the \$6,000 necessary for provision of a new organ for Grace Church, Point St. Charles, has already been promised.

With the approach of spring Mr. James Deyman, of Bowmanville, is busy with his duties as secretary of the local Horticultural Society.

Word is received from Vancouver that Mr. Maurice Silverman has purchased from Mr. Fred R. Weaver the latter's sheet music business located in the Bowes Music Store.

Mr. F. J. Hill, secretary-treasurer of Doherty Piano Co., Ltd., Clinton, spent several days in Toronto in connection with the opening of their retail store at 51 King Street West.

Mr. J. E. Hoare, of the firm of Gourlay, Winter & Leeming, Toronto, and superintendent of the factory, who has not been in good health recently, has gone south on a holiday trip.

It is understood that Mr. W. E. Cowen, of Saskatoon, has purchased the sheet music business formerly conducted by Alice Campbell of that city in the Ross Block, 3rd Ave. South.

Mr. Fred R. Gorham, general eastern representative of the Cote Piano Manufacturing Co. of Fall River, Mass., recently visited several Canadian points in the course of a business trip.

Mr. William T. Small, of the B. F. Wood Music Co., Boston, was re-elected secretary-treasurer of the Boston Music Publishers' Association at that organization's recent annual meeting.

Mr. A. B. Pollock, president of the Pollock Mfg. Co., Ltd., Berlin, Ont., has just returned from a business trip to Germany. An important announcement to the talking machine trade will be made at an early date by the Pollock firm.

A title registry bureau for song and instrumental numbers is suggested in the United States. In recording this one of the American trade papers said: "It is unfortunate that the ordinary title of a song or instrumental publication cannot be legally protected unless it be a coined word."

Mr. A. G. Farquharson, Canadian manager of Columbia Graphophone Co., recently visited the company's headquarters at New York. The Canadian factory is practically up to orders, reports Mr. Otis Dorian, assistant Canadian manager, now that the output is increased to a point to take prompt care of all demands.

I. Montagnes & Co., of Toronto, who have the Canadian representation of a number of German musical in-

strument factories, recently received a shipment of orchestrons from the Hupfeld factory. The orchestron for Shea's new Hippodrome is also being supplied from the Hupfeld factory, and experts came over from Germany to instal it.

The Doherty Piano Co., Ltd., show in their announcement in this issue, one of their new scales recently adopted. This is the work of their superintendent, Mr. Paul von Rohl, who has had a wide experience in draughting. The scale shown is for the stencil instruments made by the firm, a separate scale being used in the Doherty instruments.

Mr. E. H. S. Flood, Canadian Trade Commissioner for the British West Indies, states that British Honduras is to have the benefit of the Canadian preference for the next few years, and it is therefore of interest that the lumber exported from that colony includes mahogany. According to the last report, 10,673,881 ft. of mahogany was exported.

It was with deep regret that friends of O. E. Williamson, of the D. W. Williamson Co., Baltimore, Md., one of the largest veneer factories in the United States, learned of his sudden demise at Chicago. Mr. Williamson was on a business trip to Chicago, where he was a guest at the Auditorium Hotel. He died of heart failure on the steps of Immanuel Baptist Church.

Mr. F. T. Quirk, general manager Sterling Actions & Keys, Ltd., Toronto, recently introduced a single valve player action. In the United States there has been considerable controversy over the relative merits of single and double valve actions. Mr. Quirk states that his single valve action has been well received, its power and repetition being favorably commented upon.

So great was the attendance at a recital given by the John Raper Piano Co., Ottawa, and which is referred to elsewhere in this issue, that many people could not secure accommodation. To such an extent was this the case, that the company published an apology in the daily press, and also expressed the hope that such inconvenience would be obviated at the next recital.

After an absence of three years Pederski, the eminent piano virtuoso played to a Toronto audience in Massey Hall on the evening of March 2nd. The musical critics offered nothing but praise, but the comparative smallness of the audience was commented upon. Pederski used a Steinway piano, supplied from the warehouses of the Nordheimer Piano & Music Co.

Mr. W. R. Fosdick, general manager Canadian Vitaphone Co., Ltd., Toronto, is now in Winnipeg, where he is a guest at the new Grand Trunk Pacific Hotel, the Fort Garry. Mr. Fosdick's mission to the western city is to introduce the Vitaphone and open up a western branch. He is accompanied by Mr. Clarence Fosdick of the Vitaphone Co.'s selling staff, who will in future make his headquarters in Winnipeg.

In a finding by the United States Court of Custom Appeals music rolls are dutiable as "parts of musical instruments," on which the duty is 45 per cent., and not as were accessories of the piano, which would be dutiable as manufactures of wood or paper. The decision is the result of an appeal by M. Welte & Sons against a decision of the Board of General Appraisers. Messrs. Welte & Sons must pay 45 per cent. ad valorem duty on their importations of music rolls.

A prominent figure in the piano supply trade of the United States passed away in the death of Mr. Karl Fink of the American Felt Co., New York. The older generation of piano and supply manufacturers in Canada will remember Mr. Fink, who at one time was proprietor of the Boston Piano Supply Co. He was connected for a number of years with the house of Alfred Dodge. Mr. Fink was seventy years of age, and death was the result of an attack of apoplexy.

Mason & Risch, Ltd., Mr. C. L. Gray, London, manager for that firm, and Mr. Howard Featherstone of the firm's staff, have been made defendants in a suit for \$20,000 damages by Mrs. Jane Nash of West London. The suit is the outcome of the death of plaintiff's son last December, when he was struck by Mr. Gray's automobile, driven by Mr. Featherstone. A coroner's inquest rendered a verdict of accidental death at the time, and acquitted the driver of the car from all blame, he having taken every possible precaution to avoid an accident.

The Columbia Graphophone Co. of New York, have just concluded negotiations whereby two of the leading houses in that city will take over the Columbia Company's retail trade in important centres of Greater New York. This is in line with the Columbia Company's policy to gradually withdraw from the maintaining of retail branches. The piano houses referred to are Kranich & Bach and F. G. Smith Piano Co. The latter firm is located at Fifth Ave. and Thirty-third Street. The Kranich & Bach store is at 16 West One Hundred and Twenty-Fifth Street.

#### VISITED NEW YORK ON VITAPHONE AFFAIRS.

Mr. W. Thorpe, president, and W. R. Fosdick, general manager Canadian Vitaphone Co., Ltd., Toronto, spent a week in New York recently, arranging for supplies and additional factory equipment. They also visited the plant of the parent company at Plainfield, N.J.

On the New York trip Mr. Fosdick was the guest of Mr. Thorpe, at his home in Mount Vernon. While there he contracted a great desire to take up the sport of trap shooting. Miss Jessie Thorpe, the sixteen year old daughter of his company's president, is a most successful young marksman. She took part in a contest at the Larehmont Yacht Club, the White Plains Gun Club, and also at the World's Championship shoot at the Sportsman's Show at Madison Square Gardens. Miss Thorpe's shooting always elicits the greatest admiration of spectators and the veteran trap shooters with whom she contests. Being the picture of health she is a splendid argument for the efficacy of this fascinating out-door sport as a tonic. She handles her seven pound gun with admirable grace, rarely misses a bird, and finishes up a fifty round contest with no apparent fatigue. Mr. Fosdick now highly recommends trap shooting for Canadian girls.

#### FRANK STANLEY ON YONGE STREET.

In the last issue of the Journal reference was made to a rumor that Frank Stanley had purchased a Yonge Street property. Rumor was correct. Mr. Stanley has bought the property now occupied by the Art Metropole at 241 Yonge Street. This is a building of four storeys and basement, on a lot twenty-two feet by one hundred

and twenty-four feet deep, to a twenty foot lane. The building is practically a new structure, and the purpose for which it was erected admirably adapts the various floors to the piano business.

Mr. Stanley now offers his Temperance Street property for lease or sale, and on completing such arrangement, will at once remove to his newly acquired store. The new premises will give fifty per cent. more floor space than the present Stanley warehouses.

#### THEIR BEST SELLERS.

The Universal Music Co., Toronto, have circularized the trade, giving a list of thirty best sellers from the Theomstyle catalogue. On the list the following numbers appear:—

Dance Music, Waltzes and Two-Steps.	
41024 Blaze Away (March and Two-Step).....	Holzmann
41039 Cackles (March and Two-Step).....	Alford
41285 Enchanted Nights, Waltzes.....	Moret
41064 Estudiantina Waltz.....	Waldteufel
41867 Floreine Waltz.....	Schuster
41252 Georgia Barn Dance.....	Mills
41527 Grand Canyon of Arizona Waltz.....	Redwill
41129 Kiss of Spring (Waltz).....	Rolfe
41166 Oh, You Devil (Two-Step).....	Dabney
41284 Remembrance Valse.....	Joyce

#### Best Demonstration Rolls.

41432 La Campanella.....	Paganini
41150 Murmuring Zephyrs.....	Jonson
41163 Old Oaken Bucket Trans.....	Mencham
41182 Recollections of Scotland.....	Mills
41197 Second Mazurka, Op. 54.....	Godard
41385 Souvenir of the Opera, Arr.....	Geo. Swift
41286 Tunesful Glimpse of Nevin.....	Nevin
41221 Two Skylarks.....	Leschetitzky
41225 Valse Caprice, Op. 7.....	Newland

#### Operatic.

41003 Aida, Triumphal March.....	Verdi
41138 Martha, Overture.....	Flotow
41016 O Belle Nuit, Barcarolle Contes d'Hoffmann. Trans.....	Wagner
41361 Tannhauser, Pilgrim's Chorus.....Arr. by Franz Liszt	

#### Late Popular Songs.

41797 All For the Girls.....	Gilbert
41813 Don't Blame It All on Broadway.....	Williams, Young and Grant

41773 He Wants Someone to Call Him Papa. (She Wants Someone to Call Her Ma).....	Gilbert and Muir
41757 Someone is Coming to My House.....	Berlin

#### Latest Rag Hits.

41793 Incandescant Rag.....	Botsford
41787 1915 Rag.....	Tierney
41755 The International Rag.....	Berlin

#### SOLO-ARTIST RECORDE.

Since the announcement of their Solo-Artist Records, the Otto Higel Co., Ltd., have had many inquiries for these. The inquiries show a decided interest in hand played music for player pianos, the advantages of which readily appeal to the retailer, and through him to his customer. A delay in the arrival of a shipment of specially made paper being imported by the Otto Higel Co. for their player records, caused a similar delay in placing their Solo-Artist Records in the hands of the trade. Their player music department has continued to add to the catalogue, and when the company announces its readiness to fill orders, there will be an extensive list of titles to choose from. In view of the interest the trade is taking in discussions relating to retail prices of rolls, it is of interest that Solo-Artist Records will be sold only on contract to maintain prices.

## Trade News from St. John, N.B.

**Business Normal in Spite of Hindering Circumstances. Recitals Planned—Players not yet Properly Appreciated. Cutting Prices in Sheet Music Field. Townshends to move to King Street.**

CIRCUMSTANCES that tend to make for quietness in the music trade arose in St. John, N.B., last summer and during the fall, the results of which are still felt. The sawmills in this centre were idle during the summer months by reason of a lockout in June on the part of the mill owners, following a demand for increased wages made by raftsmen, pondsmen and pilers. The request was refused and the mills closed down. About the end of September operations were generally resumed, the men returning to work at the former rate of wages. As a result there was considerably less money for the workmen to spend locally.

Then an unfortunate thing occurred, in two of the steamship lines transferring their winter port from St. John to Halifax. This left a goodly number of longshoremen out of work, and conditions were unfavorable to their securing other employment.

Notwithstanding both the foregoing happenings, trade reports in music trade circles are very encouraging and full of hope. In contrast to many other Canadian cities the government figures for building permits in St. John show that during 1913 they were \$2,412,000, or an increase of some 300 per cent. over the previous year. In several other cities building went back from 25 to 50 per cent.

One noticeable point in reports received here is the small proportion of player piano sales made, the chief reason seemingly being the cost of that class of instrument. The Journal was also informed that the local dealers were forced to meet strenuous competition from firms not maintaining stores in the city. Another thing heard was a complaint of how difficult it was to get pianos into many of the houses in St. John. It would seem in many instances as if the builders and architects had striven to make it almost impossible for people to have pianos put into their homes. In fact there are instances cited where even public halls are equally as bad in this respect. Both rents and property values are high.

The comparatively small number of player piano owners as yet in the city has not made possible a large player roll trade, but the outlook in this respect is reported encouraging. It is said that sheet music prices were well maintained until competition came from a five, ten and fifteen cent store, with a line of fifteen cent songs. Were such opposition restricted to the cheaper popular songs even, there would be less complaint, but dealers report cases of cut prices that are astonishing, to put it mildly.

Mr. C. E. Tanney, Eastern representative for the Sherlock-Manning Piano Co., of London, passed through St. John not long since, after securing a pleasing order for Sherlock-Manning 20th Century pianos.

Mr. Clark, of J. Clarke & Son, resides in Fredericton, N.B., where this firm's head office is located. The local branch at 17 Germain St., is under the management of Mr. E. P. Dykeman. The house of Clark &

Son also have branches in New Brunswick, at Woodstock, St. Stephen and other points. In addition to Mason & Risch pianos and Thomas organs, they handle carriages and farm implements, in all of which lines they report a normal business since the first of the year.

The music store of Landry & Co., under the proprietorship of Mr. A. S. Godsoe, is centrally located at 50 King St. This firm are headquarters for Gourlay instruments, talking machines, musical merchandise, and carry a good display of sheet music. They also carry a side line of cameras and leather goods. Mr. Godsoe reports a certain degree of quietness in the piano trade, due to conditions outlined in the introductory paragraphs, but finds a steady demand for his other lines of music and instruments.

Mr. W. H. Bell, of 86 Germain St., who has been in business over 30 years, reports piano sales and collections quite up to the mark. Mr. Bell notes in the past two or three years a trend in his trade toward the better class of sales, getting a good number of cash buyers, and in the other instances real substantial payments down. This dealer features Nordheimer, Bell and Sherlock-Manning pianos, Bell organs and sewing machines, and in the tuning and practical end of the business has the assistance of his son, Mr. Frank F. Bell, who has had a wide experience in that branch of piano work.

A long section of floor space in the warehouse of W. H. Thorne & Co., Ltd., at 42 Prince William St., is devoted to Edison disc and cylinder stock, for which they are jobbers in New Brunswick, Nova Scotia and Prince Edward Island. The firm of W. H. Thorne & Co., Ltd., is a well-known hardware and fancy goods house in the Maritime Provinces, with Mr. W. H. Thorne as president, and Mr. J. G. Harrison, secretary. The manager of the phonograph department intimated that it was surprising the number of machines being disposed of by dealers in the smaller towns throughout the Maritime Provinces. The firm's regular travellers call upon Edison dealers in their territory, and in addition they have a large business by mail. Thus far they have experienced a good demand for both Edison disc and cylinder lines, and anticipate big things in the new Edison disc machines and disc records.

When the Journal man called upon Mr. C. H. Townshend, of the Townshend Piano Co., the latter was up-river on a three or four days' trip. From Mr. Fred Townshend, son of the firm's head, it was learned that they plan to move to much larger premises on King St., in the building now occupied by the Dominion Express Company. This they expect to be ready for them about the first of May. At the present time they have a warehouse around on Union St., where used instruments are stored and repairing done. With the greatly increased space afforded by the change of location, the firm's whole stock will be under one roof. The Townshend store carries Martin-Orme, Karn-Morris, Wormwith and Heintzman lines, as also sheet music and merchandise. In the new store they contemplate handling talking machines and going more extensively into player rolls. Mr. C. H. Townshend himself has been some 22 years in the music business, having formerly been connected with the trade in Ottawa, Ont., and Charlottetown, P.E.I.

## Important to Music Dealers

### DeBeriot's Violin School, Vol. I.

(Ed. Peters, No. 2987.)

An entirely new edition of this standard and favorite instructor for the Violin—newly revised and edited—all explanatory remarks and instructions in English and German—Price \$1.00.

Other Violin Methods in Edition Peters:-

HERMANN'S VIOLIN SCHOOL (in two Volumes)

(Ed. Peters No. 1897a b) each volume, 75 cents.

HOHMANN'S VIOLIN SCHOOL (in 5 volumes) (Ed.

Peters No. 2692a e) complete in one volume, \$1.50, or separately, per volume, 50 cents.

RODE, KREUTZER, BAILLOT VIOLIN METHOD (Ed. Peters No. 1983) price, 75 cents.

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NORDHEIMER PIANO & CO.  
MUSIC LIMITED  
TORONTO**

## LOWENDALL'S FAMOUS VIOLINS

PERFECTION OF TONE AND  
WORKMANSHIP

ASK YOUR DEALER

CANADIAN  
REPRESENTATIVES

THE  
R.S. **Williams**  
& Sons Co., Limited

WINNIPEG CALGARY  
MONTREAL TORONTO

In beauty and sweetness of tone, in correctness of case design and quality of workmanship Nordheimer Pianos never disappoint. Reputation is strengthened and prestige is increased by recommending such an instrument of undisputed superiority. The slight additional cost is not a barrier to sales because the value is so evident.

In the Nordheimer factory quality of materials is never subservient to cost. The perfection of the product is ever the supreme desideratum of the management and the Nordheimer reputation is never lost sight of.

Catalogue and Dealer's Terms on Application.

**THE  
NORDHEIMER PIANO & CO.  
MUSIC LIMITED**

15 KING ST. EAST TORONTO

ESTABLISHED 1840

## NORDHEIMER "QUALITY TONE" PIANOS



Nordheimer Style "B" Colonial Design.

The good retail location of the St. John branch of J. A. McDonald Piano & Music Co., Ltd., will be still better when the work now begun on the new Bank of British North America corner building adjoining, is completed. The store itself, which was re-modelled and re-decorated last fall, is at 7 Market Square, in charge of Mr. E. A. McDonald, brother of Mr. J. A. McDonald, head of Amherst Pianos, Ltd. Further alterations are contemplated, embracing new lights, and the re-decorating of the recital hall on the first floor. In this hall, commencing the third week of March, Saturday afternoon recitals are being arranged for. These will be purely piano recitals at first, given by Moritz Emery, using a Gerhard Heintzman grand. After completing this series Mr. Emery leaves for a tour of Germany. This house has an active sheet music and small goods department in charge of Mr. Bond. They also feature strongly Gerhard Heintzman and Amherst pianos, as well as talking machines. A novel method is employed to bring people into the McDonald store by means of using a privately-owned lending library, which contains a good assortment of books.

#### NEWCOMBE SHAREHOLDERS MEET. Board of Directors Sustained, and Management Given Vote of Confidence.

A special general meeting of the shareholders of the Newcombe Piano Co., Ltd., was held at the head offices of that firm, 359 Yonge Street, on Tuesday, March 3. The net results of the meeting which brought out the largest stock representation of any shareholders' meeting in the history of the company, was the sustaining of the present board of directors, with only three dissenting votes, and a vote of confidence in the management. It was also shown from a statement presented, that the Newcombe Piano Co., Ltd., is in a better condition than for many years, and that the standing of Newcombe instruments during the past four years has steadily advanced in trade and public opinion. The indefatigable efforts of Mr. Thos. J. Howard, the firm's general manager, received the most generous praise, and his management was accorded a resolution of confidence, as stated above.

The meeting was the result of representations of a dissatisfied shareholder who, it appears, was of the opinion that with himself in office as secretary-treasurer of the company, and one or two other changes, greater profits would accrue for the shareholders. The latter went on record, however, as endorsing the present directorate and management, by an overwhelming majority.

#### THE E. F. CRAWFORD PIANO HOUSE OPENED UP AT SASKATOON.

On March 2nd the E. F. Crawford Piano House of Saskatoon opened its doors for business with the following agencies:—Marshall & Wendell, Haines Bros., New Seal Williams, Willis, Knabe and Chickering. Besides these makes they will handle three or four commercial instruments, sheet music, musical merchandise and talking machines.

Mr. E. F. Crawford, proprietor of this firm, which is located in the Morton Block on Third Avenue, was formerly manager of the Saskatoon Piano Co., with which firm he severed his connection on October first.

It had been his purpose to open up prior to Christmas, but was delayed in making agency arrangements. Mr. Crawford has a store 35 by 80 feet, and with so representative a line and his long experience should make an unqualified success of his venture. A full sized Knabe grand for concert work is one of the features that local musical people will be doubt appreciate.

Mr. Crawford has been connected with the music trades for twenty-five years, and for seventeen years has been travelling over the prairie provinces, being located in Saskatoon for the past eight years. When he first settled in Saskatoon the population was about 3,000, as against the present population of twelve times that number.

A few weeks ago Mr. Crawford visited the east and spent some time in Montreal, going out to visit the Willis factory at St. Therese, and arranging with Willis & Co. for the Knabe agency, as well as the agency of their own make. He considers that he has one of the finest warehouses in the West, and one of the best assorted stocks. He starts in with the good wishes of many friends in and out of the trade, both in the West and in the East.

#### GRINNELL EMPLOYEES' BANQUET.

The following report from the "Windsor Record" of the Grinnell Bros. employees' banquet was by an oversight omitted from the last issue of the Journal:—

"Grinnell Bros.' Windsor store staff, with their wives and sweethearts, numbering about forty, were given a banquet at the Charlevoix hotel, Detroit, Friday night, after which they were entertained at the Temple theatre. This has become an annual event. The staff were highly complimented by the directors of the firm upon their success for the past year. Out of three prizes given for the year 1913 the Windsor store received two firsts and one second. Miss Hewar received \$25 for the largest increase in sheet music out of 24 stores. Mr. McDaniel received \$25 as collector, and Mr. Clements \$15 in the phonograph department. The Windsor store sold the greatest volume of goods in the year 1913, standing in the lead by nearly \$40,000, having done a business of \$175,000 for the year. The year 1914 is expected to reach the \$200,000 mark."

#### NEW EDISON ARTISTS.

The new Edison records for April show three important additions to the Edison list of artists. These are Frederick G. McLean, Grace C. Emble and Beulah Gaylord Young. The last named is soloist at the Thirty-third Street Collegiate Baptist Church, New York, and has also been a member of the Victoria Ladies' Quartet. Grace C. Emble has been prominent in church choirs in New York and Brooklyn, and has also done oratorio and festival work with Nordica, Blauvelt and other renowned artists.

Frederick G. McLean is the baritone soloist in St. Gregory's R. C. Church, Brooklyn. He is a New Yorker, and commenced his musical career when a boy. Prior to studying singing he was connected with various boy choirs, and has since done much church concert and club work.

The Carnegie Corporation has donated Tabernacle Church, Halifax, \$1,200 to assist in purchasing an organ.

## Perforated Rolls to the Front in Toronto.

Piano Retailers Talk Over Conditions at General Meeting.

Adoption of Uniform Retail Prices Approved. Decide to Form Retailers' Association. Organization Meeting in Near Future.

THERE is at last assurance of a wide-awake, active association of piano retailers being formed in Toronto. That once formed it will be active and wide-awake goes without saying, and the Toronto trade will no longer be in the humiliating position of letting the trade in other smaller and less important music trade centres set the pace in showing what can be accomplished by this modern get-together spirit that is so predominant a factor in all branches of every modern industry.

If Toronto ever had an association of retailers in the music trade field, it is so long ago that nobody remembers when it existed. It has long been a matter for wonder by dealers in such centres as Montreal, Winnipeg, London and Vancouver, to say nothing of American cities, that the retailers of Toronto had no machinery to provide for regular or irregular meetings to talk over their grievances and regulate abuses.

The increasing number of retailers who are not also manufacturers emphasizes the need of association for each additional retailer is one more beyond the jurisdiction of the Canadian Piano and Organ Manufacturers' Association. That organization has accomplished much for its members as manufacturers and as retailers, a great deal of the time of the various meetings being given over to transacting business relating to problems purely and simply those of the Toronto retail trade.

### Meeting Held at Prince George.

The Toronto retailers met around the dinner table in a private dining room at the Prince George Hotel on Monday evening, March 2, at the invitation of the Canadian Music Trades Journal. The object of the meeting was to discuss the present variance in retail price of music rolls for player pianos in Toronto and the possibility of agreeing upon a uniform basis of retailing that would eliminate the present abuses.

This particular subject has frequently been enlarged upon in the Journal. Letters have been published from retailers urging the folly of cutting prices and making the line an unprofitable one. The importance of the music roll department as one of present and future profit has been emphasized, and the unfavorable impression of music trade ethics created upon the public mind by the great range in prices quoted for music rolls is not the least baneful effect of conditions in Toronto.

So frequently and regularly has this as well as other grievances been expatiated on to the Journal's representatives, that importunities of individual retailers to endeavor to do something to remedy this grievance resulted in the Journal management placing at the disposal of the trade an opportunity to get together. The Journal's invitation to foregather at the Prince George was well received, as will be noticed from the list of those present, though illness and prior engagements prevented some from attending. Mr. S. F. Baulch, of Gerhard Heintzman, Limited, has been suffering from a severe attack of inflammation of the eyes and was unable to attend. Mr. M. W. Glendon was absent from the city and Mr. Mulholland pleaded a prior engagement. The Boule-

vard Music Co. was unrepresented for the same reason. In the absence of Mr. Wm. Long, who has been holidaying in Florida, his manager, Mr. Sandford Smith, represented him. Those who attended the dinner were:

Robt. S. Gourlay, Gourlay, Winter & Leeming.  
Henry H. Mason, Mason & Risch, Ltd.

H. E. Wimperly, Bell Piano & Organ Co., Ltd.  
A. A. Beemer, Mason & Risch, Ltd.

J. A. Croden, R. S. Williams & Sons, Ltd.  
S. F. Pike, Heintzman & Co., Ltd.

H. G. Stanton, R. S. Williams & Sons Co., Ltd.  
D. R. Gourlay, Gourlay, Winter & Leeming.

Addison A. Pegg, Nordheimer Piano Co.  
Frank Stanley.

Paul Hahn.

A. K. Blackburn,

Sandford Smith, Wm. Long.

C. W. Scott, Newcombe Piano Co., Ltd.

James G. Merriek, Secretary Canadian Piano & Organ Manufacturers' Association.

Henry Durke, Mendelsohn Piano Co., President Canadian Piano and Organ Manufacturers' Association.

John A. Fullerton, Canadian Music Trades Journal.

### Purpose of the Meeting.

When the last course of a tastefully prepared menu had been disposed of and cigars lighted, Mr. Fullerton briefly outlined the purpose of the meeting and how it came about. He stated that prompted by complaints from time to time of the unsatisfactory condition of the retail music roll trade in Toronto, he suggested an informal meeting to talk over the situation. This suggestion was so well received that he accordingly issued the invitations that resulted in the gathering present. He regretted the absence of some members of the trade unable to be present, but who were in sympathy with any movement tending toward a better and more satisfactory basis of retailing perforated rolls.

He emphasized that this was a meeting of retailers and had no connection with the Canadian Piano and Organ Manufacturers' Association, though the President and Secretary of that body had accepted invitations to be present and promptly volunteered to assist the retailers in any way possible. Mr. Fullerton then suggested that a chairman be appointed to preside over the deliberations of the evening.

### H. G. Stanton, Chairman of Meeting.

Mr. H. G. Stanton, vice-president and general manager of the R. S. Williams & Sons Co., Ltd., was unanimously elected to fill the chair, and J. A. Fullerton, publisher of Canadian Music Trades Journal, was deputed to perform the secretarial duties of the evening.

Mr. Stanton promptly got the question at issue under discussion, and a suggestion being thrown out by one of those present that the piano retailers of Toronto should have an association at once, asked individual members for an expression of opinion in this connection. There was not a dissenting voice, but on the contrary, a



strong feeling in favor of an association. It was also the sense of the meeting that to accomplish any reform in retailing perforated rolls organization would be necessary. It was further pointed out that still other questions remained for such an organization to handle.

A resolution was unanimously carried, therefore, that an association be formed and a committee be appointed to interview other firms not represented and to report at a subsequent general meeting. With Mr. H. G. Stanton as convener, the committee appointed consisted of Messrs. A. R. Blackburn, A. F. Pike and H. H. Mason.

#### Giving Rolls With Player Sales

An observation was here interjected concerning the present custom of giving a certain number of music rolls without extra charge to each purchaser of a player, and it was suggested that the custom should be eliminated. This subject provoked an interesting discussion and a showing of hands was asked concerning it. Only two expressed themselves in favor of giving no rolls to player piano purchasers. The meeting overwhelmingly favored a continuance of the present custom, with, however, some modifications.

It will be remembered that at the annual meeting of the Canadian Piano and Organ Manufacturers' Association in November, 1909, that body went on record in connection with the giving of perforated rolls with player pianos. A resolution was adopted that "on retail sales of player pianos the customer should have the option of \$15 worth of music at retail prices, or ten rolls."

Several of the retailers at the meeting here being reported expressed the opinion that it is quite necessary to give some rolls when a player sale is made, but it was thought that the quantity could be materially reduced to ten dollars' worth or even five.

#### Retail Prices of Rolls

For over an hour an interesting and profitable discussion of the various phases of the perforated roll trade took place, in which everyone present took part. A suggestion was made that the movement to regulate retail prices was being commenced at the wrong end of the business, and reference was made to the talking machine record trade, in which the manufacturers fix the price. It was shown, however, that the three firms at present enjoying a monopoly of the talking machine record business in Canada were in a position not analogous to the perforated roll manufacturers, of whose products a dozen or fourteen different makes might be found on sale in Canada. The fact that no firm or firms controlled basic patents in connection with perforated rolls as in talking machines was also emphasized by one of the speakers.

#### The Rental Library.

The rental library came in for its share of discussion and some of the speakers thought that to arrive at a basis of uniformity the library should be done away with. Representatives of two or three firms present who had discontinued the library, stated that this was a matter that would right itself, for a dealer would readily drop it if it proved unprofitable. One or two speakers contended that the library competition did not interfere with sales, as did the discounts from list prices given the general public.

The sheet music business was quoted as a "horrible

example," in which conditions made the retailing of this branch very precarious, except under most rigid supervision. It was pointed out, however, that sheet music business can be made profitable and that the same care and scrutiny in ordering stock would require to be observed in handling perforated rolls.

#### Disposal of Shopworn Rolls

The disposal of shopworn or slightly damaged rolls or those with titles that have become unsalable at regular prices, worried some of the dealers in the event of an agreement to establish list prices. It was suggested that at specified periods these might be sent by all the dealers to a central depot and auctioned off to the public in bundles of a dozen or a half dozen rolls. It was also suggested that these rolls, which at regular prices would be dead stock, might be cleared at reduced prices once or twice per year, every dealer holding his sale on the same day.

#### Agree to Adopt Uniform Prices.

After some further discussion it was seen that the meeting favored the adoption of an agreement to retail the rolls at list prices, provided all the dealers in the city would do so. The following tentative resolution was then unanimously adopted:—

"That we adopt the list price system of retailing player pianos, with the understanding that other piano houses not here represented subscribe to the conditions to be adopted and that the matter be left open for further discussion at a later meeting."

#### Some Views and Opinions.

Owing to a previously arranged curling engagement, Mr. R. S. Gourlay did not remain for the discussion above reported, but his firm was represented by Mr. David R. Gourlay, until he also had to leave to participate in a final curling contest. Before leaving, however, Mr. Gourlay, jr., expressed the hearty sympathy of his firm with any move to put the retailing of player rolls or any other branch of the business on an improved basis. Gourlay, Winter & Leeming, who control the sale of Angelus music, sell only at list prices. They also conduct a rental library, and by giving efficient service, are enabled to make it pay, both directly and indirectly.

Mr. Pegg in speaking for the Nordheimer firm stated that it was scarcely necessary to assure those present of that firm's attitude toward the question under discussion. He stated that the department of their business absolutely maintained list prices, and did not rent rolls. Formerly they conducted a rental library, but discontinued it as unprofitable. An association of Toronto retailers he considered a most laudable decision.

Mr. A. R. Blackburn maintained that the manufacturers of perforated rolls could fix the prices at which rolls should be retailed, just as talking machine record prices are fixed. He thought the roll manufacturers might be interviewed in this connection.

Mr. Stanton pointed out the impracticability of expecting the roll manufacturers to do so at this time. "There are only three talking machine firms," said he, "and they are enabled to control prices by means of their patents, while in the roll business there are no patents to give the manufacturers of the rolls that easy control enjoyed by the phonograph people." His firm, the R. S. Williams & Sons Co., he stated, maintained

list prices on the "Q. R. S." rolls, which they control, but met prevailing discounts with other lines.

Mr. Paul Hahn advocated retailing at list prices, and also the discontinuance of giving rolls with player sales. If it could not be decided to discontinue the present local custom of giving fifteen dollars' worth of rolls with each player sale, he thought the quantity could be reduced.

Mr. Pike, of Heintzman & Co., supported Mr. Hahn in his contention regarding the giving of rolls with player sales. As to selling at list prices, he thought there should be no two opinions. Heintzman & Co.'s experience in this connection, he said, was entirely satisfactory, and persons who would not buy on this basis were let go elsewhere.

Mr. Wimperly, of the Bell Piano Co., advanced the observation that if the price at which the player is sold covers the cost of the rolls, that it did not affect the result if rolls were given. He presumed that those present figured the rolls in their selling cost, on which prices must necessarily be based.

On this question Mr. Hahn and Mr. Pike stood alone, though it was agreed that the amount should be reduced from fifteen dollars' worth. The question was, however, dropped for future discussion.

Mr. Beemer, of Mason & Risch, Ltd., considered the rental library an evil, and his firm had much more pleasing returns from their music roll department since discontinuing rentals. He maintained that the cost of giving good service in retailing rolls made it necessary to sell at list prices.

Mr. Sandford Smith, manager of the Long warehouses, stated that on sales they maintained list prices. At the present time they have in effect a rental library that player purchasers may use without charge for one year. Asked as to the average use made of it, Mr. Smith stated that customers were allowed to change a dozen rolls every week, but that they would not average more than a half dozen rolls twice a month.

Mr. Stanley thought the entire abolition of the library would be a forward move, and one agreeable to himself. The establishment of a list price basis of retailing, however, he thought would be impracticable with a departmental store giving large discounts, as he understood was to be the case in the near future.

Mr. Durke strongly favored the adoption of a uniform basis of retailing, though not personally interested, as he conducted no retail warehouses, and did not carry a stock of music rolls.

#### Another Meeting Called.

A second general meeting of the Toronto retailers is to be held on Monday, March 16. At this meeting will be presented the report of the special committee appointed to interview those firms not represented at the former meeting and to make recommendations concerning player roll retailing. The committee will also present a draft of by-laws and constitution for the association of Toronto retailers that will be organized. The special committee under the chairmanship of Mr. H. G. Stanton, has vigorously attacked the duties confronting it, and the report to be presented will be of vital interest to the Toronto trade.

#### NEWS OF THE TRADE.

A new \$4,000 church organ has been installed in the Church of St. Mary Magdalene, at Picton, Ont.

Mr. Geo. C. Heintzman, head of Heintzman & Co., Ltd., has been holidaying for some weeks in the sunny south.

Mr. J. A. Sabine of Music Supply Co., Toronto, Ontario, distributors of Columbia lines, was a recent visitor to Columbia headquarters in New York.

H. C. Wilson & Sons, of Sherbrooke, Que., supplied a handsome organ to the congregation of the Methodist church at Trenholmville, Que.

Mr. Wm. Long, the well known music dealer of West Queen Street, Toronto, missed the unpleasantness of recent cold weather by a trip south.

Andrew Carnegie is paying half the cost of a new pipe organ for St. Paul's English Lutheran Church on Glen Morris Street, Toronto.

A pipe organ may be installed in St. Mark's Anglican Church, Orangeville, Ont. Andrew Carnegie agrees to contribute one thousand dollars on the usual conditions.

The purchase of a pipe organ is being considered by the Presbyterian congregation at Port Elgin, Ont. A committee of fifteen was appointed to formulate plans for a canvass for funds.

Mr. H. Horsman, president Newcombe Piano Co., Ltd., Toronto, is suffering from the effects of a broken leg. The injury was caused through a fall while walking from his home to his garage.

Mr. T. D. Thompson, representing the Canadian branch of Messrs. Chappell & Co., Ltd., the well known music publishing house, is back in Toronto from a business trip through the Maritime Provinces.

The Listowel Club at Listowel, Ont., no longer satisfied with a talking machine, is adding a player piano for the benefit of the members. This is being supplied by the Karn-Morris Piano & Organ Co., Ltd.

A special sale of mouth organs attracted many buyers to the Nordheimer store in Hamilton. One thousand of these at 18 cents each, was the attraction. There was also a clearing sale of sheet music at 3 for 25 cents.

Mr. M. W. Glendon, proprietor of Glendon Piano Co., Toronto, who during the summer months divides his time between motor boating, farming and pianos, moved out to his country residence at Bronte, on March 1st.

The opening of the new organ in St. Andrew's Church, Peterboro, was celebrated with a recital by Mr. W. H. Hewlett, the well known organist of Hamilton, Miss Estelle Carey of the same city, contributed several vocal numbers.

Mr. Wm. McBride, the well known music dealer of Alliston, when seen by a Journal representative in Toronto recently, stated that this year's business with him to date is about equal to last year, with a number of good prospects lined up for fall buying.

Mr. A. L. Ebbels of New York, who looks after the interests of American Felt Co. in Canada, was a recent visitor among the manufacturers in the music industries. Mr. Ebbels anticipates most favorable conditions in the piano trade toward the end of the year.

Mr. C. W. Scott, secretary-treasurer of the Newcombe Piano Co., Ltd., who takes his annual vacation at this season of the year, has gone to Bermuda. He was accompanied by Mrs. Scott, and expects to be absent about three weeks.

Mr. Norman Lindsay, proprietor of the Lindsay Piano Co., Ltd., Winnipeg, was among last month's trade visitors to the east. Mr. Lindsay visited Toronto and Guelph.

Mr. R. S. Williams, president of the R. S. Williams & Sons Co., Ltd., Toronto, has gone abroad on an extended vacation. Mr. Williams, who has been in poor health for some months, purposes spending some time in Germany.

The average value of pianos imported by Costa Rica was about £1,400 in each of the past three years. About 75 per cent. of the trade is with Germany, and the remainder was mainly with the United States. The duty is 40 centavos per kilo.

Mr. Geo. H. Suckling, the well-known music dealer of Edmonton, passed through Toronto recently on his way from a winter holiday in Bermuda. Mr. Suckling, who has the Steinway and Nordheimer representation in Edmonton, predicts an early revival of trade business in the West.

The Doherty Piano Co., Ltd., have opened up retail warehouses in Toronto, at 51 King Street West. This is on the south side of the street, just east of Bay Street. In connection with these warehouses a mathematical puzzle contest was extensively advertised. Ninety-three prizes were offered, the first being a Doherty upright piano.

A new law became effective in New York State on February 1st, regulating the number of persons that may be employed in a factory above the ground floor. The number allowed to be employed depends upon the width of stairs, height of ceiling and fire sprinkling equipment. It is provided that there shall not be on the floor more than fourteen persons for each eighteen inches of staircase width.

Mr. J. W. Woodham, general manager of the Foster-Armstrong Co., Ltd., who has been visiting the Ontario agencies of his firm, reports business "picking up," with, however, ample room for further improvement. The special Louis design Haines Bros. piano illustrated in their announcement on another page, he states, is one of their best sellers, and a favorite with Haines Bros. dealers.

Damage to the extent of \$1,500 was caused by fire, smoke and water that broke out in premises over the piano warehouses of Grinnell Bros., Windsor, Ont. The fire worked through the upper floor and through the ceiling of the Grinnell premises. When the large electrical fixture in the office fell the place became filled.

#### ORGANS WANTED.

An Orange Free State firm requests correspondence, catalogues and F.O.B. prices on Canadian organs. Apply to reference number 108, Department of Trade and Commerce, Ottawa.

#### WANTED.

An experienced Piano Salesman for our Montreal Head Office, to close sales on the outside, in the City. Apply with reference, C. W. Lindsay, Limited, 512 St. Catharine St. W., Montreal.

#### PATENT NOTICE.

Canadian Patent No. 124,739, of March 29th, 1910, for Pneumatic Musical Instruments owned by The Cable Co. of Chicago, United States. The above invention is for sale or use at a reasonable price. John H. Hendry, Bank of Hamilton Chambers, Hamilton, Canada.

#### PATENT NOTICE.

Canadian Patent No. 124,668, of March 29th, 1910, for Mechanism for Holding and Driving Music Carrying Rolls for Mechanical Musical Instruments, owned by The Cable Company of Chicago, U.S. The above invention is for sale or use at a reasonable price. John H. Hendry, Bank of Hamilton Chambers, Hamilton, Canada.

#### PATENT NOTICE.

Canadian Patent No. 116,986, dated March 2nd, 1909, for Controlling Devices for Musical Instrument Mechanisms, owned by The Cable Co., Chicago, U.S. The above invention is for sale or use at a reasonable price. John H. Hendry, Bank of Hamilton Chambers, Hamilton, Canada.

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with a dense smoke. A number of instruments as well as a stock of sheet and book music and talking machines were damaged by smoke and water.

Mr. R. B. Carter, superintendent of agencies of Nordheimer Piano & Music Co., Ltd., has just returned to Toronto from a five weeks' tour of the West. Asked by the Journal as to Western conditions in the music trade, Mr. Carter stated that the dealers are optimistic, and looking forward to favorable trade conditions. Steinway and Nordheimer business he found up to expectations.

During 1913 Brazil's imports of musical instruments were:—3,338 pianos, worth 2,677,835 milreis, nearly three-fourths of which were from Germany, and about one-seventh from the United States. Phonographs and accessories, 478,341 kilos, worth 1,418,269 milreis, of which nearly two-thirds were from Germany, and nearly all the remainder from the United States. The value of a milreis in Canadian currency is 54 3-5 cents.

Owing to the March number of "Etude" containing infringing reprints of copyrighted music, a number of dealers who had that publication on sale were ordered to destroy it. Other dealers made arrangements to have the number returned before taking it from the customs house. The originals of the infringing reprints are the property of European publishers, and Mr. Frederick Harris, of Hawkes & Harris, brought the matter to the attention of the dealers.

Mr. W. K. Elliott, who has been in the piano business for over thirty years at Brampton, Ont., reports steady business. One of his recent sales was the placing of a "Dominion" piano in the large reception hall of the new Excelsior rink. This rink is claimed to be the finest in Western Ontario, and has cost, with furnishings, in the neighborhood of \$20,000. The reception room is beautifully furnished, and is steam heated, having also a well equipped kitchen, lavatories, etc.

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### FIRST PIANO MAKER.

It was a harpsichord maker, Cristofori, in the employ of the Duke of Tuscany, who in 1711 made the first successful piano. As curator of Ferdinand de Medici he had a splendid collection of Belgian, French and Italian instruments to look after, and this undoubtedly aided him, though the model was so crude that the inventor could never have dreamed a monument would ever be erected in his memory. There are only two grand pianofortes of Cristofori in existence.

One decorated in gold and Chinese figures is in Florence, and the other is in the Crosby-Brown collection in the Metropolitan Museum of Art. Three documents attest the authenticity of this last instrument, which was purchased from Signor Diego Martelli.

From this feeble beginning a long list of names could be mentioned of men who helped perfect the piano. But factories alone could never have achieved without royalty to encourage and virtuosos to play. Frederick the Great ordered five pianos for his palace, where they can be seen at the present day. Marie Antoinette was a patron of the art, and Clementi in England and Mozart in Germany introduced the instrument, so it became a part of life. It was in Pleyer's concert room that Chopin played, and our later firms have brought out a long list of artists—Joseffy, Pederewski and others.

Lord Alverstone, who quite recently retired from the office of Lord Chief Justice, at one time, and not so very long ago, sang in the choir of St. Mary Abbott's, Kensington. On a certain Sunday an American lady who was attending the service drew one of the vergers aside and whispered, "Which of the chorists is the Lord Chief Justice?" "Well, mum," replied the verger, pointing, "that's the vicar, and them's the curates, and I'm the verger; but as for the choir, as long as they does their duty an' behaves themselves we don't inquire too close into their hanteedents."

A man worth \$10,000,000 is no happier than a man worth \$0,000,000. Money does not always bring happiness.

MESSRS.

**BOSWORTH & CO.**

Reg to inform the Profession and Trade that they have, with the exception of a few items disposed of at the recent Sale, purchased the Catalogue and Publishing Business of Messrs.

**WICKINS & CO.**

Messrs. Bosworth & Co. have therefore acquired, among the 3,000 works, the following, which have a large Sale, especially in the colonies:—

RAPID PIANOFORTE TUTOR.  
RAPID VIOLIN TUTOR.  
HEMY'S ROYAL PIANOFORTE TUTOR  
DR. ALLUM'S SCALES.  
GROSVENOR MUSIC BOOKS.  
ANTHEMS. "SUNBEAM" MUSIC BOOKS  
VIOLIN MUSIC BOOKS, ETC.

The Copyrights of the STEINGRAEBER EDITION and the FOX MUSIC PUBLISHING CO. were also recently acquired.

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