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No. 12

Canadian Music Trades Journal

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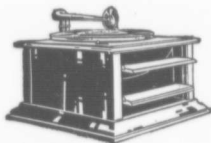
MAY

Nineteen
Eighteen

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

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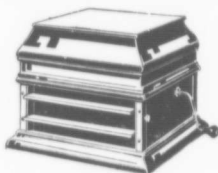
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Price \$24



Columbia Grafonola
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Columbia Grafonola, Price \$58



Sell Every Vacationist a Portable Grafonola

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Couldn't you increase the number?

Here is a big, new, profitable field right at your door—hardly scratched for business as yet.

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A big, jolly friend with a happy melodious voice—that's the Columbia Grafonola. A cheerful, likeable fellow who is always the fun centre of the home.

And, of course, he's always happiest when he sings Columbia Records.

"Vacations with Music"—is your selling slogan this Summer.



Columbia Graphophone Company

54-56 Wellington Street W., Toronto

What a Western
Canadian thinks
of the
Martin-Orme



Quality

Absolute Proof

of our statements that if you buy a MARTIN ORME PIANO you will be more than pleased with your choice and that you will appreciate it more and more the longer you have it is shown by the following two letters received from a man of discriminating musical taste who purchased a Martin Orme Piano. The first letter was written some time after he received the Piano, the second being the closing paragraph of a letter received from him within the past week.

Mr. E. R. Matthews, Calgary, Alta., April 13, 1917

Dear Sir—I am enclosing \$ as per contract. The Martin Orme Piano has a marvelous tone so rich, full and expressive. I am and always will be indebted and thankful to you, you being the cause principally of my having so fine an instrument in our house.

O. S. LEVE.

Didsbury, Alta., April 1, 1918
I have had the Martin Orme in our new home in Didsbury since the 4th of March. It is in A1 condition and I get more enjoyment from it every day. Yours very truly,

O. S. LEVE.

You can own one of these beautiful instruments and be equally well satisfied for from \$475 up. Other makes at from \$215 up, from the

MATTHEWS MUSIC HOUSE, Ltd.

CALGARY'S QUALITY PIANO STORE
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The makers of the Martin-Orme confine themselves to the manufacture of the highest grade instruments only, no medium or second qualities go through the factory.

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Factory, Head Office and Warerooms
Sparks St. - OTTAWA

Correspondence Solicited from
Dealers in Open Territory.

If Canada

Is to come to the forefront as a musical country the Player Piano will play a prominent part in the process.

The Morris Player

is a general favorite. The action is responsive, dependable and durable. The tone is always sweet whether in soft or loud passages. The Morris is an all-around quality instrument at a price within reach of the great majority of piano buyers.

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PIANO

OR

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The ILLIMITABLE QUICK REPEATING ACTION
and THE SUSTAINING FRAME (Metal Back)

They are the most notable improvements in piano construction of recent years.

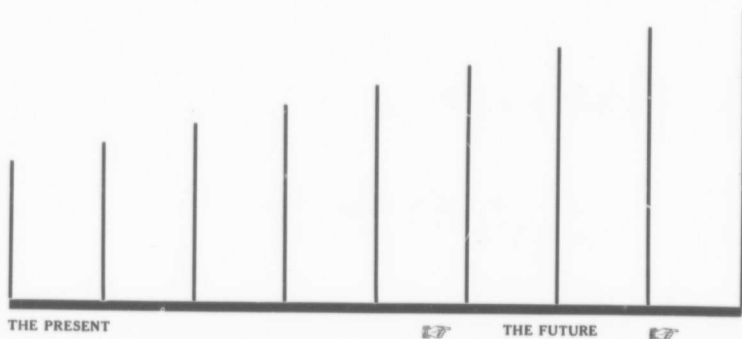
The **BELL PIANO**

& ORGAN CO., LIMITED
GUELPH - - ONTARIO

AND LONDON, ENGLAND

Makers of High Grade Pianos, Players,
Organs and Benches.

Dealers in open territory are invited to write us for information about the Pianos that attract buyers.



From now on the Public's Interest in the Player Piano is Going to Grow

It has begun to dawn on people that a piano ought to be a piano every member of the family can play.



THE OTTO HIGEL PLAYER PIANO ACTION

Renders such extraordinary service, and so meets the strictest requirements of the high-class players, that it is chosen by leading manufacturers, not only in Canada, but in the United States, in Europe, all over the world.



Every worth-while improvement that money, research, and experience can lay hold of is found on the Higel Player Action.

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Toronto

King and Bathurst Sts.

Canada

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To those who thus judge their purchases, the strongest appeal is made by the

Gourlay Piano and the Gourlay-Angelus Player

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& Leeming, Ltd.**

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tell us the tone of the Lonsdale lifts it above the level of its price. A big percentage of our dealers' retail sales and our own are to musical people. These two considerations are stronger evidence than any claims we could make off our own bat,

So keep the Lonsdale name and address handy—the first time you want to add a new line, use it—you'll never be sorry.

The Lonsdale line comprises 6 designs—4 Pianos and 2 Players.

Lonsdale Piano Co.

Office and Factory:

Queen Street East and Brooklyn Avenue

Toronto

Canada



Lonsdale Style M, Louis

The Greatest Difficulty

confronting the prospective buyer of a piano is to know if the claims the salesman makes for the instrument are true. Naturally the buyer falls back on the name. When it's a

NEWCOMBE

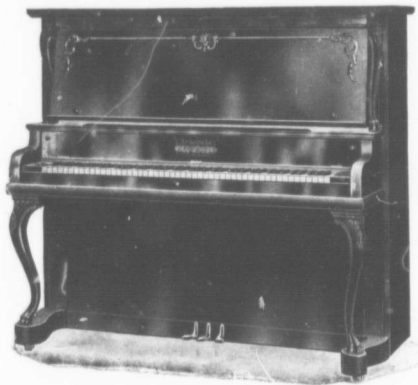
He knows there's a successful past of over 45 years to that name. Also Only Newcombe Pianos are equipped with the "Howard Patent Straining Rods," which give strength and keep the piano in tune longer.

The Newcombe Piano
"Never suffers by comparison."

The Newcombe Piano Company, Limited

Head Office, 359 Yonge Street
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TORONTO - CANADA



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Piano Actions and Keys



The Up-to-date plant where Sterling Actions and Keys are made

Sterling in Name
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"MADE IN CANADA" BY

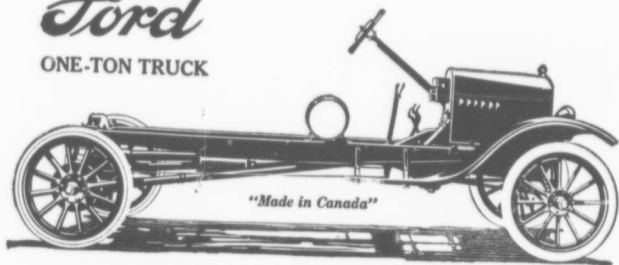
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Ford

ONE-TON TRUCK



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PRICE

\$750

F. O. B.

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**Supplied as
chassis only**

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The largest truck and automobile company in the British Empire, with an organization of more than 700 Canadian dealers stands back of every Ford truck purchased.

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Ford Motor Company of Canada, Limited
Ford, Ontario



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The large and varied Lyric line meets the price demand of every class of trade.

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The **George McLagan Furniture Co., Limited**
Stratford, Ontario



STYLE "C"

IT WILL INTEREST YOU

to know that the experts and discriminating buyers who have examined the ideal construction, materials and workmanship of the famous

"LANGELIER" PIANOS

Player - Pianos and Phonographs

are convinced of their superior wearing qualities and genuine VALUE.

The policy of the LANGEЛИER House is and always has been to depend upon excellence and reputation of product instead of ALLURING PRICES. Such a policy does not attract bargain hunters, but does, however, win the hearty approval and support of a very desirable and substantial patronage.

LANGEЛИER'S lines will bring to your store a new enthusiasm, give an impetus to your sales and enable you to meet competition and WIN.

Please let us know how we can serve you and help increasing your sales.

J. Donat Langelier, Limited POINTE-AUX-TREMBLES, QUE.
Manufacturers (NEAR MONTREAL)



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Otto Heineman
President



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Business men know it is the core and strength of our banking service. In the same way the quality built into the

Heineman and Meisselbach Motors

is the hidden strength of the service to phonograph owners. The owner may not know why, but the trade does.

Canadian Branch
172 John St.
Toronto

Otto Heineman
President



MEISSELBACH



TONE ARMS

MOTORS

SOUND BOXES



LESAGE Style Louis XV.

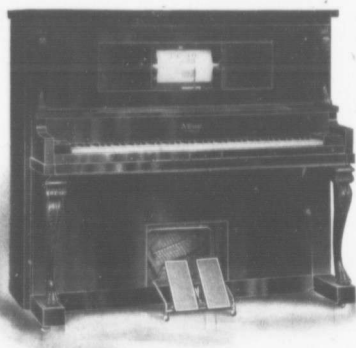
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Manufacturer of Pianos and Player
Pianos of the very highest grade.

ST. THERESE, QUE.

Upon Your Success

Depends our Success. That is why our every effort is directed towards giving you absolutely the greatest possible piano value. Every detail of our factory is arranged to ensure the finished instrument's being a truly artistic product both in design and tone.



LESAGE Louis XV. Player

STANLEY PLAYERS and UPRIGHTS

Established 1896

We use the all-metal aluminum action in players, and claim to give you the *Best Value*.

The 10 per cent. War Tax went on May 1, on all factory shipments, but don't pay too much for 10 per cent. is added. *Why pay more* than Stanley asks?

Write us for latest prices. Stock will be out of sight this Fall, both in price and quantity. **GET BEHIND THE STANLEY.**

Stanley Pianos

241 Yonge St., Toronto

The Real Bulwark

PROTECTING THE DEALERS WHO SELL
AND THE CONSUMERS WHO BUY

MENDELSSOHN

Pianos and Players

is the reputation the Mendelssohn has built up in over 30 years of high-grade piano-building. For that length of time the cardinal points in piano merit have found place in the Mendelssohn—in each individual instrument—throughout—without exception.

A piano that has thus upheld the best traditions of musical excellence for a generation; a piano that has been a home delight for so many years is one that maintains its prestige to-day.

Just now, when people are learning one of the lessons of war—that music is a real comfort and inspiration to which EVERYBODY is entitled, the piano with a reputation like the Mendelssohn has a new field—a larger opportunity—a greater selling value.

The Mendelssohn Piano Co.

110 Adelaide St. West

Toronto

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Canada

Success is the Reward of Diligence

¶ In the manufacture of our Piano Hammers and Strings we use the greatest care and diligence to make them as near perfect as possible, so that they cannot be duplicated with superior goods from other producers.

¶ Our music wire is of the finest English and American makes.

¶ Our aim in every case is PERFECTION. Always prompt deliveries.

D. M. BEST & CO.

455 King St. West - TORONTO, CAN.



The Success of the

THOMAS ORGAN

is not a matter of Astonishment.

There is an

Individuality

not only in the Tone and Case Designs, but in every detail pertaining to the construction of "The Thomas."

This "Thomas" individuality has made

THE THOMAS

one of the most successful Instruments now manufactured.

Thomas Organ & Piano Co., WOODSTOCK, ONT.

GEO. W. STONEMAN & CO.

PIANO VENEERS

Maryland Walnut

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

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

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

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CHICAGO, - ILLINOIS



Style 65

Wright Piano Co.
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The Science of Musical Instrument Building

Never produced a truer tone than buyers get in the **Wright**. That fact, backed up with dainty case designs and thorough workmanship in every part has been the reason why dealer after dealer has decided to make **The Wright** his **Leader**. To make a **Leader** out of the line that offers such superiority—that permits such an attractive margin to the dealer himself, is surely good business.

Most

Things people do are done from habit. Not so with piano buying. Choosing a piano is the event of a life-time. The

Doherty

possesses all these merits exacting people look for. It convinces the musician on the ground of tone. It convinces the piano man, who knows, on workmanship. It convinces the man who does the paying on the ground of price.



DOHERTY PIANOS, Limited - **Clinton, Ontario**

Established 1874.

Over 70,000 Doherty Owners

PIANO & PLAYER HARDWARE, FELTS & TOOLS

Including the Celebrated Diamond Brand Music Wire, Tuning Pins, Casters, Long Hinges,
Screws, Locks, Pedals, Butts, Catches, Springs, Felts, Cloth Punchings, Etc., Etc.

All illustrated in our new Catalog No. 146.—Have you a copy?

Our new Catalog, No. 158, of Phonograph Cabinet Hardware, is ready
Will send copy upon request.

HAMMACHER, SCHLEMMER & CO.

New York, Since 1848.

4th Ave. and 13th St.

Julius Breckwoldt & Company

Manufacturers of

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

Sole Agents for Rudolf Giese Wire in Canada and United
States

J. BRECKWOLDT, Pres.

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Saw Mills
Fulton Chain and Tupper Lake

"Superior" Piano Plates

MADE BY

THE

SUPERIOR FOUNDRY CO.

CLEVELAND, OHIO, U.S.A.

Did **YOU** ever think of the fact that the average person never buys
when prices are going down?

WHY? Because they will invariably wait for lower prices.

Do they buy when prices are advancing? Always.

**Prices are going to Advance.
Nothing Surer!**

Materials are advancing; labor is scarce; everything points to Higher Prices.

The best investment you can make is to **Order Now**; you will **Surely
Lose Money if you Wait.**

Our No. 5 Stools, Nos. 202, 203 and 204 Benches are Winners. Let us send
you samples.

THE GODERICH ORGAN CO., Limited
Goderich, Ont.

Do you want our Monthly Trade Letter? If so, sign slip, tear off and mail
DETACH HERE
Please send me your Monthly Trade Letter
 Organ Catalogue
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Town _____
Prov. _____

C. F. GOEPEL & COMPANY

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New York

High Grade Commodities

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PIANO AND PLAYER TRADE



Player Accessories.

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

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

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

Felts, Cloths, Punchings

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

Imported French and also Domestic Bushing Cloth—Hammers.

The Craig Piano—Established 1856

Gentlemen Who Sell Pianos



are prone to believe that silver tongued oratory is a prime requisite of salesmanship. Yet the most successful salesmen stake their selling ability on a piano of known quality. In the **Craig** pianos and players there is employed nothing but first-class value in actions, keys, hammers, strings, cases and all other parts used.

The Sweet, Mellow Tone

of the **Craig** Piano is the result of exercising such great care in the selection of reliable materials, and of the experienced workmanship in combining them together into the finished instrument.

Craig Pianos and Players are produced in an up-to-date factory, which is laid out and equipped to obtain the finest quality of workmanship.

Are you familiar
with Craig Pianos?

The Craig Piano Company - Montreal, P. Q.

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

Your Customers Know



That the most important thing for their consideration in buying a piano is something they cannot actually see. That "Something" is what we call **quality**. Quality has **always** been the aim of the makers of **Evans Bros.** pianos, and it is on the basis of a maximum quality at a minimum cost that Evans Bros. pianos have sold steadily for 40 years.

**Evans Bros. Piano
and M'f'g. Co.,
Limited**
Ingersoll - Ontario

TORONTO
516 Richmond St. W.

Established
1891

NEW YORK
134th St. and Brook Ave.

W. BOHNE & CO.

Manufacturers of

**Pianoforte Hammers
and
Covered Bass Strings**

For the better grade manufacturer

CROSS POLISH

ESPECIALLY FOR PIANOS AND PHONOGRAPHS

SPRING TIME IS HERE

HOUSE-CLEANING IS ON

There is a steady demand for a reliable Piano Polish; every dealer should be well prepared to meet this. Your customers are going to ask you for a good polish, why not prepare in time? Keep this Polish in your window and on your counter where every customer entering your store will see it. It will suggest itself.

Experience not needed to apply

Cross Furniture Polish

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



Made in 4 and 12 oz. sizes

PRICES

No. 5— 4 oz. bottle.....Wholesale \$2.00 per doz. Retail \$0.25 each
 No. 10—12 oz. bottle.....Wholesale 4.00 per doz. Retail 0.50 each

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

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

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

GUARANTEE

This Furniture Polish is manufactured according to the instructions and formula of the late Emile Deboucier, of Paris, and is remarkable for its cleaning properties and lasting lustre, and is ABSOLUTELY NON-INJURIOUS. Polishes as it cleans. Order a bottle to-day. The larger size is more economical.

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R.S. *MUSICAL INSTRUMENTS OF QUALITY*

MONTREAL
 59 St. Peter Street
TORONTO
 145 Yonge Street

Canadian Music Trades Journal

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

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

British Representative:

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17 Little Tichfield St., Gt. Portland St.

London W., England.

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HARVEY A. JONES

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VOL. XVIII.

TORONTO, MAY, 1918

No. 12

"Getting" the "Dead Beat"

RETAIL merchants in Pittsburgh have decided to exchange with each other their lists of "dead beats." Their organization will also serve its members by relocating persons who move away without notifying their creditors.

A Radical Change

A FIRM of music dealers in Iowa have announced that they are discontinuing the sale of straight pianos to deal exclusively in players and small grands. This action appears to be the result of the increase in their player trade during the past three years.

Swedish Factories Amalgamate

WELL-FOUNDED despatches say that after extended negotiations the most important piano factories of Sweden have been amalgamated. Heretofore the Swedish piano and organ manufacturing industry has been carried on by many small factories which individually were unable to develop the industry to the desired extent. The new company will endeavor to meet the competition of imported instruments and to secure export business.

Beyond Control

UNLESS a dealer operates on the one-price basis his inventory will fluctuate daily without his being able to control it. If he has ten pianos priced at an average of \$425, the inventory total would be \$4,250. But if his salesmen take on an average of \$380 for them, which they may consider as "only a 10 per cent. drop," the total shrinks to \$3,800. If he has given the bank manager the \$4,250 figure, how is he going to explain the discrepancy?

Paying the Rent

OUT in one of the smaller Ontario cities is a piano man who says that any piano dealer ought to be able to pay the store rent and show a reasonable profit from his small goods department. The sales are mostly for cash. The goods do not deteriorate in value. They make good subjects for attractive window displays.

A panel in the newspaper advertisement devoted one time to violins, another time to mandolins, another to guitars, or band and orchestra instruments, or strings, adds "life" to the copy. A small goods department helps solve the problem of getting people to the store.

First—No Commissions

PUTTING a certain firm's talking machine department on its feet gave a certain salesmanager a local reputation. Following that he was given the opportunity of doing likewise for the piano department which had gotten into a deep rut. The new manager diagnosed his case. His first prescription was a daily paper advertisement—"One Price to All—and No Commissions."

In it he explained that to the person getting a commission the true worth of the piano was often quite a secondary consideration, the main object being simply to get the commission. Under the new management the piano department picked up from the start. The "no commission" policy may not have brought about the change in itself, but it was the policy of a manager who made things hum.

No Morgue

DURING a recent address before the Piano Club of Chicago, Wilbur E. Nesbit said: "I know of an instance where a piano man has instructed his salesmen that when there is anyone in the place and there is no business going on, if a prospect should come into the house one man should meet him at the door and start talking pianos to him and the other man or men should get in the rear of the place and start playing on a piano, because the playing stimulates the ideas of the prospect and makes him think harder on what he came for than if the place were as silent as a morgue."

"A retail salesman's worth this year should be measured by his ability to get the cash—by his average cash-down payments and short-time sales."—R. W. Lawrence.

\$125 Capital to Do \$100 Business

HOW much capital it takes to swing how much business is a subject we know very little about, remarked the head of a retail house, to the Journal recently. In this connection Mr. F. J. Heppel, of C. J. Heppel & Son, the Philadelphia music house, is thus quoted in the Piano Journal: "Piano business must be financed more or less on a percentage basis. If you do so much business, it takes so much capital. The question is, how much?"

"So far as my experience goes, it requires about \$125 worth of capital to do \$100 worth of piano business per year. So, you can safely figure, if you want to be in the piano business and want to buy your pianos for cash to sell them on instalments, and wish to be prepared to handle the natural increase of business which comes from growth, that you will need \$12,500 behind you to do \$10,000 worth of business during the year. As to returns on this capital, I figure that a dealer in the piano business can do approximately \$1 per year's business for each inhabitant in his town. That is to say, if I should open a branch store in a city of 100,000 population, I should figure that that store ought to do about \$100,000 worth of business during the year."

The Personal Introduction

A MAN who has got to the top in selling goods—not pianos, but a somewhat similar line—intimates that he refuses to canvas, in the way that term is generally used. He makes it a rule never to call on a prospect to whom he has not first been introduced by someone in person. It is not enough to get Mr. B's name from Mr. A, and then call on B, saying "Mr. A mentioned to me you might be interested in my line." But he must get a personal introduction.

This salesman says he never ascertains a man's hobby to assist in selling. He does not talk dogs, or flowers, or automobiles, or music, or travel, or free trade for an hour and then hitch on his line which he wants to sell. "I get an introduction," he says, "on the distinct understanding that I am there or going there for no other purpose than to try to sell my proposition. It's business from the word go." Piano salesmen may say that is an impossible attitude in their work. Yet there is always something helpful in knowing how the other fellow goes about it.

Piano Salesman His Best

ADVERSE criticism of the class of salesmen in the piano trade is so much a habit, both in the trade and out of it, that an outsider's favorable viewpoint is refreshing. The Piano Club of Chicago listened to an address on "Salesmanship," by Harry Newman, well-known in the U.S. as a successful retailer in the automobile field, who said: "The best salesman I have ever had in any organization I have managed, the best by long odds, was a piano salesman who had piano training. He was the

In a Y.M.C.A. appeal for funds for Canadian soldiers in France and England it is stated they have over 100 pianos in use, 300 talking machines and 10,000 records.

most unbeatable man I ever knew in all my life. He wasn't much to look at or to talk to, but he had that finished thing of all good salesmen of bringing in business that was clean and finished when he brought it up. I have been on the hunt for piano salesmen ever since that fellow worked for me, but I cannot apparently interest them in my proposition. Whether it is because they are so well paid or whether you have the ability to keep instilled in them an interest in your business more keenly than I can, I don't know."

Developing Public Interest

INTELLIGENT effort to develop greater public interest in music must logically result in extending the demand for musical instruments. That fact provides the business reason for every dealer and manufacturer connected with the music industries getting behind with moral, active and financial support, the campaign for more and better music.

The annual meeting of the Canadian Bureau for the Advancement of Music, and the report of it which appeared in the March issue of this Journal, have stirred up a great deal of interest in what is being done.

When the Bureau came into existence a year ago there may have been some skepticism as to its practicability. There was disinterestedness and indifference. These have been dispelled. Those who had no lack of faith at the commencement are even more enthusiastic. Others who took no part, and outwardly gave no symptoms of interest, are up and doing.

This proposition of developing greater public interest in music is endorsed and backed by the best minds in the trade,

by the most successful dealers and manufacturers in the various divisions of the music industries.

It means something to jolt the trade to a sensibility that its self-preservation demands some activity, having in view protection and expansion of the market for music.

It means something to have half a hundred daily newspapers (the number at this writing), across the continent, giving prominence to music, and through the published articles on musical subjects creating, developing and stimulating public interest in music. This advantage to the trade cannot be figured in dollars. In addition to the dailies, a number of the country's best magazines and periodicals are now giving music serious attention.

Take an interest in this music development campaign of the Canadian Bureau for the Advancement of Music. Support it. It is cultivating and making more fertile the field represented by the market for musical instruments.

Who is Your Competitor?

NOT the least beneficial of the effects of the campaign for more public interest in music is the way in which competitors have been brought together. Local associations have been organized, or re-organized, with direct advantage to the trade. Men in the music trade business have wakened up to the fact that their formidable competitor is not "the other fellow," but somebody in some other industry.

People want music in their homes, and there is ample business for everybody engaged in supplying the want. But the people also want automobiles, motor-boats, gold watches and diamonds, luxurious furniture, high grade chocolates, expensive cigars, costly garments, twenty dollar boots and other articles, without which, the makers of them have convinced the people, life is not worth living.

This is the most serious phase of the music trade's competition, and to successfully meet it a degree of co-operation is necessary. The people have played the one piano man against the other too long. In what surer way can public respect be gained than by co-operation? What other way than through organization could equitable and profitable prices for cartage, tuning and rentals be put in effect in Montreal, Peterboro, Toronto, London, Winnipeg, Edmonton and Vancouver? In all these centres, and in other places, such as Regina, Saskatoon, Calgary, Hamilton and St. John, N.B., where formal organizations may not exist, the trade have come together for co-operative purposes.

Organization does not mean interference with the conduct of one's business, nor the adoption of onerous rules and regulations. Not at all. More is accomplished through informal talks, and it is surprising how many reforms automatically result from friendly interchange of ideas.

Piano Selling in London, England

"MY own business has paid the British Treasury in two years \$500,000 in excess-profits taxes; the Government takes 80 per cent. of the increased profits over the pre-war standard," said Mr. H. Gordon Selfridge, departmental merchant of London, England, in an interview with the New York Times.

Concerning the piano trade Mr. Selfridge said: "The piano trade is typical. In our store we are selling a great many pianos to families who have dreamed for years of being able to buy them. But these are not all new pianos. We cannot spare labor and materials for making new pianos any more than we can for building new houses. These are second-hand pianos coming from the middle-class homes, often sold to provide funds for buying war bonds and war savings certificates.

"If the merchants did a business of millions of pounds sterling in moving these pianos from the homes of the more prosperous middle-class to those of the highly paid muni-

"The Sweet-toned Ennis"

REAL CANADIAN LEADER



The ENNIS Piano

IN these days when economy is a National Watchword, it is well to push the sale of moderately-priced pianos. In the "Sweet-toned Ennis" you can offer your trade a piano which has attained great popularity through its pure tone, real lasting qualities, beauty of design and moderate price.

*Lasting satisfaction for your customer,
more sales and good profits for you.*

The Williams Piano Co., Limited

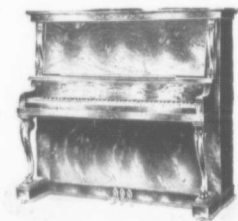
OSHAWA, - - - ONTARIO

Confidence

That you represent a strong line of goods, that you are backed up by a reputable firm, that the people to whom you sell have confidence in you and the goods you sell.

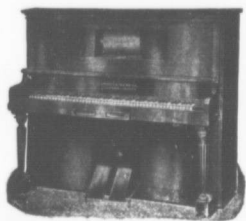
These things virtually are your greatest assets, they are the basis of a successful career in the Piano Business, and satisfied customers in your territory are your best salesmen.

Thus—



SHERLOCK- MANNING

Pianos



Are manufactured with that fundamental idea in mind to establish a Firm reputation, a Dealer reputation of full confidence with its many customers.

A Piano famous for its artistic design, famous for its sweet charming tone, and famous with the people by their confidence in it.

Write For Our Lines To-day.

Sherlock - Manning Piano Co.

London, Canada

tion workers, there would be no loss to the country. No labor or materials would be consumed, excepting in the moving of the instruments. In fact, the Treasury would gain by the operation, because what is really happening is that the workers are transferring some of their spending power to the middle-classes, and the latter are transferring it to the Government. The moving of the pianos simply is a way of getting a part of the munition worker's spending power turned over to the nation.

"London merchants are not only aiding the Government in spreading the gospel of war economy, but they are doing their part in diverting the wages of munition workers from careless spending to Treasury financing. My own employes have put \$100,000 of their earnings into war savings certificates, and each week we distribute extra certificates as prizes."

Mr. Selfridge also told of how various industries had been turned over to war work; how several phonograph factories were now turning out delicate shell parts, and music roll makers were engaged in producing gauges.

Essentials in Salesmen

WHAT is necessary for success in piano salesmanship? Quite a number of things and among them alertness to see an opportunity and willingness to take hold of it. These points are illustrated in the following incident, though no sale resulted. But the man concerned is one of the brightest and most successful. He is the kind that the high salaries are looking for. The incident follows:

On the stormiest Saturday of the unusually severe winter a man came in looking for sixty-five note player rolls. In the unusual request the piano man sensed a player sale and he acted accordingly. In an hour or so the "prospect" suddenly became firm in his determination to talk no more about a new player until he secured some coal. He hadn't a speck left. His wife was sick and altogether he was not in the humor to deal. But he enlarged on his failure to get some coal. Finally, the piano man offered to take him over enough out of his own limited supply to last over Sunday. This brought professions of profound gratitude and freedom to talk business with this load off his mind.

Equal to his word the piano man filled a couple of sacks with coal, lugged them to his own car and through the storm he went. He soon found that his "prospect" was a fizzle and there was no chance of a sale. But he exhibited just the qualities that have entered into the make-up of his success. While this particular incident produced no business, the fact that the salesman saw an opportunity is the point for the man who wants to be successful to consider.

A Likely Place for "Prospects"

"I HAVE been conducting an automobile school, or a school for salesmen, for some time," said Harry Newman, a well-known U.S. automobile man in a talk to Chicago Piano Club, "holding it two nights a week, in an effort to get salesmen outside of our business and teach them a little something about the essentials of the business, so that we might get real salesmen into it again. In the last class we had enrolled one hundred and forty men, who attended that school through the snowstorms, seemingly very much interested in the work, men who gave us their attention and time. Out of that group we selected forty-two salesmen, and when the school was nearing a close I felt sort of cocky about it, felt we had had good attendance and had been able to teach them something through the experiences of department managers. And a great many of them who had attended the school made me feel good by coming up and saying they had never known

there was so much about salesmanship and stating that it had been a wonderful education.

"I had the idea that we had taught each one something new about salesmanship, when I noticed that three of the scholars had not come up or said anything to me. I singled these three out and got the cards from the index and found they worked on pianos. I went to each man individually and asked him if he had enjoyed the school. They all acknowledged they had. I saw they were not coming forward with compliments as the others had done and to fish around for one I said:

"Did you learn anything?"

"They stated: 'Well, nothing particularly new. We had figured that if all these men who came up here were going to average forty or fifty dollars a week as salesmen, there might be some prospects among them.'"

Player Pianos Will Become So Generally Used that Composers Will Write Music Specially for the Player

SO important a place has the player piano come to fill, that Hector Charlesworth, the well-known music editor of the Toronto Saturday Night, has been telling readers of the Canadian Home Journal of the great development being predicted in player piano music. Mr. Charlesworth says: "Certain writers who have given thought to the matter, like the eminent British critic, Mr. Ernest Newman, of Birmingham, are of the opinion that a school of composers will arise, who will compose directly for performance by the player-piano;—that is through the medium of the pneumatic pump and the punctured roll; and that these compositions will be so rich in tonal coloring as to be beyond the power of the human hands to interpret.

"Though the problem is extremely technical, a few sentences should make clear what these gentlemen are driving

Pianos and Talking Machines in Oak are a feature of present day window displays.

at. The musical composer, when he conceives some new work, be it the shortest song or the longest symphony, has some special medium in mind;—and if he is a thoroughly competent musician he keeps in view the limitations and the possibilities of that medium. If he is composing a popular song or a religious hymn he confines himself to a limited range of notes that can be sung by everyone with any kind of singing voice. Everyone can sing 'God Save the King,' for instance, because Henry Carey kept this fact strictly in mind; whereas most people find difficulty in getting through 'The Star-Spangled Banner,' because the composer, an Englishman named Smith, had no idea that he was composing what would become the national hymn of the American people.

"The composer who writes for the violin keeps clearly in mind that the performer has but one hand, the left, with which to form the intervals on the strings from which the bow exacts the tone. If he happens to be a great virtuoso he invents passages that can only be played by himself, or some one of equal dexterity. So it is with the composer for the piano. Although the piano is the most resourceful of all instruments, the composer has to bear in mind that the human being who must play his music has only ten fingers (if the thumb is a finger) with which to execute it. Though pianists like Joseph Hofmann are able to make ten digits do almost incredible feats, there is still a limit to even what they can hope to accomplish.

"But when we come to the punctured roll of the piano player record, the ten-digit limitation is swept aside. There



HEIGHT 4 ft. 4 in.

In beautifully figured African Mahogany or American Black Walnut. This style perfectly exemplifies the modern tendency toward better quality and less bulk.

NATIONAL TORONTO

The National Piano Company, Limited, offers exceptional advantages to all dealers who wish to push the piano business on sound and progressive lines.

Our product assures the active and aggressive dealer satisfaction and success. With us **quality** is of supreme importance.

Our proposition provides a foundation for independent men to launch out into business for themselves.

Do you wish all particulars? Write, wire or telephone.

National Piano Company Limited

266-268 Yonge St. - Toronto

is no reason why twenty keys should not be forced down simultaneously instead of ten. There is no reason that harmonic effects far beyond the spread of the most expert human hands cannot be produced with ease. Even before the invention of the player-piano the resources of piano-technique had been steadily increased by pianists like Chopin and Liszt, who by personal dexterity were able to elicit effects which were previously regarded as impossible; and by improvements in the mechanism of the key-board itself. Yet it is pretty certain that the limit of individual human effort at the key-board has been reached.

"Consequently musical prophets like Mr. Newman are convinced that in the not distant future piano composers in search of originality will commence to avail themselves of the possibilities which the mechanism of the player-piano provides; and write works that in brilliance of effect, if not in poetry of appeal, will surpass anything hitherto composed,—works that will be the despair of the ordinary virtuoso who has only hands and feet (which he uses for sustaining purposes on the pedals) to depend on."

"Postal" Piano Selling

From *The Piano Journal*

PROSPECT lists are valuable only in proportion as they contain full information. A list can be a very tricky thing. It can appear to be an extremely prosperous one, and yet be one extremely leap in possibilities. Though it may fill several long drawers it may be so full of "dead wood" that it represents a foolish waste of money, instead of a real investment whenever it is circularized.

How shall a list be "weeded out?" By what process shall the house convince itself finally that the "prospect" is no longer a prospect and that work upon him is likely to be unremunerative and therefore should be abandoned. Abandoning a prospect is somehow a difficult thing to do. Once the name and address has been in some way added to the list there is a tendency to consider it as an asset that can be finally cashed in upon. The result is a very natural reluctance to cease work with it. In all probability the name has been obtained at some trouble and expense, and has been surrounded with brilliant hopes and a vision—on the part of one or perhaps several salesmen of a "deal" finally going through. And so even when a rigorous paring down of the list is decided upon and perhaps a conference of the sales force takes the work in hand, names that are really dead, stick, and hopeless work is done upon them, and money wasted.

It is therefore important to look well to the "character" of the list. A list of real character will be made up of names holding each a certain definite possibility of sales, and will not be made up indiscriminately from everywhere. In fact, perhaps the most important thing about a name is how it came to be on the list. No name card should be made out unless it contains an indication of why it was put in the file, and how it became a "prospect." Some day every card will have to stand trial for its life, to speak figuratively, and an intelligent decision can only be rendered if something is known of its origin. There are so many thoughtless and aimless people in the world, shopping, gossiping, making inquiries, saying, "Oh, we're going to buy a piano," in the presence of friends, to make themselves appear important, that appearances are likely to be deceitful to the enthusiastic salesman, and a card goes in the file which means only postage and printing wasted, and energy diverted into the wrong channel.

How to make the firmly final and, so to speak, desperate move that will lop off the undesirables who have been, perhaps, years on the list and bring up to light the bright and brilliant possibilities upon which enthusiastic work can be done. The self-addressed postal card reproduced herewith shows a practical policy adopted by the Mason & Hamlin

Co. of New York. This was sent out to the "desperate" list and accompanied a special offer of pianos that was particularly attractive.

The time was mid-spring, which gave an opportunity for an extra point to be made—regarding pianos suitable for "summer cottages." The idea was to face the situation frankly and leave it "up" to the prospect to tell on himself. If he did not, then he could be considered a dead one, and elimination followed. But in order to make the prospect tell on himself it was necessary to put up to him a very strong array of "pulls" that would be likely to get him either one way or another. So a good many points were covered. The information most wanted was frankly asked for at first—had the prospect purchased a piano? Was he still in the market for one? If he was uncertain, the idea of exchange was deftly suggested. Possibly his piano needed tuning, and inside information might be obtained by a tuner. A player piano might be his need. He might be willing to look over a catalogue. Then, his summer plans might call for an instrument in his cottage. And then, as a final thrust, to show a spirit of co-operation and to extend service, the card concludes with an offer to tune free.

Certainly such a card would elicit some response from any prospect worthy in any degree of the name. It should give a representative of the house an opportunity to call if the case had a spark of life in it. And if no return came

MASON & HAMLIN CO.
NEW YORK

Gentlemen:

I have purchased a piano
 I have not yet purchased
 I have given up the idea entirely
 Please send a man to value my piano with a view to exchange for a Mason & Hamlin Grand Upright
 Player Piano
 Please send a tuner to tune my Grand Upright
 Player Piano
 Please send me a catalogue of your Pianos Player Pianos
 Please send a list of used pianos suitable for a summer cottage
 Should your piano be a Mason & Hamlin, upright or grand, purchased from some other dealer, which has not been tuned by us in the past, we will be pleased to tune it without cost to you.

Name
 Address

from it the house could very fairly assume that it had been carrying a "dead one" upon its list and could forthwith without any qualms cast the name aside and consider its list well rid of it.

A list that is in really good shape—kept up to time and properly weeded out—is the only one that is an asset to the firm. It is misdirected energy and misdirected expenditure to "work" a list that is not in good shape.

Caruso and Lauder

"Something I can do for you?" ingratiatingly suggested the salesman to the customer who had just come in.

"Yes, I want the record of Caruso and Harry Lauder in a duet."

"He's kidding me," thought the salesman. A second thought reassured him. No, the customer was in earnest.

"I'm afraid we can't fill that order," said he thoughtfully, "do you know the number of the record?"

The customer remembered neither name nor number, but he insisted that there was a record of Caruso and Harry Lauder in a duet.

The salesman was a wise chap. He knew the customer was in earnest. He must send him away satisfied. He went to the record rack and glanced through the list of titles in which Caruso sings in a duet.

"Ah! here it is, Caruso and Scotti."

"That's it," exclaimed the delighted customer, "Harry Lauder is often called 'Scotty,' but I didn't think it was ever printed that way."

Unique Event at St. Catharines

Music Dealers of "Garden of Canada" District Meet for the First Time - Decide to Form Association - Music in the Home Campaign Receives Financial Support of Trade in Niagara District.

THOUGH called on very short notice the first meeting of the music dealers of St. Catharines, Welland and Niagara Falls ever held was well attended. The meeting took place at the Welland Hotel, St. Catharines, on Thursday, April 25, and twenty of the dealers and their salesmen sat down to an informal luncheon. Unfortunately the short notice made it impracticable for several others to be present though they expressed their hearty sympathy with any movement having in view improved trade conditions. Among these were Mr. Hardy, manager of Heintzman & Co., at Niagara Falls; Mr. J. A. Russnell and Mr. W. F. Carr, of the same city, and Messrs. E. H. Robinson and W. G. Somerville & Sons, of Welland.

While the original purpose of the dealers in getting together was to discuss the "Music in the Home" campaign, it had been suggested by several that a permanent organization of the dealers in the district would result in the elimination of some of the more glaring evils.

In anticipation of a visit to St. Catharines of the representative of the Canadian Bureau for the Advancement of Music, Mr. W. Webb, manager of the Mason & Risch branch in that city, very courteously communicated with his conferees in the three places, St. Catharines, Welland and Niagara Falls, urging their attendance at a meeting that would probably be held.

Accordingly on the arrival at St. Catharines of J. A. Fullerton, Director of the Bureau, the dealers were all interviewed and a meeting on the following day decided upon. Mr. Avery, of Avery & Hara, who had already shown his sympathy in a practical way, lent a hand in getting the meeting started, as did Mr. H. Cadle, manager of Heintzman & Co.'s branch. Mr. Webb and Mr. Fullerton motored to Welland in the former's car and called on the dealers there, who promptly allied themselves with the cause. While Mr. Robinson and Mr. Somerville, because of the funeral of a relative, were unable to be present at the meeting, Welland was well represented by Mr. W. B. Rollason and W. E. Wolfe, both of whom have for some time advocated the extension of the Bureau's propaganda to their section.

At Niagara Falls Mr. G. Holding, of the Niagara Music Store, when apprised of the hour decided on for the meeting promptly made arrangements to be there. Mr. J. A. Russnell agreed that the dealers should get together, he being a believer in the efficacy of organization through experience in other lines in which he is interested. Mr. A. E. Gray, manager of the Mason & Risch branch, and Mr. H. B. Sheldrick of the head office of the same firm, were seen, but Mr. Hardy, manager of Heintzman & Co.'s branch, could not be connected with in time for him to make St. Catharines by one o'clock, and he was finally forced to telephone his regrets. Mr. H. M. Bishop, of this firm's head office, however, happened along and with a strong delegation of his St. Catharines staff attended the luncheon and assisted at the formation of the association that it was decided to organize.

The dealers were anxious that Mr. J. W. Glass, as dean of the trade in St. Catharines, be appointed chairman pro tem of the organization that it was decided, on motion, to form. Mr. Glass, however, urged that he be relieved of any office and assured the dealers of his thorough support and hearty co-operation in the general betterment of conditions of doing business.

Finally, on motion of Messrs. Avery and Murdock, Mr. H. Cadle was unanimously elected chairman pro tem, and W. Webb, Secretary.

On motion of Messrs. Webb and Rollason and unanimously carried, a committee of two representatives from each of the three centres represented were appointed to prepare draft constitution and by-laws to be submitted at the next meeting. The men selected for this committee were: Messrs. Rollason and Wolfe for Welland; Messrs. Holding and Gray for Niagara Falls; and Messrs. Blair and Avery for St. Catharines.

It was also decided that the meetings should alternate between the three places, the next meeting to be held at Welland, on the second Wednesday in May, at one o'clock.

Mr. Fullerton was then called upon to tell about the "Music in the Home" campaign that is becoming so well known to the dealers throughout Canada and with which they are so heartily in sympathy. He was able to tell the dealers that Mr. Avery, representing the dealers of the district, and himself interviewed the local newspapers, both of which readily agreed to co-operate in the campaign by opening their columns to the Bureau's service. Mr. J. M. Elson of the "Journal," who is an alderman of the city, is particularly sympathetic to the movement of more music in the homes and schools. Already, through his paper, he has advocated the place of music in the lives of the people which should commence in the school.

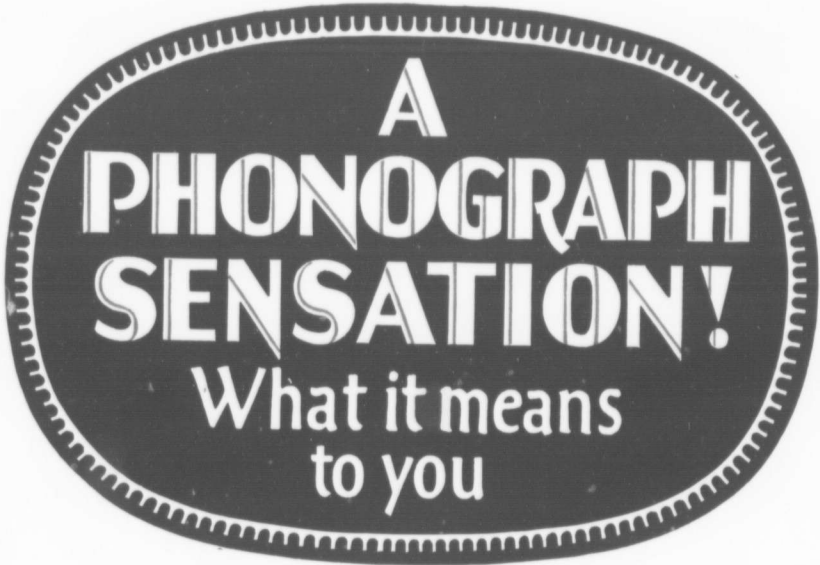
Mr. B. Gadsby of the "Standard," who is likewise an alderman, the head of the paper, Mr. Burgoyne, being a former Mayor of the city, very readily acquiesced in the suggestion that music have a more prominent place in the columns of his paper, at least one day each week.

In his remarks Mr. Fullerton paid a tribute to the energy and enterprise of the dealers of the district and the spontaneous, good-will expressions of every one of them when their getting together was suggested.

Following the visitor's remarks it was decided that as the proposition of "Music in the Home" propaganda was one requiring financial support and deserving of it, those present would do their part. This was left to the dictates of the individual dealers, however, and the list that went around the table resulted in a handsome contribution from the Niagara Peninsula dealers.

Those present at the first meeting of the Niagara Peninsula music dealers and the firms represented were:

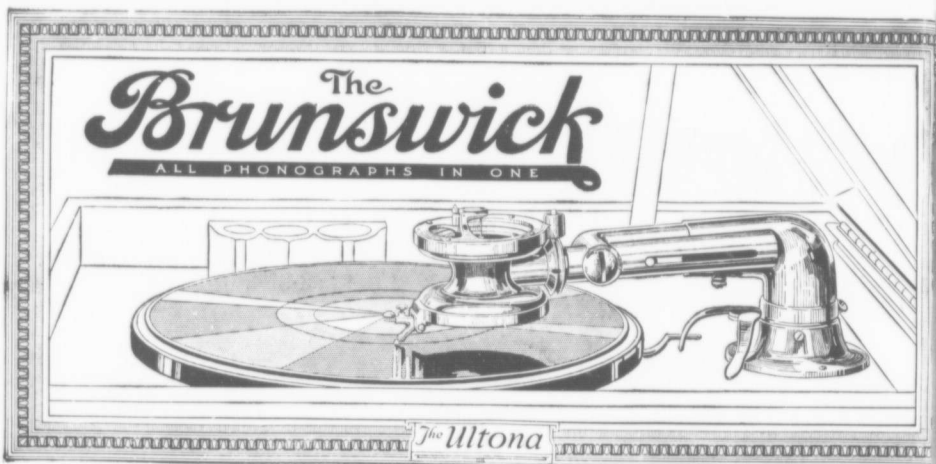
W. E. Wolfe, Welland. J. W. Glass, St. Catharines.
 W. B. Rollason, Welland. Albert Blair, St. Catharines.
 F. H. Avery, Avery & Hara, Limited, St. Catharines.
 Harold Cadle, Heintzman & Co., Ltd., St. Catharines.
 T. L. Hicks, Heintzman & Co., Ltd., St. Catharines.
 L. S. Newman, Heintzman & Co., Ltd., St. Catharines.
 W. A. Kirby, Heintzman & Co., Ltd., St. Catharines.
 H. M. Bishop, Heintzman & Co., Ltd., Toronto.
 H. B. Sheldrick, Mason & Risch, Ltd., Toronto.
 W. W. Webb, Mason & Risch, Ltd., St. Catharines.
 C. A. Colton, Mason & Risch, Ltd., St. Catharines.
 J. H. Robertson, Mason & Risch, Ltd., St. Catharines.
 C. J. Doerfein, Mason & Risch, Ltd., St. Catharines.
 A. E. Gray, Mason & Risch, Ltd., Niagara Falls.
 H. Rogers, Mason & Risch, Ltd., St. Catharines.
 B. K. Weaver, Mason & Risch, Ltd., St. Catharines.
 Andrew E. Murdock, Gilmour & Co., St. Catharines.
 G. Holding, Niagara Music Store, Niagara Falls.
 J. A. Fullerton, Toronto.



**A
PHONOGRAPH
SENSATION!**
What it means
to you

At last you can
Represent an instrument which
Plays **ALL** records PROPERLY

TURN OVER AND FIND OUT



NOW! The Final Achievement Which Plays ALL Records PROPERLY

At last, a new method of reproduction has been invented which is a real sensation.

This latest Brunswick invention is one of the supreme achievements in phonograph history.

The Ultona reproduces each type of record PROPERLY—according to exact requirements—the proper diaphragm, the exact needle, the precise weight.

The Brunswick dealer is the only dealer who can now truthfully say that he sells a phonograph which plays ALL records exactly as they should be played.

The Ultona revolutionizes old ways of playing. It removes all limitations.

The New Brunswick has a tremendous appeal,

it is what the public have been waiting for, and what interests you is that we are going to tell every one about this final achievement—we will create the buyers' interest for you and bring them into your store to hear the superior tone of the ALL-Record Brunswick. The new Brunswick has a real appeal.

Those Brunswick dealers who are fortunate enough to represent this COMPLETE instrument have absolute confidence of splendid returns.

The live, progressive dealer is going to see that he secures this new Brunswick line. Are you one of them? Some territory is still open. Send for full particulars at once.

You want this new Brunswick, don't let someone beat you to it. Drop us a line to-night.

Remember you have The Brunswick Record to link up with this line.

THE MUSICAL MERCHANDISE SALES COMPANY

Excelsior Life Bldg., TORONTO

BRANCHES: MONTREAL AND WINNIPEG

Brantford Music Dealers Organize

First Meeting of Trade ever Held—Good Attendance—Good Fellowship and Desire to Co-operate—Music in the Home Endorsed

As a result of an informal meeting called for the purpose of discussing the "Music in the Home" campaign, the music dealers of Brantford have formed themselves into an association. Just as has been the case in many other centres, individual dealers had frequently felt that it would be of material advantage to the trade of the city if the different men in it were brought into closer personal contact occasionally such as can only be the case with a trade association.

Accordingly when J. A. Fullerton, Director of the Canadian Bureau for the Advancement of Music, interviewed the local dealers to enlist their co-operation in making the campaign to stimulate public interest in music a Dominion wide movement there was a very prompt and sympathetic response. The dealers readily acquiesced in the suggestion to meet at some convenient time and place. The meeting was held, on April 23, at the Kerby House, being called for 6.30 so that the necessary discussions could take place and still leave the evening free for other purposes.

Those present were:

S. G. Read, of S. G. Read & Son.
T. J. Barton, of T. J. Barton & Son.
Thos. Darwen, Sr., of Darwen Piano & Music Co.
H. J. Smith, of H. Judson Smith & Co.
R. C. Burns, of H. Judson Smith & Co.
M. S. Phelps, of Brantford Piano Case Co., Ltd.
G. Brerton, of Brantford Piano Case Co., Ltd.
F. L. Lundy, of Mason & Risch, Ltd.
John A. Fullerton.

Owing to poor health of several years' standing Mr. B. J. Wade was unable to be present as he had hoped and expected.

Prior to taking up the matter of "Music in the Home" it was suggested that so unique an occasion as the Brantford music dealers being assembled together should be celebrated by resolving to get together again frequently. On motion of Mr. Phelps, seconded by Mr. Burns, it was unanimously decided that "we form an association of the Brantford music dealers for the general good of the trade and to promote greater unity of the members."

It seemed fitting that this date, St. George's Day, commemorated the birth of Wm. Shakespeare and the wedding anniversary of Mr. Brerton, who was promptly elected to the position of Secretary pro tem. Mr. S. G. Read, being the dean of the Brantford trade, was elected chairman pro tem on motion of Mr. Phelps and Mr. Barton.

An interesting round table discussion took place of the various grievances that are familiar in every centre from underpaid tunings and unprofitable rentals, to the absence of fixed prices for pianos.

Mr. Fullerton then gave a resume of the work of the Bureau since its inception a little over a year ago, and what had been done in the way of interesting the trade in the campaign that meant so much for the music industries throughout the country. He referred to the readiness with which the editors and business management of daily newspapers agreed to co-operate, when asked to do so, in advancing public interest in better music, with especial reference to the home.

He was able to tell them that Mr. J. H. Powell of their own paper, the "Courier," on being interviewed during the afternoon not only acquiesced in the suggestion that the "Courier" link up with the movement, but informed Mr. Fullerton that this had already been done.

A member of the "Courier" organization had some weeks ago suggested to his manager a good music page, "and now," said the manager, "you come along to help us out with the needed editorial matter." The manager of the "Expositor" being absent from the city, his views could not be ascertained in time for the meeting.

The Brantford dealers were much interested in the progress made and the fact that the dealers all over the country and their employees were no longer content to meet without prompt rebuttal the accusation, so frequently made, that musical instruments are a luxury.

It was decided to take up the matter of giving the Bureau financial as well as moral support at the next meeting, the visitor having unhesitatingly urged that the cause was entitled to the support of every dealer in the country, and the importance of it justified this financial backing.

Mr. Read very gracefully expressed the thanks of the meeting for the visit and information imparted by the Bureau's representative. The meeting then adjourned to meet at an early date, decide on a name, adopt by-laws and elect permanent officers.

Cecilian Agency for Twin Cities

That he may have a business to look forward to on his return from the front, and at the same time keep intact his connection with the music loving public of the Twin Cities, Mr. E. E. Nugent, of Fort William, opened up on



Mr. E. E. Nugent, Fort William, in uniform.

his own account before leaving for overseas. Mr. Nugent, who has been a resident of Fort William for twelve years, being manager of the Heintzman & Co. branch for over ten years, secured the local agency for Cecilian and Farand pianos and players and the Cecilian Concertphone. During his absence the business is being looked after by Miss Brown, who was his bookkeeper and assistant for seven years. Because of his long residence in Fort William and having property interests, he proposes to return there following the termination of his military service, therefore, the agency was established in anticipation.



The Willis
Trade-Mark
of Quality

THE BIG TOURING CARS



Stick to the "good roads."
In the same way the shrewd
piano merchants associate
themselves with the "good
names."

There are certain names in
every great national indus-
try that are synonymous
with perfect taste, unques-
tioned efficiency—and the
resulting pleasure of owner-
ship. The name WILLIS
on the fall board of a piano
immediately conveys the
knowledge that here is an
instrument about which
there can be no question.

WE are sole Canadian Wholesale
Agents for the celebrated **Knabe** line.

Willis & Co.

Limited

Montreal

Head Office : 580 St. Catherine St. W.

Factories : St. Therese, P.Q.

Montreal Trade Talk

CUPID has been a valued ally of the local music trades this year. Since Easter there have been many weddings, and a goodly proportion of the brides have started housekeeping with a piano included in their equipment. This is as it should be. The idea that the purchase of the musical instrument can wait until later is old fashioned, without wisdom and not conducive to music in the home.

May-day brought with it the customary shifting of population. The carters worked far into the night for several days before and several days after Montreal's annual moving day. These movements also give the collectors of the local music houses more or less extra labor following up some of their clients who are affected with chronic carelessness in notifying their creditors of their change of address.

Daylight saving has been accepted with good grace by the entire trade, and the new order of things became operative without a hitch or hindrance. All manufacturing and mercantile life is now running smoothly under war saving regulation.

W. F. C. Devlin, salesmanager and director of Martin-Orme, Ltd., Ottawa, paid Montreal a flying visit the latter part of April, and called upon his firm's local representatives, Wm. Lee, Ltd. This was Mr. Devlin's first appearance outside of Ottawa since his recent illness and under the doctor's orders he was only allowed a few hours in Montreal, returning to Ottawa the same day. Mr. Devlin intimated that business, generally, was good and that even where some dealers have complained of a temporary slump they have admitted that trade had been very good, taken as a whole, for several months past. Referring to Montreal sales of Martin-Orme products, Mr. Devlin was gratified to find trade generally in a prosperous condition and his local representatives in an optimistic mood confident of continued good business.

At the annual meeting of C. W. Lindsay, Ltd., held at the head office of the Company, 512 St. Catharine St. West, Montreal, on Tuesday, April 16th, the chair was occupied by C. W. Lindsay. The financial statement presented by the company's auditors, A. K. Fisk, Skelton & Co., showed a thoroughly satisfactory year's business. Indeed, so successful has been the fiscal year just closed that the board of directors voted, in addition to a ten per cent. cash bonus to the staff at all branches, a stock bonus of 25 per cent. payable out of the undivided profits and to holders of common stock. The usual dividends were declared, viz.: 7 per cent. on the preferred, and 8 per cent. on the common stock, and a substantial amount carried to the reserve fund. As usual all the managers from the different branches attended the meeting and were tendered a banquet at the Ritz Carlton Hotel by the President. The following were elected directors of the board: C. W. Lindsay, Dr. Alfred McDiarmid, A. E. Brock, J. A. Hebert and E. Hamilton, with C. W. Lindsay president and general manager; B. A. Edward, secretary, and W. A. H. Robinson, treasurer.

Henry Hamlet, of Wm. Lee, Limited, recently sold from catalogue for cash a Bell two manual pedal organ. The buyer did not even see a sample organ, purchasing from catalogue only and relying solely upon the reputation of the makers for reliability and the honesty of the house of Wm. Lee, Ltd. This firm report a particularly active demand for Martin-Orme players the past thirty days.

A Leach upright piano was the capital prize in the baby contest in connection with the performance of Her Unborn Child, held the past week at the New Empire Theatre.

C. W. Lindsay, Limited, have created a new department in the shape of an advertising department, which is in charge of Mr. C. T. Brindamour; all advertising will be

directed, planned and written from this office, covering all copy for the firm's various branches throughout Canada.

The Canadian Graphophone & Piano Co., in addition to handling Columbia Grafonolas, as their name implies, are featuring new and used pianos and organs.

J. Donat Langelier, Ltd., whose factory is situated at Pointe Aux Trembles, reports an excellent demand for his product, while the factory is being operated to capacity to keep up with the orders of their clients from various parts of Canada. This concern recently stated that they were well fortified with a plentiful supply of lumber to meet all demands of the trade.

W. J. Whiteside remarked that trade in Karn-Morris lines had picked up very materially of late and gives every promise of developing some splendid business in the immediate future.

J. W. Shaw & Co. are moving a considerable number of Gerhard Heintzman and Shaw pianos, and have no complaint coming as to present business conditions. Their sheet music and musical merchandise departments report activity.

Layton Bros. state that business during April showed considerable improvement over last month as regards sales and collections, the higher grade lines being in better demand than the cheaper instruments. The proportion of cash sales has been particularly gratifying.

The factory of Willis & Co., Ltd., at St. Therese, is reported busy on orders coming from all sections of the country. This concern has recently received some very good orders for Willis players, and their several styles of Willis pianos are also much in demand.

C. W. Lindsay, Limited, claim to have no trouble in convincing prospective customers of the relative merits of

No man can read everything that comes to his desk, but the trade paper edited in the interests of the music trades—the business that most affects your means of livelihood—should be read and read thoroughly, not only by you but by all of your salesmen.

Nordheimer and Lindsay pianos and that they are all that are claimed for them. The past month's business verifies the above statement in the large number of orders on record for these makes.

Willis & Co., Limited, report good spring trade in their retail warerooms, and already numerous rentals and removals have kept them busy, but at the same time wareroom sales have not been neglected, and the sale of Willis and Newcombe instruments continues good.

Wm. Lee, Ltd., reports a continued increase in trade with the call largely for the higher and more expensive styles of their leader, the Martin-Orme. Shipments of this make are being received and are being disposed of, re-ordering being done at frequent intervals. The call for Bell pianos is a repetition of last month.

J. Donat Langelier in his retail warerooms is well prepared with pianos of his own make for spring selling, their show rooms being well stocked. This firm claim these instruments are getting their full share of recognition from the better class of customers, both locally and from outside points.

The Cowan Piano & Music Co. note a considerable falling off in the call for the Ukelele, but states that Steel Guitars are still selling freely. Japanese mouth organs are enjoying considerable popularity and sheet music sales are above normal.



Nordheimer Designs



ILLUSTRATING STYLE 20 NORDHEIMER "HUMAN TOUCH" PLAYER

This "Human-Touch" Player is designed for apartments or small rooms. It is compact, yet it possesses the same features of construction and is of the same quality as the larger size Nordheimer players. Height, 4 feet 2 inches; 2 feet 4 inches in depth, and 5 feet in width. Supplied in either Mahogany or Oak.

Dealers interested in connecting their name with that of the best known and best advertised make of Pianos—Nordheimer—should write for full particulars and book of Nordheimer Designs.

NORDHEIMER PIANO & MUSIC CO., LIMITED
TORONTO, CANADA



“For Me There Is But One Phonograph”

SAID AN AEOLIAN-VOCALION DEALER

“The Aeolian is really more than a phonograph; because you can actually PLAY it. It is a real Musical Instrument.”

During the three years that the Aeolian-Vocalion has been on the Canadian market, it has gained universal recognition not only as “a greater phonograph,” but as a playable musical instrument.

There are many exclusive features of the Aeolian-Vocalion.

The Sound Box—Designed and constructed on new and scientific lines, which for the first time produce a Sound Box capable of doing full justice to the lower, richer, musical tones, as well as the higher.

The Symphonic Horn—A metal composition horn backed by spruce sounding boards installed under tension as in the piano. Patented and exclusive with the Aeolian-Vocalion, and largely responsible for its incomparable beauty and distinctiveness of tone.

The Graduola—The most important invention in connection with the phonograph. By the simple pressure of your hand it enables you to *play* the music yourself if you will, and vary it just as a musician varies in detail every performance.

The New Automatic Stop—Most simple and practical device of its kind on the market.

Let your store be known as the Aeolian-Vocalion Headquarters. Some excellent territories still open. Write us.

THE NORDHEIMER PIANO & MUSIC COMPANY, LIMITED
COR. ALBERT & YONGE STS. - - - - - TORONTO

Canadian Distributors for the Aeolian-Vocalion



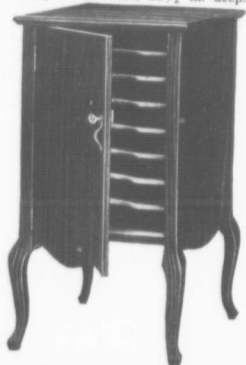
Capacity 90 Records.
No. 57 Oak, No. 58 Dark Mahogany.



RECORD CABINETS

FOR ALL MAKES OF
MACHINES

Top 19 in. wide, 22½ in. deep.



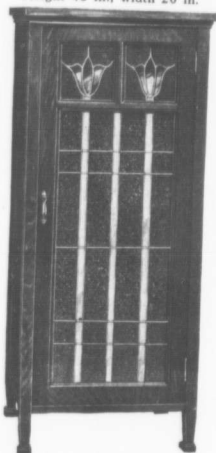
No. 80 Golden Oak, No. 81 Mahogany,
No. 82 Fumed or Mission.

NEWBIGGING CABINET CO.

LIMITED

HAMILTON, ONTARIO

Height 48 in., width 20 in.



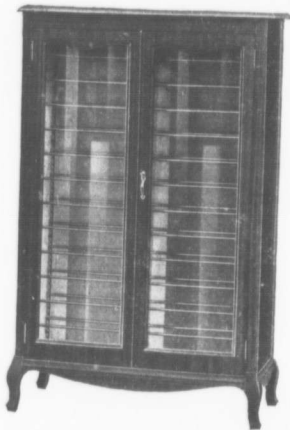
No. 43 Fumed or Early English
No. 44 Birch Mahogany.

Takes up very little floor space and holds a good number of boxes. Leaded or Chipped Glass in doors. Fitted with our adjustable steel rod shelving.

Player Roll Cabinets

are steadily increasing
in demand.

It is a wise plan to al-
ways have samples on
your floor.



PLAYER ROLL CABINET

With large capacity.

No. 72 Mahogany, No. 73 Quartered
Oak

Talking Machine and Record Section

CANADIAN MUSIC TRADES JOURNAL—MAY, 1918

Summer Music

NOTE this down now—even if it is only May! Music should never be allowed to take a three months' summer vacation. The excuses of "people won't buy in warm weather," "it always has been so," and "everybody is away," are illogical and won't hold water. The talking machine trade should go at it harder than ever in heralding broadcast the slogan of "Summer Music."

Summer Trade Starts Something

MORE than any other branch of the trade the talking machine men have put "summer music" on the map. Certain dealers have been aggressive in pushing machine and record sales throughout the midsummer months, while others have not yet realized the potentialities of this business. The idea of talking machines for the summer cottage, camp and canoe, offers wide scope for novelty in window display advertising. It permits getting at the public mind from another angle.

For instance one dealer advertises that he will sell to campers and parties going to summer cottages a small type of machine and that when they return he will take back the machine at a slight discount as part payment on a larger cabinet model. This man says: "Many people want music in the camp or cottage, for dancing or just to pass the time away. Lots of them are prospects for big machines, but they hesitate about buying a big machine to take to a camp on account of the trouble in handling. To them our offer to sell a small machine and take it back in part payment on a new machine proved a winner."

"All members of most parties we sold 'chipped in' and bought records of us, sometimes as many as two or three dozen. When we took the small machine in, it usually was little the worse for its two or three weeks' use, and we refinished it and sold it for the original or near the original price. Besides bringing us actual business the advertising of this proposition attracted attention and visitors to our store. You can imagine the possibilities it gives for attractive illustrations and wording in the ads."

Valuable Record Collection

A COLLEGE registrar in New Jersey, who died lately, left an estate which included \$3,000 worth of talking machine records. And yet there are men to whom a \$200 garage bill is mere routine, whose trade with the talking machine dealer consists of the purchase of a good cabinet machine, a few records with it, and subsequent spasmodic—very spasmodic and very light record purchases. Isn't it the dealers' move?

Using Snapshots in Selling

QUITE a novel business-getting method was pointed out at a recent meeting of talking machine men by Geo. W. Hopkins, general salesmanager of the Columbia Co. It could be utilized by dealers handling any line. "Endeavor to learn of the houses in your vicinity which are not supplied with gramophones," said Mr. Hopkins, "then take a kodak snapshot of the house, have it finished and attach it to the head of a letter, send it to the owner or occupant of that house with the query: 'Why is there not a Gramofola in this house?' accompanied by a short selling talk. The personal touch is almost sure to make the proper impression."

Also —

MR. HOPKINS said, too, it was not a good thing to leave a customer alone in a booth while searching for the record he asked for. See that there is a selected bunch of records in each booth and put one on the machine before leaving the room.

The Right Direction

HOW to use the talking machine to aid the teaching of music in the rural schools is part of the course at the Iowa Teachers' College. That's an encouraging sign! The immense educational value of talking machines in the schools is only beginning to filter through our minds.

Just One Case in Thousands

DURING lunch in a city restaurant recently one of the party made a little test by asking the others what piece the orchestra was playing. Four men listened carefully and then with unanimity gave the correct answer. The music was the Prologue from I Pagliacci. Only one of the group was a musician of more than average knowledge. The others were business men. Why did they recognize the composition, especially in a city where grand opera is only an importation and an infrequent one at that? All three had talking machines and had heard some eminent baritone sing this favored and attractive Prologue. Here is a sample of the work that the talking machines are doing on this continent. They are spreading abroad a knowledge of good music. They are making people familiar with compositions which they might never have a chance to hear on the stage or on the concert platform. They are spreading the gospel of appreciation for things of foundational goodness and awakening an interest in the art of the masters.

The Drafting of Men in the U.S. Has Encouraged the "Gyp" Dealer

AS was prophesied by some of the United States trade, "gyp" dealers in musical instruments, and particularly talking machines, have been quick to take advantage of conditions brought about by the draft, and the sudden calling of young men from their homes and occupations. They have been particularly active in certain sections of New York City, and the newspapers are quite full of announcements of machines and records offered at a "sacrifice, owing to the fact that the owner has been called to the colors and must dispose of his effects." The Assistant District Attorney has taken cognizance of the activities of "gyp" dealers, and is investigating their operations. He threatens that when sufficient proof is forthcoming he will take immediate action to stop their activities.

Investigators in one instance, lured by the announcement that a "\$200 model machine and library of records, little used, could be purchased for \$60 from a young man Uponbound," found that not only could the machine on exhibition in the front room of the apartment be purchased at the special price, at least 50 per cent. more than it was really worth, but there were a dozen or more machines in the adjoining room ready to be moved in and "sacrificed" one at a time.

The Field of Opera Records Presents Great Sales Possibilities

DURING a course of articles on the musical possibilities of the talking machine by William Braid White in *Talking Machine World*, the writer devoted one article to the opera which he prefaced with these instructive remarks: "I suppose that in one sense of the word, no other idea is as strongly impressed on the mind of the layman who goes to buy a talking machine as the idea of what he calls 'opera.' The mere fact that the greatest successes of the talking machine have had to do with the reproduction of great voices, especially of the best advertised among the great voices, has intensely directed public attention to that field of musical enterprise where great voices are mainly developed. That is the field of grand opera. The great artists who, in earlier days, were first and most splendidly exploited by the talking machine makers, were operatic singers; and the progress of the talking machine therefore has peculiarly been mixed up with the progress of grand opera in the country. Indeed, it would not be going too far to say that the talking machine has actually done more than any other agency to teach the public the fascination of operatic music and to create a demand for it.

"But with all this I shall venture the remark that the demand for operatic records is a demand just as uneven, just as scattering, as can be said of any other type of musical performance available through the talking machine. One of the most astonishing things about the talking machine business is to be found in the disproportion between the public knowledge of certain artists and public familiarity with their recorded works. Any talking machine dealer, I am sure, will agree with me that of all those thousands who know the names of the dozen best-advertised operatic artists, not one in ten knows familiarly sings. Indeed, when I have gone shopping for records in the guise of a simple-minded member of the great public, I have found that the salesmen themselves are quite often rather narrow-minded in these matters; knowing plenty of names, but precious little about the actual work that is being done through the talking machine by the owners of those names.

"Now, I shall perhaps not be too seriously contradicted if I say that it would be a very good thing for every man who is interested in the sale of talking machines and records to undertake a little series of explorations into the great territory of operatic music as exhibited in the hundreds of operatic records now listed in the catalogues of the great companies. The literature of grand opera is in quantity immense and has a history stretching back more than three hundred years. The art of singing has developed along with that of operatic composition and the greatest singers in the world have always been operatic singers. If one is going to know his record stock, then it is perfectly obvious that he must know something about that which is mainly responsible for filling record shelves. For a talking machine dealer to carry in stock hundreds of operatic records and then to confine his knowledge of them to two or three each of a very small number of well-advertised singers, is like the bookseller knowing Dickens and Mark Twain, the Encyclopaedia Britannica and the Bible, but hopelessly at sea when a customer asks for Thackeray or Emerson, for Shakespeare or Walt Whitman. Such a bookseller would not last long. Nor would such a dealer in records last any longer if the public were generally as ill-informed as he himself.

"The public may indeed be ill-informed, but to sell one's goods in a half-baked way merely because there is reason to believe that one's customers know no better, is not exactly sound business. I have always contended that if the contents of the great record catalogues were really ap-

preciated, really studied and really known, there would not be the unevenness in sales there now is. The field for the sale of records is scarcely scratched as yet, if we but knew it. Indeed, the field of sales in operatic records alone is scarcely scratched."

Give Piano Records a Boost

EVERY dealer is aware of the connection between concert attendances and the talking machine records. It is quite likely that the comparatively few piano records sold is, at least, partly accounted for by the small proportion of visiting artists who are pianists.

There is no instrument with which the public generally is better acquainted than the piano, and yet as a solo instrument the piano is, perhaps, less heard than any other. The vocalists, violinists and cellists have been much in the public eye. The pianist's coming has been too rare an occasion to exercise the maximum educational influence among concert-goers and newspaper readers. Piano playing, pianists, the piano and the publicity pertaining thereto have been kept too much within the profession, too much in the public thought as "dry" subjects.

There has been too little effort made to dispel this prejudiced viewpoint and put piano music where it belongs, in the very forefront of our music.

A few years ago a music critic said: "The elements that constitute great pianistic art are of such infinitely higher musical value than those which make up great singing art that even the voice owners themselves admit the vast difference. All great pianists have assimilated the entire literature of music."

Then he concludes: "The pianists should subsidize an inventor to perfect a reproducing device that will throw piano tone into as clear vibrations on the phonographs as is now enjoyed by the violin, the orchestra, the human voice, the banjo and even xylophone." No well informed critic would make this last statement to-day. The reproduction of piano music to-day requires no apology. There are piano records that rank with the best of violin, vocal, band and orchestra records. Although less is said about it, the piano records of the leading pianists are just as helpful to piano students as are those of the world's leading violinists and singers to the students of the violin and singing.

A survey of the piano record field shows exceptionally good selections by Paderewski, Josef Hoffmann, Rudolf Ganz, Percy Grainger, Godowsky, Bachaus, Himmelreich, Schendel, Scharwenka de Pachmann, André Benoist, J. Cherniavsky, Paradofska, Arthur Friedheim, Edouard Lisler and Alfred West.

There is a much greater field for selling piano records to piano students than there is to sell violin records to violin students or 'cello records to 'cello students. Then it must not be overlooked that a new interest has been stirred up in piano music through the hand-played rolls for player pianos. It is time the dealers all over the country gave piano records a boost.

The following suggestions are selected lists that might be termed the cream of the piano records from the different record catalogues:

<i>Victor Piano Records</i>	
74530	Polonaise Militaire (<i>Chopin</i>) Paderewski
74533	Minuet in G (<i>Paderewski</i>) Paderewski
74539	Waltz in C-Sharp Minor (Op. 64) (<i>Chopin</i>) Paderewski
17055	The Rosary (Transcription) Himmelreich
	Flower Song, Violin-Flute-Harp. Neapolitan Trio
18194	Carnival of Venice Himmelreich
	Whispering Winds Himmelreich
18245	Silver Threads Among the Gold Himmelreich
	The Mocking Bird Himmelreich

(Continued on Page 41)

Req. Aq. Dept.—Copyright.



“Who?”

The dealer handling Victor records is the real music dealer of his town. Not only because Victor records cover everything in music, but because he is in that most enviable position of being able to supply every record without delay or apology. The Victor dealer gets every record he orders the same day he orders it.

Think! The most marvellous catalogue of music in the world coupled with the most adequate record service ever given!

Who gives and enjoys this perfect record service in your town?

BERLINER GRAM-O-PHONE COMPANY, Limited

HEAD OFFICE AND FACTORY

MONTREAL

The Famous Victrola

Victor Records



HIS MASTER'S VOICE PRODUCTS

are Wholesaled by the Following Firms:

ONTARIO:

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

QUEBEC PROVINCE:

Berliner Gramophone Company,
Limited,

Montreal, Que.

BRITISH COLUMBIA:

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

MANITOBA:

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

ALBERTA:

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

NEW BRUNSWICK:

NOVA SCOTIA:

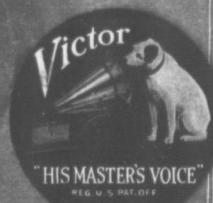
PRINCE EDWARD ISLAND:

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

BERLINER GRAM-O-PHONE COMPANY, Limited

HEAD OFFICE AND FACTORY

MONTREAL



18305	The Last Rose of Summer	Himmelreich
	Blue Bells of Scotland	Himmelreich
35448	Walkure-Magic Fire Spell	Schendel
	Rustle of Spring (2) Papillon	Schendel
35486	Liebestraum (Liszt)	Schendel
	Prelude (Rachmaninoff)	Schendel

Columbia Piano Records.

A6000	Second Hungarian Rhapsody. Parts I. and II.	Percy Grainger
A6027	Valse in A Flat, Opus 42	Percy Grainger
	Polonaise in A Flat Major, Opus 53.	Percy Grainger
A2434	Butterfly (Papillon)	Josef Hofmann
	Spinning Song	Josef Hofmann
A5858	Serenata and Valse in E Minor.	By Leopold Godowsky
	Berceuse	By Leopold Godowsky
A5755	Etude in C Minor.	Josef Hofmann
	Prelude in G Minor.	Josef Hofmann
A5491	Sixth Hungarian Rhapsody. Parts I. and II.	By Arthur Friedheim
A5467	Rondo Capriccioso.	By Xaver Scharwenka
A5260	Valse Brillante. Opus 34, No. I.	By Xaver Scharwenka
	Polish Dance. Opus 30, No. I.	By Xaver Scharwenka

Pathe Piano Records

27007	Scherzo in E Minor	Rudolph Ganz
	Spinning Song	Rudolph Ganz
27010	Serenata	Rudolph Ganz
	Poupee Valsante	Rudolph Ganz
59019	Romance	Rudolph Ganz
	Prelude in C Sharp Minor	Rudolph Ganz
30030	Rhapsodie Hongroise No. 6, Part I.	J. Cherniavsky
	Rhapsodie Hongroise, No. 6, Part II.	J. Cherniavsky
30121	Toccata	Alfred H. West
	Valse Fantaisie	Alfred H. West
40048	Rigoletto "Quartette" (Paraphrase)	Alado Paradofska
	En Autome	Alado Paradofska
9536	Dame Espagnole en sol majeur (Grandos)	Edouard Lisler
	Deuxieme mazurka (Godard)	Edouard Lisler
9534	Invitation a la valse (1') (Weber)	Edouard Lisler
	Invitation a la valse (1') suite (Weber)	Edouard Lisler

Edison Disc Piano Records

50309	Waltz in A Flat (Chopin); and Spinning Song (Mendelssohn)	André Benoist
	Fruhlingsrauschen (Rustle of Spring), (Sinding).	André Benoist
50293	Old Black Joe—With Variations (Foster-Benoist)	André Benoist
	Valse in E Flat (Durand)	André Benoist
50200	Prelude—Arabesque (Rogers); and Butterfly (Greig).	André Benoist
	Two Larks (Lesobetzky)	André Benoist
	Edison Cylinder Piano Records	
1726	Annie Laurie (Scott-Himmelreich), with Variations.	Ferdinand Himmelreich
1647	Nearer, My God to Thee (Mason-Himmelreich), with Chimes Effect.	Ferdinand Himmelreich
2127	Old Black Joe, with Variations (Foster-Benoist)	André Benoist
1908	Old Folks at Home, with Variations (Foster-Meacham).	André Benoist

Financing Edison Dealers in Canada.

TO provide a means of making purchases in anticipation of requirements, taking cash discounts, extending volume of business and handling more time sales is a plan effected by the R. S. Williams & Sons Co., Ltd., for the Edison dealers. This is in conjunction with the Commercial Investment

Trust Co., of New York. The Williams firm have had the method scrutinized by their lawyers, bankers and accountants and now recommend it to their dealers in a letter in which is enclosed the report of their accountants, Messrs. Thorne, Mullholland, Howson and McPherson, of Toronto. Concerning the plan this firm said, "In our opinion, provided the dealer takes his cash discounts and demands an initial payment of at least ten per cent. of sale price on each machine sold, this plan will be of great assistance to him in expanding his business. By using it in conjunction with what credit he can secure locally, he will be placed in a position to finance all the legitimate business in his locality he can do, practically giving him unlimited credit."

The schedule below was worked out by the above named accountants to illustrate what the dealer gets out of the deal and the cost to him. It is estimated that the dealer's deferred payment sales be made with a good deposit and collections kept up to the mark.

Memo of Contract

Sale Price of Machines.....	\$1,196.00
Cash Payment	172.00

Balance to be paid at rate of \$90.00 per month, etc.\$1,024.00

Instalment Plan of Sale

Cost Price of Machines	\$775.25
Discount on this for 9 months, C.I.T. plan	50.39

Net Proceeds to Dealer	724.86
Cash Received from Customers	172.00

Total Cash Received By Dealer	896.86
Cash Price Paid Jobber by Dealer	775.25
Less 2 per cent. Cash Discount	15.50
.....	759.75

Cash Surplus to Dealer	\$137.11
Collections for 9 months	785.00
Collections assigned to Commercial Investment Trust Company in payment of discounted note	775.25

Surplus on Collections to Dealer	9.75
Balance owing by Customer to be paid during balance of term of contracts....	239.00
Interest to be paid by Customer at 7 per cent.	41.06

Total Profit on deal at end of 14 months....	\$426.92
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Cash Sale	
Sale Price of Machines	\$1,196.00
Cost Price of Machines	775.25

Profit	420.75
2 per cent. Cash Discount	15.50

Total Profit on Cash Deal	\$ 436.25
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Summary	
Profit on Cash Deal	\$436.25
Profit on Instalment Deal	426.92

Cost to Dealer	\$ 9.33
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Condition of the Talking Machine Trade in England

MR. LOUIS S. STERLING, the head of the Columbia business in England, and who is on a visit to New York, made public this statement on trade conditions in England: "The preponderance of our business last year was in records, and the actual production of records was larger in 1917 than ever before in our history. Although the demand for machines is bigger at the present time than it was before the war, we must consider the fact that the production of machines is only 30 per cent. of the total production before the war started, owing to the necessary

Talking Machine Perfection

THE ACHIEVEMENT AND PROGRESS IN PHONOGRAPH MAKING
IN RECENT YEARS ARE EMPHASIZED IN THE LATEST DESIGNS OF

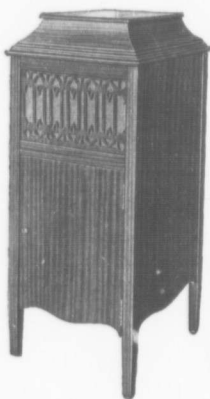
The "Symphonola"

CANADA'S NATIONAL TALKING MACHINE

This high-grade talking machine is offered to the trade with an iron-clad guarantee from Canada's largest manufacturers of phonographs (exclusively).

The styles are sufficiently varied in design to provide for a wide range in individual taste.

FIVE STYLES, FINISHED IN
EITHER OAK OR MAHOG-
ANY.



The determination of the Canadian Symphonola Co. has been to manufacture talking machines that, by their charm of both design and tone-quality, will appeal to those who realize the necessity of handling nothing but high-class machines

SELLING RETAIL AT FROM
\$60.00 TO \$225.00. TERMS
ON ENQUIRY.

SATISFACTION

Much of the joy of life comes from the knowledge of having accomplished something—having done something, and done it well. This is the joy that our dealers feel, when they deliver to a customer any machine we manufacture.

Without any obligation whatever on your part, we will deliver one of our Symphonolas for your inspection, and if it is not superior to any machine on your floor, considering price, it may be returned at our expense.

MADE IN CANADA BY

The Canadian Symphonola Company, Limited

31-37 Brock Avenue - Toronto, Canada

restrictions placed upon our product, the scarcity of raw material, and the dearth of labor.

"General conditions in the talking machine industry in England are very satisfactory, although all of the factories have been obliged to face very serious labor problems. When the war broke out in 1914 there were 291 men employed in our record factory in England. At the present time there are only eleven men employed, the rest being women, and in order to produce the same efficiency in our factory, we found it necessary to increase the force of women by 40 per cent. Out of the eleven men at the plant six are over fifty years of age.

"The numerous air raids over England, the lightless nights, and the various curtailments of amusements are influencing the people to stay home more now than ever before. They naturally must have some relaxation from the seriousness of war, and it is in this respect that the talking machine is 'doing its bit,' and affording the public pleasure and entertainment.

"There exists in England to-day a tremendous demand for the straight popular songs, and there is also a notable increase in the call for good music. I refer particularly to high-class ballads and the very fine string and orchestra selections. In fact, to the casual observer the demand for this class of music is almost remarkable.

"We are shipping many thousands of records per month to the boys at the front, and the orders for these records almost invariably call for 50 per cent. of popular music, and the remainder good standard selections and operatic numbers. The demand for the so-called patriotic popular number has practically passed into oblivion, the boys at the front calling for the straight popular selections.

"The demand for table machines is by far in the preponderance, but this is attributable to the fact that it is

almost impossible to get cabinets to manufacture the floor machines. The demand for cabinet machines is far in excess of the supply, and it is for this reason that the table machine is selling in such large quantities.

"There is a very bright future ahead for the talking machine business in England. We are all optimistic regarding the future, and whether or not the war continues for any extended period, the talking machine industry is certain to enjoy an era of activity and prosperity."

System of Keeping Cylinder Records

A SIMPLE, inexpensive and satisfactory method of keeping their stock of Blue Amberol records is thus explained by Goodwin's, Ltd., of Montreal:

"Each compartment is 12½ inches high, 4 inches deep and 2 ¾ inches wide. This permits the placing of five records in each compartment and each record projects about three-quarters of an inch, so that it can be easily taken out. The most important part of the system is that we do not carry any duplicate numbers in any compartment. Briefly, in one set of racks we carry a complete stock of every record (one of each only), as listed in the numerical catalog. In this way we can tell at a glance the missing records, and the entire stock can be taken in a very short time. Of course we carry a reserve stock in addition to the above, and each morning a list of records sold the previous day is taken and if in the reserve stock, they are placed in the regular stock. If not in the reserve stock they are immediately ordered, and in this way our stock is always complete.

"The title and number of each record is kept on separate cards. When records are ordered, the number of records received is placed on each card and those sold during the day are crossed off each morning. When checking up the records sold, if we find a particular record is desired, the card is taken out and the record ordered. The card is kept out until the record is received.

"The importance of our system is that we can tell in five minutes exactly the number of each record out of stock and which it is necessary to order; thus, as previously stated, keeping our stock as complete as possible with practically very little time and effort."

"It would hardly seem necessary for us to add that an orderly and systematically kept record stock helps a lot toward increasing record sales. Many Amberola dealers know this but for the benefit of those who do not appreciate the fact we might say that the more systematic and complete a dealer keeps his record stock, the fewer sales he will lose through being out of stock of certain records. A systematic stock keeping method will help the dealer keep his stock complete and a complete stock will help him meet most any requirement of his record customers."

SWISS Phonograph Motors

Canadian firms should correspond. Stock on hand. Can be shipped from Bonded Warehouses, avoiding paying U.S. duty.

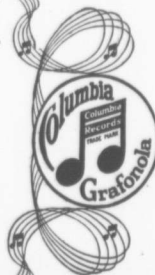
MERMOD & CO., MFRS.

505 5th Ave. - New York

We also manufacture Diamond and Sapphire
needles.

Many a fond, but weary mother will buy Thornton W. Burgess'
Bedtime Stories for Children with a sigh of relief, if you only let
her hear one.

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





Model "C"

Summer Phonolas

The smaller types of Phonolas are in big demand for summer trade. Phonola dealers have been successful in selling the people who want small machines for the camp, the canoe and the summer cottage.

Everybody

in the family uses the phonograph. It is played constantly, therefore it must be honestly built to stand usage in which there is scarcely any let-up.

The Phonola is built with that in view.

POLLOCK MFG. CO., Limited

Makers of the Phonola

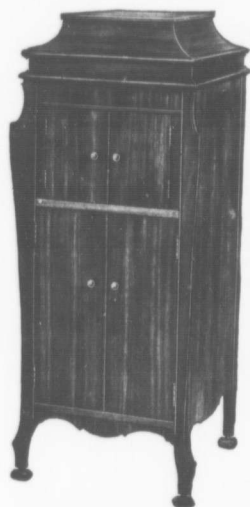
KITCHENER

Ontario

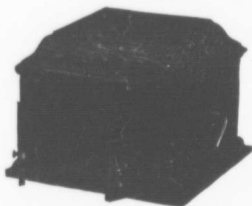
Domestic Records

Made by such prominent artists as: Henry Burr, Charles Hart, Frank Croxton, Harry McClaskey, Miss Inez Barbour, Miss Marie Morrissey, Jos. Phillips, The Domestic Military Band, Van Eps Dance Orchestra, The Peerless Quartette, and The Sterling Trio.

85 cents to \$1.75



Model "Princess"



Model "B"

Heineman Branch Moved

New Quarters at 172 John St.—A. F. Meisselbach Visits Canada

The Toronto branch of the Otto Heineman Phonograph Supply Co., Inc., is now at home in new quarters at 172 John Street. The manager, Mr. C. J. Pott, has taken a lease of the entire ground floor in the new concrete, fire-proof building at the foregoing address and has re-arranged the floor space to house both the offices and warehouse. Substantial quarter-cut oak fittings have been put in, private offices for Mr. Pott and his assistant Mr. Green, and an inter-department phone service. From Mr. Pott's desk he will be able to overlook both the incoming and outgoing shipping departments. Sound-proof rooms are also being installed.

The increased floor space will permit the carrying of a much larger stock of Heineman and Meisselbach motors, tone-arms and all parts. The advantage of having all departments under one roof and on one floor are quite obvious.

The Heineman branch had the recent pleasure of a visit from Mr. A. F. Meisselbach of the firm's Meisselbach division in Newark, N. J. In company with Mr. Pott, Mr. Meisselbach visited a number of phonograph manufacturing plants in Ontario centres, and Mr. Meisselbach makes no secret of his enjoyment of a visit to Canada.

Mr. Pott has returned from a visit to the New York headquarters of his firm and is looking forward to going down again to the "Big city" for the National Music Show, in the Grand Central Palace, during the week of June 1 to 8.

The Otto Heineman Phonograph Supply Co., Inc., has just issued an attractive four-page folder that is devoted primarily to the products of the company's Dean division. On one page of this folder there are presented some of the most popular styles of Dean steel needles and attention is called to the fact that the company manufactures permanent needles to play Pathe records and sapphire and genuine diamond points to play Edison records. There is also

shown on another page two of the most popular motors manufactured by this company; these motors being the Meisselbach Motor No. 18, and the Heineman Motor No. 77.

A Canadian Line at U.S. Exhibition

It may be unusual to display at a United States Exhibition goods of Canadian manufacture, but it is nevertheless interesting that the people over there be shown what Canada can do. Mr. Armand Heintzman, vice-president of Gerhard Heintzman, Ltd., has arranged to display styles D. and E. of his firm's phonograph at the National Music Show, which is being held in New York from June 1 to 8, in connection with the annual conventions of the different branches of the U.S. music trades.

From St. Kits to Windsor

Mr. H. M. Shaw, until recently in charge of the Home Outfitting Co.'s exclusive Pathe store, at St. Catharines, has removed to Windsor where he is in charge of the Pathe department of Messrs. Baum and Brody, furniture dealers.



Mr. and Mrs. H. M. Shaw.

Mr. Shaw was married in Hamilton in March and after a honeymoon in Buffalo, Rochester and other eastern points, took up residence in Windsor, where he is actively and energetically campaigning in the interests of his Pathe department. Messrs. Baum and Brody have just completed the construction of an attractive department for their new line.

A Consistent Advertiser

Mr. W. B. Rollason, the Karn-Morris and Pathe dealer at Welland, Ont., who opened up in business less than a year ago, is a consistent advertiser. There are two newspapers in the town. He uses every issue of them and believes he could not afford to stay out of them. His personal work in selling, he considers is doubly effective because of this advertising, which is done systematically and with an appreciation of the value of the white space he buys. Mr. Rollason's example in this respect can be advantageously followed by dealers in many other Canadian cities.

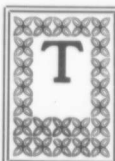
NOTICE

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

Berliner Gram-o-phone Company Limited

Columbia Graphophone Company

BUSINESS PRIDE



HERE is more in business than just financial gain.... the satisfaction of accomplishment, the making of friends, the establishing of goodwill.

When the Stephenson Precision-Made Motor was perfected we faced the selling problem; faced it with hearts full of faith and confidence, and high ideals.

We have now a pardonable pride in our success. We have profited, but the pride is not on this score, but rather because of the thousands of Stephenson Precision-Made Motors that are giving perfect satisfaction; of the friends we have made through the sincere service given. And for these friends we are grateful.

And always we will be ambitious to render this service and make it even more complete, and to guard jealously the goodwill that the Stephenson Precision-Made Motor has won.

President

STEPHENSON, INC., One West 34th Street, New York

Talking Machine Trade in Montreal.

THE matter of small manufacturers of phonographs selling machines from private addresses has been brought to the attention of the writer on more than one occasion, and only recently a particularly bare faced incident was related showing how the public is being gulled and the industry, as a whole, injured. Various modes of misrepresentation are being used in the endeavor to sell machines and records, such as "Owner going to the front," "Moving," "Death in the family," and numerous other plausible misleading statements. The trade should get together and take some definite action to suppress this evil. It is not fair competition to the manufacturers and retailers who have to pay business taxes, war taxes, etc., to have competition with dealers of this character who evade obligations of this kind by doing business from a private house. Proof is undoubtedly available and all that is wanted is

most enthusiastic over the way the public is taking to the Celeste, a machine of their own manufacture. Mr. Pegungnat is an enthusiastic talking machine salesman and knows his line thoroughly.

The Berliner Phonograph Co., Ltd., report that they have every reason to feel well satisfied with the demand for the Brunswick line.

According to L. J. Bourgette, manager of the Edison Department of Goodwin's, his department is exceedingly busy and the call is daily increasing for the Edison Diamond Disc machine and records. Columbia product is likewise showing a good volume of sales.

Gingras & Cie, 2679 St. Hubert St., are wholesaling and retailing the Wendle machine, which talker they manufacture in six models.

Madame Didier, who has established a Pathephone business of her own in Dupuis Freres store, reports good business both in machines and records and is well pleased with



Interior view of the John Ferns Store, Montreal, where

"His Master's Voice" lines are handled on a large scale.

quick action on the part of the trade to suppress this growing evil, and by so doing not only protect themselves, but confer a favor on the music loving public by stimulating the interest in music and maintaining confidence in the legitimate talking machine dealer. Otherwise it is bound to leave a bad taste in the mouths of some people who are always looking for bargains and not getting them.

The system of fixed prices has placed the talking machine industry where it is to-day, and the retail trade should do everything possible to discourage the sliding scale of prices system. Where the dealer gets an opportunity he can readily convince his "prospect" of the undesirable article he is likely to get for his money when dealing with these men who resort to back lane methods of doing business.

J. J. Freund, of the New York office of the Thomas Manufacturing Co., recently called on the Montreal trade.

Geo. Pegungnat, manager of Wilder's Music Department, is determined to make 1918 a successful year and is

the call for period models. She has a large mailing list and disposes of a large number of French records.

W. D. Stevenson, of the Starr Co. of Canada, London, paid a visit to Montreal lately.

Through courteous attention to business, coupled with an intimate and thorough knowledge of the talking machine business and the Victor line in particular, John Ferns, 249 Laurier Avenue West, has built up in a few years a business that is the envy of many an older dealer in the talking machine field. His store is an attractive one, nicely laid out, sound-proof rooms, potted plants, etc., all making most pleasant surroundings and stocked with a complete range of "His Master's Voice" products. A large assortment of Victor records is always in stock catering to all tastes. Mr. Ferns was one of the first men to press Victor records in Canada. He was connected with the Berliner Gramophone Co., Ltd., for years as superintendent of their factory and resigned on account of ill health. The benefit of this knowledge thus gained is freely given to his cus-

tomers. Mr. Ferns' middle name is "service" and this has helped considerably the wonderful growth of his business. His customers are not confined to those only in his own immediate vicinity, but are scattered in all parts of the city, who come to his store for his advice touching on the selection of Victor records and machines.

"Indications are bright and rosy for a prosperous summer trade," said J. Donat Langelier, "and if indications prove correct we will eclipse all previous records in our gramophone department. We intend to keep a stiff upper lip and go out after business determined to make sales in the face of war-time handicaps."

"Every month sees an increase in our Victrola department," said J. Donat Langelier, "and if indications prove correct we will eclipse all previous records in our gramophone department. We intend to keep a stiff upper lip and go out after business determined to make sales in the face of war-time handicaps."

Paul Decker, manager of the Berliner store at 417 St. Catherine St., is expecting to be called any day now to report for military duty in New York.

There is some talk of the Berliner Gramophone Co.'s

trolas and Victor records is on hand. A number of comfortable parlors for the private hearing of Victrolas and records has been installed.

For the convenience of all talking machine owners whose instruments are not playing properly, or giving the satisfaction expected, Layton Brothers announce the opening of a repair department with a master mechanic in charge, conversant with all makes.

In Sherbrooke, Quebec, at a recent meeting of the Duke of Wellington Chapter, I. O. D. E., a sum of money was voted for the purchase of a Victrola and records to be sent to the 35th Battery, C.F.A., in which unit there are several Sherbrooke boys. The instrument will be procured in England, and it goes without saying that it will be greatly appreciated.

That a good line of talking machines and records can be sold from a departmental store, as well as a music store or anywhere else, is ably demonstrated by Almy's, Limited, where Miss Vezina, in charge of the Columbia Grafonola department holds sway. Machines are still selling strong,

Interior of the
Berlind Phonograph
Co., Ltd., Store in
Montreal.



baseball team again putting a team in one of the local leagues.

Popular selling Victor records the past month include patriotic songs by Alan Turner and Gitz Rice, and the recordings of Paul Dufaout and Mr. Dufresne. The appearance of Heifetz in Montreal the past month made an extra heavy demand upon the stocks of his recordings.

C. W. Lindsay, Limited, report satisfaction with present conditions. Recent Pathe sales included a number of Art Models in Sheraton. Columbia and Sonora lines have showed up equally as good in volume of business closed. Pathe and Columbia record sales have been brisk.

H. P. Labelle & Company exhibited a full line of Pathe machines at the sportsmen's show held in the Coliseum, Montreal.

Mrs. Ferrell, wife of the Rev. Dudley Hays Ferrell, who comes to Montreal as pastor of the Messiah Church, is a well-known singer who has made several records for the Edison Company, and will be a welcome addition to Montreal's musical circle.

The new music and Victrola store of Gauvin & Gourschens in the Auditorium Building, Quebec, is now completely reorganized and a complete assortment of Vic-

covering the entire range of Columbias, and the demand for patriotic records still continues unabated.

"Our clientele take much more readily to the expensive models of Aeolian-Vocalion and Sonora phonographs than they do to the cheaper types," said Charles Culross, "because Merit Tells and Merit Sells."

"Orders were never more plentiful and we are often compelled by reason of lack of sufficient stock to view rafts of orders with apathy or connivance. It is like holding a full house with a dime in the pot," said the Canadian Graphophone Co., wholesale distributors for Columbia products in the Province of Quebec.

One prominent dealer attributes the falling off of player piano sales to the effect of numerous converts to the phonograph, and the house in question is now busy studying the question from all angles with a view of stimulating and re-creating the interest in player sales.

W. J. Whiteside, who specializes in His Master's Voice lines, is doing so with creditable results and his business is showing rapid strides.

Columbia, Edison, Amberolas, Muscola and other lines continue popular with the rapidly increasing list of customers at Wm. Lee, Ltd., store.

Cecilian

World-Famous - Established 1883



No Better Selling Arguments

are before the piano trade to-day than these exclusive Cecilian constructional improvements:

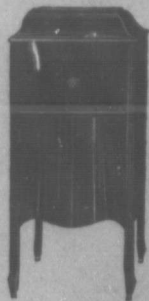
1. The **ONLY ALL-METAL UNIT VALUE SYSTEM** in the world is an exclusive feature in the Cecilian player. This makes the Cecilian player absolutely leak-proof.
2. The **CECILIAN INDIVIDUAL GRAND AGRAFFE SYSTEM**, found only in the grand pianos of other makes, exemplifies our policy of putting every known improvement in Cecilian upright pianos. This feature wins the discriminating musicians.
3. The **MAPLE INTERLOCKED BACK**, not depending alone on glue, is a constructional feature, the strengthening properties of which piano craftsmen are well aware. Our dealers see and use it as a convincing argument in selling.
4. **EVERY STRAIGHT CECILIAN PIANO IS CONVERTIBLE.** It may at any future time be equipped with a player action converting it into a player. The prospective buyer appreciates this thoughtful provision for his future needs.
Write for complete illustrations and details.

The Cecilian Company, Limited, Toronto

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

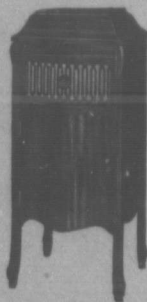
Head Office and Salesrooms:
247 Yonge St.

Factory:
89-93 Niagara St.



The "Alexandra," \$119

CECILIAN CONCERTPHONE



The "Superb," \$154

HISTORY repeats itself. The reputation that the Cecilian pianos and players have won is being duplicated by the Concertphone, due primarily to the Cecilian conception of what tone, cabinet-work, and quality parts must be.

Also, Cecilian products are **ALWAYS** there with the modern improvements—and so the Concertphone comes along with the **BALL-BEARING TONE ARM** and a mechanically perfect **AUTOMATIC STOP**.

A sample Concertphone is all you need to convince you.

Musical Instruments Limited

247 Yonge Street

Distributors for Canada

Toronto, Canada



The "Royal," \$245



The "Apollo," \$70

Each of the five **CONCERTPHONE** types, retailing at from \$70 to \$315, is unique in its class. The bigger orders from dealers already selling the Concertphone is our best evidence of the Concertphone's popularity.



The "Empire," \$315

N. G. Valiquette, Ltd., are consistent advertisers and believe heartily in printer's ink, the result being that everybody knows that they handle the Pathephone and that they carry an immense stock of Pathe records and can give their clientele A1 service.

C. Lamoureux Reg has recently moved to 661 Mount Royal Avenue East, where they are fitting up a store in keeping with the Columbia line which they feature. This being the only exclusive phonograph store in the vicinity, the move should prove a profitable one. A large stock of Columbia records will be carried and repair work catered for.

J. E. Tourangeau, managing-director of H. P. Labelle & Cie., Ltd., stated to the Journal man that it was the intention of his firm to build up a phonograph business second to none in the city, and with the Pathe as their leader have every hope of their ambitions being realized. H. C. Poisy, manager of the phonograph department, is a hustler and is out to get the business. A number of new demonstrating parlors have been fitted up and the cash business to date has been gratifying.

J. W. Shaw & Co., since removing their Grafonola department downstairs, have trebled their business both in the number of machines and records sold, reports Mr. A. Rampsberger, manager of the phonograph department.

An exclusive Brunswick shop is being opened in Montreal in the premises occupied by Gervais & Hutchins, at 582 St. Catharines St. West. It is planned to overhaul the premises, remodel them and equip with demonstration rooms, etc. Mr. Peter Sydney Berliand is to be in charge.

An exclusive phonograph store has been established in Westmount and Mr. Fred J. Smith is the first dealer to invade this select territory. He has fitted up show rooms at 4864 Sherbrooke St. West, near a transfer point and busy corner. He is exploiting the Musicphone and Paramount records.

The City House Furnishing Co., 1340 St. Lawrence Boulevard, are now carrying a full and complete line of "His Master's Voice" products and anticipate doing a good business in both Victrolas and Victor records.

The Canadian Graphophone & Piano Co., have built up a large business in foreign records, and maintain a separate department for the sale of Polish, Russian, Italian, Greek, Hebrew and Rumanian records. This firm are carrying advertising in all the leading foreign papers in the United States and Canada, and ship records as far as Cape Breton, Manitoba, British Columbia and other points in the far west. Practically all the letters they receive are written in the languages of various nationalities as above, but this does not phase Mr. Gagnier, who is not only able to read them but to reply to them in each different language. They maintain a mailing list and are enabled to give their foreign patrons a service that not only keeps their custom, but is the means of continually adding to it.

New Brunswick Reproducer

The Musical Merchandise Sales Co. of Toronto, distributors of the Brunswick phonograph, announce the introduction of the new "Ultona" reproducer with which three models of the line have been equipped.

This sound box includes two distinctly new inventions for which revolutionary importance is claimed by the company. The reproducer is constructed in form along the same lines as a spool; that is, it contains two diaphragms, and the various makes of records can be played by simply changing its position. According to the company's claims it is scientifically designed to adapt itself to the various surface cuttings and tonal requirements of all records, by allowing for the changed weight of reproducer required to play the different makes of records. The pressure of the

needle is controlled by a sliding weight placed in one end of the tone arm and is controlled by sliding this weight either forward or backwards. The accompanying "photos" show the various figure number applications of the "Ultona." Figure No. 1 shows the reproducer in the position for playing Brunswick and other vertically-cut records. This turns one face of the reproducer towards the records, and the sapphire ball or needle is then in the proper position to play records of this make. When the other surface of the reproducer is turned so as to face the record as shown in illustration No. 2, the reproducer is in position to play vertically-cut records that necessitate the use of a diaphragm in this position. The lateral-cut records, which are played by means of either the steel or fibre needle, are played by turning the reproducer as is shown by figure three. This is



Figure 1.



Figure 2.



Figure 3.

accomplished by simply turning the sound box so that the two diaphragms are parallel to each other.

Another feature of the new Brunswick models offered to the trade is their new all-wood tone amplifier, which the makers claim is a vast improvement in tone projection in that the sound waves are projected through the all-wood horn, which is built like a violin.

—Oldest and Largest
Manufacturers of Talking
Machine Needles in the
World —

W. H. BAGSHAW CO., Inc.
Lowell, Mass.

The Great Trademark of the Great World
THE HUDSON'S BAY COMPANY.



Adams

C. W. Lindsay Limited

A. J. Freiman

BURROUCHES
 Cor. Queen & Bathurst Sts.

P.T. LEGARE LIMITÉE
 MANUFACTURERS & RECOGNIZERS

The SIMPSON COMPANY
 LIMITED
 TORONTO, CANADA

**TRADE MARKS AND NAMES
 FAMOUS IN THE CANADIAN
 BUSINESS WORLD**

SUCCESS is not accidental, but comes from keen analysis of what the public wants, together with shrewd foresight in buying. The combined brains behind these big establishments could not be hired at any price. They were all unanimous in selecting the

Pathephone

and Pathe Records as the right talking machine proposition for their store. Can you wish for better evidence as to why you also would be well advised to investigate the possibilities of a Pathe agency in your vicinity?

Confidential Booklet upon request

**The Pathe Freres Phonograph Co. of Canada
 Limited**

4-6-8 Clifford St., TORONTO

DISTRIBUTORS:

Ontario—
 Pathe Freres Phonograph Co. of Canada, Ltd.,
 Toronto,

Quebec—
 Pathe Freres Phonograph
 Co. of Canada, Ltd.,
 Birks Bldg., Montreal.
 C. W. Lindsay, Ltd.,
 Montreal.

**Manitoba, Saskatchewan, Al-
 berta, British Columbia—**
 R. J. Whittle & Co., Limi-
 ted, Winnipeg, Man.

**New Brunswick, Nova Scotia,
 and Prince Edward Island—**
 H. L. Hewson & Son,
 Limited, Amherst, N.S.



*H. L. Hewson & Son,
 Limited*

E. D. ARCHAMBAULT

THE NOVA SCOTIA FURNISHING COMPANY.

GREENWOOD & WILSON, Limited

Greenwood & Wilson, Limited
 FURNITURE, CARRIERS, CURTAINS
 AND RUBS

The Dale Furniture Co. Ltd.
 304-306 YONGE ST. Near Dundas St. E.

GREENWOOD & WILSON, Limited

McValiquette
 LIMITED

Baum & Brody

Eng. Julien & Cie, Limitée

Home Outfitting Co.
 LIMITED

THE E. J. COLES CO'Y.

SCHREITER'S LIMITED
The House of Quality

H. P. LABELLE & CIE, LIMITÉE

THE ONTARIO FURNITURE CO.
 LIMITED

R. J. Whittle & Co. Limited

The McIntyre House Furnishing Co.

NEW RECORDS

New Pathe Records

40122	Vocal Gem Medley, No. 1. "Musical Comedy Hits" (Bolton-Wodehouse-Kern). Introducing 1. "Siro's Song." 2. "An Old-Fashioned Wife." 3. "Till the Clouds Roll By." Lyric Vocal Quintet.	12
40123	Vocal Gem Medley, No. 2. "Camp Fire Songs." Introducing 1. "Good-Bye Dolly Gray." 2. "Honey Boy." 3. "Comrades." 4. "When Johnny Comes Marching Home." 5. "There'll Be a Hot Time in the Old Town Tonight." Lyric Vocal Quintet.	12
20315	The Darktown Strutters' Ball (Brooks). Tenor—Accordion accom. Arthur Fields.	10
20316	In the Land o' Yamo Yamo (McCarthy-Eisher). Tenor—Accordion Accom. Arthur Fields.	10
20198	One Day in June (Hanley). Campbell and Burr.	10
	"I'm Sorry I Made You Cry" (Clos). Tenor.	10
20201	The Wild, Wild Women Are Making a Wild Man of Me (Plantado). Tenor. Eugene Mack.	10
	Chin, Chin Chinaman (Hanley). Peerless Quartet.	10
20199	Lorraine (My Beautiful Alsace-Lorraine) (Bryan-Fischer). Baritone. Warwick Williams.	10
	Give Me the Right to Love You (Glatt). Sterling Trio.	10
20200	When the "Yanks" Come Marching Home (Jerome-Furth). Baritone. Warwick Williams.	10
	Tom, Dick and Harry and Jack (Ager). Tenor.	10
20197	Keep Cool, the Country's Saving Fuel (McCarron). Baritone. Eugene Mack.	10
	Arthur Collins.	10
	Regretful Blues (Hess). Tenor. Arthur Fields.	10
	There's Another Angel Now in Old Killyearney (Bourard). Big City Four.	10
	Faugh-A-Ballah (Olmán). Tenor. James Doherty.	10
	NEW STANDARD BALLADS SUNG IN ENGLISH.	10
27011	The Star Spangled Banner (Key). Tenor. Paul Althouse.	10
	When Johnny Comes Marching Home (Lambert). Tenor.	10
52028	Moonlight, Starlight (Gilberte). (Waltz Song). Paul Althouse.	12
	The Nightingale's Trill (Gans). Soprano. Grace Hoffman.	12
25011	Who Knows? (Hall). Tenor. Craig Campbell.	10
	Mary of Argyle (Nelson). Tenor. Craig Campbell.	10
20323	Little More of Me (Burdette). Tenor. Stevie James.	10
	Come Where My Love Lies Dreaming (Foster). Tenor.	10
20324	Keep the Home Fires Burning (Novello). University Quartet.	10
	When the Great Red Dawn is Shining (Lockton-Sharp). Baritone. Royal Dadman.	10
	NEW PATHE "DE LUXE" DANCE RECORDS.	10
20319	When You Come Back (Frey). One-step. American Republic Band 10	10

	The Story Book Ball (Montgomery-Perry). Fox-trot. American Republic Band 10	10
20320	Going Up from "Going Up" (Hartback-Hirsch). Medley one-step. Introducing "Here's to the Two of You." American Republic Band 10	10
	Midnight Waits (Holland). American Republic Band 10	10
	NEW NOVELTY ACCORDION DANCE RECORDS.	10
20321	My Sweetie (Snyder-Louis-Young). Medley fox-trot. Introducing "Meet Me at the Station Dear." Accordions. Bondini Brothers 10	10
	A Scotch High-Ball (Arr. by Bondini Brothers). Medley one-step. Introducing 1. "Bag Pipes." 2. "Anna Lortie." 3. "Blue Bells of Scotland." 4. "Auld Lang Syne." Accordions. Bondini Brothers 10	10
	NEW PIANO AND DRUM RECORDS.	10
20326	Hungarian Rag (Lenzberg). One-step. Eubie Blake Trio 10	10
	American Jubilee (Claypool). Fox-trot. Eubie Blake Trio 10	10
	NEW INSTRUMENTAL RECORDS.	10
59055	Minuet in G (Op. 14, No. 1) (Bach). Piano solo. Rudolph Ganz 12	12
	Melody in F (Rubinstein). Piano solo. Rudolph Ganz.	10
20322	Hearts and Flowers (Tobani). Violin solo. Edmund Thiele 19	19
	Will You Remember (Sweetheart), from "Maytime" (Romberg). Violin. Edmund Thiele.	10
29193	White Bird (Hager). Whistling Soloette. Joe Belmont 12	12
	La Maitchiche (Borel-Clerc). Ocarina solo. Albert Carroll 12	12

Columbia Records for June

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VOCAL SELECTIONS

A2529	Three Wonderful Letters from Home. Henry Burr, tenor. Good-Bye Barney Boy. Peerless Quartette.	10
A2522	Maikin's of the U.S.A. Peerless Quartette.	10
	Keep the French Fires Going for the Boys Out There.	10
A2520	If You Look in Her Eyes. Robert Lewis, tenor. Fanny You Fancying Me. From "Odds and Ends of 1917."	10
A2528	The Yanks Started Yankin' (The Russians Were Enakin'). Robert Lewis, tenor. Arthur Fields, baritone.	10
	Hunting the Hun. Arthur Fields, baritone.	10
A2530	How'd You Like to be My Daddy? Farber Sisters, Character Duo. Good Morning Mr. Zip-Zip-Zip. Camp Song. Eugene Buckley, baritone and Peerless Quartette.	10
A2526	K-K-K-Katy. Camp Song. Eugene Buckley, baritone.	10
A2527	Leotinsky at the Wedding Part III. Julian Ross, comedian. Levinsky at the Wedding Part IV. Julian Ross, comedian.	10
A2515	Pie as a Bird. Henry Burr, tenor.	10
	Take the Name of Jesus With You.	10
A2521	Henry Burr and James Hall, tenor and baritone duet.	10
	In the Land O' Yamo Yamo. Van and Schenck, baritone and tenor duet. My Mind's Made Up to Marry Carolina.	10
A2526	Lafayette (We Hear You Calling). Red Miller, tenor.	10
A2519	All Aboard for Home Sweet Home. Arthur Fields, baritone.	10
	YN Everything. Al Jolson, Comedian.	10
	When You Play with the Heart of a Girl. Sterling Trio.	10

INSTRUMENTAL SELECTIONS

A2523	Sweet Emalina, My Gal—One Step. Earl Fuller's Rector Novelty Orchestra. Graveyard Blues—Fox Trot. Earl Fuller's Rector Novelty Orchestra.	10
A2517	Andante Cantabile. Boston String Quartette.	10
A2516	Spanna Waltz. Alexander Prince, concertina solo.	10
A2531	Bonne Bouche Polka. Alexander Prince, concertina solo.	10
A2524	Wisconsin Forward Forever. Prince's Band.	10
	On the Square. Prince's Band.	10
	The Tickle Toe—Medley Fox Trot. Introducing (1) "If You Look in Her Eyes." (2) "Do It For Me." from "Going Up."	10
	Going Up—Medley One Step. Introducing (1) "Prince's Band Two of You." (2) "Down! Up! Let's Right!" from "Going Up." Prince's Band.	10

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A6058	Regretful Blues. Nora Bayes, comedienne. A Little Bit of Sunshine (From Home). Nora Bayes, comedienne.	10
A6059	Martha—Overture. Philharmonic Orchestra of New York.	10
	Brandells—Overture. Philharmonic Orchestra of New York.	10
A6034	Prince Igor—March of the Opera. Symphony Orchestra.	10
	Caucasian Sketches—Suite in Four Parts No. 11. Prince's Orchestra.	10
A6036	I Hate to Lose You—Medley Fox Trot. Introducing (1) "For the Two of Us." (2) "Rock-Bye Your Baby with a Dixie Melody." Jockers Brothers, violin and piano duet. Odds and Ends of 1917—Medley Fox Trot. Jockers Brothers, violin and piano duet.	10
A6035	Medley of Old Waltz Songs. Part I. Introducing (1) "Sweet Rose O'Riady." (2) "The Howery." (3) "Little Annie Rooney." (4) "Daisy Bell." (5) "After the Ball." (6) "Molloy 'O.'" Prince's Band.	10
	Medley of Old Waltz Songs. Part II. Introducing (1) "Just One Girl." (2) "My Fairer a Younger Girl." (3) "The Sidewalks of New York." (4) "Just as the Sun Went Down." (5) "She is More to be Pitted Than Censured." (6) "In the Shade of the Old Apple Tree." Prince's Band.	10
A6037	An Revolt, But Not Good-Bye—Medley One Step. Introducing (1) "That's the Kind of a Baby for Me." (2) "Won't You Say a Word for Ireland." Prince's Band.	10
	Just a Little Cottage—Medley Fox Trot. Introducing (1) "Give Me the Moonlight, Give Me the Girl." (2) "If They'd Never Take You From Me." Prince's Band.	10
A6033	Gunga Din. H. E. Humphrey, recitation.	10
	The Road to Mandalay. H. E. Humphrey, recitation.	10
A7527	Buster Bear Gets a Good Breakfast. Thornton W. Burgess, story telling.	10
	When Old Mr. Toad Was Fuffed Up. Thornton W. Burgess, story telling.	10
49215	Traviata—Di Provenzo II Mar II Suol. Riccardo Stracciari, baritone.	10



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Philip Gibbs in the *New York Times*.
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What an epic of the glorious heroism displayed by Britain's heroes in that masterly retreat before the German onslaughts—a retreat that will go down in history as one of the most inspiring examples of indomitable fighting spirit.

What a tribute to the power of music as a never failing tonic for the soul even when tried almost beyond human endurance.

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 My Love She's but a Lassie Yet, Christine Miller
 Bandmaster's Breeze (Thomas Moore), Christine Miller
 Climbing up de Golden Stairs, Walter Van Brunt and Chorus.
 Lullaby, Helen Clark and Shannon Quartet,
 Yule's Railway to Heaven (Charlie D. Tillman),
 Edward Allen and Charles Hart and Male Chorus
 My Mother's Bible (Charles D. Tillman), Edward Allen and Male Chorus
 You're Calling Me, Gladys Rice and Vernon Dalhart,
 Forever Is a Long, Long Time, Gladys Rice,
 Light As a Feather, Belis, John F. Bruckhardt,
 Valse Eric, Saxophone, Rudy Wiedoeff,
 If I Had All the World and Its Gold, Manuel Romain,
 Mammy's Little Coal-Black Rose, Manuel Romain,
 Foze One-Step (For Dancing), Frisco Jazz Band,
 Buzzin' the Bee One Step (For Dancing), Xylophone,
 Lou Chiba ("Frisco").

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CONCERT NUMBERS \$1.00 Each

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 Andre Bonald, Albert Spalding.
 28284 Sunshine Song (Solveig's Lied) (Greig), Soprano, orch. acc.
 Julia Heinrich.

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8476 Darktwn Strutters' Ball (Shelton Brooks), Male Voices, orch.
 acc. Premier Quartet
 8479 Dixie Volunteers (Leslie-Ruby), Male Voices, orch. acc.
 Premier Quartet
 8478 Everybody's Crazy 'Bout the Doggone Blues, But I'm Happy
 (Creamer-Layton), Orch. acc. Arthur Collins and Byron G.
 Harlan
 8483 I'll Take You Back to Italy—Jack O'Lantern (Irving Berlin),
 Orch. acc. Ada Jones and Billy Murray.
 8477 I'm Going to Follow the Boys (James V. Monaco), Con-
 versational Duet, orch. acc. Rachel Grant and Billy Murray.
 8480 'Round Her Neck She Wears a Yellow Ribbon (For Her
 Lover Who is Fur, Fur Away) (Geo. A. Norton), Tenor, orch.
 acc. Byron G. Harlan and Chorus.
 8473 Says I to Myself, Says I (Harry W. Tiltzer), Orch. acc. Ada
 Jones.
 8474 Tickle Toe—Going Up (Louis A. Hirsch), Tenor, Vernon Dal-
 hart and Chorus.
 8471 American Aviation March (Creator), Creator and His Band.
 8481 Wisconsin Forward Rover March (John Philip Sousa), New
 York Military Band.
 8468 A Little Love, a Little Kiss (Leo Silius), Tenor, orch. acc.
 Ralph Errolie.
 8469 Magic of Your Eyes (Arthur A. Penn), Tenor, orch. acc.
 George Wilton Ballard.
 8472 Mother's Old Sweet Lullaby (H. C. Weasner), Counter-tenor
 orch. acc. Will Oakland and Chorus.
 8470 Nobody Knows the Trouble I See (American Negro Melody)
 (Arranged by J. Rosamond Johnson), Tenor, orch. acc.
 Vernon Dalhart.
 8465 On the Banks of the Brandywine (Anast Friedland), Tenor, orch.
 acc. vocal obligato by Elizabeth Spencer), Walter Van
 Brunt.
 8475 There's a Witness in God's Mercy (F. G. Illaly), Contralto,
 orch. acc. May B. Wright.
 8467 Work for the Night is Coming (Mason) and Jesus, Saviour, Pilot
 Me (J. E. Gould), Sacred orch. acc. Metropolitan Quartet.
 8462 Darktwn Strutters' Ball—Fox Trot (Shelton Brooks), For
 Dancing, Jaudas' Society Orchestra.
 8463 L'il Liza Jane—One Step (Countess Ada De Lachan), For
 Dancing, Jaudas' Society Orchestra.
 8461 'Old Timers' Walks, For Dancing, Jaudas' Society Orchestra.
 8482 Watermelon Whispers Fox-Trot (George Hamilton Green),
 Xylophone, orch. acc. George Hamilton Green.
 8464 Elephant and the Fly (H. Kling), Piccolo and Bassoon, orch. acc.
 Waverly A. Moor and Benjamin Cohen.
 8466 Whistling Ooon (Sam Devere), Edward Mecker and Empire
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Victor Records for June

POPULAR SONGS

18458 For the Two of Us, Wm. Wright and Dietrich,
 I Hate to Lose You, Fourles Quartette90
 18460 What'll We Do With Him, Boys? William J. ("Sailor") Reilly
 Any Old Place the Gang Goes William J. ("Sailor") Reilly90
 18461 Three Wonderful Letters from Home, Charles Hart
 Daddy Mine (He's Got Those Big Blue Eyes Like You) Elizabeth Spencer90
 18462 I'm Sorry I Made You Cry, Henry Burr
 One Day in June, Campbell and Burr90

DANCE RECORDS

18457 At the Jazz Band Ball—One Step, Original Dixieland Jazz
 Band, 12-Inch
 Ostrich Walk—Fox Trot, Original Dixieland Jazz Band90
 35639 Forget-Me-Not—Waltz, McKee's Orchestra
 Felicia Waltz, Sergeant Markels' Orchestra 1.50

VOGAL RECORDS

45151 Lafayette ((We Hear You Calling), Reinold Werrenrath,
 Freedom For All Forever, Reinold Werrenrath 1.25
 70117 The Laddies Who Fought and Won (Lauder), Harry Lauder 1.50
 35672 Gems from 'Oh Lady! Lady!' Victor Light Opera Co.
 Gems from 'Going Up,' Victor Light Opera Company 1.50
 35673 The Singing Soldiers (Recitation), James H. Heron,
 The Mother's Answer (Recitation), James H. Heron, 1.50

RED SEAL RECORDS

74572 Rinaldo—Lascia ch'io pianga (My Tears Shall Flow)
 (Handel), Giuseppe De Luca, baritone—in Italian
 88594 This—Meditation (Te souvient-il du lumineux voyage)
 (Doat Thou Remember the Voyage), Massenet, Ger-
 ardine Farrar, soprano—in French 3.50
 74568 Helvete Melody, Joseph Achon, Jascha Heifetz, Violinist 2.00
 74545 Nocturne in F Major (Op. 15, No. 1), Chopin, Ignace Jan Paderewski, pianist 2.00
 64773 God Be With Our Boys Tonight, Fred B. Bowles-Wilfrid
 Sanderson, John McCormack, tenor 1.25

CANADIAN RECORINGS

216028 Chanson de L'Adieu, Paul Dufault
 Menteuse Cherie, Paul Dufault90
 216029 Highland Fling Medley, J. Zaffiro, violin solo90
 216030 Tous les Deux, Hector Pellerin (Baryton avec piano),
 Stella Amors, Hector Pellerin (Baryton avec piano) .. .90

Brunswick Records for June

5189A Maytime Waltz (Sigmund Romberg), Brunswick Dance Orchestra
 5189B In the Gloaming—Medley (Harrison Rogers), Brunswick Dance Orchestra90
 5190A Jesus Lover of My Soul (Wesley), Henry Burr, tenor,90
 5190B Neerer My God to Thee (Mason), Henry Burr, tenor,90
 5191A The Daughter of Rosie O'Grady (W. Donaldson), Henry Burr, tenor,90
 5191B Sussex by the Sea (W. Ward Higgs), Henry Burr, tenor,90
 20192A Morir Si Pura E Bella, Finale, IV, Act, 'Aida'—Duet
 (Verdi), Mme. Eugenie Barone Foniairola and Ralph
 Errolie.
 20192B Salce—from the opera 'Otello' (Verdi), Solo, Mme.
 Foniairola 2.00
 20193A A Spirit Flower (Campbell-Tipton), Ralph Errolie, tenor90
 20193B Celeste Aida—from the Opera 'Aida' (Verdi), Ralph Errolie, tenor 2.00
 15194A La Marseillaise (Rouget de L'Isle), Henri Scott, baritone,
 15194B Toreador—from the Opera 'Carmen' (Bizet), Henri Scott, baritone 1.50

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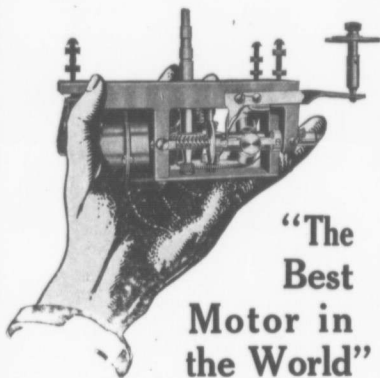
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5195B	Nursery Rhymes No. 1. (J. W. Elliott). Little Bo-Peep, Jack and Jill, Ban, Ban, Black Sheep, Little Jack Horner, Old King Cole. Rosalie Zeamans, Soprano.	.90
5196A	Just a Baby's Prayer at Twilight (M. K. Jerome).	
5196B	Sweet Little Buttercup (H. Paley). Harry McCluskey, tenor	.90
5115A	Hark, Hark, My Soul (Harry R. Shelley).	
5115B	The Vacant Chair (Geo. F. Root). Mixed Quartette, Orchestra Accompaniment	.90
5197A	At the Yankee Military Ball (Harry Jenken). Mixed Quartette, Orchestra Accompaniment	.90
5197B	The Moonlight Waltz (F. K. Loggan). Brunswick Military Band	.90
5198A	How Can I Forget (Irving Berlin). Harry Telly, tenor	.90
5198B	I'm All Round Round by the Mason Dixie Line (Jean Schwartz). Harry Telly, tenor	.90
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5201A	I Love a Laesie (Harry Lauder). J. M. C. Spurin, baritone	.90
5201B	She is Ma Daisy (Harry Lauder). J. M. C. Spurin, baritone	.90
5202A	Back to Mother and Home, Sweet Home (Paul Hiese and F. Henri Kieckhefer). (Lyric by Jack Frost). Sterling Trio.	.90
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5203A	Ave Maria—Violin Obligato (Ch. Gounod). Mme. Bettinetti, soprano	.90
5203B	Gallia "Cantilene"—Violin Obligato (Ch. Gounod). Mme. Bettinetti, soprano	.90

MUSICAL EVENTS IN A LINE OR TWO

The strength of the 57th Regiment Band, Peterboro, is being increased from 30 to 50 men.

Eugene Ysaye has been announced as the permanent conductor of the Cincinnati Symphony Orchestra.

The Men's Musical Club, of Vancouver, had Louis Graveure, the Belgian baritone, at a recent concert.

The New York Herald computes that approximately \$200,000 has been paid in war taxes by opera and concert goers in New York this season.

George T. Pattman, the noted Glasgow organist, is touring England with his portable 12-ton pipe organ. It is said he may visit America with his organ.

The Music in War-time Committee, under the chairmanship of Sir Hubert Parry, have given 3,000 concerts in England, including those in the hospitals. They also entertained weekly 4,000 people at the luncheon-hour concerts for munition workers.

250 members of the Grenadier, Coldstream, Scots, Irish and Welsh Guards' bands, conducted by Major MacKenzie Rogan, are doing much in Italy to cement the relationship of Britain and Italy. They played Tipperary, the Garibaldi Hymn, Royal Italian March, Belgian Hymn and the Patriotic Airs of the Allies.

It is learned that 1,082 British bandsmen have been killed in action or have died of wounds; 1415 have been wounded; the Victoria Cross has been awarded to four; Distinguished Conduct Medals have been gained by 45; the Military Cross by 5; Military Medals by 64; and commissions have been granted to 54.

From now until the war ends Mme. Schumann-Heink will sing only under the direction of the United States Government for the Army, Navy, Red Cross and such war charities as the Government will officially designate to her.

Amongst those which rumor has it are being considered as possible successors to Dr. Karl Muck to lead the Boston Symphony Orchestra are Sir Henry J. Wood, conductor of the Queen's Hall Orchestra, London; Leopold Stokowski, now leading the Philadelphia Orchestra; Ossip Gabrilowitsch, Rachmaninoff and Vincent D'Indy.



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- They appreciate the regular monthly assistance given to their local advertising efforts.
- And the sale of Starr Records, which is open to Starr Phonograph dealers, enables them to push records without advertising a competitive phonograph.

Those same factors would make you prize a Starr dealership. If you are interested we invite correspondence.

Manufactured by
THE STARR PIANO CO.
RICHMOND, INDIANA

(Sole Canadian Distributors)

The Starr Company of Canada
London 261 Dundas Street Canada



Otto Heineman Phonograph Supply Co. Inc.

25 West 45th Street, New York

FACTORIES:

ELYRIA, OHIO
NEWARK, N.J.
PUTNAM, CONN.

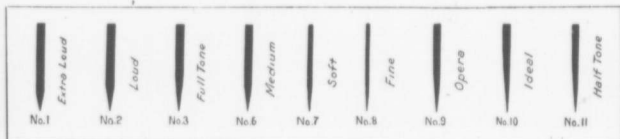
BRANCH OFFICES:

CHICAGO, ILL.
ATLANTA, GA.
SEATTLE, WASH.
CINCINNATI, O.
TORONTO, CANADA



Steel Needles

MANUFACTURED BY THE
DEAN DIVISION



PERMANENT NEEDLES

TO PLAY PATHÉ RECORDS

Half Tone Points

Full Tone Points

TO PLAY EDISON RECORDS

Sapphire Points

Genuine Diamond Points

Canadian Branch
172 John St.
Toronto

Otto Heineman
President



MEISSELBACH



TONE ARMS

MOTORS

SOUND BOXES

THESE TWO

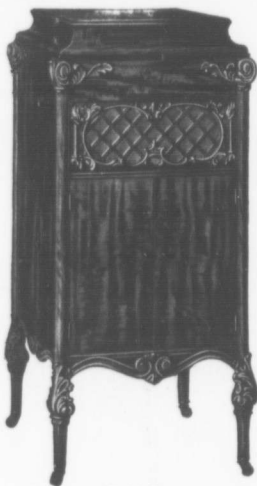
Gerhard Heintzman Phonographs

will be exhibited at the

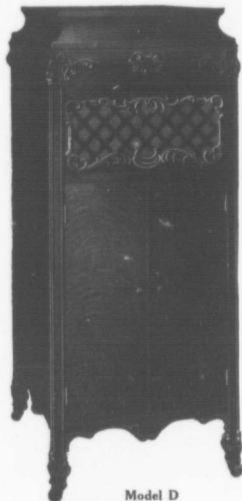
NATIONAL MUSIC SHOW

NEW YORK, JUNE 1-8

They will be displayed and compared with the world's best productions in the phonograph field. The Gerhard Heintzman name, tone-quality, case design and beauty of finish make this phonograph the peer of the finest creations and worthy of a place among quality lines.



Model E



Model D

THEY PLAY ALL MAKES OF RECORDS

The Gerhard Heintzman is a line that you should be intimate with. It is built by piano craftsmen. It has a richness, resonance and realism that only piano builders working with piano sounding-board spruce could attain.

Agencies open in a few localities for dealers of the first class only.

Gerhard Heintzman

Limited

Toronto

Canada

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Columbia in New Quarters

The Columbia Company's new Canadian Headquarters at 54-56 Wellington Street West is some busy place these days. Crews of workmen have transformed the big building into a model manufacturing proposition with every last word in equipment.

Handsome offices have been fitted up on the main floor and Mr. James P. Bradt, general manager of Canada, with his assistants, Mr. Mervin E. Lyle, Mr. F. R. Hoffman and the office staff are most comfortably provided for.

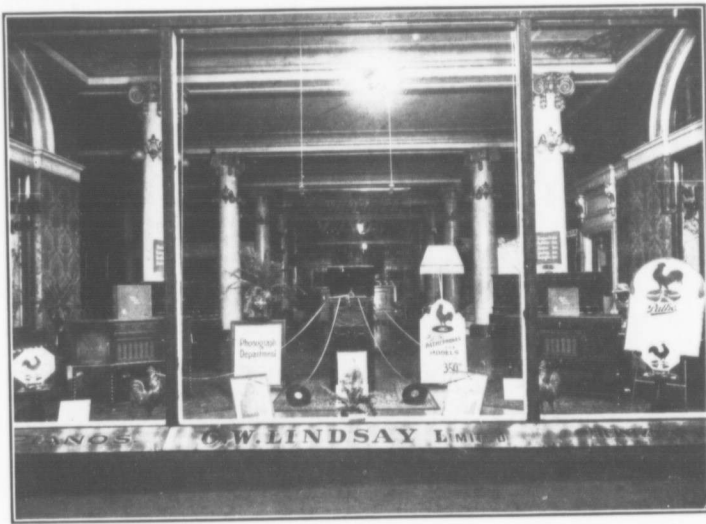
Notwithstanding numerous vexatious delays in getting down to business in the new plant, and while directing a lot of workmen, Mr. Bradt took time to say:

"This building is not only to take care of present increasing business, but to prepare for greater business to come. Regardless of war-time handicaps we are optimistic for the future. Optimism in the future of our business rests partly on our optimism for the future of

under his father, L. C. McChesney, and gradually progressed to the position of assistant advertising manager. In 1912 he resigned to become advertising manager of the General Film Company, but returned shortly after to the Edison Company as salesmanager of the Motion Picture Division, succeeding H. G. Plimpton as general manager of this division. Until the motion picture business of the Edison Company is entirely liquidated and closed out, Mr. McChesney will also retain the title of Manager of Motion Picture Division.

Featuring the Brunswick

A phonograph department has been opened up by F. C. Weber, druggist, of Peterboro, who has taken on the Brunswick and for which he is installing demonstration rooms. E. D. Osborne & Son, of Arnprior, are also featuring the Brunswick exclusively and have installed demonstration booths.



Window display by C. W. Lindsay, Ltd., Montreal, featuring the Pathe Jacobean and William & Mary console table models and a Louis XVI. To Mr. Leopold A. Poulin, of the Lindsay staff, belongs the credit of the display.

all great Canadian business. More particularly, our optimism is based on the good-will of hundreds of thousands of owners of Grafonolas and buyers of Columbia records. Good-will with the ultimate consumer is the one positive business insurance that weathers all storms. We are going to sell service and product of the 100 per cent. variety and obtain security for the future in the confident demand of the great buying public for Grafonolas and Columbia records."

L. W. McChesney Now Assistant General Manager

Leonard W. McChesney, for many years connected with Thomas A. Edison, Inc., has been appointed assistant general manager of Thomas A. Edison, Inc., under C. H. Wilson.

Mr. McChesney started with the Edison organization, about fourteen years ago, in the advertising department

On May 1st, a new music store opened in Kitchener, at 30 Queen St. South W. This store will be known as the Brunswick Music Store and will feature the Brunswick Phonograph and records. Mr. R. B. Osgood will divide his time between Preston and Kitchener, and if Mr. Osgood's ability as a salesman and hustler counts for anything, this store should be a success.

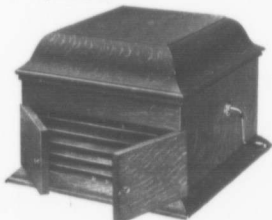
Among the new Brunswick dealers in Ontario, the Musical Merchandise Sales Co. report the following: J. Finlay & Son Co., Norwood; J. L. Hazelton, Beachburg; B. Bolton, Inkerman; J. Willis Powell, Exeter; E. J. House, Tillsonburg; R. M. McKay, Blyth; H. Joannis, Cobalt; Frank King, Georgetown; L. H. Buttrey, Guelph; A. C. Denike, Havelock; Jas. E. Clegg, Midland; A. Garrett, Barrie; Charles Robertson, Ottawa; A. R. Dundas, Cobourg; J. Linklater & Son, Teeswater; C. E. Locke, Tara; C. D. Simpson, Wroxeter.

As stated elsewhere a Brunswick Phonograph store has been opened up in Montreal at 584 St. Catharine St. W.



The two CONCERTOLA models are available in mahogany, fumed or golden oak.

The CONCERTOLA is a substantially established and guaranteed phonograph.



Concertola 45A, \$45

The CONCERTOLA

OFFERS A PROPOSITION TO DEALERS THAT HAS NO SUPERIOR ON THE MARKET

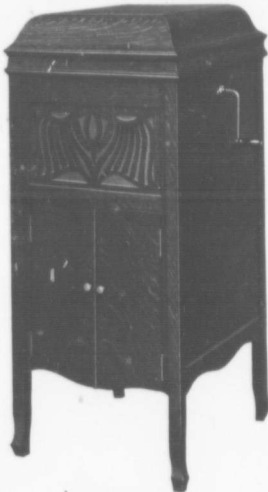
It is strictly a quality product. Compare it with the world's most expensive makes in tone, quality, in appearance, and solidity of construction, and we are content to abide by your decision.

Never before has the public been offered a large, strictly high-class phonograph at anything like the price of the CONCERTOLA Model B.

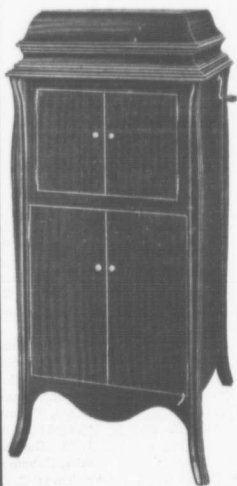
Write for particulars of the CONCERTOLA proposition.

**The Concertola
M'fg Co.**

321 King St. W., Toronto



Concertola 95B, \$95



Comparison is our Convincing Argument.

To the Piano Dealer Who Is Not Selling Talking Machines---Why?

When Piano Dealers started to sell Talking Machines with so much success, did they do so at the expense of their piano business? NO—the combination proved to be an instantaneous success—each has helped the other.

Your business, selling pianos only, is probably as big as an exclusive business as you can make it. Why not branch out and sell Talking Machines?

With little additional investment and the same overhead expense, you can sell Talking Machines. Your talking machine business will help your piano business and you will make more money.

ARTHUR K. KEMPTON
332 Bleury Street
MONTREAL, CAN.

Arthur K. Kempton,
Showroom:
332 Bleury St.,
Montreal

Dear Sir,—
We are interested in handling your line in our town. Please send us particulars, prices, etc.

Tear off this Coupon and Mail.

Mr. John E. White, a member of the firm of Musical Merchandise Sales Co., who personally looks after the territory in Eastern Canada, will make this store his headquarters, as it will also be a wholesale branch. The retail department is in charge of Mr. Peter Berlind.

Mr. J. L. De Vaney, who was the Musical Merchandise Sales Co.'s representative in Alberta and British Columbia, has enlisted in the Royal Flying Corps. He is succeeded by Mr. K. A. Ross, who has already a considerable connection in the West. The firm also announce the opening of a Brunswick Shop in Winnipeg, in connection with which it is proposed to put on an extensive advertising campaign. The Musical Merchandise Sales Co.'s western headquarters have been located at 143 Portage Ave.

Mr. H. E. Stenberg, who has been with Cross, Goulding and Skinner for a number of years and manager of their phonograph department, has been engaged to look after this branch. Mr. Stenberg has had long experiences in the phonograph field, which should assure to western Brunswick dealers intelligent assistance.

"Seeing It Through"

A timely slogan has been adapted by the R. S. Williams & Sons Co., Ltd., which now appears in all their advertising. This links up "Music" with the job of the allied nations in "Seeing It Through" with Germany. In the above named company's monthly publication, "The Resonator," in an editorial reference to this affiliating music with other war needs, in which it said:

"To bring home to as many as possible the truth that

Dealers Pleased with New Record

A Crackerjack!

Be sure to hear

that latest
BRUNSWICK
RECORD N°5161

"Bring me a Rose"

"Oriental Nights"

SUNG BY SAM ASH
DOUBLE DISC
ONLY 90 CENTS

Don't miss it!

Stop in
To-Night!

From present indications, the Brunswick record appears to be the one record that has been able to not merely eliminate the "surface noise," scratch and nasal tone of the record, to which we have been accustomed, but also to still produce the clear distinct true tone of the human voice or musical instrument. However, the dealer should hear this record played to realize to just what extent the reproduction of tone has been perfected and the annoying scratch done away with.

The Musical Merchandise Sales Co.

Excelsior Life Bldg., TORONTO

music provides a natural and inseparable partnership with the three other great essentials of this present time, we have linked them together in a motto and cemented them with a caption of that popular command: 'See It Through.'

"Things have been moving quickly and surely in this direction ever since those fateful days of 1914. Never has such opportunity to advance the cause of music presented itself to the music trades as it does to-day.

"We believe the persistent use of this motto will hasten and help crystallize wavering decision or unconfirmed conviction that the potent influence of Music must be recognized and utilized not only for the realization of domestic but civic and national ideals and purposes.

"What we hope to accomplish in this particular sphere of influence is only a drop in the bucket of what might be obtained if all Canadian Edison dealers add to it their own individual effort."

The High Tide of Your Business

Everywhere dealers recognize and acknowledge the force of advertising, the positive necessity of it, in fact, to keep them in business at a profit. But too many of them fail to put their theories into execution. They have an idea that they are quite incapable of writing an advertisement, and that they "haven't the time." An overworked excuse is this "haven't the time." If all the music dealers in a community would advertise, all on one page if possible, the combined effect would be a revelation to them. In some centres they are doing this.

The Promotion and Service Department of His Master's Voice, Ltd., recently submitted to their dealers a series of

At the annual meeting of the Vancouver Musical Society favorable consideration was given the proposal to develop community singing—open air patriotic concerts—and to hold a musical festival next March.

ready-made advertisements alive with vigor and pep. These are supplied the dealers free of charge, they being asked to pay the postage only. The proof sheet of the advertisements, all of them illustrated, shows the weight of each electrotype. Here is the excuse of inability and "haven't the time" to write advertisements wiped off the slate, so far as "His Master's Voice" dealers are concerned.

People read newspapers nowadays, more than ever they did. Over half a hundred newspapers in Canada are of special musical interest at least once a week through the instigation of the "Music in the Home" campaign. Newspaper men are trying to make their papers more valuable to the advertisers, and are succeeding. Is the music trade taking advantage of advertising, as dealers in other lines are, to make the public want their goods?

Catalogue for Talking Machine Trade

Hammacher, Schlemmer & Co., the well-known hardware firm of New York, have applied their idea of department catalogues to the talking machine industry. They have just put out a catalogue that they have entitled "Hardware for Talking Machines and Phonograph Cabinets." This is catalogue No. 542 and can be secured on request. The catalogue is thirty-six pages, and is profusely illustrated. There are shown butt hinges, brass dipped, brass tipped and wrought steel. There are also Soss Invisible hinges, top supports, stay joints, screw bushings, escutcheons, elbow catches, cabinet catches, casters of various kinds, slides, leg tips, rubber head nails, cabinet knobs, glass knobs, door catches, mortise locks, screws, packing bolts, etc.



¶ A new supply of Genuine Columbia Needles just received. These were supplied on our old contract and are offered at considerably less than present quotations on unknown needles.

Music Supply Co.

Largest Columbia Distributors in Canada

36 Wellington St. E. - Toronto

Winnipeg Trade Talk

THE "Happy Family" is a name I might give to the music trades of Winnipeg for the satisfactory reports on the amount of business done in the month of April. Nobody said "Well, it might have been better," which is a pretty good sign.

A few speculated on the outcome of the new tax and its probable effect on selling, but at the time of writing it is difficult to do any prophesying as to the ultimate result.

The weather has been favorable for farming, though a few frosty nights left a skim of ice over pools by the roadside, and in several districts I have either heard of or been in, there have been tremendously high winds—heavy enough to blow the seed around in light soils.

Speaking of this to a former grain grower, now a resident of Winnipeg, after one of my trips, I was surprised to find how coolly he took my information. "Oh, yes," he said, "those high winds are bad, but I've always found that the grain will come up. It may be bunched in places, but I've always been able to make good use of it."

There is a certain amount of apprehension among farmers at present as to the outlook for harvest help this summer owing to the great number of men being drafted, but I do not think we should do any unnecessary worrying. There is a tendency amongst foreigners to refuse to work unless they get exorbitant remuneration—not only on the farm, but in all lines of business. This matter may be adjusted like everything else we Canadians seriously turn our attention to. For instance, there was a law passed lately which in effect means: "Don't loaf, or you will be punished." Lately the police have been arresting men for loafing, visiting poolrooms, etc., and calling around the neighborhood of employment bureaus, where they have been making big hauls of men out of work only because they will not accept the advertised wages. It makes one's blood boil to think of one's own son fighting voluntarily for \$1.10 a day, while those aliens are out to "hog" everything at a large margin over top-notch prices.

Of course the cost of living has gone up terribly, but in spite of this the average Anglo-Saxon workman is prepared to be satisfied with a reasonable advance in wages. We cannot say this of all foreigners, though, and in the names appearing in the daily "loafer" police reports, the prevalence of p's, c's, x's and z's, tells us plainly the offenders are neither English, Irish, Scotch nor French.

The concerts given by the Minneapolis Symphony Orchestra and Winnipeg Oratorio Society early in the month were excellent, as was to be expected. This Spring Festival was made the occasion of the formal opening of the big auditorium Winnipeg has been in need of so long.

Travelling around the city one is now struck with the number of stores in which talking machines are displayed. Many of the windows are excellent and deserving of a lengthy write-up. Look back, even ten years, one cannot help but marvel at the way the talking machine business has developed. Of course there are a good many reasons for this, not the least being that the "scratchiness" of a few years ago has been almost, if not entirely, eliminated, so that it is a pleasure now to listen to them. Especially is this true of some of the good orchestra selections when reproduced on one of the high-grade machines.

Visiting some of the country towns one is also struck with the number of medium and high-priced machines carried by the local dealers, and I have been informed that they rarely get a chance to be shop-worn.

"La Grippe" paid us a visit last month and put a good many of us temporarily out of business. The writer awoke one morning to find himself in its clutches, and in casting about for assistance found the balance of his family

suffering from a similar visitation, so had to get up and do the "chores" himself. It was a peculiar type, staying with the selected victim several days then leaving him, but as soon as he attempted to do something strenuous he was surprised to find him self weak-kneed. I don't know that it affected only the musical fraternity, but I do know that in one store alone there were ten of the staff laid up at one time.

Mr. Couch, one of the Winnipeg Piano Co.'s bookkeepers, has just left for the Royal Air Service, after a flattering send off from the staff.

Mason & Risch, Limited, are well pleased with the amount of business done in April, and state that collections have been very good.

Mr. Alex. Andrews, formerly of the Mason & Risch, Winnipeg branch, but late of Vancouver, has again returned to take a position in this firm's branch in the "Peg."

Whaley, Royce & Co. are well pleased with the month's work. Mr. Geo. L. Hornberger is at present travelling in the west in the interests of the company.

The Karn-Morris Co. say business has been fair, and collections are coming along.

Babson Bros. say business has been normal and records are coming through the factory a little better. On the whole there is no complaint.

R. S. Williams & Sons report business up to the average with no complaints about collections.

The Canadian Phonograph and Sapphire Disc Co. report business good, and collections ahead of the average. Mr. Poisson is at present in Montreal in the company's interests.

Mr. Robt. Shaw says that the Columbia trade is increasing every month, with no shortage of records, owing to the improved factory facilities. He says the supply of European records is well to the fore. Owing to the publicity methods of the Dealers' Service Department many dealers are coming in on the window scheme.

Winnipeg Piano Co. report rather quiet conditions, owing probably to the last six weeks of finer weather, and the more serious war news in April. They hope to see an improvement in conditions now that the greater part of the spring rush on the farms is over, and the farmers have more time in which to be informed and persuaded as to the advantages, if not absolute necessity of music in this western country, let alone the improved war news.

They had the pleasure of a call from Mr. Winter on his way East from California, where he had been spending an enjoyable winter; he was looking the picture of health and just as genial and jovial as ever.

Former Piano Man Deceased

A veteran of the Canadian music industries has passed away in the death of Mr. C. B. Andrew, which occurred at his home in Toronto. Though unconnected with the music trades for some years, Mr. Andrew was well known to the older generation of piano and organ men. Some years ago he became manager of the real estate department of the Union Trust Co., later going into real estate business on his own account. He had been ill for the past four years.

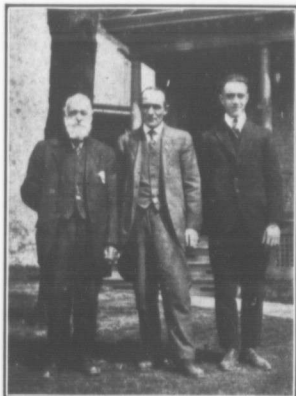
The remains were interred in Bowmanville, where Mr. Andrew was born sixty-six years ago. He is succeeded by one daughter.

Mr. Andrew's connection with the music trade business dated with his joining the Morris-Feld-Rogers Co., of Lis-towel, as manager. He was afterwards the Bell Piano & Organ Co.'s Superintendent of Agencies.

Some people are like cider—sweet enough until it is time to work.

Three Generations of Sherlock-Manning Workers

The photograph of which the accompanying illustration is a reproduction shows three generations of the Kemp family in the employ of the Sherlock-Manning Piano & Organ Co., London. The grandfather is Mr. Edward Kemp, seventy-eight years. He is in charge of the glueing department. The son, in the centre of the group, Mr. Albert Kemp, is superintendent of the wood working department, the youngest of the trio is a worthy and industrious representative of the third generation of the family. He is George Edward Kemp, aged eighteen. He operates the electric rubbing machine. The father and grandfather have been with the Sherlock-Manning firm for fifteen years.



There are other representatives of the Kemp family in the organization, Messrs. Thomas and George, both sons of Mr. Edward Kemp. Thomas Kemp is in charge of the veneer room and George Kemp operates the varnish spraying machine. The company is naturally proud of this family and their loyalty to Sherlock-Manning, as they attribute no small measure of their success to the loyalty of their workers. Besides being active in his occupation Mr. Kemp is a successful and enthusiastic gardener, being the prize horticulturist of the plant. Incidentally, he can still, in spite of his seniority of years, set his fleet grandson the pace in a hundred yard dash.

"Music in the Home"

When the Journal man called at the warehouses of the Music Supply Company the other day, he found John Sabine of this concern looking out a selection of records which he stated were going to a place where the "Music in the Home" campaign had evidently taken root—namely to the home of Ernie Wright of Strathroy. On a recent visit Ernie's boys gave John an early concert—just at the break of day one morning. One boy played the 'cello, another the violin, another the piano, and Ernie's little girl conducted.

John promised to take them to New York to make Columbia records as soon as the 'cellist got into the Pablo Casals class, the violinist equalled Kathleen Parlow and the pianist Hofmann.

The records he was selecting were for the youngsters to study with this end in view. The boys have already played with the Strathroy Orchestra, and are likely to achieve quite some success in the musical world.

Some Columbia Notes

Mr. George W. Hopkins, New York, general salesmanager of the Columbia Graphophone Co., addresses the A. Club at London, on May 16th. Mr. John Sabine, of the Music Supply Co., Toronto, will be there. Mr. Hopkins addressed the Toronto Board of Trade some months ago when his speech made a hit.

Mr. W. S. Carr, of Niagara Falls, Ont., who is well known in the Niagara Peninsula, has taken on the Columbia line which he is featuring quite extensively. Mr. Carr previously handled this make and is therefore thoroughly familiar with it. His initial order calls for up to 100 each of the best selling records. He is looking forward to doubling his business as a result of the selling campaign he is putting on with the Columbia.

Judging from the letters Ontario retailers of Columbia lines received from John Sabine, while the latter was in New York recently, he was considerably enthused over the Columbia period models, sold at the Columbia Co.'s Fifth Avenue store. Mr. Sabine visited the company's head offices in New York and the factories at Bridgeport.

Adams Exclusively Columbia

The Adams Furniture Co., of Toronto, after trying out various makes of machines and records, have now decided to handle the Columbia line exclusively.

No single store in Canada sells more Columbia Grafonolas per month than the Adams Co., and their business has shown very gratifying increases ever since they started. Last week-end they had one of their biggest days, the result of putting on a special sale to clear out all odd makes, so as to make room for new Columbia Grafonolas.

Rumors have been current that this firm would handle another line of machines and records, but on May 14th, Mr. R. S. Coryell, general manager of the Adams Co., stated that they had concluded that they could get better net results by concentrating on the Columbia line, which they will accordingly do.

The Music Supply Co. several years ago induced the Adams Co. to handle the Columbia. At that time they were like a number of other good old firms, opposed to the idea. But John Sabine, whose firm belief is that "no home can be happy without a Grafonola," would not rest until the Adams Co. consented "to try it out."

The result is that from small beginnings the Columbia Grafonola department has developed into one of the best paying departments in the big Adams store.

While they carry some 5,000 records in stock, it is the intention of the Adams Co., to put in a second complete stock of Columbia records in a separate department to be located at the Queen Street entrance, so that customers can be served quickly without having to walk right through the store.

The new Columbia factory will be in a position to manufacture records, in such large quantities that they will be more extensively advertised than ever, and it is to meet the increased demand which this service and advertising will develop that the Adams Co. will carry the additional complete stock of records.

Mr. R. S. Mason, who recently opened up a new music store in Orillia, is now in uniform, being connected with the Army Service Corps and is stationed at present in Kingston.

AGENCY OPEN

A Phonograph concern wishes to establish a sales agency for a good quality Canadian-made talking machines or is open to place the sales agency for Canada. A splendid opportunity for a live experienced man. Apply Box 19 Canadian Music Trades Journal, 66-68 West Dundas St., Toronto.

Art Finish Endorsed by Manufacturers' Executive

At a meeting of the Executive Committee of the Canadian Piano & Organ Manufacturers' Association, held at the offices of the Secretary, Mr. James G. Merrick, in April, the question of "art" finishes for piano cases was discussed.

The resolution unanimously adopted by the Toronto Retail Piano Dealers' Association at its annual meeting in this connection was taken up.

The resolution which appeared in the last issue of the Journal in connection with the report of the annual meeting referred to was as follows:

Resolved:—That in order to further increase the demand for the new art or natural finish, this Association request the Canadian Piano and Organ Manufacturers' Association to seriously consider the advisability of showing at least two cases in walnut or mahogany without varnish, or in art (wax) finish, in addition to the usual oak and satin finish on the outside of stands at the Canadian National Exhibition this year.

At the Manufacturers' Executive meeting it was unanimously decided to recommend to the members of the C. P. & O. M. A. that the request of the retailers be complied with. A vote of the members is accordingly being taken by mail, and upon the result depends whether "art" finish will receive the boost that the Toronto dealers desire it should receive by being featured at the Canadian National Exhibition in Toronto this year.

Joins the Battery

Another member of the Gourlay, Winter & Leeming, Ltd., organization has forsaken civilian life. Mr. J. B. McGregor, office manager at the Toronto retail store, and who has been with the firm for many years, has signed up with the 67th Battery and goes into training at Exhibition Camp. Mr. McGregor had a very large share of the confidence and esteem of the house and his fellow members of the organization as a result of his many years efficient and faithful service. As a memento of their personal regard they presented him with a valuable gold wrist watch and assurances of deep personal interest in his success in the army.

Miss Frieda Hempel, the newest Edison star, who has recently become an American citizen, has announced her engagement to a prominent silk manufacturer of New York, where she will make her home. By this step Miss Hempel forfeits property of considerable value in Germany, because she is disobeying the dictates of Kaiser Bill.

The C. H. Townshend Piano Co.

Although only established a little more than eight years, the business of The C. H. Townshend Piano Co., of St. John, N.B., is one of the largest in the Maritime Provinces. Mr. C. H. Townshend opened up in September, 1909, and two years ago he opened up a music store on Main St., Moncton, N.B., where a splendid connection has been developed. A second branch of the Townshend business has just been



Mr. C. H. Townshend, St. John, N.B.

opened up. This is at Fredericton, N.B., and the people in that city and surrounding territory have always shown their appreciation of the attractive store, comprehensive stock and efficient service. In pianos the firm have the provincial agencies for New Brunswick of Heintzman, Karn-Morris, Martin-Orme and Clinton lines. They are extensive "His Master's Voice" dealers and have made a specialty of these lines, which they feature in all three stores.

Their lines include musical merchandise and sheet music, the aim of the management being to make the Townshend stores headquarters in all branches of the music business.

Some bank balances grow rapidly, but they are easily checked.

Shoot A2505 at a few sad-looking customers. They'll lose their long faces listening to Billy Williams' patter. That London music hall artist has been cracking serious English faces for years.

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



ASCHERBERG, HOPWOOD & CREW, LIMITED

CERTAINTIES FOR THE TRADE.

SONGS

DREAM BOAT - By Ivor Novello
(From See Saw) Composer of 'Till the Boys Come Home
Comedy Th. London. I.e., Keep the Home Fires Burning

BELLS OF ST. MARYS, By Emmett Adams
Composer of God Send You Back to Me

MY HEART'S IN MY HOMELAND
By Kennedy Russell
Mus. Director of the Pavilion, London

JOGGIN' ALONG THE HIGHWAY
Words by Arthur Anderson
By Harold Samuel

16 MORTIMER STREET, LONDON, W., ENG.

Canadian Agent
LEO. FEIST, 154 W. 44th St., New York.

A SUCCESSFUL
INSTRUMENTAL NUMBER

"IN A MONASTERY GARDEN"

Characteristic Intermezzo

By Albert W. Ketèlbey

Published for piano solo and various instrumental
arrangements

Played by Leading Bands, Orchestras, Etc., and
featured on

COLUMBIA RECORD NO. 5952

J. H. LARWAY

14 Wells St., Oxford St., LONDON, W.I., Eng.

Selling Agents for Canada:
THE ANGLo-CANADIAN MUSIC COMPANY, 144 Victoria St.
TORONTO

Established 1811

Mr. Dealer:

These Are the Sellers

"Waiting"

—Leo T. Croke

"When the Great Red Dawn
Is Shining"

—Evelyn Sharpe

"Roses of Picardy"

—Haydn Wood

"Take Me Back to Dear Old Blighty"

—Mills, Godfrey and Scott

CHAPPELL & CO., Limited, 347 Yonge St., Toronto

London New York
Melbourne

Music and Musical Merchandise Section

CANADIAN MUSIC TRADES JOURNAL—MAY, 1918

Adds to Value

ROMANCE apparently figures now in the violin market. This advertisement recently appeared in the London Times: "Officer will sell genuine Cremona violin, which he has played in battles of Somme, Arras and Messines without harm; £100. Box—."

German Copyrights

IT is understood that the United States Federal Trade Commission has announced the issuance of licenses to the San Carlo Opera Company to produce "The Jewels of the Madonna" and "The Secret of Suzanne" which were protected by German copyright.

Co-operation Rumored

RUMOR says that in England a co-operative association is contemplated which will draw its membership from both publishers and retail dealers. The object is said to be a sharing of profits from the sale of music by the publishers and dealers and to actively oppose the supplying of sheet music to general stores, thereby restricting the sale of same to the legitimate music dealers.

Collecting Royalties from Theatres

WORD has come from New York that the Supreme Court there has decided that the American Society of Authors, Composers and Publishers is perfectly within its rights in collecting fees from theatres for the public performance of the compositions of its members. The decision was in the suit brought to restrain the society from collecting royalties on that basis from a theatre.

In rendering his decision the Judge said: "After considering the argument of counsel and their briefs I am of the opinion that the defendant association is exercising only its lawful rights. It existed before the incorporation of the plaintiff and was engaged in the same general work before the plaintiff's existence. The association is formed for lawful purpose and I find no exercise of any coercion. The institution of legal actions by individual members of the association for violation of copyright is justified for the protection of income from their music. Plaintiff wishes to use the product of the author's labor, ignoring copyright, free of any charge whatever except the actual purchase price of the printed musical score. There is no restraint of trade through any act of the association."

Soldiers Selling Music

ON this subject the Toronto Daily Star said editorially: "A householder says that returned soldiers ought not to be going from house to house selling indifferent music. Most people are willing to help returned soldiers in all possible ways, and the one objection we see to this is that it is not a good way, that it is not calculated to benefit the soldiers permanently. It is a blind-alley occupation leading nowhere."

"The problem of fitting returned soldiers into civil life is an exceedingly difficult one, and the difficulty that is encountered now is trifling when compared with what will arise when soldiers return to us in hundreds of thousands. We cannot depend on war time enthusiasm and gratitude for service alone. The soldier deserves our good-will, but he ought to be made independent of good-will. The only way to protect the soldier is to make him efficient and to fit him into those occupations for which he is best adapted."

More Attention to Army Bands

THE United States Committee on Army and Navy Music some time ago appointed a sub-committee to study the subject of army and navy band music in all its phases, and to suggest for consideration such measures as in the opinion of men of large experience with military bands might be of assistance to the proper authorities in raising the standard of our army and navy music. The question of army bands was first taken up, leaving the matter of the navy organizations for the future. After careful consideration of the subject, including a study of band organization in the English and French armies, it is recognized that certain fundamental questions must be determined before further action could be recommended or taken. Accordingly a memorandum was prepared and submitted to the commission by the committee, and was subsequently presented to the general staff of the army, by whom it is now under consideration, and from whom a decision is hoped for at an early date.

The memorandum consisted of recommendations covering the following points:

- The material augmentation in numbers of all infantry and artillery bands; the allotment of bands to engineer regiments, and the conversion of cavalry and other mounted bands into fanfares, or brass instruments and drums only.
- Giving commissioned rank to band leaders.
- The provision of expert divisional supervision over all regimental bands and band music in each respective division.
- A substantial increase in the monthly allowance for the purchase of new music, together with proper provision for original equipment.
- The creation of a permanent commission on military music.

Preparing Oboe and Clarinet Reeds for Use

PLACE a very thin, flat piece of steel into the reed between the blades, and with a very sharp knife scrape the surface about the middle of the reed on each side until it becomes very thin and smooth at the top, sufficiently to allow it to vibrate. Blow into the reed; if it 'crows' it generally is a sign that the reed will be a good one." This is the information given by Rudolph Toll in Jacob's Orchestra Monthly, who continues:

"If thought too weak, cut a small portion off the tip of the reed; if too strong, scrape it until it suits the embouchure—taking care that there is no inequality in the scraping. In case the reed should be found to have too little vibration, it must be scraped thinner at the top; if it vibrates too much, or if the tone is too shrill, scrape from the bottom to the middle of the reed, and it may be necessary to cut a small piece off the tip. Scraping is the most difficult and delicate part of reed making. One should pay the greatest attention to this important point and not scrape too vigorously, as it is apt to cause inequalities and ruin the reed. Scrape gently, a little at a time, and strive to keep both sides of even texture. Blow into the reed frequently—that is, sound it—make it 'crow' while it is under process of scraping in order to test its vibratory qualities from time to time, and to better judge the amount of scraping necessary for the reed to suit your embouchure."

"Sometimes, even with the greatest care and attention, a reed will turn out badly. This may not arise from any

fault in the making or scraping, but may be attributable to the quality of the cane. On the other hand, with a little trouble and experimenting, one may derive some service from a reed which at first was thought to be good for nothing. I might add that a reed should hardly be worked down all at one time to the required flexibility. That is to say, if a reed appears to be quite satisfactory, yet seems a bit stiff, it is advisable to play on it in the orchestra or band.

"This playing will often be the means of softening it. Besides, the response of a reed while playing in a band or orchestra is entirely different from the response or test which may be given it at home in a small room. Therefore, it is better to play on a reed which at first offers a little resistance."

Pot Pourri

Mr. W. J. Roberts of Chappell & Co., Ltd., is about to move his household effects to Oakville, from which popular rural point he will come in to his office daily. With daylight saving in effect it is a pretty safe bet that Mr. Roberts will do his bit in the "greater production" campaign.

Another member of the sheet music trade whose residence is in Oakville is Mr. G. Armand, who for a considerable time now has enjoyed the advantages of suburban living.

Irving Berlin, the popular song writer, has been called to the colors by the U.S. Government.

Six new bugle bands have been formed by the Toronto Public School Cadets.

The twenty-fourth annual convention of the Music Publishers' Association of the United States will be held in New York on Tuesday, June 11.

The fifth annual convention of the National Association of Sheet Music Dealers will be held at the Hotel McAlpin, New York, on June 10, 12 and 13.

Tosti's "Good-bye" was once a very popular song. We predict an even greater vogue for Trosky's.—London Opinion.

S. D. Watts, Macleod, Alberta, a negro, and a member of the overseas band of the 187th Battalion is reported killed in action. As a song writer he "broke into" Western musical circles with no little success and, had it not been for the war, probably many of the inventions on which he burned the midnight oil would have been successful. He was a genius in his way, a man with more than the usual share of originality.

"Crossing the Bar," by an Oshawa musician, Jennie M. Stalter, mentioned in the last issue of the Journal, is now out and winning a good deal of favorable comment. The Anglo-Canadian Music Co. have published it in two keys, E flat and F.

Two Lindsay people, Cecil Carl Forsyth and W. W. Staples, are responsible for a good baritone song, "We're British Still, O Motherland," the former having written the music for it. Anglo Canadian Music Co. are publishers.

A musical comedy "In Adland" is available for advertising clubs to stage as a means of raising funds to ensure a good representation at the coming convention.

In a Monastery Garden

Though not a new work, Albert W. Ketèlbey's "In a Monastery Garden" has come into prominence. The Columbia Graphophone Co. have featured it extensively on their record No. 5952, and pianists are asking for it. The music has a neat and apt cover in colors for the different arrangements—piano solo, violin and piano, 'cello and piano, organ, orchestra and military band. J. H. Larway is publisher, and the Canadian representatives are Anglo-Canadian Music Co., Toronto.

WHALEY-ROYCE OFFERINGS

"Canada's Greatest Music House"

Established 1888

Flat Back Mandolins

The most popular type of mandolin to-day, which replaces the old style. We have these in a dozen different styles, from \$4.95 to \$25.

Violins

In 12 styles, from \$4.95 to \$50.

Bows

In 12 styles, from \$10.50 a dozen to \$66 a dozen.

Ukuleles

With the approach of summer, the ukulele is reviving, being a small portable instrument for vacation time and summer outings. We have a good assortment running from \$3.75 to \$18.

Hawaiian Guitars

Complete with nut and steel, at prices from \$5.20 to \$50.

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Ukulele



Flat Back Mandolin

NEW and STANDARD SONGS

IN KEYS TO SUIT ALL VOICES

GOD KEEP YOU IN HIS CARE*Jack Trelawny***SUSSEX BY THE SEA**.....*W. Ward-Higgs***GOD SEND YOU BACK TO ME***A. Emmett Adams***DOWN HERE**.....*May H. Brahe***YOUR SONG**.....*Herbert Oliver***IN GOD'S OWN KEEPING***Henry E. Geehl***A JAPANESE LOVE SONG***May H. Brahe***SONNY** (Life is a fine thing, Sonny).....*Arthur Meale***GOOD-BYE, AND GOD BE WITH****YOU**.....*May H. Brahe***VALE (Farewell)**.....*Kennedy Russell*

(Destined to be world-famed).

COME, SING TO ME.....*Jack Thompson***I'LL SING TO YOU**.....*Jack Thompson*

(New song, a fitting successor to "Come, Sing to Me.")

SOMEWHERE IN FRANCE.....*Herbert Ivey***ALL IN A LILY WHITE GOWN***Easthope Martin***SOMEWHERE A VOICE IS CALLING***Arthur F. Tate***SAILORS OF THE KING**.....*Theo. Bonheur***Popular Piano Solos****IN A MONASTERY GARDEN***Albert W. Ketèlby***VALE IMPROMPTU**.....*Paul Ambroise***DANSE CARACTERISQUE**.....*Paul Ambroise***AU PLAISIR**.....*Jean Douste***APPLE BLOSSOMS**.....*Leona Lacoste***PASTORALE**.....*F. Hitz***SCHERZO CAPRICE**.....*Paul Wachs***Anglo-Canadian Music Co.
Limited**144 Victoria Street
TORONTO, - ONT.Sole Agents for:
Edwin Ashdown, Ltd.; Enoch & Sons;
J. H. Larway; Leonard & Co.,
and other houses.**Compelled to Reverse Verdict**

"To err is human; that we all know," says a writer in *The Music Trade*, London, "but it is nevertheless rather puzzling why even experienced musicians and music professors will decide against a certain song, for one cause or the other, only to have their verdict set aside by popular demand. The song then becomes forced on their notice and a vastly favorable opinion is formed. This often happens with really capable judges.

"I recall a case: At the moment a pupil wishes to have a few hints as to rendition and so on concerning a song which is not quite new, but seems to be gaining everywhere in popularity. A friend running a music concern informs me he is constantly ordering it at the rate of a hundred copies a time; its title is 'God send you back to me.'

"What are the 'good points' about this song? Technically we must bear in mind melody, form, rhythm, compass, key-tonality, and so on. But their acquaintance often leads us astray. On the other hand, education in such matters enables us to revise, on a firm and correct basis, a verdict in course of time. Critically, the song named is melodious throughout—which is an excellent feature. Months ago we glanced through this song hurriedly, with others, and put it aside as the ordinary. Then we heard a strain of some unknown composition played decently by a violinist in the street, and the few bars we heard haunted us. Next came a request to teach the song to a pupil, and the violin mystery was solved, and the more we teach the song the more we appreciate its many good features."

NEW MUSIC Copyright entered at Ottawa

- 34073 "Crossing the Bar." Words by Alfred Lord Tennyson. Music by Jennie M. Stalter. Anglo-Canadian Publishers Association, Limited, London, Eng. and Toronto.
- 34075 "The Halifax Disaster." By James T. Walsh. (Song.) James T. Walsh, Halifax, N.S.
- 34084 "I Wonder Why She Kept on Saying Si-Si-Si-Senior." Words by Sam M. Lewis and Joe Young. Music by Ted Snyder.
- 34086 "Spanish Dancer from Madrid." Words by Eddie Cox. Music by Leo Flatow.
- 34092 "If You're Crazy About the Women You're Not Crazy At All." Words and Music by Alfred Bryan, Edgar Leslie and Harry Ruby.
- 34093 "Hello Central, Give Me No Man's Land." Words by Sam M. Lewis and Joe Young. Music by Jean Schwartz.
- 34094 "The Golden West and You." Words by Harry Hoch. Music by M. Kay Jerome.
- 34095 "I'm On a Long, Long Ramble." Words by Sam M. Lewis and Joe Young. Music by Jean Schwartz.
- 34096 "Up in the Air Over There." Words and Music by Morris Manley, Toronto.
- 34097 "The Band." Words by M. A. Knight. Music by A. Jarvis Marshall, Vancouver.
- 34098 "Fishing." Words by M. A. Knight. Music by A. Jarvis Marshall, Vancouver.
- 34099 "Mud Pie." Words by M. A. Knight. Music by A. Jarvis Marshall, Vancouver.
- 34100 "Camping." Words by M. A. Knight. Music by A. Jarvis Marshall, Vancouver.
- 34101 "The Pussy Cat." Words by M. A. Knight. Music by A. Jarvis Marshall, Vancouver.
- 34102 "A Rainy Day." Words by M. A. Knight. Music by A. Jarvis Marshall, Vancouver.
- 34103 "Good Night." Words by M. A. Knight. Music by A. Jarvis Marshall, Vancouver.
- 34107 "Flying." Words and Music by Will J. White. Arrangement by Julius Brall. Musgrave Bros., Toronto.
- 34115 "The Allies." Patriotic Song. Words by a Soldier's Wife. Music by a Returned Soldier. Mrs. W. Hall, Regina, Sask.
- 34116 "Nona." Words by J. R. Shannon. Music by F. W. Vandorst.
- 34117 "General Pershing." Words by J. R. Shannon. Music by Carl D. Vandorst.
- 34123 "A Laddie in France is Dreaming Little Girls of You." Words by Eddie McGrath. Music by Will E. DuImage. Nell S. McGrath, Toronto.
- 34130 "Bolshewiki! Glide." Song. Words by Carl Randall. Music by Harry Tierney.
- 34131 "Love Me in the Candlelight." Song. Words by Stanley Murphy. Music by Harry Tierney.
- 34132 "Campanile." Song. Words by John Henry Mears. Music by Harry Tierney.
- 34133 "Wouldn't You Like to Have Me Tell Your Fortune?" Song. Words by John Henry Mears. Music by Harry Tierney.
- 34139 "Fleur-De-Lis." Song. Words by Stanley Murphy. Music by Harry Tierney.
- 34144 "Great Britain Won't Quit." Song. Allan T. DeBosj, Fredericton, N.B.
- 34140 "There's a Red Bordered Flag in the Window." Words by Fred Ziemer. Music by J. R. Shannon.

Chappell Newslets

Two new issues by Chappell & Co., Ltd., are "Just a Little After Taps," from the catchy musical play "Goodbye Bill," which contains a striking cover design showing the Kaiser "getting the hook" at the hands of an U.S. aeroplane man; and "Sweet, Be Not Proud," another good song by Clarence Lucas, a composer of Canadian birth.

Of the Chappell novelties recently put out considerably more than ordinary interest has been shown in "When April Laughs" (Montague Phillips). "A Khaki Lad" (Florence Aylward), "There are Fairies at the Bottom of our Garden" (Liza Lehmann), and "In Her Old-Fashioned Way" (Guy d'Hardelot).

Band music again comes to the front of the stage. Chappell's are featuring for bands all the hits from "Jack o'Lantern," "When the Great Red Dawn is Shining," "Over the Top," "Take Me Back to Dear Old Blighty," and "The Perfect Melody."

"Waiting." Leo T. Croke's new song, is being asked for by the professionals in a pleasing way. The United States musical papers report the foremost vocalists using "Roses of Picardy," "When the Great Red Dawn is Shining" has obtained "some" momentum and is going strong.

Organ Music

Mr. Gatty Sellars has arranged for the organ another recent gem in Geoffrey O'Hara's "The Perfect Melody," which has been added to the following selected list of organ numbers published by Chappell & Co., Ltd.

Imperial March. Composed by Arthur Sullivan.
Arr. by King Hall.

Faust Selection. Composed by Charles Gounod.
Arr. by Clarence Lucas.

Soldiers Chorus (from "Faust").
Composed by Charles Gounod. Arr. by King Hall.

Marche Religieuse. Composed by Charles Gounod.
Arr. by Edward R. Terry.

Marche Militaire. Composed by Charles Gounod.

Marche Romaine. Composed by Charles Gounod.
Arr. by Frederic Archer.

Canzonetta. Composed by Francis Thome.
Arr. by Edward F. Rimbault

Andante Pastorale. Composed by Alfred Cellier.
Arr. by King Hall.

Silver Trumpets (Processional March) (As played at St. Peter's, Rome). Arr. by Edward F. Rimbault

Cujus Animam (from "Stabat Mater").
Composed by Rossini. Arr. by Edward F. Rimbault.

Fantasia Overture. Composed by Reginald Goss-Custard.
Litany of Loretto and Litany No. 2. Arr. by H. M. Higgs.

O Dry Those Tears (Song). Composed by Teresa Del Riego. Arr. by Clarence Lucas.

Song Without Words. Composed by Edward German.
Arr. by H. M. Higgs.

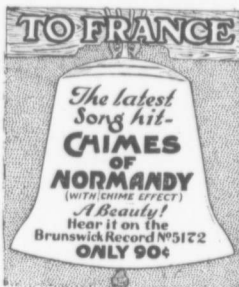
Melodie Du Soir (un peu d'amour).
Composed by Leo Silesu. Arr. by Clarence Lucas.

The Song of Songs (Chanson du Coeur Brise).
Composed by Moya. Arr. by Gatty Sellars.

Enoch & Sons Music

Included in the selections of recent publications received from this great Anglo-French house we find quite a number of songs which possess all the elements that make for popularity, says the London Music Trade, notably, "After," an attractive setting of Helen Taylor's words by

New Records Highly Spoken of



It seems only natural to expect that the \$15,000,000.00 Brunswick-Balke-Bollender Co., with the leadership they have shown in producing the wonderful new achievement the "Ultona," which is the only reproducer which plays all records properly, should discover the way to make a record which eliminates the nasal tone, scratch and "surface noise" of the records, which we all know to exist. The Brunswick records have done away with all this and yet still produce a true, distinct tone. The Brunswick record is made exclusively for Canada. Every dealer should hear the Brunswick record on the All-Record Brunswick Phonograph to appreciate its real merits and find out that the above assertions are true. The Musical Merchandise Sales Co., Excelsior Life Bldg., Toronto, Ont., will be glad to send catalogue and full particulars of this improved discovery in recording tone accurately.

The Musical Merchandise Sales Co.
Excelsior Life Bldg., TORONTO

Enoch Song Successes

in keys to suit all voices.

- BUTTERCUPS ARE BLOWING** Claude B. Yearsley
LITTLE BIT OF A MAN Jack Thompson
GOD'S BRIGHT MORNING Arthur Meale
A LITTLE LOVE SERENADE Landon Ronald
A MOTHER'S HEART May H. Brahe
ROSES ALL THE WAY Jack Thompson

A Very Successful Waltz

VALE MYSTERIEUSE, by Henri Godard.

Two Important Song Cycles

FOUR SONGS FROM "THE FRINGES OF THE FLEET," by Rudyard Kipling and Sir Edward Elgar.

"SONG PICTURES." Five songs by May H. Brahe, for low, medium and high voices.

Published by

Enoch & Sons, London, England

and

The Anglo-Canadian Music Co.

144 Victoria St., TORONTO

Arthur Meale; "Buttercups are Blowing," in which Claude B. Yearsley has set up the same lyrists' words to a catchy melody; "Timber-Lore" (a song of the woodland elves), in which capital words by W. H. Ogilvie are wedded to characteristic music from the pen of Easthope Martin; "Saint George of England," a vigorous, stirring setting of C. Fox-Smith's words by Sir Charles Villiers Stanford; "A Sailor's Love Song," in which Clinton Scollard's charming words have been melodiously set by John Hopton; "The Long White Road," words by Charles Knight, music by Francis Adair, a homely song of the country-side; and "Best of All," in which Gerald Grayling has fitted a tuneful melody to a charming lyric from the pen of Helen Taylor. Songs of a more ambitious type are "Fate's Discourtesy," by Rudyard Kipling and Edward Elgar, and "The Lamb" (from "Four Songs of Innocence"), by William Blake and Landon Ronald.

Beare & Son Take Stock

The staff of the Canadian branch of Beare & Son in Toronto have just completed stock-taking and report a pleasing result. The Journal is informed they are carrying heavy stocks and other large shipments to them are en route. Messrs. Beare & Son say they have not yet handled any Japanese goods as through Mr. Beare's efforts in London they have been able to purchase sufficient stocks in Europe.

This firm's "May Bulletin" features particularly violins, bows and strings. The violins and bows are chiefly of French manufacture, while the strings, mostly Italian, are being readily ordered by dealers, especially the Symphony and Triumph brands. This bulletin also draws attention to metronomes, bugles, mouth organs and military snare drums.

New Gennett Records

Sole Canadian Distributors: The Starr Co. of Canada, 261 Dundas Street, London, Canada.

- 15000 "Hamlet"—Chanson Bachique (Drinking Song). (Thomas). In French (Accompanied by Florida's Concert Orchestra). Auguste Bouilliez, baritone. 1.75
- "Ballo in Maschera"—Eri tu ("Masked Ball"—Is it Thou?). (Verdi). In Italian (Accompanied by Florida's Orchestra). Auguste Bouilliez, baritone. 1.75
- 15001 "Faust"—Serenade of Mephisto (Gounod). In French (Accompanied by Florida's Concert Orchestra). Auguste Bouilliez, baritone. 1.75
- "Faust"—Aria of Valentine (Gounod). In French (Accompanied by Florida's Concert Orchestra). Auguste Bouilliez, baritone. 1.75
- 12504 Spanish Dance, No. 8 (Sarasate). (Piano accompaniment by Morris Eisner). Helen Ware, violinist. 1.50
- Hungarian Fantasia—"Ginka Panna" (Ware). (Piano accompaniment by Morris Eisner). Helen Ware, violinist. 1.50
- 12503 Swanee River (Old Folks at Home). (Foster). (Piano accompaniment by Francis Moore). Helen Ware, violinist. 1.50
- Gentle Shadows (Cradle Song). (Ware). (Piano accompaniment by Francis Moore). Helen Ware, violinist. 1.50
- 12501 Large (Handel). (Piano accompaniment by Francis Moore). Helen Ware, violinist. \$1.50
- Meditation—"Thal" (Massenet). (Piano accompaniment by Francis Moore). Helen Ware, violinist.

- 10030 When the Bell in the Lighthouse Rings (Lamb-Solman). (With orchestral accompaniment). Frederic Martin bass.
- Rocked in the Cradle of the Deep (Knight). (With orchestral accompaniment). Frederic Martin, bass. 1.25
- 7649 "N' Everything—From "Shubad" at New York Winter Garden (By Sylvia Kahn & Johnson). Tenor with orch. acc. George Thompson.90
- Somebody's Done Me Wrong (Walker-Shipman). Tenor with orch. acc. George Thompson.90
- 7647 Minnehaha (She Gave Them All The Ha! Ha!) (Hart-Nelson). Tenor with orch. acc. Ad. J. Hall.
- There's Something 'Bout a Uniform That Makes the Ladies Fall (Fink-Silver). Tenor with orch. acc. Arthur Hall.90
- 7646 Just a Baby's Prayer at Twilight (Lewis & Young-Jerome). Tenor with orch. acc. Chas. Hart.90
- The Dream of a Soldier Boy (Dubin-Monaco). Tenor with orch. acc. Chas Hart.90
- 7650 Bring Back My Daddy To Me (Tracey & Johnson-Meyer). Tenor with orch. acc. Heavy Burr.
- On the Road to Home, Sweet Home (Kahn & Van Alstyne). Vocal duet with orch. Campbell & Burr.90
- 7648 Cohen Telephone the Garage (Comic Monologue). George L. Thompson.90
- Cohen at the Telephone (Comic Monologue). George L. Thompson.90
- 7645 Steve—Fox Trot (Creager). Honey-Land Jazz Band.
- Pinocle—Fox Trot (Caruso). Honey-Land Jazz Band.
- 7651 Calicoes (Froy). Banjo, saxophone and piano. Van Eps Trio.90
- Silver Heels (Morel). Banjo, saxophone and piano. Van Eps Trio.90
- 10040 Serenade (Titi). Violin, flute and piano. Gennett Trio.
- Serenade d'Amour (Von Blon). Violin, flute and piano. Gennett Trio. 1.25
- 10038 Starr March (Rich) Starr Military Band.
- French National Duelle March (Tartini). Gennett Military Band. 1.25

Revival in Ukulele Demand

With the approach of summer Whaley, Royce & Co., Ltd., are finding a revival in calls for the Ukulele, which people find a handy instrument to take along for the summer vacation or for Saturday afternoon outings. The flat back mandolins and Hawaiian guitars are also in constant demand. This firm also are featuring an assortment of twelve styles of violins and twelve styles of bows which they received in a recent shipment.

A new Whaley, Royce bulletin listing special offerings is ready for the press and will be mailed to dealers very shortly.

Stanley Phonograph Rooms

Simplicity of design, charm of finish and common sense use of valuable floor space characterize the new phonograph department at the Frank Stanley store, Toronto. The first floor has been given over to the higher priced lines and six demonstration rooms have just been completed. This still leaves nearly half the centre of the floor for general display purposes or for recitals if desired, there being a platform at one end. The decorative scheme is old rose with white enamel. The partitions are of glass with a portion of the divisions between the booths in chipped glass, so that persons in the one booth are not being observed by those in the booth adjoining. The method of lighting is another attractive scheme, being indirect and giving a daylight effect.

The smaller models and machines for the cheaper trade are shown in the rooms on the mezzanine floor.

Phonograph Worth More Than Horse

In their contribution to a Patriotic fund being raised in London, the Starr Company of Canada included a Starr Phonograph trench outfit. This is one that regularly sells at \$110. With other contributions it was put up at auction at the Tecumseth House and realized \$250, being purchased by Sir George Gibbons, who donated it to the boys at the front through Major Eric Reid, a London boy, now on active service in France. It is interesting that at the sale the phonograph brought more than any other article, not excepting a horse which went under the hammer at \$125, a Persian cat at \$75 and several paintings by artists of note.

Established 1852 Call Telephone M. 554

Musician's Demands

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

CHAS. LAVALLEE

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

35 St. Lawrence Blvd. - Montreal



— The —

Highest Class Talking Machine in the World

The development of the Sonora is such that the line is featured by the most exclusive dealers. It appeals to musical connoisseurs because of its refinement, resonance, rich full tone and general beauty. There is pride in the possession of a Sonora—it sells on merit. The Sonora dealer is not dependent upon low payments and long terms to attract business to him. The Sonora influences the customer with the cash.

The Sonora plays all makes of disc records.

The Sonora is well advertised and advertised well.

The Sonora has an enviable reputation.

A number of the Sonora styles are made in Canada, and arrangements are being completed to manufacture all styles of the Sonora in this country.

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New Ryrie Bldg., TORONTO

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Here and There and All Over

Mr. H. S. Berliner, vice-president Berliner Gramophone Co., Ltd., Montreal, was a recent trade visitor to Toronto.

Mr. S. C. Brownstein, formerly with the National Piano Co., Ltd., has recently joined the R. S. Williams & Sons Co. Toronto selling staff.

A depot has been opened in London, England, to collect music and musical instruments for the men in the trenches, camps and hospitals.

Mr. E. Verity, formerly of the Metropolitan Life Insurance Co., has joined the staff of the Hamilton branch of R. S. Williams & Sons Co., Ltd.

In conversation with members of the trade the Journal hears of quite a number who are planning to attend the National Music Show, in New York, during the week of June 1 to 8.

Mr. J. B. Mundie has left the service of R. S. Williams & Sons Co., Ltd., Hamilton branch. His place on the selling staff has been taken by Mr. J. E. Cooper, who has been acting collector.

The Thomas Organ Co. and the Karn-Morris Piano & Organ Co., Ltd., of Woodstock, shared in the cost of local newspaper publicity for the campaign to raise \$50,000 for War Relief funds.

At one of the leading football grounds in Glasgow a blind man is always found in attendance with a talking machine wherewith to entertain the gathering crowd until the teams line up.

The L. J. Mutty Co., Boston, who specialize in rubber cloths and tubing for player pianos, will have an exhibit in space No. 54 at the National Music Show, in Grand Central Palace, New York, June 1 to 8.

Mr. Bruce Beattie, owner of the Beattie Agency at 291 Danforth Avenue, is opening a branch store on Queen Street East, in that part of the city known as the "Beach." He has the Columbia agency in both stores.

"Business keeps very good indeed, notwithstanding the unsettled conditions with the farmers and scarcity of help," reports Mr. W. K. Elliott, the well-known music dealer of Brampton. "A very large acreage has been seeded and prospects for a bumper crop in this vicinity are very good. I have added the Brunswick line of phonographs to my old established piano business and find it very profitable, the only drawback being to get the goods in sufficient quantities."

Mr. J. P. Tessier, salesman A. Lesage, piano manufacturer, St. Therese, Que., made his first visit to a number of Ontario points recently, calling on old and new

customers of the firm. Mr. Tessier was well pleased with the reception accorded him wherever he went.

The John Raper Piano Co., Ottawa, has been formed into a limited liability company with an Ontario charter. The capitalization is one million dollars. The provisional directors of the corporation are Mr. John Raper, Sr., Mr. John Raper, jr., and Mrs. Beatrice May Raper.

Mr. F. W. Hessin, the Canadian-born manager of the Aeolian Co.'s branch in Berlin, Germany, has been in the German internment camp at Ruhleben since February, 1915. Word has come that Mr. Hessin, who is now over military age, will soon be released. He was born in Toronto.

Mr. Henry Durke, proprietor Mendelssohn Piano Co., Toronto, has returned from California, where he and Mrs. Durke spent several weeks escaping the unpleasantness of the early part of a Canadian Spring. Their return was hastened by the illness of Mrs. Durke's father in London, Mr. David Wilson, whose death since occurred. The late Mr. Wilson was a well known and highly respected citizen of London, where for thirty-five years he was in the Customs office.

Mr. E. D. Morris, of the Morris Music Store, New Westminster, B.C., who suffered considerable loss by fire in March last, has opened up again with a full line of pianos and players, organs, Victrolas, small goods and sheet music. Mr. Morris, who has a large connection among the Fraser Valley farmers, says that "our new shipbuilding industry is here to stay."

Mr. B. H. Britton, manager of Heintzman's Peterboro branch, celebrated the first anniversary of the opening of Heintzman Hall on May 4, by holding a public reception on the afternoon and evening of that day. An orchestra of six provided a musical programme. Roses and carnations were given to the ladies who attended. The piano rooms and the sound-proof rooms in the Victrola department were visited by large numbers of the citizens of Peterboro and district. On this occasion Mr. Britton gave a complimentary dinner to his staff.

The London branch of the Wright Piano Co., Ltd., Strathroy, is to be remodelled and plans have already been made for this. The London store has been making good progress. Asked if there was any news in connection with his staff, Mr. E. J. Wright said: "Impossible to hire new salesmen. None we have can afford to get married that are not already tied up. After buying corn meal, pepper and salt there is nothing left for the trip. As far as anyone dying they are all too healthy on the diet that is being forced upon them." The Wright Piano Co. handles

Nora Bayes singing exclusively for Columbia Records! Can
you see the cash value of this combination?

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



their own make of pianos, the Wright, also Columbia, Edison and Brant-Ola lines, small goods and sheet music.

"Don't fritter away your second-hand pianos. Before the year is done they will be valuable merchandise," says the Music Trade Indicator.

Messrs. H. J. McEntee and R. H. Doughty, of the R. S. Williams & Sons Co.'s piano department, are sporting new cars. The latter swears by the Chevrolet.

Mr. A. A. Pegg, salesmanager Nordheimer Piano & Music Co., was among the local victims of the influenza epidemic and was confined to his home for a week.

At the recent Motor Show in the Armouries at Peterboro, there was also an exhibit of Pathephones and Pathe records for which Mr. E. V. Warne has the local agency.

The Columbia Graphophone Co. has issued a supplemental catalogue containing all their records issued since the last complete catalogue, i.e., new records from October to March inclusive.

A Dominion charter has been taken out by the J. M. Greene Music Co., Ltd., of Peterboro, with a capitalization

of three hundred thousand dollars. The company has operated under an Ontario charter since 1909.

Scythes & Co., Regina, and has recently joined the 77th Battery, was tendered a banquet by the firm and staff. Mr. Johnston was also presented by the firm with a shaving kit and by the staff with a wrist watch. Short speeches were made, expressing regret at losing Mr. Johnston and wishing him good luck. Musical numbers were also given by Miss Detlor, Miss Poling and Mr. J. M. Glasgow.

The following Edison dealers have just given recitals in their towns featuring tone-tests by Glen Ellison, the Scotch baritone: F. C. Laird, Parry Sound; J. Y. R. Broughton, Newmarket; C. H. McClintock, Streetsville; Reuben H. Curtis, Mitchell; J. A. Russell, Niagara Falls; A. I. Flanagan, Stratford; C. A. Nettleton, Penetang; Jessop & Sons, Sudbury; J. E. Rutledge, Fort William; W. A. McIntyre, St. Mary's; Martin Bros., Simcoe; Matchett Bros., Creemore; and J. M. Greene Music Co., Kingston and Belleville.



The Motor Delivery Truck used by D. S. Cullen, Kitchener.

Mr. R. W. Burgess, manager of the Montreal Branch of the Pathe Company, has been obliged to take a few weeks' rest, in a sanatorium at Three Rivers, owing to a nervous

breakdown. Mr. Burgess has been working very hard since he went to Montreal and has accomplished excellent results, as is shown by the splendid representation which the Pathe Company has in that city. The strain was too much for him and on the advice of his physician and in order to forestall a more serious illness, he decided to take a few weeks' rest.

An annual event with Eugene Julien Co., Quebec, who do an extensive piano and phonograph business, is their exhibition which this year was preceded by a dinner tendered to the press and the directors of the firm by Mr. Eugene Julien. Mr. H. V. Roy, who has charge of the music department, had a full orchestra and his musical features were appreciated by large audiences. Amongst the pianos on the floor were noticed Bell, Dominion, Pratte and Chickering lines, and in the phonograph department Columbia, Phonola and Pathe. The firm has fifteen branches in Quebec Province.

There are manufactured about 9,000,000 music rolls in the United States annually, according to the Chicago Musical Times, at the present rate of production—and the constant increase will soon bring the total to 10,000,000 rolls.

Miss Kathleen Howard, the famous Grand Opera Contralto, of the Metropolitan, New York, who has been writing some interesting reminiscences in the Saturday Evening Post, makes records exclusively for the Pathe Company. These articles in the Post should be of great benefit to Pathe dealers in selling the "Howard" records.

Mr. G. W. Johnston, who has been for the past five years manager of the phonograph department of W. G. F.

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Mr. J. S. Beck, of Brampton, has become an Edison Disc dealer.

The Hudson's Bay Co.'s store at Vancouver has added a line of pianos to the music department. This is the "Donalda," to retail at \$50.

During the last Liberty Loan Campaign in the United States, pianos were profusely used on the side-walks of Chicago to attract and entertain the crowd.

An old established firm of French piano manufacturers are in communication with an American company relative to an order for piano plates to be shipped to France.

Spring house-cleaning, repainting and a general sprucing up of the store throughout, was one of the month's events at the R. S. Williams & Sons Co., Ltd., branch at Hamilton.

Mr. G. W. Hopkins, New York, general sales manager of the Columbia Graphophone Co., spent a week end in Toronto looking over the company's new factory, and Canadian head office premises.

Mr. E. C. Thornton, general manager of the Karn-Morris Piano & Organ Co., Ltd., Woodstock, along with twenty-two other big Woodstock manufacturers, put his shoulder to the wheel in that city's "Community War Chest" campaign.

Mr. Charles Birchard, factory superintendent at the Thomas Organ Co.'s plant, Woodstock, was among the progressive superintendents who took an active part in the recent campaign to fill Woodstock's "War Chest" with \$50,000—one fund for all war relief work.

Mr. A. H. Mason, manager of the Aeolian Co., Ltd., London, England, arrived in New York recently on a visit to the Aeolian Co. of New York. Mr. Mason also visited his old home city, Toronto, where he was the guest of his brother, Mr. Henry H. Mason, of Mason & Risch, Ltd.

The Cecilian Co., Ltd., Toronto, manufacturers of Cecilian pianos, players and Concertphones, have removed their factory from 118 1/2 Bathurst Street to larger premises at 89 to 93 Niagara Street. The necessity of the change is indicative of Cecilian progress in both the piano and Concertphone ends of the business.

At the opening of the "Commodore Jarvis" branch of the Navy League of Canada a Sonora phonograph contributed to the programme. The opening was a formal affair held in Toronto's new Masonic Hall. The Sonora, in charge of Mr. H. R. Braid, of I. Montagnes & Co., Canadian distributors of the Sonora, provided the musical entertainment in the luncheon parlors.

No wonder Frank A. Clark, of Stanley Pianos, Toronto, is optimistic. Business is excellent and collections are good, but still better is the necessity of adding a perambulator to his household equipment, one with good strong springs that a bouncing boy can't break. Up-to-date the father shows more interest in the son than the son in his sire.

Mr. Alex. Saunders, president of the Goderich Organ Co., Ltd., when seen by the Journal recently was at one of his favorite occupations,—boosting Goderich. Mr. Saunders has for years consistently championed the interests of Goderich as a scenic, summer, residential and industrial resort. As a result of a campaign now under way Goderich will become better known to the public of Canada.

Mr. J. E. Maloney, the well-known music dealer of Perth, Ont., who has made a great success of his business, has just recently returned from the south, where he spent a vacation of several weeks. Mr. Maloney is also interested in Windsor, where, as reported in the last issue of the Journal, he and Mr. P. J. Conolley formed the Maloney-Conolley Piano Co.

At the Strand Theatre, Toronto, Charlie Chaplin appeared in his first million dollar play "A Dog's Life." To attract the attention of passers-by the management linked the million dollar play with "Nipper" the Fifty-Million Dollar Dog of "His Master's Voice" fame. The theatre had the appearance of His Master's Voice headquarters for the week, greatly to the satisfaction of local "His Master's Voice" dealers.

Patrons of the Regent Theatre, Toronto, were profuse in expressions of approval of the management's arranging to let them hear Arthur George. Mr. George is a Toronto Baritone with a splendid reputation in many centres in the United States, particularly in the south where he has toured for the past three seasons. He also filled a series of engagements at the Biltmore Hotel, New York, where he sang at the Sunday Concerts.

There is being prepared for this year's Edison Dealers' Convention, to be held at the Waldorf-Astoria, June 6th and 7th, another sales playlet called "The Dotted Line," designed to illustrate some good methods of getting the customer's signature on the dotted line. As in former years, it is expected that a private view of this playlet will be given for the advertising and sales experts in New York City, and it is understood that "The Dotted Line" will be as enthusiastically received as the two plays that preceded it.

Mr. O. C. Dorian, general manager of the Pathe Company, is planning to leave some time during the month of May for an extended trip which will take him right through to the western coast. He will call on some of the most important Pathe representatives in the West and will make a thorough study of conditions there, with a view to taking care of the ever increasing business which the Pathe Co. is obtaining from that territory, and still further developing that business. Mr. Dorian expects to be away at least two months.

"Play while you pay" is the slogan employed by Minnes Bros., of Hamilton, to good advantage in stimulating player sales. This exclusive piano house which has only been in business a little over a year has made encouraging headway. Mr. S. Minnes is leader of the orchestra in the Savoy Theatre. Mr. J. Minnes, the salesmanager, who devotes all his time to the selling end, advises that his firm has secured for Hamilton and district the agency for Chickering pianos. Mr. A. Brodsky, salesman with Minnes Bros., is said to be one of those who usually has a sale up his sleeve when least expected. The Minnes Bros. store features Willis, Knabe and Chickering lines.

The London Daily Mail publishes an item to the effect that a Berlin musical instrument dealer was prosecuted recently by the anti-profiteering authorities for selling at £100 a renovated second-hand piano for which he paid only £35. The charge was that he committed "usury" with an "article of daily necessity." The courts refused to agree with the official view that pianos were a necessity for the soothing of war nerves, and said that the tradesman had a right to sell a piano like any other "luxury," for whatever he could get for it. This sidelight tends to show that there is a shortage of pianos in Germany, and does not bear out the stories of warehouses full of instruments ready to be dumped on the markets as soon as the war is over.

Mr. M. S. Phelps, of the Brantford Piano Case Co., Ltd., Brantford, was recently in New York on business. Interviewed by the Music Trade Review Mr. Phelps said: "The labor situation in Canada has to a large extent been solved by the utilization of women." Mr. Phelps stated that in the Brantford Piano Case plant, as well as many other factories, female labor had proved its practical worth in even such departments as rubbing and polishing. He also

stated that in his opinion the Canadian piano business would continue indefinitely in its present thriving condition. The women in particular are proving to be greater buyers than ever before of talking machines and pianos. Another thing which he brought out was the improved financial status of the Canadian piano trade. Four months' time is practically the wholesale standard, and the piano paper is met when it falls due. This is largely due to the advantageous terms on which the instruments are now retailed.

Mr. Stanley Addison, manager of the R. S. Williams & Sons Co., Ltd., store in Hamilton, as a member of the Board of Trade and the Rotary Club, has taken part in every Red Cross, Y.M.C.A. and Patriotic Fund campaign since the outbreak of war.

E. J. Howes Optimistic About the West

Back From Trip to the Pacific Coast.

Mr. E. J. Howes, general manager National Piano Co., Ltd., has returned to headquarters at Toronto from a six weeks' tour of Western Canada. Mr. Howes visited only the larger centres from Winnipeg to the Coast and also included Nanaimo on Vancouver Island. This was his first visit to this famous mining centre, which he found to be a surprisingly aggressive and bright business centre well equipped with good stores. The music wants of the people are well looked after by the Geo. A. Fletcher Music Company, Wm. D. Dunsmore and Heintzman & Co.'s branch.

The observations of his trip convince Mr. Howes that conditions in the west are decidedly conducive to optimism. In some sections of the Prairie Provinces cold weather and absence of rains are rather prolonged for the grain grower's peace of mind, but in the towns and cities there is a steadiness and solidity to business that is encouraging. Any who have wealth tied up in unsaleable real estate are disposed to forget that fact and are going ahead building for the future, while the tractor is ploughing up sub-divisions where real food is to be grown in the place of imaginary residences, banks and factories.

In British Columbia, too, Mr. Howes found only healthy optimistic activity and an alertness in developing present resources on sane and legitimate grounds. Boomster ideas have no part in the present development of the West.

Wherever he went Mr. Howes met with that open hearted western hospitality that eastern visitors have learned to appreciate. From a business standpoint his trip was a success and the reception tendered the National line was very gratifying to Mr. Howes. Incidentally, in homes visited by him many miles from any centre the talking machine was the only musical instrument and as such was more than a luxury. Because the low priced machine, particularly, is the sole musical provision of thousands of homes of the less wealthy, he thought any below one hundred dollars should have been exempted in the ten per cent. excise tax about to become effective.

Vancouver Has Aggressive Music Dealers' Association

One of the most energetic trade associations anywhere is that of the music dealers of Vancouver, which was formed in December last year as a result of the "Music in the Home" campaign. Promptly on the news of the proposed excise tax being levied to that city Mr. E. J. Howes, chairman, and Daryl H. Kent, secretary, got the trade together on May 2nd. The meeting, which was attended by representatives from every music house in the city, was held at the Board of Trade in conjunction with the jewelry and other trades affected.

At a subsequent meeting of the music dealers on May 7th, at the Vancouver Hotel, a local excise officer was invited to address the meeting and give the dealers the benefit of whatever information he was able to impart. Mr. E. J. Howes, of the National Piano Co., Ltd., Toronto, who happened to be in the city was also a guest of the Vancouver dealers at the informal dinner held in conjunction with the meeting. Practically every house in Vancouver was represented, and Mr. James H. Fletcher came over from Victoria for the occasion.

The spirit of the Vancouver trade is uniformity of action in whatever they undertake and adopting trade reforms only as they are unanimously endorsed.

Government Collects on Sonora Shipments

The first firm to pay the new excise tax of ten per cent. at the Toronto port was I. Montagnes & Co., who released a shipment of Sonora phonographs on May 2nd. The ten per cent. is payable on the importer's price plus the regular tariff charge.

In a recent circular letter to their customers this company announce a new price schedule for the various types of the Sonora. The new list shows advances made necessary by advanced prices in New York on March 1st and the new excise tax. The new prices are:

Melodie	\$ 74.00
Barcarolle	85.00
Rhapsody	95.00
Troubadour	124.00
Imperial	160.00
Intermezzo	220.00
Baby Grand	250.00
Elite	290.00
Laureate	315.00
Grand	425.00
Invincible No. 1	550.00
Invincible No. 2	730.00
Supreme	1500.00
Portable	90.00

The prices of the Supreme and Portable models remain as before.

New Pathe Dealers

The latest addition to the Pathe list of agencies include Adams Furniture Co., Ltd., and Burroughs Furniture Co., of Toronto, and A. J. Freiman Co., Ottawa.

The Hudson's Bay Co., of Vancouver, have just placed an order for one car load of Pathephones, report Pathe Freres, who state that the most gratifying feature in connection with it is that nearly 75 per cent. of the whole order was made up of machines from \$125.00 up. This would tend to show that the Pathe Company are meeting with pleasing success in the sale of their period design cabinets. The Hudson's Bay Co.'s Calgary house have also become Pathe Agents, and keen rivalry is expected between the cities as to which will do the most Pathe business.

WANTED
Two High-Grade Salesmen to travel out of Fort William. Good proposition for the right man. Box 99 Canadian Music Trades Journal, 66-68 West Dundas St., Toronto.

L. J. Muttly Company, of Boston
will occupy space 54
National Music Show
Grand Central Palace, New York
June 1-8, 1918

Ten Per Cent. Excise Tax on Manufacturers' Selling Prices of Player Pianos, Talking Machines, Records, Music Rolls for Players.

Trade Delegation Visits Ottawa to Secure Information.

WHEN the daily papers on May Day announced that certain musical instruments were included in the list of articles that the Government proposed to tax, uncertainty and considerable anxiety was felt in music trade circles. The first report made it appear that a ten per cent. tax was to be imposed upon the retail selling prices of certain lines. This misapprehension was corrected by later reports that made it clear that the proposed tax was to be on the manufacturers' selling price, although even at present writing there is necessarily indefiniteness of detailed confirmation as to the proposed tax measures and the working out of the collection of them. It is clear that the specific lines are player pianos, player organs and music rolls, talking machines and records.

In Toronto a general trade meeting of piano and talking machine manufacturers and wholesalers was hurriedly summoned and a delegation appointed to visit Ottawa and obtain, if possible, information that would remove some of the uncertainty as to the conduct of business in view of the proposed legislation. Inland Revenue officers at various centres had notified dealers that they must keep a record of all sales made on May first and take an inventory of goods on hand. It now appears that this warning was not necessary in the case of retailers.

The delegation to visit Ottawa included Messrs. Fred Killer, Henry H. Mason, H. G. Stanton and E. C. Scythes. On their return, meetings of both the piano and phonographic branches of the business were held to receive reports and decide on the next step to be taken. As a result a circular letter has been issued to the trade from the office of the Secretary of the Canadian Piano & Organ Manufacturers' Association, reporting that the following points were tentatively established in connection with the excise tax. The regulations here announced are subject to official confirmation:

- (1) Tax applies only through manufacturers and importers.
- (2) Tax applies on all goods imported or shipped or delivered by manufacturers after April 30th (except in cases mentioned in "exceptions").
- (3) Tax applies on all imports whether now in bond or transit.
- (4) Tax is payable on Duty Paid price for imported goods, and manufacturers' selling price for goods made in Canada. The manufacturers' invoice price to dealers in each individual case to form basis of tax.
- (5) Tax does not apply to parts or unfinished materials.
- (6) *Exceptions.* Where manufacturer or importer has received and accepted orders previous to May 1st, which he is legally bound to deliver at former prices and where he cannot collect the tax, will have consideration as to refund by applying to the Department of Inland Revenue.
- (7) *Payable from Canadian Manufacturers.* Tax collected by Government for Phonographs, Records and Player Rolls; May sales on June 1st, 1918. For Player Pianos and Mechanical Organs; May sales on June 1st, 1918.

Note.—Efforts are being made to secure extension of collection of Records tax for two months,

and Players tax for six months. No decision yet rendered. In event of postponement of tax, a guarantee year bond will require to be furnished satisfactory to the Department.

- (8) Tax is payable when goods are passed through Customs. This does not change present regulations covering bonding.
- (9) While bill has not been passed, it is understood that when it is put in force, it will be made effective as from May 1st, 1918.

While up to the time of going to press the excise bill is still before the house, it is not expected there will be any serious objection and that it will become law and effective as on May 1st, 1918.

This special war tax of ten per cent. on the manufacturers' selling price applies to player pianos and rolls, mechanical organs, talking machines and records.

Various opinions are, of course, expressed concerning the inclusion of musical instruments among those lines on which a tax might fittingly be imposed. The Journal believes, however, that the general sentiment is one of cheerful readiness to co-operate with the Government in raising much needed revenue and a feeling that the Government has been careful not to impose an assessment that would seriously restrict the industry. It is felt that the piano trade has reason to feel elated that the contention of the piano being a household and educational necessity has been recognized by the Government. In regard to the ten per cent. on player sales there is a little uncertainty as to how this will affect the financing of the sales as the tax may be required by the Government in a lump sum when the sale has been made, regardless of the terms on which it has been sold. The optimists in the trade figure that this tax may do good to the industry in forcing better terms of payment on player sales.

So far as the talking machine trade is concerned it is not felt that the tax will interfere with business. Because of the impost dating from May 1st, manufacturers and wholesalers are uncertain as to what the necessary changes in prices will be and are protecting themselves by a clause on all invoices of goods going out since May 1st.

Exception is taken, however, to the tax and the following vigorous protest is registered by a prominent dealer in the east:

"The writer, personally, feels that a big protest should have been made against this tax on talking machines, by all manufacturers and dealers in phonographs. Talking machines are far more than a luxury. They are just as necessary for the uplift of humanity and civilization as schools and colleges, and the Government might with as much judgment and common-sense, tax school books, newspapers, magazines, etc.

"Thought is a great motive power in this world, and music is a mighty factor in helping people to think aright. Some great writer has said: 'If you wish to grow better, then you should look on a beautiful picture every day, read a beautiful poem, and listen to a beautiful musical composition.'

"We feel sure that if the members of our Parliament realized the great blessing that talking machines are in the homes, they would not have placed such an excessive tax on these instruments."

Getting the Price

"GETTING the price" is not a question of conditions but of salesmanship, unless it be that conditions force a grade of salesmanship that gets the price. Firms or salesmen as readily get an additional ten, fifteen or twenty per cent, and more for an article when conditions make the increased price imperative. They know there is no alternative and by concentrating on that single objective they attain it.

Within one organization may be found a man whose specialty is the highest priced lines of the house, while the business of another, under exactly the same conditions, runs to the lower priced goods. The latter, no doubt, places the responsibility upon conditions. The truth of the matter is he thinks in smaller figures, and whether conscious of it or not sizes his "prospects" up according to his own gauge.

Just now the need of the man selling pianos is to think in higher figures. He will have to think in still higher figures and not only think the figures but get them. The retailer who loaded up is fortunate and he who has a big stock of pianos need have no worry because his capital is in merchandise, but rather congratulate himself on his foresight, business acumen, good luck or whatever he likes to call it.

That prices will go still higher is not a cheerful prediction, but is an unavoidable result of scarcity of materials and labor and the consequent increased cost.

Reiteration of the statement concerning higher prices becomes monotonous; nevertheless, the shrewd dealer will anticipate these where he possibly can by being well stocked. Conditions have changed very greatly since the autumn of 1914, when orders were cancelled with feverish haste and the dealer with the smallest stock considered himself the most fortunate.

Logically, the higher prices will be accompanied by a still greater shortage of stock. The retail trade knows well the difficulties with which he secured instruments last fall. These difficulties will be intensified. In transportation alone matters become worse. The wastage of rolling stock has been going on without the replacement of normal times. Conscription and enlistments are stripping the working forces of the railways. The piano man can imagine to what extent his shipments will get the preference in the congestion of freight that becomes more serious. There is not a piece or part in the manufacture of the piano that has not continued to climb up and up in price, and yet, comparatively speaking, the public is paying a smaller percentage of the advanced cost in the purchase of a piano than in almost any other line.

The piano retailer will do well to exert himself now for his probable requirements of the fall trade of 1918.

Output Curtailment Discussed By U.S. Talking Machine Trade

The United States talking machine industry is protesting against the proposal of the fuel administrator there to make a special curtailment of the output of that branch of the music trades. When the order was made early in April curtailing the outputs of musical instrument factories by 30 per cent for the months of April and May the talking machine factories were not included. The intention of the fuel administrator to make a special curtailment order covering the talking machine industries was made known through a letter sent to sixteen of the leading firms.

A meeting was accordingly called by R. L. Freeman, secretary of the Victor Talking Machine Co., following an interview, by a number of representatives of the trade, with the fuel administrator. The meeting was presided over by H. L. Willson, general manager of the Columbia Graphophone Co. J. Schechter, of the Sonora Corporation, acted as secretary.

A committee of ten was appointed to act on the matter of curtailment for the entire trade. It was also decided to appoint a committee of five to proceed to Washington.

U.S. Courts Find Against Fixed Prices

The decree recently signed by Augustus N. Hand, of the Federal District Court, Southern District of New York, holding that the Victor Talking Machine Co., of Camden, N.J., violated the Sherman Act was the formal conclusion of a suit instituted by the Department of Justice, and has no bearing on the present policies and business methods of that concern.

"The action of the court," said an official of the Victor Talking Machine Company, "was a formal action necessary to close a discussion which has been pending for some time. More than a year ago the Government suggested that we were doing business in violation of the Sherman law in respect to retail prices.

"On May 29, 1917, we addressed letters to all our trade notifying them that the contracts which were objectionable to the Government would no longer be effective. While we thought the contracts all right the Government did not.

"Therefore, while there has been no action in court up to that time, it was necessary to get a definite ruling in order to close the discussion.

"The company agreed to accept a court decree. Judge Hand's ruling is important only in the sense that it definitely concludes the discussion which had been in progress between the company and the Government as to the rights of the Victor Company."



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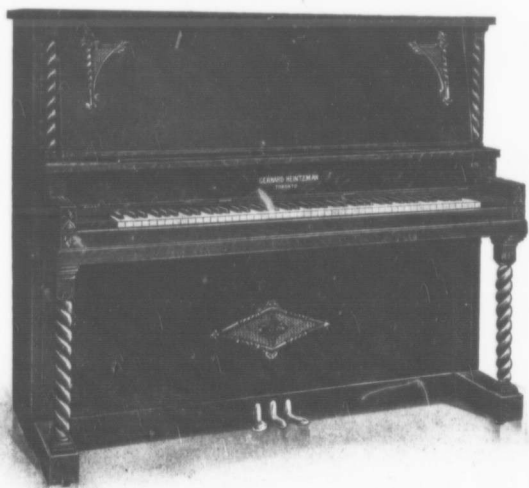
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GERHARD HEINTZMAN PIANO IN THE home really sets the stamp of musical standing upon that home. The Jacobean style, here illustrated, because of its durable case in Period Design, is one of our most popular instruments.

The Gerhard Heintzman

is Canada's leading piano. It reflects the master-mind of a half century's piano building.

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Mason & Risch Colonial Grand

THERE IS A PRICE

In pianos where the utmost quality
is reached.

Above that is Extravagance
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The Mason & Risch system gives you the finest
piano possible to build, and sells to you at prices
that are impossible through any other system. In
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