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Canadian Music Grades Journal

December
Nineteen
Seventeen

Monthly \$1.00 per annum in Canada
5s. in Great Britain
\$2.00 in other countries

Published by FULLERTON PUBLISHING CO.
Street name and number changed
by City to
66-68 West Dundas St., Toronto, Canada



If We Stopped Advertising To-morrow

IF we stopped Columbia Grafonola advertising with a bang to-morrow—

IF we should shift the gears of our selling and merchandising department from high into low—

Columbia dealers would still continue to do a mighty profitable business.

A consistent and insistent Consumer Demand for Columbia goods because of their demonstrated superiority—this is the backbone of Columbia success.

But we're NOT going to stop Columbia advertising.

Every ounce of energy and every dollar which the Columbia Graphophone Company possesses is working to make Columbia merchandise better known. Every man and woman who hears a Columbia Grafonola played is a prospect worth hundreds of dollars to some Columbia dealer.

Remember that Columbia Demand makes Dollars for Dealers.

Columbia Graphophone Company

Factory and Headquarters:

Toronto

-

Canada

GREETINGS

To Our Many Friends
at this Glad Season

The Best of Good Wishes

The Martin-Orme Piano Co., Limited
Ottawa

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Karn Sales Talk Rings True

BECAUSE it is based on an unalterable standard. That standard is the quality of uninterrupted and satisfactory service. The substitution of any other aim would never have brought The Karn to celebrate its 50th anniversary—a tribute to Canadian industry and a credit to the musical life of the Dominion.

The members of the Karn-Morris Organization extend to the Piano Trade of Canada their best wishes for a very Merry Christmas.

The Karn commences 1918 meriting more than ever the descriptive phrase—"THE KARN IS KING."

The KARN-MORRIS Piano & Organ Co., Limited



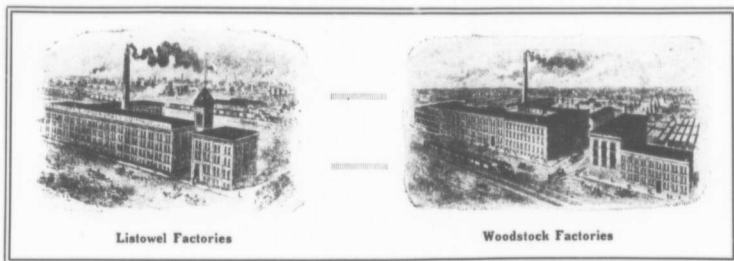
Head Office—WOODSTOCK, ONTARIO
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A Thought For 1918

A man decided to buy a Player Piano for the benefit of his children. With that decision reached, he was already sold a Karn Player, for he had had a Karn Piano. For almost twenty years it had held a conspicuous place in the intimacies of his home. "Known worth" was the real salesman. Experience supplanted arguments. Perfect satisfaction knows nothing better. The rest was easy for the Karn Dealer. And so it goes—seeds of sound merchandising sown years ago are now bringing a rich yield. Like a snow-ball, its weight gathers more as it rolls on. That signifies the advantages of the Karn and Morris agencies.

The members of the Karn-Morris Organization extend to the Canadian Piano Trade their best wishes for happiness and smoother sailing commercially in the coming year.



The KARN-MORRIS Piano & Organ Co., Limited



Head Office—WOODSTOCK, ONTARIO
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The British Empire's Largest Music Trade Supply House

UPRIGHT PIANO ACTIONS
GRAND PIANO ACTIONS
PLAYER PIANO ACTIONS

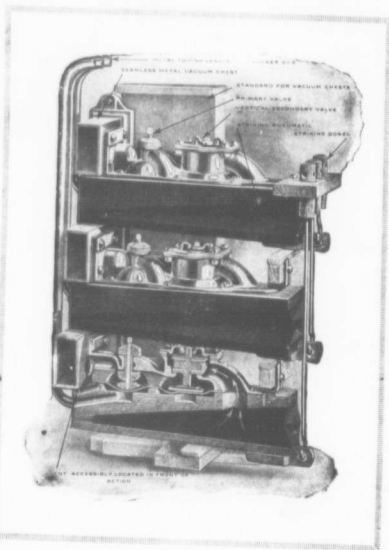
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PIANO and ORGAN KEYS
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and the

HIGEL METAL PLAYER ACTION

- Accurate
- Dependable
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Internationally known and Internationally used by leading manufacturers who know that it is the best research, experience and money investment can produce.

The action is absolutely air-tight—vacuum chests made of seamless aluminum tubing—valve chambers and ducts of special non-corrosive metal—die-cast to make leakage impossible. All parts interchangeable.



THE OTTO HIGEL CO., LIMITED

King and Bathurst Streets : : TORONTO, CANADA

The
Season's
Greetings

RIGHT HEARTILY
do we extend to the
Trade the Season's Greet-
ings. May you have a
Very Merry Christmas,
and a Bright and Prosper-
ous New Year—that is
our sincere wish.

THE OTTO HIGEL CO.
Limited

Toronto
Canada



The Bell Piano

CARRIES WITH IT THE HALL-MARK OF QUALITY



WHICH THE
MUSICIAN
CANNOT FAIL
TO RECOGNIZE



The Dealer who handles **The Bell** is in a position to cater to the critical demands of the musician.



TO
OUR
FRIENDS
IN
THE
TRADE
WE
EXTEND
HEARTIEST
SEASONAL
GREETINGS



The Bell Piano & Organ Co. Limited
GUELPH - ONTARIO
AND
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Makers of Musical Instruments of the Better Kind for Over Half a Century



The Power of Powers

in the physical world is Electricity. That fact is being realized more and more as Electricity is put to new uses.

Music

is the power of powers and the pleasure of pleasures in all well-rounded-out lives. The Gourlay Piano and the Gourlay-Angelus Player are designed to be the media for the fullest realization and the finest interpretation of music in that sense.

The manner in which the Gourlay is doing all it is designed to do is the strength of the Gourlay Agency.

The Gourlay stands out from the crowd—distinctive and pre-eminent.

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THERE never was a time when the quality of Piano Actions and Keys was so important as it is to-day.

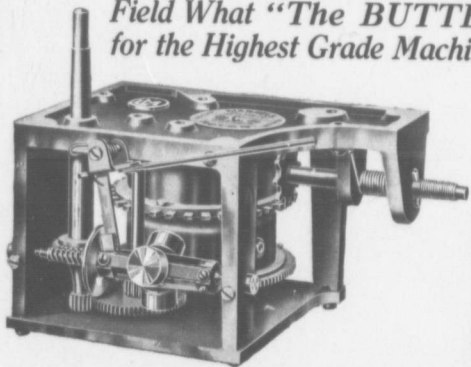
There never was a time when the name "Sterling" stood for higher quality and better value than it does to-day.

Sterling always means Sterling Quality.

Sterling Actions and Keys Limited
Toronto : Noble Street : Canada

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Accomplishing for the Moderate-Priced Motor Field What "The BUTTERFLY" Has Done for the Highest Grade Machines.



Markels Motor No. M-3

SPECIFICATIONS

Double spring, cast-iron frame, brass bearings, smooth winding and quiet running, playing three 10-inch records without rewinding. Furnished complete with 12-inch turntable, special broad-flanged hub, fibre-back escutcheon, one-piece tapering crank, speed tabulator and all accessories. The speed tabulator has a pilot screw attachment which fits into slotted arm on regulator bar, and prevents arm from jumping off regulator in shipping (patent applied for).

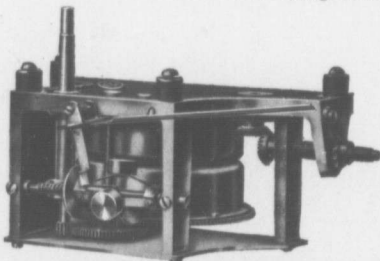
The Highest-Quality Motor on the Market Today at a Moderate Price

Priced low enough to use on \$50 machines
Made good enough to use on \$100 machines

The spirit of craftsmanship which makes every Markels Motor a supremely dependable piece of machinery is carried through to the minutest detail of the manufacture and assemblage of the component parts.

The Sensation of the Year in the Motor World!---

The new Jewel-Bearing BUTTERFLY MOTOR—on the market now but a few months—has easily established its leadership as the only Silent Motor in existence. Your competitors are testing and using The BUTTERFLY with epoch-making results on their highest-grade machines. If you have not yet tried it, wire your order to-day for a sample "BUTTERFLY."



THE JEWEL-BEARING "BUTTERFLY"

Send for "The BUTTERFLY Bulletin," which gives full description, large photographic cuts, etc.

A Warning to the Wise—Don't Delay Until It Is Too Late to Provide for Your Motor Requirements!

LEONARD MARKELS, 165 William St., New York

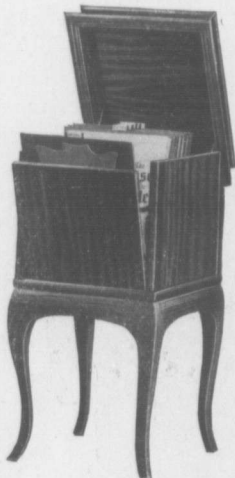


THE months of January and February, according to our records, are about equal to December for selling Record and Player Roll Cabinets.

It pays to keep your stock up. The prices cannot come down for months yet.

The Newbigging line is standard. We never skimp our workmanship for greater production. Others try to make cabinets like ours, but fail.

Buy Newbigging Cabinets and your worries are over.



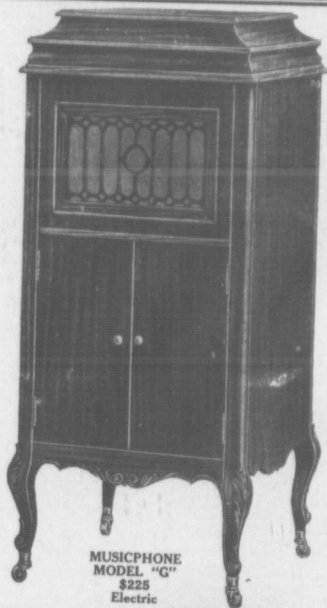
No. 76 Open

The simplest, neatest, handiest music cabinet ever produced.

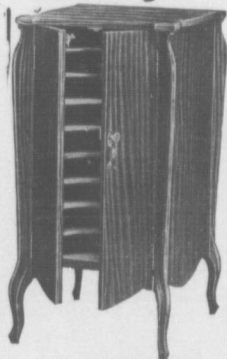
The lifting of the cover automatically throws forward the front of Cabinet, allowing the tilting forward of the music while selecting a number, the heavy leatherboard index sheets serve to classify the music, and the lowering of the lid closes up the front, and tilts back the music into its original position.

How easy to choose a number with the title all turned up, and the index sheets to classify the music.

Could anything be handier?



MUSICPHONE
MODEL "G"
\$225
Electric



No. 83, GOLDEN OAK
No. 84, MAHOGANY
No. 85, FURMED OR MISSION
A fine Cabinet, with top shaped to fit base of Victor No. IX.



NEWBIGGING CABINET CO.

LIMITED

164-168 KING ST. WEST

HAMILTON,

CANADA





Greetings

The Officers and Shareholders

OF THE

National Piano Company Limited

266-268 Yonge Street

TORONTO

convey to you their best wishes for a Merry Christmas and a Prosperous New Year.

They desire to express their appreciation for the loyal support of their associates and friends who have given the assistance necessary to make the unparalleled success of the National Piano Company, Limited, in extending the prestige of their pianos to every province in the Dominion.

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

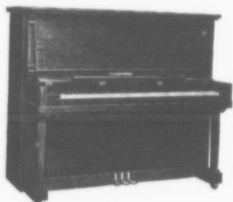
Mendelssohn



Style Louis XIV.



New Style "E"



Cottage Style

PIANOS and PLAYERS

Piano playing, whether it be by hand or by means of the player piano, finds its highest expression in Mendelssohn Pianos. To that add the quiet dignity of the Mendelssohn case design and finish, and you have your guarantee that in the homes of Canadians Mendelssohn Pianos will be in evidence in increasingly large numbers. The Mendelssohn Piano starts the New Year with a clean record looking back over 30 years.



Style "30" Player

The Mendelssohn Piano Company takes this opportunity of extending to Mendelssohn dealers and friends everywhere cordial wishes for a merry Christmas and a happy and prosperous New Year.

MENDELSSOHN PIANO CO.

110 Adelaide St. West

Toronto,

-

Canada

In the Piano Alphabet



by the generally accepted rule, the name "Evans Bros." comes near the top—among the E's. By the rule of Quality, it is kept at the top of the list of big values. A dollar cannot buy more piano value in any other make than in the **Evans Bros.** From the standpoint of investment, sales and profit, the **Evans Bros.** line is a "top-notch." Secure further particulars.

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

Ingersoll - - Ontario

Quality Will Tell Its Tale



LONSDALE STYLE W

The tale that LONSDALE quality tells is what pumps enthusiasm into our whole organization. It is the one word **PROGRESS.** You will get enthusiastic, too, if you try selling the

Lonsdale Piano

Don't let the mist of delay get on your spectacles and dim your vision. The future is bright. Link up with a progressive line. Watch LONSDALE sales grow—not as a neutral—but as a participant.

LONSDALE PIANO COMPANY

Office and Factory: Brooklyn Ave. and Queen St.

TORONTO

CANADA

Start 1918
By Pulling Strong for the

Doherty Piano

Let us omit fine phrases and seek facts. For facts alone discover piano values.

In the Doherty Line the facts are the instruments themselves. A sample piano is the basis on which we ask your judgment.

To choose your sample get our illustrations, prices and specifications. They are yours for the asking.



DOHERTY PIANOS Limited

Established 1875

CLINTON, - ONTARIO

Turn Your Money Over Quickly

is the secret of financial success. To do that in the piano business you want snappy designs, a clear ringing tone, a piano that will stand years of constant usage, and popular prices.



Style "L" Lesage Piano

All these winning points are embodied in every LESAGE piano and player. Therefore the LESAGE piano has a distinct relation to your having a happy and prosperous New Year's business.

Ask us for quotations.

A. LESAGE

Manufacturer of Pianos
and Player Pianos of
the Very Finest Grade

ST. THERESE, -

P.Q.

C. F. GOEPEL & COMPANY

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New York

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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

MATERIALS FOR

PIANO MANUFACTURERS

PINS, WIRE, FELTS, CLOTHS, PUNCHINGS, HINGES, PEDALS AND GENERAL PIANO HARDWARE.

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HAMMACHER, SCHLEMMER & COMPANY

NEW YORK, since 1848

4th AVENUE and 13th STREET

THE GODERICH ORGAN Still in the Running

ORDERS have exceeded our expectations.

We are running overtime in our organ department and away behind with orders.

Dealers keep alive, handle the winner.

If you have not a copy of our latest catalogue, Send for it.

Prices on stools are withdrawn. Quotations given on application.

We employ no travellers. Do business by mail.

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

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Julius Breckwoldt & Company

Manufacturers of

Piano Backs, Boards, Bridges, Bars, Traplevers
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Sole Agents for Rudolf Giese Wire in Canada and United
States

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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.

It's Easy to See Why The Newcombe

(Established 1870)

Stays in tune longer. The secret is in the "Howard Patent Straining Rods," which strengthens the piano by relieving the great strain on the strings. This feature is not obtainable in any other make than the Newcombe.

The original Newcombe tone, with this device for preserving the tone, has made it a "leader" with dealers all over Canada.



THE NEWCOMBE
"Never Suffers by Comparison"

The Newcombe Piano Co., Limited
Toronto - Head Office, 359 Yonge Street - **Canada**
 Factory, 121-131 Bellwoods Avenue

STANLEY PIANOS

The name a guarantee of quality.

We cordially thank our many dealers for their generous support in 1917—too generous almost; and extend our Best Wishes for a Happy Christmas and Prosperous New Year.

STANLEY PIANOS

241 Yonge St.

TORONTO

BUSTS OF MUSICIANS

These busts are exceptionally well made, and are recommended for their good quality and finish. Every musical instrument dealer should have some for display purposes, as well as sale.

No. 30. Terra cotta, 4 inches high, nicely colored. Bach, Beethoven, No. 125. White Brahms, Chopin, Grieg, Handel, Haydn, Liszt, Mendel- sohn, Mozart, Rubinstein, Schubert, Schumann, Sullivan, Tschakowsky, Verdi, Wagner, Weber. Retail Price, each \$0.75	No. 35. White Bosque, 7 1/2 inches high; Beethoven, Bellini, Handel, Haydn, Liszt, Mendelssohn, Meyer- beer, Mozart, Offenbach, Rossini, Schumann, Verdi, Wagner. Each bust carefully packed in a paper box. Retail price each \$2.15	No. 75. White Mardi, 1 1/2 inches high; Beethoven, Mozart, Wag- ner. Retail price, each \$1.00
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LIBERAL DISCOUNTS TO DEALERS

These busts should prove attractive to the musical dealer at this season of the year, as they are a most suitable, attractive and inexpensive gift for music teachers to give to their pupils, or for pupils to present to their teacher; also they are a lasting and attractive ornament for the Studio, Music room or Home.

ORDER CHRISTMAS NEEDS FROM THIS LIST OF EDISON BLUE AMBEROLA RECORDS WHILE STOCK IS COMPLETE

Present indications point to an excellent Christmas season for Edison Blue Amberola Record sales. More than ever before Canadian homes will enjoy Edison music this Christmas. Below is a list of the most popular records, stocks of which are full at present. It will be only a matter of days before many selections on the list are unavailable. Just check over now what you feel will be plenty for your Christmas needs, and send your order in at once to avoid disappointment or shipping delay.

2199 G. A. R. Patrol. New York Military Band.	2278 I Lost My Heart in Honolulu. G. W. Ballard and Chorus.	3089 Here Comes the Groom. Betty Bilty Murray.
2200 Columbian Exposition March. New York Military Band.	2280 Stormy Sea of Love. Irving Kaufman.	3092 Old Black Joe (Stroken). Criterion Quartet.
2407 Cattle Home Rag (One Step). National Promenade Band.	2285 Marche Indienne (Hudson March). Creator and his Band.	3093 Chicken Walk—Country Girl. Irving Kaufman and Chorus.
2643 Love is King of Everything. Reed Miller.	2292 Sundal (Dareway). Helen Clark.	3094 After the Woodland—Country Girl. Gladys Rice and Irving Kaufman.
2726 Wayne Medley (Hawaiian Guitars). W. South and W. K. Kolomoku.	2294 In Dreamy Spain (Rizit). Elizabeth Spencer.	3099 Love Lads (Dor). Tenor. Walter Van Brunt.
2750 Emancipation Handicap. Collins and Harlan.	2295 Sam Sam. See-Hip-Hip Hoosay. George W. Ballard and Chorus.	3103 Killary (Halle). Tenor. John Fineman.
2840 In Monterey. Burton Leuhman.	2296 It's a Busy Caravan. Walter Van Brunt.	3107 Everybody Loves an Irish Song. Tenor. John Fineman.
2841 A Little Love, a Little Kiss (And Let's Go a Long, Long Way). Helen Clark and Joseph A. Phillips.	3000 It's the Sad Luana Shore—Step This Way. Elizabeth Spencer and George Wilson Ballard.	3109 Medley of Scotch Airs. Banjo. Fred J. Bacon.
2854 Molly Dear. It's You I'm After (Molly One Step). National Promenade Band.	3002 Hantan Step (Fox Trot). Jaudas' Society Orchestra.	3113 Light Cavalry Overture. George Hamilton Greene.
2854 Answer. Thomas Chalmers.	3006 For Dixie and Uncle Sam. George Wilson Ballard and Chorus.	3118 Mother, Her Soldier Boy. George Wilson Ballard.
2869 You'll Always Be the Same Sweet Girl. Manuel Roman.	3010 My Man Di Capua. Thomas Chalmers.	3120 Step with Pep (One Step). Jaudas' Society Orchestra.
2864 Iolanthe Airs. No. 1. New York Light Opera Company.	3018 Battle of the Marne. New York Military Band.	3126 Erin is a-Coming (Agor). Tenor. George Wilson Ballard.
2863 Hungarian Serenade. Alessio Mandolin Quartet.	3040 It's Always Orange Day in California. Canary Cottage. Irving Kaufman and Chorus.	3127 Sonata in C Major (Frosini). Accordion. P. Frosini.
2867 Juanita. Gladys Rice and Frederick Wheeler.	3043 Listen to This (One Step). Jaudas' Society Orchestra.	3130 Whom You Love and I Never Forget. W. Van Brunt and Chorus.
2868 When the Right Girl Comes Along—Around the Map. Billy Murray and Chorus.	3045 Kamehameha March (Hawaiian Guitars). Helen Louise and Frank Ferrer.	3131 Reminiscences of Ireland—No. 1. Soder's Band.
2873 Waltz Czechid. Armand Vescey and his Hungarian Orchestra.	3047 La Confession Valse. Jaudas' Society Orchestra.	3132 Reminiscences of Ireland—No. 2. Soder's Band.
2879 I Love You, That's One Thing I Know. Manuel Roman.	3046 Dream (Barclott). Tenor. Hardy Williamson.	3134 I'm Going Back to California. George Wilson Ballard and Chorus.
2880 Here Comes Tootie—Around the Map. Gladys Rice and Chorus.	3053 Simplicity (Intermezzo). Soder's Band.	3136 Blue Danube Waltz (Strauss). Imperial Marimba Band.
2889 Katinka. Walter Van Brunt and Male Chorus.	3059 Give Me All of You (Flora Bella). Gladys Rice and W. Van Brunt.	3140 That Funny Gas Band from Dixie Land. Arthur Collins and Byron G. Harlan.
2890 Baby. Swing High. Swing Low. Helen Clark.	3060 You're the Girl—Flora Bella. Walter Van Brunt and Chorus of Female Voices.	3147 Little by Little, and Bit by Bit. Betty Murray.
2892 With Verdure Glad—The Creation. Maria Sandelius.	3061 Childhood Days—Girl from Brazil. Gladys Rice and Chorus.	3149 Aloha Oe. Baritone and Chorus. Ford Hawaiians.
2895 Strike Up a Song. Charles N. Granville and Male Chorus.	3062 Come Back Sweet Dream—Girl from Brazil. Gladys Rice.	3150 One Kiss and All is Over. Tenor. George Wilson Ballard.
2902 Wonderful Rose of Love. George Wilson Ballard.	3063 In the Garden of Romance—Little Miss Spring Time. Gladys Rice and Frederick Wheeler.	3151 Marie, My Own Marie. Gladys Rice.
2903 (a) De Sandman (Prothorn); (b) The Drum (Gibson). Criterion Quartet.	3064 Little Bid for Sympathy—Little Miss Springtime. Gladys Rice and Walter Van Brunt.	3155 Partie Viennaise (Kroiser). Xylophone. George Hamilton Green.
2910 Serenade (Schubert). Burton Leuhman.	3065 Hawaiian Hula Medley (Hawaiian Guitars). Helen Louise and Frank Ferrer.	3156 Santa Lucia. Baritone, in Scandalous Form. Viennese Quartet.
2911 Aloha Oe. Waltzes for Dancing. Jaudas' Society Orchestra.	3067 Beneath a Balcony (Fox Trot). Vess L. Ossman's Banjo Orchestra.	3159 In the Sweet Long Ago. George Wilson Ballard and Chorus.
2916 Yanka Hula Kicker Dula. Walter Van Brunt.	3072 Eyes Have a Language of Their Own—Betty. Irving Kaufman and Chorus of Girls.	3161 Ragtime Dream. Ada Jones and Billy Murray.
2932 Legende (Wienawski). Richard Czerny.	3074 Heart of America March. New York Military Band.	3163 Rollin' Home (Gottler). Baritone. Arthur Fields.
2937 Wake Up, America! (Medley—One Step). Jaudas' Society Orchestra.	3078 Dance with Me, Betty. Gladys Rice and Irving Kaufman.	3164 Lion du Ball (Gillet). Creator and Chorus.
2945 Serenade (Schubert). Cornet. Ernst Albert Contralt.	3082 Stradella's Overture (Flotow). Accordion. P. Frosini.	3165 Hot Dogs' Fancy Ball (Pollock). M. J. O'Connell.
2949 So Long Letty (Carroll). Helen Clark and Joseph A. Phillips.	3085 It's Not Your Nationality (It's Simple). You. Billy Murray.	3166 Croon My Heart (and Hope to Die). Ada Jones.
2952 Winter Song. Criterion Quartet.	3088 Go Get 'em (One Step). Jaudas' Society Orchestra.	3168 Sons of Australia March. Soder's Band.
2967 Walkin' the Dog (Fox Trot). National Promenade Band.	3102 Irish Folk Song. Merle Aleck.	3171 Whispering Flowers (Von Blon). American Symphony Orchestra.
2970 Dublin Mary Brown. Irving Kaufman and Chorus.		3172 In the Gloaming (Harrison). Betsy Lane Shepherd.
2972 Luana Lem. Walter Van Brunt.		3175 Songs of Other Days. No. 6. Metropolitan Band and Chorus.
2974 You're a Dangerous Girl. Helen Clark and J. A. Phillips.		3183 Brighten the Corner Where You Are. Apollo Quartet of Boston.
2975 Shades of Night. Elizabeth Spencer and W. Van Brunt.		

CALGARY
WINNIPEG

THE W. AMES & SONS CO.
R.S. MUSICAL INSTRUMENTS OF QUALITY

MONTREAL
TORONTO

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:

DUNCAN MILLER

17 Little Tichfield St., Gt. Portland St.

London W., England.

PUBLISHED BY

FULLERTON PUBLISHING COMPANY

66-68 West Dundas St., Toronto, Canada

JOHN A. FULLERTON

HARVEY A. JONES

Editors

Telephone

Adelaide 5434

VOL. XVIII.

TORONTO, DECEMBER, 1917

No. 7

Business in the West

THE music dealers of Western Canada are feeling keenly the effects of the labour scarcity in the eastern factories; not that the West differs in this respect from any other part of the country where business is active, but that does not make any the less palatable a state of too few pianos to go around. The cost of selling is considerable in the West, where travelling expenses are high and salesmen make long jumps by motor car or train between sales. Failure to deliver the piano does not wipe out the expense incurred.

Parthenetically let it be remarked that the unusual condition of a shortage of pianos is not entirely attributable to improved conditions, but is largely caused by restricted factory outputs resulting from depleted factory organizations. Nevertheless there is from Fort William to the coast a heartening improvement in the demand for musical instruments in keeping with freer merchandising in other lines. In the prairie provinces this is particularly felt, and it is in the centres from Fort William to the Rockies that the shortage is most acute. From before the outbreak of war the process of elimination with respect to dubious accounts went on until practically every possible repossibility has long since been made, and there is no further possibility of replenishing stocks from this quarter.

Large crop returns and the resultant better demand would suggest opportunities for better terms or larger percentage of cash sales. Such is the case. But even with everything in the piano man's favour it is surprising how readily some still grab at the invariable inquiry as to terms, even though fortified by the knowledge that the inquirer could pay spot cash for player pianos for all his relatives and have enough over to take home the motor car for which the price is spot cash, whether a thousand dollars or five thousand. The motor car is spot cash because it is the car that is being sold—not terms. The relation of "easy terms" to the piano business is so firmly established in the public mind that the inquiry re "terms" is more or less the logical result of piano trade advertising, and is so frequent that even experienced salesmen frequently find difficulty in concentrating on a drive for cash.

Player piano business is coming back. The various dealers interviewed by the Journal testified almost enthusiastically to a revival of player business. Several reasons are offered as accounting for this. Some of the reasons given are: The state of perfection of the player action and its instalment in the piano, more and capable tuners and repair men, the development of the public in thinking in higher figures, the demand for music as a solace or relaxation from the strain of war in thousands of homes where the piano is silent from the demands of war upon the young men of the country. Not the least of these beneficial influences is the development of the music roll branch of the business, which includes so great an improvement in rolls for accompaniments.

A feature of this season's demand is the request for fumed oak cases. The call for fumed oak is almost an epidemic, and one that the dealer heartily endorses, for with this finish there are no come-backs because of checking or blooming, and no complaints because of scratches or bruises that are so conspicuous on the highly polished mahogany cases. As to the satin finish, which considerable effort has been made to popularize, reports are conditional according to locality and class of trade. The line of least resistance on the whole seems to be the mirrorlike surface, especially in selling to the farm trade, and in the prairie cities the bulk of the business is being secured from farmers, not from the townspeople. Apropos of oak cases the Journal man was shown a player that came back in exchange on a one thousand dollar player after four years' use. In such good condition was the case that less than five dollars made it as good as new.

The retailer with experience in both the east and the west prefers doing business in the west. The purchase of a piano is not taken quite so seriously as in Ontario, Quebec or the Maritime Provinces, and a farmer in either of the latter provinces who might be unconvinced in a three hours' session will, after a very few years' of good crops in the West, buy a piano with as little concern as he would eat his dinner. The advantage of doing business more quickly—or not doing it—has also the disadvantages of long drives over prairie trails, good in summer, and frequently until late fall, or long journeys by train. The cost of doing business is high, and higher selling prices than in Ontario are absolutely necessary. This in turn suggests the higher prices that the dealer is paying for his stock. Some dealers commented upon this, but invariably the condition was accepted as unavoidable, the trade everywhere realizing that materials have advanced to unheard of prices, and the end is not yet.

In British Columbia the music dealers have passed through a more serious and more prolonged crisis than the dealers further east had to contend with. The inroads upon a limited population with the general depression created a very serious condition for the music houses. They have come through. The tide has turned, and the improvement is steadily but surely advancing. British Columbia has been magnificently blessed by nature. In her mines, forests and fisheries are the unlimited fields of legitimate exploitation that are irresistible, and that make the future of this province so absolute. Industries are being attracted to the coast, and considerable shipbuilding with its allied lines is in progress, employing hundreds of men, and in which labour should, and probably will, be numbered by thousands.

Whether in British Columbia, Alberta, Saskatchewan, or Manitoba the music dealers are keenly interested in the trade, and what those in it are doing in the east. To the visitor from the east is always extended an earnest welcome, and a visit to a western dealer from the head of

the firm whose lines he may be handling is appreciated more than the said dealer can express in words.

Wherever the Journal man went he was being constantly admonished to emphasize the necessity of manufacturers coming West every year to see for themselves the particular problems with which the trade contends in long distances from the factory, scarcity of repair men and tuners, sparsity of population, cost of doing business, physical, and climatic demands upon the instruments, etc. It was many times suggested to the writer on his visit among western dealers that it would pay the manufacturer doing business in the west many times over to have the factory superintendent or the individual responsible for the factory production go through Western Canada periodically, see the goods in service, and absorb from the dealers such valuable information and useful ideas that can only be gained by personal visit.

How Shall the Player Piano Be Featured?— A Question for 1918

NOW that the player piano is so firmly established, attention is frequently drawn to the way the player is being featured to the public. There are those in the trade who believe and assert that the player's future is wrapped up in its musical possibilities alone, and that it should not therefore be sold as a mechanical wonder by which "anyone can reel off anything in music the first lick"; but that music must be studied with the player as with the straight piano, only in the former the technical difficulties are all solved.

In view of these discussions the following is of interest. The expression "mechanical player," which occurs so often, may not be the best one, but it can be read as "player piano," our generally accepted term. The article is by J. Landseer Mackenzie, and appeared in the Musical Courier, a musician's paper. Mr. Mackenzie goes on to say:

"The mechanical piano has come to stay, and therefore must be recognized as a legitimate means of musical expression. The mechanical piano should not be regarded as an end in itself, but as a means to an end. There are many who look upon a mechanical piano as an end to all music, and this attitude is perfectly justified by what is usually heard in mechanical piano performances. But this should not and need not be, if the mechanical piano held its rightful place as a ready means of expression for the musically artistic soul.

"Many lives would take on quite a different complexion if latent artistic feeling could find outlet for expression. No artist can give free rein to expression until the technic of his art is so mechanically perfect that he need give it no active thought in performance. The mechanical piano provides a perfect mechanical technic in itself, and it only remains for the performer to learn to control this technic to put him in the position of a master pianist. But this is just the point where the majority of mechanical piano performers fail. They do not take the trouble to master the technic of the instrument before considering themselves adequate performers. They expect a mechanical piano to do all the work, with the result that the effect is mechanical and unmusical. The average performer on the mechanical piano lacks appreciation of the use and purpose of perfect technic, and so misses all the wonders of expression of which it is capable.

"The neglect of the majority of mechanical piano performers to master the technic of the instrument has brought mechanical piano playing into disrepute among sensitively musical people, in addition to the unfortunate circumstance that these instruments are too often to be found in the possession of those who would be musical "hooligans," whatever their means of expression. But the blame for the musical outrages committed by means of mechanical pianos should not be laid upon the instrument, but upon the per-

former. There is as much diversity possible among mechanical piano performers as there is in pianists. That there are few who demonstrate this is due to the fact that the mechanical piano has not been taken seriously by musicians, and its finer possibilities are scarcely known.

"The blame for the deplorable state of mechanical piano performance is largely due to the vendors of these instruments, who mislead the public into thinking that a mechanical piano can be played by all and sundry, irrespective of musical taste and training. It is not enough to know the mere purpose of the levers and stops by which effects are produced. The use of them must be perfectly automatic, and the effects produced must be in accord with artistic musical feeling. Every means for expression must respond spontaneously to the will of the performer. Not until every gradation of expression is free from conscious volition on the part of the performer is he master of the technic of his instrument.

"There is a certain course of study which should be recognized as necessary to every mechanical piano performer. The musical aspect of the performance should be given as much thought and study as though the means of expression were not mechanical. And then, there is the thorough mastery of the technic of the instrument to be acquired, by which the performance may carry out the interpretation desired. It may come as a surprise to many that the performer has any technic to acquire in connection with a mechanical piano, but there is very definite technic necessary in order that performance may be satisfactory. There are laws and principles which apply in every form of musical expression, and these apply equally to mechanical piano playing.

"The prejudice existing against the consideration of mechanical piano playing as a legitimate form of musical expression, or art, is mostly to be found among those who consider themselves musical. This prejudice is due solely to lack of understanding of the artistic possibilities of these instruments because serious musicians have not given time and thought to their development. The exact reproducing of the playing of well-known pianists is sufficient proof that the mechanism of mechanical pianos is capable of the finest degrees of musical expression, all that remains is that the performers on mechanical pianos should be sufficiently artistic to produce like results from their own playing.

"As an adjunct to piano study the mechanical piano is invaluable, in fact, any performer who makes a study of mechanical piano playing will see the working of many principles which find application in all branches of music. The use of the mechanical piano in music study is of the greatest advantage in developing a fine appreciation of phrasing. The subtleties of phrasing possible in mechanical piano playing are infinite in their variety. Every artist would benefit his own particular branch of performance by a thorough knowledge and understanding of the principles underlying the art of mechanical piano playing. It is only by the application of the fundamental principles of music that mechanical piano playing can be artistic, and the practice of these in any form is bound to benefit the musical ability of any musician.

"To teach the young to play the mechanical piano as a preliminary musical training would be a quick and sure way to discover and cultivate true musical taste and feeling. It would also prove its value in weeding out those on whom a musical training would be wasted. That there is some fault with the present system of general musical training is proved by the numbers who are taught the piano as a matter of course, and the few who can put their training to any practical use. By teaching the young to play the mechanical piano before learning any other instrument, much time could be saved in familiarizing the student with the performance of good music.

"It is high time that the mechanical piano should come

1849

AN INSTRUMENT OF MERIT AND GOODNESS

1917



Style Puritan Player

1918 Should be the Biggest Player Year in Canada's History

THE people of Canada are appreciating the advantages of the player piano more and more every day. The word rolls are helping to make this instrument more popular, and will do even more during 1918.

ARE YOU GOING TO GET YOUR SHARE?

This Williams player is equipped with the Maester-Touch expression device, floating rail and accent bellows, all exclusive to the Williams.

This player is made in its entirety in our Oshawa factory, under the direction of experts.

Prices from \$750.00 upward.

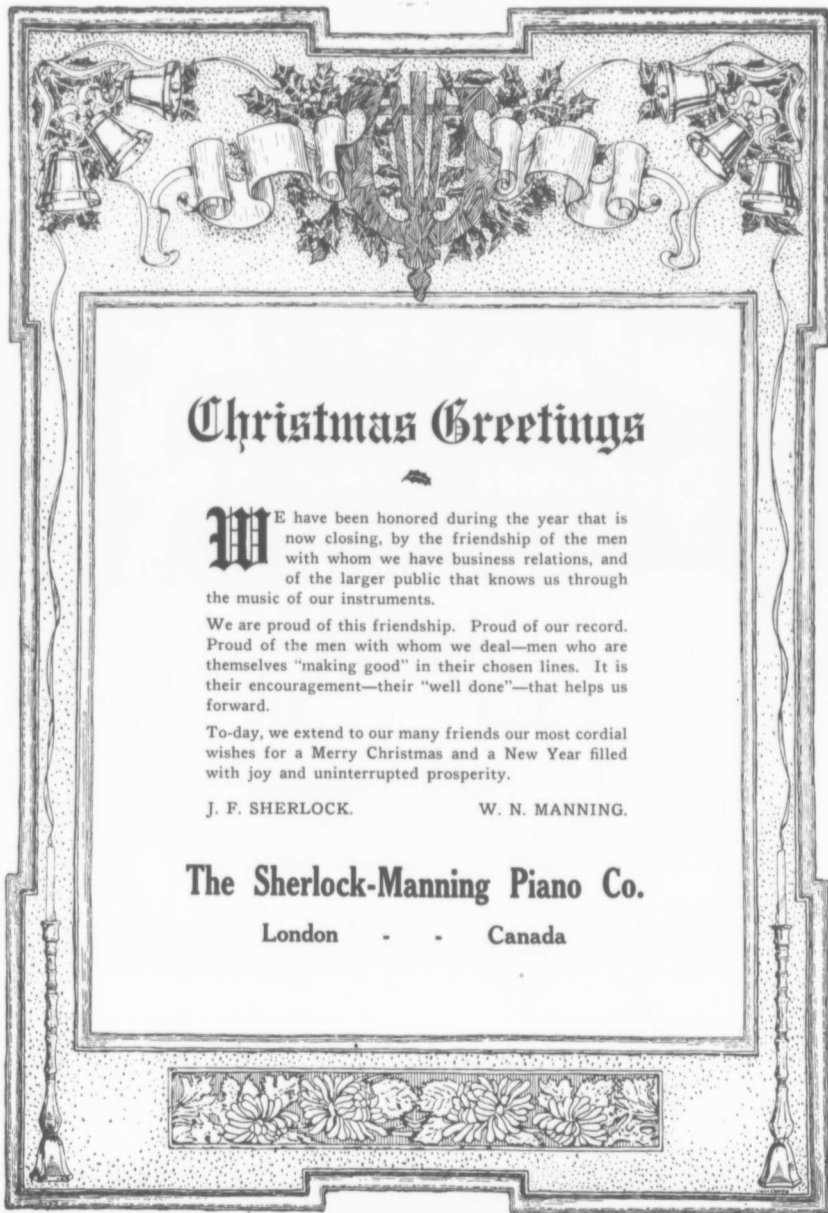
Maester-Art Reproducing (Electric) Piano \$1,200.00 upward.

Maester-Art Reproducing (Electric) Grand \$2,500.00 upward.

The Williams Piano Co., Limited
Canada's Oldest Piano Makers

Factory—OSHAWA, ONT.

Toronto Office—204 EXCELSIOR LIFE BUILDING



Christmas Greetings

WE have been honored during the year that is now closing, by the friendship of the men with whom we have business relations, and of the larger public that knows us through the music of our instruments.


We are proud of this friendship. Proud of our record. Proud of the men with whom we deal—men who are themselves "making good" in their chosen lines. It is their encouragement—their "well done"—that helps us forward.

To-day, we extend to our many friends our most cordial wishes for a Merry Christmas and a New Year filled with joy and uninterrupted prosperity.

J. F. SHERLOCK. W. N. MANNING.

The Sherlock-Manning Piano Co.

London - - Canada



into recognition as an educational factor, and also as a means for giving very real pleasure to both listener and performer. Mechanical piano playing should be redeemed from the stigma of being regarded as a pastime for the unmusical to inflict torture upon the musical. Mechanical piano playing should be approached in a spirit of musical reverence, with time, practice, and study devoted to its mastery. In the hands of an artist who has mastered its technic, it is capable of an infinite variety of musical expression, and by its means many artists might be discovered who are otherwise denied facilities for performance. The requisite co-ordination of nerve and muscle, and the musical technic necessary to the mechanical piano performer may be acquired in six months or less, as compared with the six years or more necessary to the poorest pianist. Careful study and practice should be given to mechanical piano playing, and if possible should be undertaken under the supervision of a sound musician. It is not enough to be an expert player of the mechanical piano, performers should also be expert musicians before mechanical piano playing can be estimated at its true value."

Charge Piano Department and Credit Music Roll Department with Wholesale Price of Rolls Given With Player Piano Sale

"WHEN a player piano is sold and a certain amount of roll music must be given with that sale, it is well for the piano department to include that item in its cost of making the sale of that piano and in its cost of doing business. The ideal way would be to check the wholesale price of the music to the cost of selling the instrument and to credit the music roll department with the wholesale price of the music rolls given. In other words, the piano department buys at wholesale from the music roll department the music that it finds it necessary to carrying on its business, and the item is figured as a loss only in the one department where it actually is incurred. This places the music roll department in the position to show a real earning, whereas in many establishments where this system is not used, the loss is not only figured into the cost of selling the piano but is also checked back again as a loss to the music roll department. This is one of the chief causes for dealers looking upon the music rolls as an unprofitable venture."

This is the method advised by a writer in the Music Trade Indicator, who urges the adoption of thorough business principles in the player roll department. This writer adds: "By checking this business in the correct manner, it will be found in many instances that the music roll department is not costing the dealer nearly so much to maintain as he imagines that it is. He is under the impression that he has given something away to make a sale—and he has. But that loss should be checked and borne by the piano department and carried there in its entirety rather than for a portion of it to be checked upon the books of the roll department.

"The stock carried must be carefully culled at least once a month and the non-salable goods discarded; for if it is permitted to accumulate, it is sure to eat up the profit by occupying valuable space and will in a short time increase the investment of the dealer out of all proportion to the business that he is doing. To keep the player-piano owners interested in the music rolls, the dealer must keep his stock clean in respect to the salable and non-salable goods. The new cuts must be kept coming in at regular intervals. The dealer by keeping his customer posted through the mailing list of player-piano owners creates the interest in the new music that is necessary to successful handling of the department.

"The customers like attention, and this sort of attention, of calling to their notice the new offerings that the dealer has in stock, is not discarded as a mere circular ad-

vertising some unneeded article. It is read and remembered that the service that the dealer is extending to them is just what they want and what they expect when they buy a player piano. The titles mentioned stick in their memories and the customer soon begins to feel that he would like some of the music recently placed in stock by the dealer. The result is that this method of calling the offerings of the department to the mind of the customer will not only create real business for the music roll department but by bringing the customers into the store again and again for selections is bound to increase the collections of the piano department and the percentage of lapses will be less than those that would otherwise be incurred.

"One of the best methods employed in handling the music roll department is to regard it as a separate institution from the piano business. The floor space that it requires can easily be estimated to be costing a certain amount of money per month. The salesman or saleslady in charge of this department adds so much more in salary to the overhead that this department must necessarily carry. The advertising, light and so forth are additional costs for the department that are, and rightfully should be, separate from the piano department. The dealer, by looking upon the department in this manner, as a division distinct from the piano business, can then easily compute the net earnings each month that the music roll department certainly brings."

A Few of 77 Reasons

THERE is a marked and growing interest throughout the Canadian trade in the advertising of music as a home necessity. Dealers are watching for ideas to incorporate in their newspaper copy that will impress that point. Here are "some of the 77 reasons" why music is a necessity in the home and in the army to-day published by a Pennsylvania music house:

There is no time nor place where music is not needed. It is the magic of music that upbuilds and upholds. The nation needs music; the church needs music; the home needs music. No one will deny that music has not been a vital part of the life of each one whether they live in a mansion or a cottage. Music is the keystone of life's success. A "musical household" represents a united family enjoying a common interest that is a source of inspiration to the higher things of life.

Music inspires, it educates, it instills a keener appreciation for the home and all it signifies. The sweetest influence that enters the home is music. Evil and unhappy thoughts are not expressed by singing and whistling. In the true home music becomes a prime essential. It is the best medicine for body and brain. It cures heartaches, loneliness and fatigue. It is as refreshing as a cup of cold water. Because of its unlimited usefulness music can not be considered a luxury. It is easy to prove that music makes the home.

Don't like music? Don't need music? You live without music, which makes a difference, creates a distinction; marks a contrast? The home, the family with music and musicians is so different, so distinct as compared with the home without it. The influence of good music can not be measured. Fortunate indeed are the children who are brought up 'mid an atmosphere of music because it makes them better, happier, more content and efficient. Music is the brightest of guiding stars from the beginning to the end of life's journey.

Worry and care are often responsible for premature old-age. Wise ones are never older than they feel and always feel young. It is generally acknowledged that the best way to keep young is to drive care away with music. The mother at the piano, surrounded by her children singing the old familiar songs is, in fancy, carried back to her girlhood days and therewith engulfed in a forgetfulness of stern

realities. It is music that anchors every member of the family to the home—it is "the tie that binds."

The essential kinship of humanity is universally attested in the appeal of music to the minds and hearts of all people. With us the sale of all kinds of musical instruments is not merely a matter of monetary gain. We consider it a far reaching service that ranks high among the best influences at work to-day for the betterment of mankind. Recognizing the importance of our position, all effort is centered in a real helpfulness that will bring the joys and benefits of good music into every home.

The two things that will keep the soldiers well is music and letters from home. The first edition of a new army and navy song book has been distributed among our soldiers in the great cantonments. Since the first gathering of men to fight, the inspiring influence of music has been acknowledged a necessary factor in ultimate victory. Equally true is it, that if we at home keep step with the soldier boys in song, we will find it easier to do our "bit" in the great work of democracy.

Woodstock Editor Urges Musical Education of the Young

SPEAKING before the recent meeting, under the auspices of the Public School Teachers' Association in Woodstock, Ont., Mr. John Markey, editor of the Sentinel-Review of that city, delivered a strong address on "Music In Its Relation to Education."

Mr. Markey took the stand that a system of education which did not include musical instruction was incomplete, and that as Canadians we were behind almost every other civilized nation in the matter of providing musical instruction for the children of our public schools. He mentioned the fact that before the war the United States was spending six hundred million dollars a year on music and musical instruments. He contended that as a human being was possessed not only of an intellectual but of an emotional nature, the latter, as well as the former, required development, and that this development could in no better way be secured than through the medium of music. He pointed out the great educational value of the talking machine as an aid in musical instruction, making it possible for even the very youngest child to become familiar with and thus able to appreciate the great masterpieces of music, as interpreted by the world's greatest artists. But first there should be musical instruction.

He illustrated his address by a number of splendid records, which included music from the thirteenth century up to the present day, and in many, many cases he prefaced the putting on of a record by the remark: "A song that every child should know."

He illustrated the value of early musical instruction as

an aid to the ability to appreciate good music by a story of a famous orchestra which was engaged to play in a large Californian city. When it became known to the leader of this orchestra that he was to play at a matinee to school children he positively refused to do so. When it was pointed out that according to the provisions of his contract he would have to comply he agreed to have his orchestra put on the concert as arranged, but stated that he would cut his programme in two. The afternoon of the concert came and the orchestra played to an audience of seven thousand school children; but the leader did not cut his programme in two. Instead he played an encore to each number and then several extras, and at the conclusion of the concert made a speech in which he said that he had never played to so intelligent an audience. These children had had musical instruction in the schools. Mr. Markey contrasted the attention of these American school children with the inattention of the children of Woodstock at the band concerts held in previous summers on Victoria Park, expressing the opinion that the money spent by the municipality on these band concerts would be largely wasted until the audience was trained to appreciate music.

In seconding a vote of thanks to the speaker, Mr. Coles, Public School Inspector, expressed himself in perfect accord with Mr. Markey's suggestions and ideals along the lines of musical instruction in our schools, and gave it as his opinion that in the not very far distant future the public schools of Woodstock would make provision for some sort of musical instruction.

It is said that in Kansas City the amount of the cash deposit on piano sales has of late increased by 40 p.c. The average of the initial deposits is given as \$35 per instrument.

BAGSHAW STEEL NEEDLES

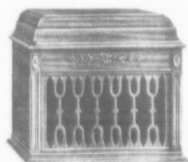
embody needle perfection. The entire history of the talking machine industry stands pertinent witness to this fact.

W. H. BAGSHAW CO.
LOWELL MASS.

A Columbia Agency is the best and most practical business connection on the market. The merchandise is right, the profit is right, the advertising is right, the selling-plan is right.

Columbia Graphophone Company
Factory and Headquarters
Toronto - - - - - Canada





No. L. 11

A FEW OF
OUR CHOICE
New Patterns

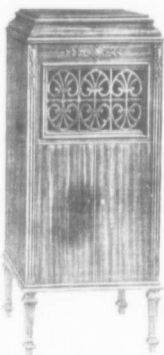


No. E. 4

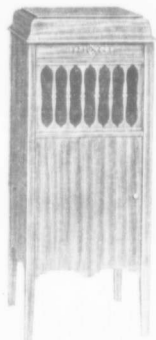
Upheld by
McLagan
Reputation

Lyric Phonographs
and Records

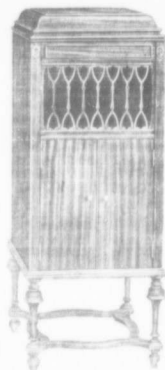
The Acme of
Perfection



Adam



Adam



William and Mary

Write for Illustrations of
Lyric Machines and cat-
alogue of Lyric Records.

Large Stock of Records
on hand.

Our full Line of Talking Machines, comprising some 25 different choice styles, will be on display at our factory from January 10th to 19th, 1918, this being the time of the ANNUAL STRATFORD FURNITURE EXHIBITION. A cordial invitation is extended to all Music Dealers. Special facilities for demonstrations.

The George McLagan Furniture Co. Limited

STRATFORD

Phonograph Division

ONTARIO



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES: ELYRIA, OHIO—NEWARK, N.J.—PUTNAM, CONN.

CHICAGO ATLANTA SEATTLE CINCINNATI TORONTO
Lumsden Building



How Time Flies!

The New Year, 1918, is right at our heels. It brings another year of opportunity to the Phonograph trade. The growth of the desire for more music in the home will make the people in Canada buy more phonographs than in any previous year.

Heineman Motors

"The Motor of Quality"

Just how favorable an opinion the phonograph trade of this continent has formed of **Heineman Motors** is evidenced by the fact that to-day they are the most sought-for motors in the United States and Canada. The addition of the **Meisselbach Motor** makes the Heineman line the most varied on the market. Tested by years of efficient service the "Motor of Quality" is the Motor of Economy.

Canadian Branch:
Lumsden Building
Toronto

Dean Needles

"The Standard Steel Needle"

The John M. Dean Division of the Otto Heineman Phonograph Supply Co., is now making its contracts for 1918. We would suggest that you place your orders as soon as possible, so that we can handle them properly. The famous **Dean Needle** has stood the test of time and service.

—AND REMEMBER

the Tone-Arm, Sound-Box and Parts end of our business is developing tremendously.

Otto Heineman
President



MEISSELBACH




TONE ARMS

MOTORS

SOUND BOXES



To the Music Trades of the
Nine Provinces of Canada

IT is our pleasure to wish
you personally and in
your business a Very Merry
Christmas. May your most
successful year yet be the
coming one 

Otto Heineman
President

Otto Heineman Phonograph
Supply Co., Inc.



Why Dealers Prize the Representation of the Starr

YOU will find dealers selling Starr Phonographs to be extremely enthusiastic and optimistic over their dealerships. For they believe in the Starr. They recommend it with that confidence which is born only of honest conviction.

- They like the variety of the line—eleven beautiful models in over a score of finishes—a range of prices covering the gamut of the greatest market.
- They like the graceful, refined designs. They like the splendid finishes which the half-century's experience of the Starr organization puts upon every case.
- They like it because every part of every Starr Phonograph is built in the Starr workshops, assuring uniformity of quality and definite responsibility.
- They like the quiet-running, powerful, steady Starr-built motor with its ready accessibility for oiling and inspection.
- They like to inform their customers concerning the musical ancestry of Starr Phonographs—how their creators have for five decades been experts on producing tone—how over 150,000 famously-toned instruments are world-wide heralds of the Starr reputation.

The Singing Throat of the Starr Phonograph

- The Starr "Singing Throat" of silver grain spruce, they find, is convincing proof to all ears that Starr genius has produced a phonograph which is a superior musical instrument.
- They appreciate the Starr national advertising which is reaching their most desirable prospects through the highest class magazines and leading newspapers.
- 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 Canadian Phonograph Supply Co.

London

261 Dundas Street

Canada



Talking Machine and Record Section

CANADIAN MUSIC TRADES JOURNAL—DECEMBER, 1917

Few Failures

A GENTLEMAN, who was having a chat with the Journal on the general aspects of the talking machine trade, dropped the remark that when you look into the retail end of the industry there are comparatively few failures. To those who know the Canadian trade intimately this gentleman's remark would seem to be in keeping with the facts. As to the reason of this satisfactory state of affairs there are several things which unite to make them so.

In the first place when selling on the instalment plan the dealer retains his title to the instrument until the payments are completed; then, unlike food, talking machines and records are not perishable goods. A dealer who puts in a stock of talking machines in the fall finds that he can sell the very same goods next spring and summer, for they do not go out of fashion like, say ladies' hats.

These points have a bearing on the subject because of the particular nature of the goods. But it must be stated also that the talking machine trade attracts the bright, progressive, and energetic type of business man and salesman because of the established one-price system; because of the publicity talking machines and the new record lists have received; and because of the growing belief in the necessity of music in the home.

It would also be right to say that many of the men, who have to do with the talking machine departments, have obtained their training in the piano school, which means that they have been well trained in going out and making business.

The Journal has of late heard of two or three young men starting out for themselves to retail talking machines and records, and who were helped in their decision to do so by the fact that the trade's list of failures was encouragingly short.

A Town Without Records

ONE example that has been cited to show what a large field there is for the record end of the talking machine business is that of a town of some eight thousand people, which until recently had not a single house making any kind of a serious attempt to give the people service in records. There was a store outside of the music business that had a certain measure of success in selling machines, but like a certain furniture dealer they took the attitude, "As long as we sell a few machines a week we do not give a curly where they get their records."

The experience of a good many people is that they can buy talking machines satisfactorily from various kinds of stores, but when it comes to the purchase of records they find it to their advantage to deal at the music stores. The dealers know that a large portion of their success depends on the present owners of machines maintaining their interest, and one of the surest ways to accomplish this is to keep their interest in the lists of new records as they come out.

Keep in Mind the Records of Past Few Months

WHILE on the subject of records it is of interest to give some thought to the observation of a salesman the other day to the effect that there is some leakage in record sales in this way: "When the new monthly list appears," he said, "we make a drive on the new records, and

when the next new list comes along we are apt to forget the records that came out in the last two or three months previous. I believe that we are a little bit too inclined to put all our energy into the new records. I find it pays to always keep in mind the records in the last few supplements, as well as the very last one, for after all, apart from the popular music, any of the records in the past three or four months can be talked of as new to the average customer."

Queen Anne Designs

SUCH an interest is being stirred up by the various makes of period design talking machines that the salesmen would do well to inform themselves on period designs generally in order to talk interestingly and convincingly about them. For instance, in the Eaton advertising "the scribe" has this to say on Queen Anne designs:

"Queen Anne furniture, Queen Anne tea sets, Queen Anne gables—she is an oft-quoted lady, is Queen Anne, in the matter of household affairs. And not without reason.

"She was a simple-minded woman, alternately timid and obstinate, and her husband, George of Denmark, was a dull, good-natured man. Neither was of the type to stimulate the art of the period. Yet "Good Queen Anne," as her people called her, exercised, consciously or unconsciously, a most happy influence on the history of cabinet-making and kindred crafts.

"One of her biographers declares that the salon of Queen Anne was a sewing bee. We know, at any rate, from old costume prints, it was at this time the "pinner," or apron, flourished as a fashionable appendage to women's dress—attached to the most elaborate costumes. The chief dissipation of the court ladies was to meet for needlework and conversation. Read the life of Anne's lady-in-waiting and intimate friend, the beautiful Mrs. Churchill, afterwards the Duchess of Marlborough, and you will get many an interesting glimpse of these prosaic gatherings, and of how they palled often upon the brilliant wife of the great Duke. It was with characteristic dislike of regal pomp that Anne called the Duchess 'Mrs. Freeman,' and was in turn addressed by her favourite as 'Mrs. Morley.'

"Such being the domestic spirit of the day, it is not to be wondered that articles of furniture should assume a human, feminine quality, hitherto unknown—that the stiff, rectangular lines of Elizabethan and Jacobean styles should dissolve into the soft curves of the cabriole leg and the gentle undulations of the pediments that mark the designs of the Queen Anne period.

"While her life was marked by much grief and disappointment—of her seventeen children only one survived infancy—Queen Anne was yet a martinet in trifles. She had her servants paraded before her each day that she might see if their ruffles were fresh and their periwigs dressed. But to this love of order may we not attribute the introduction of the sewing tables and writing desks which made their first appearance at this date?"

The Talking Machine a National Asset

A GREAT deal has been written about the many spheres of activity of the talking machine, but there is one purpose for which sound reproduction could be utilized, overlooked by many writers dealing with the subject, and that is its service as a National Recorder. This is the

opinion of a writer in the London Sound Wave, who continues: We cherish our storehouses of treasures, our pictures, our sculptures, our libraries, our collections of varied arts and sciences, but what of the Oratory of the country? That quality of oratory depends as much upon the inflection or intonation of voice as upon the language employed, is revealed when we come to read a speech in the columns of our newspapers, after we have actually listened to the fire and oratory of the speaker delivering that same address.

Why should not the nation preserve the actual voices of its orators and leaders? It would be particularly fitting to begin this national collection with the voices of the men who between them to-day hold the destinies of our great and glorious Empire in their hands, to have in permanent preservation the inspiring tones of the great leaders among us. Surely the world to-day would be the gainer if it could thrill once more to the fine measured eloquence of a Disraeli, and why should not posterity enjoy the privilege of listening to the voice-recording of those men who are to-day piloting the State ship through the troubled waters of a European turmoil to the not far-distant Haven of Peace?

Dealing with the same subject the London Daily News says: The suggestion at the Sheffield conference of the Museums' Association that in every town voice records should be made of returning soldiers' experiences in the war, for historical reference, has aroused considerable speculation as to the possibilities in this direction.

Mr. M. E. Ricketts, of the Gramophone Co., Ltd., told a Daily News representative yesterday that as a result of the careful collection of records now being made by the British Museum, it will be possible in some thirty or forty years' time for the rising generation of that date to enter a special department to hear songs of the great singers of present fame, the personally conducted orchestral works of distinguished British composers, and actors like Sir Beer-bohm Tree in their favourite characters.

Commander R. E. Peary will then tell how he discovered the North Pole, and Sir F. Shackleton how he made his "Dash for the South Pole." The speeches of present-day politicians, of our most famous Generals and Admirals, and leading preachers will also all be kept on record.

"During the past three years," said Mr. Ricketts, "hundreds of officers have had records made to preserve their voices for their friends, relatives, and children; and families who desire to talk with relatives thousands of miles away visit our recording rooms for the purpose."

Urges Mechanical Service

"MECHANICAL service is one of the two most vital factors in our merchandising scheme," affirms Mr. Thomas J. Leonard, general sales manager of Thos. A. Edison, Inc., whose subjoined remarks are worthy of the consideration of all talking machine retailers:

"In the old days—let us call them old days, although they are comparatively recent—we sold a phonograph and a few records, and naturally expected that the owner would buy new records for a while until the novelty wore off, and then for another while he would buy fewer records, and pretty soon he would stop buying them altogether. We expected that he would tire of his machine—and we were seldom disappointed. We mailed him the new supplements at first as they came out, but so far as making any effort to maintain his record patronage by regularly inspecting and keeping his instrument in good condition was concerned, that was the least of our thoughts. If something went wrong with the instrument—and he brought it in—we repaired it, of course, and we didn't lose any money on the charges we made for the service, by the way. The customer rather expected to pay a pretty good price for the work, and he wasn't often disappointed.

"That was the extent of our service and the boundary of our vision in those days. Our lack of foresight in this respect has its counterpart to-day in the small auto dealer

handling a cheap, or medium priced car; he energetically pursues a customer, and after he has a sale landed gives no further thought to the owner than a profitable charge when he gets into mechanical trouble. The owner expects it—and he isn't often disappointed.

"That isn't the way, however, that the dealer in the auto de luxe handles his customers. With such a dealer service is the first consideration. Regularly—monthly at least—he is in touch with the owner to insure that everything is satisfactory. And it is not the owner's assurance that satisfies him—but an actual inspection of the car.

"His constant care is to head off the trouble—to preserve the good mechanical reputation of the product and his own reputation for good service. He needs the recommendation of the satisfied owner. That is the reward he expects for his preferred service.

"We believe that the time is right now when Amberola dealers must realize that it is absolutely essential for them to establish a systematic inspection of instruments in the hands of their customers. It should be gratuitous service for a reasonable length of time—say a year—and after that I believe it is proper to make a nominal charge for the service. No owner, I am sure, can reasonably object to such an arrangement. I believe that with a few exceptions they will be glad to have their instruments looked after and pay for the services. If it is necessary to enumerate the reasons for mechanical inspection service, they are:

"1. Mechanical inspection keeps accounts from falling into arrears.

"2. Mechanical inspection pays profits in immediate and future sales.

"3. Mechanical inspection produces prospects.

"4. Mechanical inspection creates good-will on the part of the owner and makes him a good booster.

"I do not believe it is necessary to elaborate on these reasons. They have been established beyond doubt and cannot be disputed."

DEALERS! Protect Your Trade!



Retail Price
\$90.00

Let us know your holiday requirements

The present outlook shows that the 1917-1918 musical season will be a record-breaking one for Phonograph Dealers.

Complete line of Phonographs, Records, Motors, Tone-Arms, Sound-Boxes, Jewel Points, Parts, etc.

Western Distributors for
PAR-O-KET Double Records.
Agents Wanted.

The Canadian Phonograph & Sapphire
Disc Co., Limited

408 Builders Exchange Building,
WINNIPEG MANITOBA

Your Advantages in Selling the Brunswick \$15,000,000.⁰⁰



What is Back of

The
Brunswick
ALL PHONOGRAPHS IN ONE

AN important factor in considering the phonograph you sell is the house back of the instrument.

The House of Brunswick has for more than 72 years stood pre-eminent in the lines of manufacturing and merchandising in which it has engaged.

And, to-day, with a capital of over \$15,000,000, with unexcelled manufacturing

facilities, with 45 branch houses throughout North America, and with an unsurpassed reputation for quality, we offer you something unusual in phonographs and in real intelligent selling help.

We also offer to Brunswick dealers the sale of the Brunswick Record, and prompt shipments from our four distributing points.

Correspondence is invited with dealers who are in a position to properly represent The Brunswick. The Brunswick Proposition explains in detail the advantages of such an alliance. Write.

BRUNSWICK RECORD

You have the advantages of an exclusive record trade linked up with this ALL-RECORD Phonograph. Like most of our dealers you will become an enthusiastic Brunswick Record booster once you have heard their beautiful reproduction of vocal and instrumental numbers. No surface noise—No change of needle.

The Musical Merchandise Sales Co.

Excelsior Life Bldg., TORONTO

Distributing Points at MONTREAL, WINNIPEG and EDMONTON

Edison Message No. 12

Full Ranks

The Edison Army is a volunteer army.

The requirements are most exacting.

The front ranks now are filled.

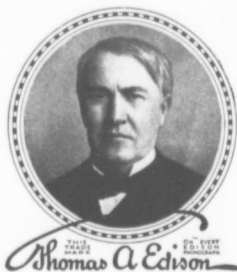
Once in a while a private falls by the way-side, but there is always another ready to take his place because there are ample reserves.

The consumption of New Edisons, Edison Diamond Amberolas, Edison Re-Creations and Edison Blue Amberol Records by those now on the firing line is so great that it taxes our producing facilities to the utmost.

Our principal problem is to supply this demand.

We have ceased campaigning for recruits.

THOMAS A. EDISON, Inc.
Orange, N. J.



Cashing In on Record Business

THIS timely article dealing with record-selling appeared in the Voice of the Victor, and contains some real meat, not only for His Master's Voice dealers, but for those handling other makes of records as well:

There is an old saying that popular music is familiar music, and the epigram is valuable, for it sums up a business policy which can be made to bring returns. This policy consists in deliberately educating the public to appreciate the hitherto unappreciated classics. And lest you think this policy sounds altogether too much like a high-brow's plea for Culture with a capital C, let us look a little into the facts of the case.

There are two kinds of popular music, based on two kinds of familiarity. There is the popular music of the day which we'll call ragtime for short; and there are the popular classics. Without going deeply into the theory of music, we may point out that music of the ragtime variety is built up of certain long-familiar chords attached to equally familiar rhythms. It is all a rehash of old stuff—a refreshing of old skeletons. It sounds new at first, but soon the old bones poke themselves out and one tires of them. A man, for instance, buys the latest popular song and is delighted with it. He takes the record home, and plays it over and over. Soon it begins to pall on him, and before long he is positively sick of it. He comes back for more records of the same sort and goes through the same process of pleasure followed by pain. By and by he fails to come back. Instead of a source of income he has become a menace to the trade.

The second kind of popular music to which we refer above is the popular classic. Such pieces as the Mendelssohn Spring Song, Dvorak's Humoresque, the Quartette from Rigoletto, The Rosary, etc., are all "high-brow" music, but they have become so familiar to the public that they are popular. To these "popular classics" may be added

popular songs of old time which have been good enough to survive and have themselves become classics—such numbers as "Silver Threads," "Carry Me Back to Old Virginia," the Foster songs, "Whispering Hope," etc. One may add also the patriotic airs.

When a man invests in a "popular classic" record he goes through quite a different process. Quite likely he over-plays it the same as he did the ragtime one, but even so he merely puts it away. The record is, say, "Silver Threads." It is perhaps the song his mother used to sing; or the song which best expresses his own thoughts on contemplating his own rapidly silvering hair. Anyway, he can never grow utterly tired of it, and in the meantime there are others of a like nature that have equally strong associations. He's a safe and satisfied customer, and a Victor booster.

There is another avenue, which is to popularize some unknown but tuneful pieces and so bring them into the realm of the "popular classic." Some old-time minuet or new-fangled love song is lifted out of the obscure unknown into the light of day, and in this way a new foundation can be laid upon which we can add a whole new wing to the Victor business edifice.

Let us take, for example, the case of the Humoresque. This was one of a group of piano pieces composed by Dvorak. He intended it to be played in lively style. Somehow, nobody played it. It fell flat along with the rest of the pieces in the set. Then Kreisler discovered it. He arranged it as a violin piece and played it slowly and with sentiment. In an instant it was a success, and it has been one ever since. It is now a standard "popular classic," and as such will remain in the catalogue for years as a staple "best seller."

Another piece that is not quite so well established, but which may easily become a "popular classic," is "Deep River." This melody is an old Negro Spiritual, and is one of twenty-four Negro tunes selected by a well-known American publishing house to be arranged in modern style by S. Coleridge-Taylor, an Anglo-African composer of great distinction. It happened to catch the fancy of Maud Powell, who arranged it as a violin solo and gave it a strong push. Since then it happens the same melody has been adapted by another well-known composer and published through another publishing house. The Coleridge-Taylor setting has also been re-arranged yet again as a song (recorded by Frances Alda). The touch of rivalry between two publishers, the Victor records by Maud Powell and Frances Alda, and the inherent worth of the piece in itself (for it is an exceedingly beautiful number and one readily borne in mind by the layman) may very easily result in establishing this number as a "popular classic," and therefore a gold mine for everybody concerned in pushing it along.

It is easy to interest the untrained music-lover in unfamiliar music, if you go about it the right way. No one is quite so bigoted in his opinions as the untrained music-lover. No one else is quite so cocksure about what is or is not good music.

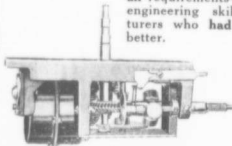
The best method is to gain his interest before he hears the record. That, of course, is one of the main purposes of the monthly Supplement, with the elaborate annotations prepared concerning each newly-issued record. A great deal can also be done by the salesman in the store. He should not be content with saying just "listen to this," and then playing the record. He should give the customer something definite to listen for. "Just listen to this double-stopping" (if the record is a violin record), or "Just listen to this 'tempo rubato,' to this trill, to this cadenza," etc.

Not often do the interests of Art and Business travel along together amicably side by side, but they surely do in the Victor business. No musical zealot can have a higher ideal in life than to popularize the better class music—to

Quality Builds Trade

The manufacturer of talking machines must build real worth into them if he is to stay in business. Bluff and varnish don't repeat sales.

The motor is their life. Make your machines a standard of excellence by using the one that merits all requirements—the answer of high engineering skill to the manufacturers who had to have something better.



The Dayton Motor

is noiseless, durable and simple. Made of the best materials in "The City of Precision," where National Cash Register, The Wright Airplane Co., Delco, Computing Scale and others have trained the most skilled workmen to quality as well as quantity.

Build satisfaction into your product by using the quality line—Dayton Motors, Dayton Tone Arms, Dayton Sound Boxes.

Write for full particulars

THE THOMAS MFG. CO.

303 BOLT ST.

Dayton, - Ohio



Toronto Office: Dominion Bank Building



Nordheimer Designs



The NORDHEIMER "Library" Design, Style 38

A piano worthy of the most artistic surroundings. May be had in light or dark fumed, or Mission finish oak. Height, 4 feet 6 inches; depth, 27½ inches; width, 5 feet 2 inches. Its case design is eminently suitable for living-room or library. Supplied with hand-made bench. Duplex Scale.

The far-sighted dealer knows that a permanent piano business can only be built on a quality basis. We know that the Nordheimer line has the quality to justify its selection by any dealer as his leader.

Piano merchants who have used the Nordheimer prestige as a means of obtaining prestige for themselves, have invariably found their business growth substantial, and their profits secure.

The tone-quality of the Nordheimer is already fully appreciated by all who know the piano. It is being made known widely by our advertising.

New business is being created daily—and new friends made. These friends of the Nordheimer are good friends for you to cultivate—friends whose good-will is worth cultivating.

NORDHEIMER PIANO & MUSIC CO., LIMITED

Cor. Yonge and Albert Streets, TORONTO



An Aeolian - Vocalion Dealer the other day, made this remark :

"The Aeolian-Vocalion is really more than a Phonograph, because you can actually PLAY it. It is an instrument."

He was referring to the wonderful Graduola—the revolutionary tone control device of the Aeolian-Vocalion.

The Graduola is most certainly a strong talking point—it immediately commends itself to the prospective purchaser. No other phonograph has a control-device so completely satisfactory.

If the Aeolian-Vocalion had no other exclusive feature, the Graduola would be sufficient to convince

most of your customers of the superiority of the Aeolian-Vocalion.

But this instrument sums up all the features possessed by the higher grades of phonographs.

Nearer to nature in its reproductions, with more real beauty in its appearance—it is the phonograph for which the public have been waiting. No musical instrument ever made has met with such immediate and unbounded success as the Aeolian-Vocalion.

Let no one think that the Aeolian-Vocalion, because of its distinguished superiority, costs more than other phonographs of relatively comparable styles. Prices of the Aeolian-Vocalion in regular or conventional cases, are about the same as phonographs of other make.

Let your store be known as the Aeolian-Vocalion Headquarters. We still have some excellent territory unassigned. Write for particulars and literature.

NORDHEIMER PIANO & MUSIC CO., Limited, TORONTO, Canada
Sole Canadian Distributors

make the symphonies of Beethoven and Brahms familiar to the man in the street, and to make the man in the street capable of appreciating them through the constant hearing of good music. And no Victor dealer out to serve his own interests and nothing but his own personal interests can serve them better than by getting the public to accept a greater number of "standard popular classics" by means of which he can extend his safe and profitable staple trade.

Columbia Co.'s President is Naval Officer

Lieut. Francis S. Whitten, U. S. N., who in civil life is president of the Columbia Graphophone Co., and a prominent banker, has re-entered active service, and is attached to the general staff of the Navy Yard at Philadelphia.

Upon Lieut. Whitten's completion of ten years of naval service, in 1911, he was retired with rank and entered banking at Wilmington, Del. The commencement of hostilities by America against the Imperial German Government impelled him, however, to volunteer for immediate service, and at the Philadelphia Navy Yard his energies have found ample outlet, with results commensurate to his work as a captain of industry.

Going farther than that, Lieut. Whitten remains chief executive of the American Graphophone Co., and the Columbia Graphophone Co., as well as his financial enterprises, and not only confers nightly with the managing heads who keep him in intimate touch with every detail of business, but goes to New York two or three times a week to superintend progress at the Woolworth building in person.

"His Master's Voice" Man Wins Cup With Famous Chow Chow

Te-Ha, the property of R. H. Murray, manager of the Promotion and Service Department of His Master's Voice, Ltd., captured every honour from a field of almost two hundred competitors at the recent Oakville Dog Show.

She was exhibited by Mrs. Murray, and was the sensation of the Show. Her sweeping victory was somewhat of a surprise even to her owner, as Te-Ha is only a ten month's old pup. The prizes brought home by this dog were the Campbell cup, for the best puppy in the show; the Gordon shield for the best non-sporting dog, besides three blue, two special, one reserve, and one winner's ribbon. In one class Te-Ha won over two fully grown champion collies who had never before been defeated. Mr. Murray also exhibited Te-Ha's mother, Little Lady Yu, who took second prize.

Mr. and Mrs. Murray have been interested in Chow Chows for many years, and have had several winners, but they think Te-Ha, who comes from a long line of cham-

pions, is the best of them all. Their opinion is confirmed by L. M. Anderson, of New York, the international judge, who judged at the Oakville Show, who said that Te-Ha was undoubtedly one of the finest Chow Chows he had ever seen, and could not help but win wherever she was shown. He predicted a great future for this wonderful dog.

A Winnipeg Editor

Apropos of music coming into its own in the columns of the newspapers since Canada's "Music-in-the-Home" propaganda was launched, the Annual Music Number of the Winnipeg Free Press of Saturday, December 1st, was probably the best music supplement ever issued in a daily newspaper in Canada or any other country. It was the product of the enterprise and intelligent effort of Mr. Rhynd Jameson, music and drama editor of that paper.

Mr. Jameson was born in Scotland, and resided for a time in Toronto; both of these he has lived down to the extent of developing into a genuine, hustling Westerner. Music is his life, his hobby, his element, and he has the faculty of making anyone with whom he comes in contact almost as musically enthusiastic as himself, whether through his music page in the Free Press or by personal contact.

His criticisms of musical events are eagerly looked for, not only by professional musicians, but by concert patrons at large. If "R.J." says an artist should be heard he is sure to have a good audience, and before attending a concert "R.J." refreshes his musical memory by reading the score of what is to be played or sung. He therefore writes with authority and honesty.

A series of short articles on music in the churches sell hundreds of copies of the Free Press on Saturdays. What is more important these articles are having the effect of spurring choir leaders and choristers to better efforts. "R.J." may come to hear us next Sunday, and we want to be ready for him," says the choirmaster, and the competitive spirit is developed with the best results.

Also the Winnipeg piano men have great respect for "R.J.'s" opinions, and he in turn appreciates their problems. He is with them, heart and soul, in any movement to get music, good music and more music into the homes and the lives of the people of Canada.

Mr. R. S. Mason, formerly with the J. M. Greene Music Co., Peterboro, and son of the manager of that firm's Lindsay branch, has opened up for himself in Orillia. Mr. Mason has leased a store on the main street, where he informed the Journal he would handle Brunswick phonographs and records, Williams' New Scale pianos, sheet music, and violin strings.

There are two bright sides to the sale of every Columbia Grafonola and every Columbia record. The dollars-and-cents side for dealers and the downright happiness your customers get from the excellence of Columbia products.

Columbia Graphophone Company
Factory and Headquarters
Toronto - Canada



Cecilian

World - Famous

(Established 1883)

ALMOST every element entering into the conditions under which you do business to-day points to the wisdom of using every possible labor-saving and time-saving device.

THE CECILIAN PIANO IS A TIME-SAVER

It requires less calls for the salesman because of the record of the name Cecilian since 1883; and because it combines all the usual qualities of the high grade instrument with these distinctive features added:

THE CECILIAN IS "CONVERTIBLE." Every Cecilian straight piano is constructed in such a way that it may be converted into a player piano at any time the owner desires. This has already proved a big drawing card.

Then there is **THE MAPLE INTERLOCKED BACK**, which in construction is distinctive from anything on the market.

Also **THE GRAND PIANO SEPARATE AGRAFFE SYSTEM** is built into every Cecilian upright piano—a feature obtainable only in grand pianos of other makes. It takes just as long to prove these statements as it does to examine a Cecilian Piano. Try it.

THE CECILIAN COMPANY, Limited

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


FACTORY:

1189 Bathurst Street : Toronto

HEAD OFFICE and NEW RETAIL SALESROOMS:
247 Yonge Street, - Toronto



Cecilian




Concertphone

"The Choir Invisible"

THE strain of present day living makes music a necessity in every home—and people turn naturally to the Phonograph. With the Cecilian Concertphone line you need not miss one sale.

There are 5 designs, in a wide range of prices. Each design plays all makes of records.

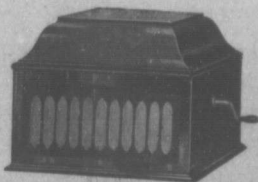
The **BALL-BEARING TONE-ARM** is a distinctive feature of the Cecilian Concertphone that clinches sales. With it you can play records from the outside in, or from the inside out.

The **AUTOMATIC STOP** on the Concertphone is positively the finest attachment on the market. A perfect automatic stop is an argument that appeals to every person looking into your proposition.

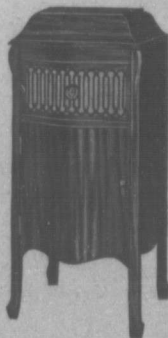
Our idea of tone and case-work is the same as that behind our famous Cecilian Pianos. Your Happy New Year will date from the day you commence selling Concertphones.



The "Alexandra"



The "Apollo"



The "Superb"

Musical Instruments Limited
247 Yonge St. Distributors
for Canada Toronto

NEW RECORDS

Edison Blue Amberol Records for January

- CONCERT LIST**
- 28277 **Anchored!** Michael Watson, baritone. Orch. accomp. Thomas Chalmers.
- 28276 **E lucevan le stelle (The Stars Were Shining)**—Tosca. Puccini, tenor, in Italian, orch. accomp. Guido Ciccolini.
- REGULAR LIST**
- 3375 **Hail! Hail! the Gang's All Here!** Morse Sullivan. Male voices, orch. accomp. Shannon Quartette.
- 3378 **I Don't Want to Get Well**. Harry Jencks, baritone; orch. accomp. assisted by Grace Woods, Arthur Fields.
- 3568 **It's a Long Way to Berlin, but We'll Get There**. Fields-Flaw, baritone; orch. accomp. Arthur Fields and Chorus.
- 3379 **Melody Land—"Cheer Up"**. Raymond Hubbard, baritone; orch. accomp. Lawrence E. Gilbert and Chorus of Girls.
- 3374 **There It Goes Again**. Goetz-Flaw-Jentes, tenor; orch. accomp. Billy Murray and Chorus.
- 3380 **Wake Up, Virginia, and Prepare for Your Wedding Day**. Siefert Rosenfield-Porter, male voices; orch. accomp. Shannon Quartette.
- 3367 **We're Going Over**. Sterling Grossman-Lange. Male Voices. Premier Quartette.
- 3369 **Cheer Up Liza**. Fox-trot. "Cheer Up." Golden-Hubbell, for dancing. Leaded. Fox-trot. Creamer-Layton.
- 3364 **Cue Little Wiggin!** Dance. Fox-trot. Creamer-Layton. Frisco Jazz Band.
- 3363 **Good-bye Broadway, Hello France!** One-step, for dancing. Jaudas's Society Orchestra.
- 3376 **Peacecock Strut**. Fox-trot. "Frisco"-Martyn. Xylophone, orch. accomp. Lou Chiba "Frisco".
- 3360 **Divertimento—Il Convengo**. Ponchielli. Clarinets, orch. accomp. Anthony Giannattasio and Fred J. Brissett.
- 3361 **Medley of Irish Jigs**. Accordion, piano accomp. by Dennis L. Smith. Patrick J. Scanlon.
- 3372 **Royal Italian March**. New York Military Band.
- 3379 **Songe D'Autonne—Valse**. Archibald Joyce. American Symphony Orchestra.
- 3358 **Spirit of America—Patriotic Patrol**. J. S. Zamecnik. New York Military Band.
- 3384 **Comin' Thro' the Eye**. Anonymous. Boy soprano, orch. accomp. Master Claude Isaacs.
- 3359 **Forever Is a Long, Long Time**. Albert Von Tilzer, soprano, orch. accomp. Gladys Rice.
- 3373 **I'll Remember You, Love, In My Prayers**. Will S. Hays, soprano, orch. acc. Betsy Lane shepherd and Chorus.
- 3362 **It's a Long Way Back to Mother's Knee**. Sterling Grossman-Lange, tenor, orch. accomp. George Wilton Ballard.
- 3385 **Nightingale's Song—Pinafore**. Gilbert Sullivan, tenor; orch. acc. Vernon Dalhart and Chorus.
- 3366 **See, Make a Man a Man**. Ross-Blackman, bass, orch. accomp. Donald Chalmers.
- 3371 **That's Why My Heart Is Calling You**. Otto Matran, tenor, orch. accomp. Vernon Dalhart.
- 3370 **Tom's a Surriento**. Ernesto de Curtis, baritone, in Neapolitan, orch. accomp. Fernando Gnaneri.
- 3383 **Where the Sunsets Turns the Ocean's Blue to Gold**. H. W. Petrie, tenor, orch. accomp. George Wilton Ballard.
- 3382 **Wonderful Thing**. Clara Kummer, soprano, orch. accomp. Betsy Lane Shepherd.
- 3381 **I'd Feel at Home If They'd Let Me Join the Army**. Albert Gumble, comic song, orch. accomp. M. J. O'Connell.
- 3365 **Long Boy**. Barclay Walker, Babe War Song, orch. accomp. Sieve Porter.

Some of the Latest Edison Re-Creations

- Bella figlia dell' amore (Fairest Daughter of the Graces). Rigletto, Verdi. Quartette—Tenor, soprano, contralto, baritone: Cicco Uini, Alice Verlet, Merle Aleock, Arthur Middleton.
- Little Boy Blue. Ethelbert Nevin, soprano. Anna Case.
- Mighty Lak' a Rose. Ethelbert Nevin. The Birth of Morn. Anna Case.
- Sing Me to Sleep. Edwin Greene, contralto. Merle Aleock.
- Time's Garden. A. G. Thoman, contralto. Merle Aleock.
- Midsummer's Night Dream—Nocturne. Mendelssohn. American Symphony Orchestra.

- Midsummer's Night's Dream—Intermezzo. Mendelssohn. American Symphony Orchestra.
- Old Black Joe. Stephen Foster. Criterion Quartette.
- De Sandman. The Dream. Criterion Quartette.
- The Sunshine of Your Smile. Lillian Ray. Vernon Dalhart.
- Dreams. Anton Streibl, contralto. Caroline Lazari.
- Schon Rosmarin. Fritz Kreisler, xylophone solo. George Green.
- Liebestreu. Fritz Kreisler, xylophone solo. George Green.
- Shall We Gather at the River? Metropolitan Quartette.
- All Hail the Power of Jesus' Name. Metropolitan Quartette.
- A Perfect Day. Waltz. Carrie Jacobs Bond. Jaudas' Society Orchestra.
- Sunset on the St. Lawrence. Waltz. Jaudas' Society Orchestra.
- Over There! George M. Cohen. Billy Murray and Chorus.
- Good-bye Broadway, Hello France! Arthur Fields and Chorus.
- Send Me Away With Smile. Arthur Fields.
- Joan of Arc (They Are Calling). Vernon Dalhart.

New Starr Records

Sole Canadian Distributors: Canadian Graphophone Supply Co., 261 Dundas Street, London, Canada.

- CHRISTMAS AND SACRED MUSIC**
- 7620 **In der Christnacht** (Christmas Eve) (trio); cornet with violin, organ and chimes. Chester W. Smith.
- Christmas Songs**: (1) Holy Night; (2) The First Nowell; (3) God Rest Ye Merry Gentlemen; (4) Hark! The Herald Angels Sing; (5) Holy Night. Vocal quartette with organ acc. (Truxton Mixed Quartette) \$1 00
- 7621 **The Holy City** (Weatherly Adams). Cornet with band acc. Chester W. Smith.
- Chimes** (Greenwald). Band with chime and bell effects. Starr Band 1 00
- 7622 **Rock of Ages** (Hastings). Tenor with organ acc. Harry H. McKinstry.
- Palm Branches (Les Rameaux)** (Faure). Baritone with orch. acc. Royal Dudson 1 00
- 7612 **Mazareth** (Gounod). Bass with orch. acc. Frederic Martin.
- One by One We're Passing Over**. Sacred song (Arrick and McEwan), tenor with organ acc. Wm. McEwan 1 00
- 7592 **Face to Face**. Sacred song (Johnson), baritone with orch. acc. Albert Wiederhold.
- That Sweet Story of Old**. Sacred song (West), baritone with orch. acc. Albert Wiederhold 1 00
- NATIONAL AND PATRIOTIC NUMBERS**
- 10026 **La Marseillaise—March Beale** (The National Airs of France and Italy). Starr Military Band.
- The Star Spangled Banner** (Key-Smith), baritone with band and organ. Royal Dudson.
- 7618 **Good-bye Broadway, Hello France** (Reisner and Davis-Klette), tenor with orch. acc. (Lolland Band).
- The Ragtime Volunteers Are Off to War** (McDonald-Hanley), tenor with orch. acc. Frank Perry 1 00
- STANDARD RECORDINGS**
- 10025 **On the Road to Mandaly** (Kipping-Speaks), baritone with orch. accomp. Royal Dudson.
- Keep the Home Fires Burning** ("Till the Boys Come Home"). (Ford-Swobell). Baritone with orch. acc. Royal Dudson.
- 10023 **Friend o' Mine** (Weatherly-Sanderson). Baritone with orch. acc. Albert Wiederhold.
- Draw to Me Only With Thine Eyes**. Baritone with orch. acc. Albert Wiederhold 1 25
- 10024 **Franz Schubert Overture** (Von Suppe). Starr Concert Orchestra.
- Allegro from "Poet and Peasant"** (Von Suppe). Starr Concert Orchestra 1 25
- GOON COMIC SELECTIONS**
- 7619 **A Coon's Trip to Heaven** (Golden). With traps and banjo. Golden and Heins.
- Jimmy Trigger** (Golden). With drums and traps. Golden and Heins 1 00
- DANCE RECORDS**
- 10020 **Spanish Beauties**. One-step. (Lopez). Yerkes Jazarinba Orchestra.
- A Bunch of Roses**. One-step. (Chap). Yerkes Jazarinba Orchestra.
- 10021 **It Takes a Tall Brown-Skin Gal**. March and one-step. Walker-Schidmore. Starr Band.
- Somebody on Broadway**. Fox trot. (Carroll). Starr Band 1 25
- 7610 **Havana**. (Frey). Banjo, saxophone and piano.
- Van Eps Trio**.
- The Pearl of the Harem**. Oriental Rag Two-step (Gny). Banjo, saxophone and piano. Van Eps Trio 1 00

The only come-back on Columbia Records is the come-back for MORE Columbia Records. Buyers of Columbia Records are quick to detect the marked superiority of Columbia reproductions.

Columbia Graphophone Company
Factory and Headquarters
Toronto - - - - - Canada



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"	1 10-in. "	2 65	12-in. "	2 95
"	6 10-in. " dbl. spg.	3 50	12-in. "	3 85
"	3 12-in. "			6 75
"	7 12-in. "			7 50
"	4 12-in. "			9 50

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"	2 plays all records	1 25
"	6 " "	2 25
"	7 " "	2 25
"	8 " "	2 25

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No. 0	3/4	20 gauge	8 ft. 6 in.	25c. each; 100 lots 20c.; 1,000 19c. each
"	1 3/4	25	" 10 "	33c. each; 100 lots 30c.; 1,000 29c. each
"	2 13-16	25	" 10 "	35c. each; 100 lots 32c.; 1,000 30c. each
"	3 7/8	25	" 11 "	43c. each; 100 lots 39c.; 1,000 37c. each
"	4 1	25	" 10 "	43c. each; 100 lots 39c.; 1,000 37c. each
"	5 13-16	27	" 18 "	90c. each; 100 lots 85c.; 1,000 80c. each

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 Balls, 14c. each in 100 lots, 13c. each in 1,000 lots.

NEEDLE CUPS F.O.B. New York.
 \$20.00 per M., \$17.50 per M. in 5,000 lots.

NEEDLE CUP COVERS
 \$10.00 per M., \$9.00 per M. in 5,000 lots.

Larger quantities at still lower prices F.O.B. Toronto.

We also have many styles of talking machine cabinets that we can offer from 50c. up.

Get in touch with us for any part you require in the talking machine industry. It makes no difference who manufactures it, we can give it to you at right prices.

Write for our 84-page catalogue, the only one of its kind in America, illustrating 34 different style phonographs and 600 parts and repairs.

Lucky 13 Phonograph Co., 3 East 12th Street, New York, N.Y.

Victor Records for January

POPULAR SONGS

18399 Will You Remember? Alice Green-Raymond Dixon.
Just a Voice to Call Me, Dear. Alice Green with Orpheus
Mixed Quartette. 90

18408 Wait Till the Cows Come Home. Green-Mardonough with
A Sweetheart of My Own. Elizabeth Spencer with Mixed
Quartette. 90

18409 Where's France in the Lily. Charles Hart.
My Sweetheart in Somewhere in France. Elizabeth Spencer
18411 There's a Green Hill Out in Flanders. Alan Turner. 90
Send a Prayer for the Boys Out There. Peerless Quartette. 90

18413 Long Boy. Helen H. Hart with Peerless Quartette.
I Don't Want to Get Well. Van and Schenk. 90

18414 Hall! Hall! the Gang's All Here! Shannon Four. 90
Bring Back the Kaiser to Me. American Quartette. 90

70118 I Love to Be a Sailor. Harry Luder. 50

RED SEAL RECORDS

88589 Nero—Ah, mon sort! Rubinstein, Enrico Caruso, tenor (in
French). Harry by Francis J. Lapino. 2 50

64732 The Rainbow of Love. William F. Kirk-Gustave Ferrari.
John McCormack, tenor. 1 25

74557 Froch's Air and Variations. H. Pavesi.
Curi, soprano (in Italian). Flute obligato by Clement
Barone. 2 00

64750 She Wandered Down the Mountain Side. Stephenson-Clay.
Alma Gluck, soprano. 2 00

64752 Hungarian Dance No. 5. Johannes Brahms. First Record-
ings of the Philadelphia Orchestra (Leopold Stokowski,
conductor). 1 25

64753 Hungarian Dance No. 6. Johannes Brahms. First Record-
ings of the Philadelphia Orchestra (Leopold Stokowski,
conductor). 1 25

88592 Danny Boy. Fred E. Weatherly. Ernestine Schumann-
Heink, contralto. 3 50

Columbia Records for January

POPULAR HITS OF THE DAY

32425 Smile and Show Your Dimple. Samuel Ash.
Hello! Wisconsin. Kaufman. 85

32422 Wait 'Till the Cows Come Home from "Jack O'Lantern." James
Harrod. 85

32423 A Sweetheart of My Own from "Jack O'Lantern." James
Harrod. 85

32428 Over the Top. Columbia Quartette.
Howard Hanson. 85

32432 My Sunshine Jane. Reed Miller and Frederic Wheeler.
In the Land of Wedding Bells. Albert Campbell and Henry
Burr. 85

32435 Give Me the Moonlight, Give Me the Girl and Leave the
Rest to Me. Samuel Ash.
Give Me the Light to Love You All the While. Sterling
Trio. 85

32433 My Rose of Waikiki. Albert Campbell and Henry Burr.
Hello! Aloha Hello! Albert Campbell and Henry Burr. 85

32431 Down South Everybody's Happy. George O'Connor.
Down Where the Sweet Potatoes Grow. George H. O'Connor
and Columbia Quartette. 85

10-INCH DANCE RECORD

32434 It's a Long Way to Berlin. But We'll Get There. One-
step. Introducing (1) "Throw No Stones in the Well
That Gives You Water." (2) "Mammy Blossom's Possum
Party." Prince's Band.
There's Always Something Down in Dixie. Fox trot.
Introducing (1) "Any Little Girl Can Make a Bad Man
Good." (2) "I Don't Want to be Loved a Little by a
Lot of Little Boys." Prince's Band. 85

12-INCH DANCE RECORDS

36001 The Sun Shines Brighter. Fox-trot. Introducing (1) "Si-
ren's Song." (2) "The Crickets Are Calling, from
"Leave It to Jane." Jockers Brothers.
Just You Watch My Step. One-step. Introducing (1)
"Leave It to Jane." (2) "I'm Going to Find a Girl"
from "Leave It to Jane." Jockers Brothers. 1 50

36002 I Don't Want to Get Well. One-step. Introducing (1)
"I Hall! Hall! the Gang's All Here." (2) "My Old Irish
Mother and Ireland." (3) "It's a Long Long Way to
My Home Town." Prince's Band.
Smile and Show Your Dimple. Introducing (1)
"Everybody Took a Kick at Nicholas." (2) "Meet Me
at the Station Dear." (3) "My Sweetie." Prince's
Band. 1 50

36003 So Long Mother. One-step. Introducing (1) "Down
Everybody's Happy." (2) "My Rose of Waikiki." (3)
"So Long Mother." Prince's Band.
The Bravest Heart of All. Fox-trot. Introducing "My Mo-
ther's Eyes." (2) "Our Little Mountain Home in Swit-
zerland." (3) "I'll Kiss You All Here." Prince's Band. 1 50

36000 Second Hungarian Rhapsody, Part 1. Percy Grainger. 1 50
Second Hungarian Rhapsody, Part 2. Percy Grainger. 1 50

32416 My Old Kentucky Home. Margaret Woodrow Wilson. 1 00
My Ladie. Margaret Woodrow Wilson. 1 00

36469 Bicoletto—"Caro Nemo." Maria Barrientos. 3 00
47211 Il Trovatore. (Di quella pira). Hippolito Lazaro. 2 00
77988 Ernani (O de' ferri san' miei). Brevetti Straciarri. 1 50
Schumann's "The Two Grenadiers" sung by Leon Rothier.
Les deux Grenadiers (The Two Grenadiers). Leon Rothier.
Le Cor (The Horn). Long Quartette. 1 00

47350 Am Sylvesterband. Elena Gerhardt. 1 00

INSTRUMENTAL NUMBERS

32497 Potanais Militaire. Columbia Symphony Orchestra. 1 50
A Canarie. Prince's Orchestra. 1 50

32506 Walden Whispers. Prince's Orchestra. 85
Under the Greenwood Tree. Prince's Orchestra. 85

32395 Tancred Overture. Guido Deiro.
Cavalleria Rusticana. (Siciliana). Guido Deiro. 85

32405 La Paloma. Louise, Perera and Greens. 85
A2400 Valse Blanche. Louise, Perera and Greens. 85
Lullaby. Stehl, Lufsky and Schuetze. 85
Alpine Violets. Stehl, Lufsky and Schuetze. 85

A2397 Through the Air. Piccolo Solo. Marshall P. Lufsky.
You and I. Cornet duet. Vincent C. Bruno and Harry
Briscoe. 85

A2404 Mr. Lem Underdunk. Leading Horns of the Silver Cornet
Band. Charles "Chuck" Sale.
Mr. Lem Underdunk's Sleigh-riding Party. Charles "Chuck"
Sale. 85

A2341 Hall! Columbia. Charles Harrison and Columbia Stellar
Quartette. 85

Columbia the Gem of the Ocean. Charles Harrison and
Columbia Stellar Quartette. 85

A2407 All Erin is Calling Mounseem. Columbia Stellar Quar-
tette. 85

Asthore. Columbia Stellar Quartette. 85

A2401 What You and I Were Young, Maggie. Ruby Heider.
Berceuse. Lullaby from "Joseph." Ruby Heider. 85

A2396 Come, Spirit, Come. Chautauqua Preachers' Quartette.
That Beautiful Land. Chautauqua Preachers' Quartette. 85

New Pathé Records

63017 Paggiacci (Leonavallo) "Ballatella" (Bird Song), in Italian.
Claudia Muzio. 12

Manon Lescaut (Puccini) "In quelle trine morbide" (In
Those Silken Curtains), in Italian. Claudia Muzio. 12

OPERATIC AND STANARD VOCAL RECORDS

63014 Rigoletto (Verdi) "La Jandara" (Woman Is Fickle),
in Italian. Lucien Muratore. 12

O Sultano Nazarato (Fouza), Neapolitan song, in Italian.
Lucien Muratore. 12

63015 Romeo et Juliette (Gounod) "Cavatine" (Arise! Fair Sun),
in French. Lucien Muratore. 12

Reviens! (Christine), in French. Lucien Muratore. 12

63016 Paggiacci (Leonavallo) "Vesti la giubba" (On With the
Comme o' zucchero (Ferraro), Neapolitan song, in Italian.
Lucien Muratore. 12

63066 Otello (Verdi) "Credo" (A Cruel God I Worship), in Italian.
Giuseppe Simini. 12

L'Ultima Canzone (Tosti), Melody, in Italian. Giacomo
Rimini. 12

63064 Ave Maria (Gounod), in Latin. Duo, piano accomp. Chénal
and Hoyle. 12

Tales of Hoffman (Offenbach) "Belle nuit" (Barcarolle),
in French. Lucien Muratore. 12

63065 Manon (Massenet) "Gavotte," in French. Maria Kouss-
neff. 12

Romeo et Juliette (Gounod), waltz song, in French. Maria
Koussneff. 12

63058 La Gioconda (Ponchielli) "Voci di donna" (Angelic Voice),
in French. Kathleen Howard. 12

Faust (Gounod) "Faites-lui mes adieux" (Flower song), in
French. Kathleen Howard. 12

59017 Il Reige (Humbert), Bergeres (Anon), Melody, in French.
Edmond Clement. 12

Les Filles de la Rochelle (Anon), Melody, in French. Ed-
mond Clement. 12

NEW POPULAR PRICED OPERATIC RECORDS

51001 Le Châlet, Part 1 (Adam) "Il faut me ceder" (Give Up
honour, basso, in French. M. Berthaud, tenor; M. Bel-
homme, basso. 12

Le Châlet, Part 2 (Adam) "Il faut me ceder" (Give Up
honour, basso, in French. M. Berthaud, tenor; M. Bel-
homme, basso. 12

26007 Thais (Massenet) "Volla donc la terrible cite" (Behold the
Herodiate (Pis), in French. M. Danges, baritone. 10

Herodiate (Pis), in French. M. Danges, baritone. 10

26249 Far Above Cayuga's Waters (Cornell College song). Un-
accompanied University Quartette. 10

31511 Sally in Our Alley (Carey). Unaccomp. University Quar-
tette. 10

26241 Beautiful Isle of Somewhere (Fearé). Sterling Trio. 10
Beulah Land (Sweeney). Organ accomp. Marian Crawford,
contralto. 10

26242 Holy, Holy, Holy (Snykes). Organ accomp. Marian Craw-
ford, contralto. 10

O Holy Night (Adam), organ accomp., with violin obligato.
William Wheeler, tenor. 10

40109 Rock of Ages (Rehdeh). Organ accomp. English Church
Choir. 10

27005 I'm Good, I'm Good (Boyd). Organ accomp. English
Church Choir. 10

27005 I Love You Truly (Carrie Jacobs-Bond). Just You (Bur-
leigh). 10

25004 Silver Threads Among the Gold (Danks). Craig Campbell,
tenor. 10

We've Been Chums for Fifty Years (Chattaway). Craig
Campbell, tenor. 10

20213 A Soldier's Song (Mascheroni). John Wallace, basso. 10
The Deathless Army (Trotter). John Wallace, basso. 10

NEW INSTRUMENTAL NOVELTIES

27503 Solitude sur la Montagne (Svensden). Violin solo, piano
accomp. Jacques Thibaud. 10

40110 The Rosary (Svevin), harp, violin and flute. Aekroyd Trio.
Ave Maria (Berg). Louis Willsh, baritone and flute. 12

29602 The Little Rascal (Anon). Tubaphone, with bells. Albert
Muller. 12

20232 Snowdrops (Oertel). Xylophone solo. Albert Muller. 12

POPULAR HITS OF THE MONTH

Melody Land (Cheer Up). New York Hippodrome
(Golden-Hubbub). Louis Winch, baritone. 10

Cheer Up, Lisa, from "Cheer Up." New York Hippodrome
(Golden-Hubbub). Louis Winch, baritone. 10

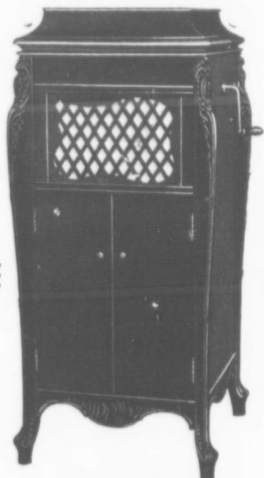
20222 Six Times Six is Thirty-Six (White). Ada Jones, comedienne
Southern Gals (Gumble). Lottie Grooper, soprano. 10

20233 A Bunch of Honey Bunches (White). Ada Jones, comedienne
Stay in Your Own Backyard (Udall). Noble Sissle, tenor. 10

20234 There's Something in the Name of Ireland (Ager), Charles
Hart. 10

You Can Always Come Back to Me (Kerr). Charles Hart,
tenor. 10

20239 I Don't Want to Be a Soldier (Williams). Billy Williams, comedian. 10
Willie's Woodbines (Barnes). Billy Williams, comedian. 10



**Christmas
1917**

**New Year
1918**

Style "O," Louis XV., \$200
Electric, \$250

**To The Men In The Trade Who Have Shown Such
Practical Confidence In The Brant-Ola**

—to those who have enabled us to build up a public appreciation in every corner of Canada for the Brant-Ola,—to those who assuredly will eventually become Brant-Ola dealers—

We Extend The Season's Greetings, and Our Best
Wishes For The New Year



Style "C," \$65

YES—

there have been a lot of phonographs sold,—

BUT—

Every dealer knows the growing need, the actual hunger for more music in the home means the fringe of the field only has been touched,—

AND—

every home, rich or poor, can be catered to with the Brant-Ola line. Let that sink in for your 1918 plans.

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Ontario

"DE LUXE" DANCE RECORDS

20205	Charming Waltz (Joyce), Pathe Dance Orchestra	10
	Sweet Emma, My Gal (Layton), One-step, Pathe Dance Orchestra	10
20206	Some Jazz Blues (Lake), Fox-trot, Memphis Picaninny Band	10
	He's Just Like You (Von Tilzer), One-step, Pathe Dance Orchestra	10
20207	Sweet Sunday Morning (Whitling), Fox-trot, American Republic Band	10
	Lily of the Valley (Friedland), One-step, Pathe Dance Orchestra	10
20208	Where Do We Go From Here? (Wenrich), One-step, Pathe Dance Orchestra	10
	Get of My Feet (Holmer), Fox-trot, American Republic Band	10

NEW HAWAIIAN RECORDS

20245	Christmas Valse (Margie), Louise and Ferera Waikiki Orchestra	10
	Stephanie Gavotte (Czibulka), Louise and Ferera Waikiki Orchestra	10
20246	Ciribiribi (Pestalozzi), Waltz, with whistling effects, Louise and Ferera Hawaiian Troupe	10
	O Mari! (Montano), Waltz, Louise and Ferera Waikiki Orchestra	10
20247	Lelia (Gladman), Waltz, Louise and Ferera Hawaiian Troupe	10
	La Paloma (Vradler), Louise and Ferera Waikiki Orchestra	10

NEW WHISTLING SOLOS

20001	Il Bacio (The Kiss) (Arditi), Whistling solo, piano accomp. Horneo Gardiner	12
	Melba Waltz (Arditi), Whistling solo, piano accomp. Horneo Gardiner	12

NOVELTY TALKING RECORDS

20248	Nursery Rhymes No. 1 (Descriptive), Gerard and Hunting	10
	Nursery Rhymes No. 2 (Descriptive), Gerard and Hunting	10
20249	Nursery Rhymes No. 3 (Descriptive), Gerard and Hunting	10
	Nursery Rhymes No. 4 (Descriptive), Gerard and Hunting	10
20209	Cohen at the Telephone (Comic Monologue), Lewis Piotti	10
	Beans, Beans, Beans (Hosman), Spal Cooper, tenor	10

NEW BAND AND ORCHESTRA RECORDS

40107	William Tell Overture (Rossini) "The Dawn," Pathe Military Band	12
	William Tell Overture (Rossini), "The Storm," Pathe Military Band	12
40108	William Tell Overture (Rossini), "The Calm," Pathe Military Band	12
	William Tell Overture (Rossini), "Finale," Pathe Military Band	12
20251	Love in Idleness (Masebeth), Imperial Symphony Orchestra of London	10
	Stepping Stones (Anon), "Dance Intermessa," Imperial Symphony Orchestra of London	10
20240	La Mousme (Ganne), Mazurka, With bells and xylophone, Pathe Military Band	10
	Monome (Garcian), Polka, With bells and xylophone, Pathe Military Band	10

Motor Firm Increases Capital

Among recent trade visitors to Toronto were Mr. M. H. Matthews, president, and Mr. L. A. Baxter, vice-president and superintendent of the Thomas Manufacturing Co., Dayton, Ohio. This firm, which specializes in motors, tone arms, sound-boxes and parts for the phonograph trade, has opened up a Canadian branch in Toronto, where they have secured premises at Suite Number 911, The Kent Building, at the corner of Yonge and Richmond Streets. This branch will be in charge of Mr. P. K. Wood and Mr. F. J. Foley. At the Canadian branch it is their purpose to carry for immediate shipments a large stock of each of their five types of motors, and of the four designs of tone arms and sound boxes, together with all necessary parts. As a result of the growth of the Thomas Manufacturing Co., the management announce that they have increased their capital to \$300,000 in order to take care of the additional business coming in.

Wipes Out a Debt By Buying a Bond

"I owe Orme, Limited, five hundred dollars on December 1st," said one prospective bond purchaser to a member of one of the teams canvassing Ottawa. "I can't buy a bond while I owe money."

"If Orme, Limited, will accept a five-hundred dollar Victory Loan bond in settlement of the debt, will you buy the bond now?" asked the resourceful worker.

"Sure," was the reply.

A telephone conversation with Orme, Limited, did the rest. On the first of December the obligation will be discharged through the medium of a five-hundred dollar Victory Loan bond.

Orme, Limited, are Ottawa representatives for the Martin-Orme Piano Company, Ltd. The staff of Messrs. Orme, Limited, headed by the President, Mr. Frank L. Orme, have given liberally of their time and energy to Victory Loan work during the full three weeks. This firm also used a large amount of space in the Ottawa newspapers to give publicity to the Loan.

At the Stanley Piano Warerooms, Yonge Street, Toronto, the Brunswick phonograph line is now being strongly featured. The taking on of the new agency was widely advertised in the daily papers.

The Embalmers' Supply Company ordered a Victrola XI and one record, "Lead Kindly Light," by the Haydn Quartette, to be delivered to the Hotel Walton by a Philadelphia music house. The object was to demonstrate the use of the Victrola as a substitute for the choir at funerals before a national convention of undertakers.

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.

Better than tons of printer's ink and miles of advertisements is word-to-mouth Columbia praise and endorsement. It issues from the lips of every man who owns a Columbia. It reaches the ears of every man who doesn't.

Columbia Graphophone Company
Factory and Headquarters
Toronto - Canada



The Music-Loving Public



The Willis
Trade-Mark
of Quality

GENTLEMEN OF THE PIANO TRADE

At this season of the year when the good will that fills men's minds is given expression to more than usual, we greet you each one with the season's compliments.

Our wish is that you and yours may experience a Christmas of real joy, and that 1918 will prove a happy and prosperous year in every way.



Willis Style "L" Player

in the long run usually accords recognition where it is due.

And the musical public's seal of approval is not meaningless. It stands for tone. It stands for beauty. It stands for lasting service.

The music-loving public has formed the habit of singling out the Willis Piano for recognition. Willis Dealers know that. You know that—but do you know it from the inside?

We are also sole Canadian agents for the celebrated Knabe Grand and Upright Pianos.

WILLIS & CO. LIMITED

MONTREAL

Head Offices:

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MONTREAL LETTER

THE Victory Loan kept many of our piano and talking machine men on the jump during the time subscriptions were being taken. Some of the men were captains, and some of them were privates, but whether captains or privates they were patriots both, and their efforts were crowned with success. We are particularly blessed with a class of men in and among the piano, talking machine and music fraternity in this city that never fail in their duty toward their fellow-men and their country. Many occasions have arisen during the past few years in this community wherein the piano dealer has been called upon to do his part, and he has done it thoroughly and conscientiously, but never more so than during the past fortnight, when he was called upon to contribute what he could toward buying Victory Bonds and solicit what he could at the same time.

The Berliner Gram-O-Phone Co., Limited, report that business has been exceptionally good during the month of November. Orders have increased tremendously for Christmas trade throughout Canada, and it seems as though Victor dealers are stocking almost to capacity in anticipation of a big or larger demand than usual for both machines and records.

Wm. McDonald, salesmanager of the J. A. McDonald Piano and Music Co., Ltd., Halifax, paid his respects to Montreal recently.

Charles Culross, the Sonora and Aeolian-Vocalion representative, is doing an extensive trade in phonograph repairs.

H. P. Labelle, Ltd., are now featuring the Starr line in addition to other talkers handed.

In the Victory Loan parade in Montreal His Majesty's Theatre had a float which contained a Leach piano (the only piano in the parade).

The Crown Furniture Co., Ltd., 68 Crown Street, Quebec, are handling Pathophones and Pathe records.

The Montreal Symphonola Company, Mappin & Webb Building, are well satisfied to date with their efforts, and have placed a large number of Symphonolas with various dealers both locally and in suburban districts. "Business is away beyond our most sanguine expectations," said Mr. A. K. Kempton of this firm.

"The volume of business transacted during the month of November was much larger than we even hoped for," said Layton Bros., "and Mason & Risch, Sherlock-Manning and Layton Bros.' instruments were largely responsible for the splendid showing made."

A decided increase in their floor trade, and good reports from outside territory for Gerhard Heintzman and Shaw pianos, is the report of Manager A. E. Moreland of J. W. Shaw & Co. Their musical merchandise, sheet music and Grafonola departments are all producing good results.

"Sales for the past month have been excellent, and the outlook for the coming months is even better," said General Manager Hamlet of Wm. Lee, Ltd. "There seems to be a steady demand for high grade pianos, such as the Martin-Orme and Bell lines, and we find that the percentage of buyers who are purchasing player pianos is increasing every month, and we look forward to this increase to make a big difference in our year's turnover," concluded Mr. Hamlet.

The Berliner Gram-O-Phone Co., Limited, subscribed fifty thousand dollars to the Victory Loan Fund.

The Dominion Phonograph Cabinet Co., Montreal, are reported to have dissolved partnership.

The Foster Phonograph Co., Foster, Que., are new dealers in phonographs.

Goodwin's, Limited, are now carrying a complete stock of Edison Amberolas and Blue Amberola records, this in addition to the New Edison Diamond Disc instruments, for which they have built up a large clientele. In order to introduce the machine locally they advertised a machine on three days' free trial with twelve Blue Amberol records.

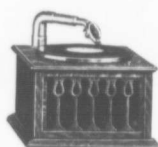
A Victrola was recently donated by H. C. Wilson & Sons, Ltd., Sherbrooke, Que., for the benefit of the Work Committee of the Patriotic and Red Cross Society.

Harry Lauder, the exclusive Victor world-famed artist, crowded His Majesty's Theatre to excess, with people turned away, and also seats sold on the stage, during his recent visit to Montreal. His time, likewise Mrs. Lauder's, was fully occupied with patriotic speeches, etc. In one hour he sold over \$45,000 worth of Victory Bonds at Goodwin's, Limited, the Edison and Columbia dealers. Wherever he has visited throughout Canada Victor dealers report an onslaught for records of this artist.

Mr. C. W. Lindsay and C. W. Lindsay, Limited, subscribed \$100,000 to the Victory Loan, whilst A. P. Willis, president of Willis & Co., Limited, purchased personally \$55,000 worth of Bonds.



E. 2



E. 1

Two of the types of phonographs made by the George McLagan Furniture Co., Ltd., Stratford.

The Canadian Graphophone Co. are selling a considerable number of the Sharpnote needle sharpeners.

The increase in the price of some lines of talkers has had no discouraging effects. Instead of lessening the demand the increased cost acts as a stimulant, fostering still wider popularity, said Manager Norman F. Rowell, of C. W. Lindsay, Ltd., Columbia, Pathephone and Sonora salons.

"The month of November has proved extremely kind to us," said W. J. Whiteside, both as regards Karn-Morris product and Victrolas and Victor records. "With reference to this line of gramophone we find they reduce selling cost because an ever constant demand created by Victor quality and tone insures a quick turn over of stock."

"We are highly pleased with present conditions, and if all our prospects for Cecilian and Mendelssohn pianos and Cecilian Concertphones materialize we will have a tremendous Christmas trade," said Gervais and Hutchins.

The Canadian Graphophone Co., wholesale distributors for the Columbia in the Province of Quebec, have been exceptionally busy during the past month, and state that the demands of the trade are so great at the present time that Manager Depocas is telling people what portion of an order they should buy rather than trying to tell them how they ought to buy.

Mr. J. E. White, salesmanager of the Williams Piano Co., Ltd., Oshawa, was a recent trade visitor to Montreal, as was also Mr. D. F. Cording of Brockville.

The Leach Piano Co., Limited, report a good demand for the Puritan style Gourlay upright, also Gourlay-Angelus players and Leach pianos in various models.

L. J. MUTTY CO. 175 Congress Street Boston, Mass.

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

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

SAMPLES and PRICES furnished on request

Willis & Co., Limited, were one of the piano houses who agreed to underwrite Victory Loan Bonds for their employees.

At the warerooms of J. H. Mulhollin, Evans Bros.' piano agents, orders are about as plentiful as goods are scarce, and that's as scarce as spurs on a sailor.

The Windsor Hotel, Montreal, have purchased a Leach upright piano for use in the grill room.

Willis & Co., Limited, report a good many hundred Willis pianos and players behind on orders. This firm, through President A. P. Willis, report that this year's total business will be very much in excess of 1916, in fact is greater in volume of sales than ever before. Mr. Willis reports that they are also doing a considerable trade in Dominion and Newcombe instruments.

Mr. Robert A. Willis, Vice-President of Willis & Co., Limited, is at present in Vancouver. He has already sent in substantial orders for Willis and Knabe products from all western points visited so far. He is expected home before Christmas.

WINNIPEG TRADE NOTES

THE General Manager of the Bank of British North America, who has just returned from an extended trip through Western Canada, has made the following statements on conditions there:

"In the Prairie Provinces there is quite abnormal prosperity and spending power, due to the ruling high prices



Mr. William Smith, son of the late Jock Smith, has returned to Winnipeg.

for grain. Cash is coming into the country fast in payment of this year's crop, and this finds reflection in loans repaid and increased deposits in the banks. The present offers a unique opportunity to farmers, and others benefiting indirectly through the prosperity of the farmers, to reduce their affairs to a liquid position, and there are many evidences that advantage is being taken of it. Broadly speaking, the Prairie Provinces should make great headway this year in getting out of debt, and no doubt they will.

"The real estate boom in the West is, of course, over, but the process of liquidation is still in many cases held at arm's length by moratorium acts, and this will have to be faced in the future. In the meantime, sales are few, and there is not much building going on.

"In British Columbia I found conditions distinctly better than when I was there last, but that was two and a half years ago. One very noticeable feature is the revival of the shipbuilding industry, which is serving a most useful purpose just now in giving employment to a large number of people, and though it is hazardous to prophesy beyond the end of the war, there are hopes that it may prove to be of a permanent character.

"Speaking generally, the present seems a good time to think of setting one's house in order. The war may not be over very soon, but it must end some day, and when it does, there is likely to be a severe scaling down of the prices of all commodities, to which we have recently become accustomed, if not quite reconciled. That will be a trying time to the business community, and those will stand it best whose liabilities are comparatively small."

The late Mr. Jock Smith's son, William, arrived home on the 19th, together with his sister, having made a safe and comparatively uneventful journey from London, England. Needless perhaps to say, their return home had a marked effect for the better on Mrs. Smith, especially coming such a long distance. Mrs. Smith wishes to sincerely thank the many in the trade who so kindly wrote to her expressing their sympathy in her bereavement, and assures them that their kindness is deeply appreciated. Mr. William Smith expects to settle down to the Winnipeg Piano Co.'s business, which no doubt will be quite a change after "looping the loop and spiralling." Miss Smith will continue her musical studies in Winnipeg for a time. Business seems to have dropped off a little to what was expected by the Winnipeg Piano Co., probably owing to the Victory Loan campaign. We are hoping, however, for a good Christmas trade.

Mr. W. Stumpf, representing Beare & Son of Toronto, passed through Winnipeg on his way east after a very successful business trip through the west.

The Doherty Piano Co. have moved their collection department to Room 202, 324 Donald Street. Mr. Mitchell, who is in charge of this department, reports a very satisfactory month's collections.

Mr. J. W. Clark, city salesman of Mason & Risch, Ltd., who has joined the Flying Corps, left for Toronto the end of November. The good wishes of his friends go with him.

Isolde Menges, violinist, delighted a large audience at each of her recitals given in the Central Congregational Church on November 20 and 27th.

Three car loads of Willis pianos are now on the road to the Fowler Piano Co., a big Christmas trade being anticipated. Business for November is reported as being a little dull, probably owing to the big Victory Bond campaign.

Messrs. Cross, Goulding and Skinner have added the Columbia Grafonolas and Pathe phonographs in addition to the Brunswick lines, which they are already carrying. A big increase is reported in phonograph business, piano trade also being exceptionally good, and collections par excellence.

Mr. W. B. Puckett, general manager of the Williams Piano Co., Oshawa, spent about ten days here getting some inside information on business conditions in the West. Mr. Puckett is well satisfied with the business outlook.

Mr. Fred Cross was a recent visitor to western points. A page advertisement running in three city papers advertising the Brunswick phonographs is bringing numerous inquiries to Messrs. Cross, Goulding and Skinner from all over Western Canada.

The Canadian Phonograph & Sapphire Disc Co. report a much better month's business this November than they had a year ago, a decided improvement being shown, many

Reg. Aq. Dept. - Copyright



Merry Christmas
and
Happy New Year

The old, old wish is heartily extended to our many loyal Dealers and Distributors, who have faithfully co-operated with us during the year, making it one of our most successful.

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,
108 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. A. McMillan,
St. John, N.B.

BERLINER GRAM-O-PHONE COMPANY, Limited

HEAD OFFICE AND FACTORY
MONTREAL



inquiries for the Par-o-Ket records, for which they are the western distributors, being received.

Word was received that Mr. Main, who was connected with Cross, Goulding & Skinner for some years until leaving for the front, has recently had his knees shattered. Mr. Main had spent six months in the hospital to his first injuries, and pluckily declared he was ready to go back and give his life if need be. We are sorry to hear of his injuries.

Columbia business is very good, October being the biggest month since the Western Fancy Goods Co. took over the agency. Record service is reported as improving. The Hudson Bay stores are now handling Columbia lines.

Babson Bros., Edison phonograph dealers, report business as being up to the average, and prospects good for the coming season.

Karn Morris Piano Co. find collections and business in general good—the only difficulty being found in getting goods to sell.

Educational Illustrated Lectures

Thos. A. Edison, Inc., have announced a series of educational illustrated music lectures for schools and colleges, regarding which they say: "A competent authority has written for us two admirable lectures, one on Verdi and his works, the other on Puccini and his compositions. The lectures are fully illustrated by Edison Re-Creations. The lecturers are cultured women from leading conservatories of music.

The lectures will be presented only for the benefit of schools, colleges, etc., the tickets to be sold by the schools and the proceeds to provide for the purchase of a New Edison for the school. The lectures will be booked through Edison jobbers the same as the now famous Edison tone tests are booked. The school authorities will not be obligated to invest the receipts from the lectures in a New Edison. They have the privilege of investing the receipts in any phonograph they prefer.

NOTICE

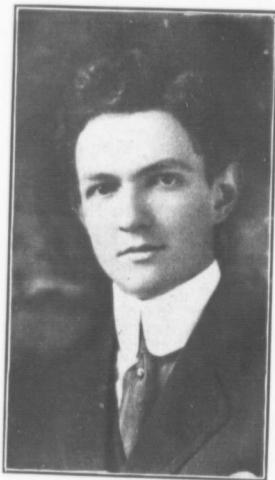
WHEREAS certain parties, claiming to represent Japanese and other firms, have approached dealers, offering to illegally duplicate our records, we hereby respectfully notify the trade that we will vigorously prosecute actions against parties engaging in such traffic with our respective products.

Columbia Graphophone Company
Berliner Gram-o-phon Company Limited

Markels Motor Representative in Canada

Mr. D. R. Doctorow, credit and salesmanager for Leonard Markels, the New York motor manufacturer, spent a few days in Canada early this month, during which he closed some most substantial orders. Mr. Doctorow informed the Journal that he was arranging at the factory to have a service man come to Toronto for two or three weeks in the interests of the users of Markels motors and parts.

To increase their output the Markels firm is taking larger quarters and installing new machinery. The "Little Butterfly" motor, which is a small edition of the Big Butterfly, was put on the market to meet the demand for a smaller, less powerful motor, but with all the features of its Big Brother, and Mr. Doctorow reports it is being ordered in excess of all their expectations.



Mr. Bert Gillespie, Calgary.

Calgary Victrola Man

The Victrola department of Heintzman & Co., Ltd., at Calgary, is now in charge of Mr. B. Gillespie, formerly manager of Western Gramophone Co.'s branch in that city. Mr. Gillespie is a thorough and consistent Victrola enthusiast, and finds a ready response to his enterprise in giving service to the public. Four years ago Mr. Gillespie commenced his Victrola experience with His Master's Voice, Ltd., Toronto, later transferred to Western Gramophone Co., Winnipeg, and then to that firm's branch at Calgary. With excellent accommodation for his department, opportunities for attractive windows, local and national advertising of His Master's Voice products, Mr. Gillespie is quite pleased with present business of, and future prospects for, his department.

S. E. Lumsden, a well known piano dealer of Arnprior, Ontario, has secured the agency for Pathe Pathephones and Pathe Records for his district. Mr. Lumsden has a very large connection with the farming community, and no doubt will be as successful in introducing Pathe lines as he has been in selling pianos.

That Good Old Christmas Wish

WE take pleasure in extending to the Music Dealers of Canada the heartiest good wishes of the Season. May your Christmas be a Merry one and may you prosper throughout the New Year.

You can ensure the prosperity of the New Year with a Pathe agency.

In the year just closing the Pathephone and Pathe records have been the sensation of the talking machine trade.

The national advertising relative to Pathe, together with the unique and high quality of the goods make this line a profitable one for the music dealer to handle.

Link up now with the Pathe and make 1918 a red letter year in your history.



Pathé Frères Phonograph Co. of Canada, Ltd.



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

Western Distributors:
R. J. Whitt & Co., Winnipeg, Man.
Maritime Province Distributors:
H. L. Hewson & Son, Limited, Amherst, N.S.
C. W. Lindsay, Limited, Montreal.



"Music in The Home" in the West

Dealers Endorse and Support the Movement to Stimulate Interest in Music—Newspapers Agree to Co-operate—Financial Support Also Given by Western Centres

BELIEVING that more could be accomplished in a month of personal effort than in a year of letter-writing, the executive of the Canadian Bureau for the Advancement of Music decided that a representative of that organization should visit Western Canada. It was desired to learn the sentiment of the trade and of the press in the West toward the propaganda of "Music in the Home," that was launched in March of the present year, when the Bureau above referred to was brought into existence.

Unfavourable Public Sentiment

It is no new story that even before the outbreak of war, but more particularly since, influences have been busy propagating a sentiment detrimental to the interests of those engaged in the business of manufacturing and marketing musical instruments. The place of the music industries has been wantonly criticized, and by so-called economists, politicians, bankers, journalists, college professors and others its products have been arbitrarily classed with luxuries. Failure of the trade to openly resent these unfair and unjust appraisals may have encouraged them and helped to foster in the public mind an idea that a musical instrument is something that should be acquired only after everything else a household could need had been purchased.

Automobile Serious Competitor

New competition came into existence and old competition became more formidable. Manufacturers and retailers began to realize that the struggle for a place in the sun was intensified by competition outside of the trade. The man selling pianos began to appreciate the frequency with which the recently purchased or the about-to-be-purchased automobile was the competition he must meet and beat. The other piano man ceased to be his greatest cause for concern.

Movies Take Much Public Money

Amusement resorts have also developed, and thousands of families, even in the smaller places, are paying into theatres and the "movies" amounts that would purchase a new piano every couple of years. The furniture man, the jeweler, the confectioner, the furrier, the clothier, the tailoress, the motor boat manufacturer, and transportation companies became more aggressive in campaigning for public patronage. Did the piano trade progress accordingly?

Education Interfered With

A most serious feature was the interference with the musical education of the country's youth when in the formative period of the rising generation's mind such education is so essential to individual and national development. The demands of the war in its earlier stages precipitated mistaken ideas of thrift. The sale of instruments for educative purposes suffered. Music teachers and institutions of music instruction suffered.

Music Dealer Not Always Sold on His Own Proposition

Furthermore the trade has always harbored too many men unsold on their own proposition. These have retarded the growth of a sane attitude on the part of the public toward the place of music in home life and educationally.

Reformation was necessary within the trade. Those persons in doubt as to their being in an essential business, or merely dealing in luxuries, were to revise their ideas. They were to be sold on their own proposition. This was really the first step in organized activity to further public interest in music and thereby keep fertile the natural field of the music industries. Accomplishment in this respect has been big. The Canadian Bureau for the Advancement of

Music itself, and the enthusiasm with which it was launched at a general trade meeting held in Toronto in March last being the evidence. The interest of dealers, their enthusiastic endorsement of the Bureau, its attainments and ambitions, are all evidence of a trade awakening to the fact that successful effort can be made to refute the erroneous impression that unthinkingly or otherwise has been too persistently disseminated, and with results costly to the trade.

Bureau Representative Visits West

But to return to the subject of the visit to the West. John A. Fullerton, one of the editors of Canadian Music Trades Journal, who by virtue of his neutral relation to the various branches of the industry, and his familiarity with the problems faced, was made Secretary-Treasurer and Director of the Bureau for the first year. The Board, under whose supervision Mr. Fullerton's office is, holds weekly meetings. Extending the influence of music is always the programme topic, along with questions arising out of this. Intimations to individual dealers in the West that a visit to them was contemplated brought prompt and urgent invitations.

The first work of the Bureau immediately following its organization was to act upon the suggestion of daily newspaper editors, viz., to help them edit their weekly musical page in a manner to make it interesting to the average people and not merely for the musically educated. The newspaper men insisted that the difficulty of securing readable, snappy, informing articles on musical subjects made it impracticable for them to do justice to this feature of their papers. One of the functions of the Bureau is to secure the services of persons competent to write such articles and furnish them to the newspapers.

In Ontario, and as far east as Sydney, N.S., newspapers were co-operating in the propaganda. The list of papers receiving the Bureau's service of articles also included two or three in the West.

Attitude of West Very Encouraging

The result of the trip has been not only to receive visual, oral and financial evidence that the Western dealers are heartily in accord with what is usually termed the "Music in the Home" movement, but forty-one daily newspapers from Sydney, N.S., to Nanaimo, B.C., have agreed to use the Bureau's service. They not only agreed to do so when interviewed, but without exception promptly approved the idea as one of great public advantage.

Western Trade Helps Finances of Bureau

The Bureau is financed by voluntary subscription. The executive is greatly encouraged by the western dealers in this respect. They have, without solicitation in every city visited, promptly subscribed to the funds of the Bureau, as evidence of their sympathy and interest, and also as evidence of their appreciation that such a movement is under way. Even before Mr. Fullerton returned to Toronto a check for \$65 had been received from the dealers of Saskatoon as an earnest of their desire to see the Bureau continue in its work. In other centres the dealers are arranging to forward contributions to this valuable propaganda. From Calgary has come a cheque for \$85.00, a generous expression of the interest of the dealers of this city.

Thanks of Mr. Fullerton

Mr. Fullerton takes this method of extending his sincere thanks for the many courtesies extended and for the hospitality enjoyed by him on his western tour. The warm-hearted welcome that the western dealers extend to trade visitors from the east is proverbial, and Mr. Fullerton af-

The Highest Class Talking Machine in the World



If You Owned a Store, and—

You noticed scores of people buying goods of the man next door, goods that you could handle admirably --- it would interest you, wouldn't it? You would say, "That fellow is doing a big business in that line --- I ought to carry it too." You should! In the above, instead of the word "goods," put **phonographs**: instead of "line" put **Sonora** --- and see how true this rings. The public wants phonographs --- the best in phonographs --- and the Sonora, which won highest score for tone quality at the Panama-Pacific Exposition, is in great demand.



There is a splendid opportunity to become a Sonora dealer now. Remember a Sonora franchise is valuable.

The Sonora plays all disc records without extra attachments, and the makers of the Sonora were the first to offer a machine that plays all records of this type perfectly.

I. Montagnes & Co.

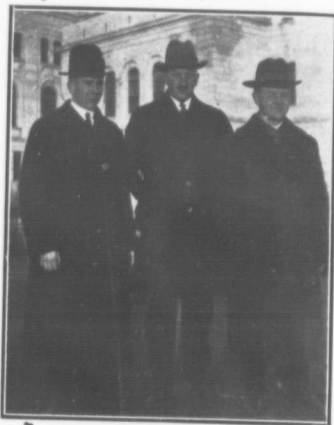
Canadian Distributors of the Sonora Line

New Ryrie Building
Yonge & Shuter Sts.
Toronto, Canada

firms that no visitor could have a more cordial reception than that extended to himself in every place he visited. This he takes as a tribute from the trade in the West to the trade in the East.

Forming Trade Associations

Apart from the "Music in the Home" movement, and yet closely allied to it, one result of the dealers in the different centres getting together on this proposition is the furtherance of a spirit of friendship. The immediate result the Journal understands is associations being formed in different centres. In this issue the Journal reports that the dealers of Vancouver have already formed an association.



Captain W. A. Child, of Child & Gower, Regina, in the centre; his partner, Mr. Geo. C. Gower, on the right, and J. Reibling, secretary-treasurer of the firm, on the left.

Associations Help Business

The policy of this Journal has always been unconditionally favourable to trade associations. There are many advantages. Experience shows that where competitors become acquainted mutual confidence is inspired, and as one association advocate said, "You may be guilty of a meanness to a man you don't know, but certainly not to a man you do know." Exchange of information is worth getting together for, and at that no one need give away his so-called "secrets." What is more important is the developing of a healthy public respect for the trade, which is impossible where the dealers in a centre lack cohesion and have no uniform policy in getting a profit for serving the public with tunings, rentals, movings, etc.

Arbitrary Decisions Fatal

Apropos of forming associations the Journal urges the example of organizations in the trade that owe their survival to a policy of informality. Onerous agreements or arbitrary decisions by a mere majority are fatal to the life of an association of piano men. If a proposed reform is under discussion, and the sense of the meeting shows a strong minority, more will be accomplished by dropping the subject. Later it may come up and pass unanimously, or nearly so. This is not theory. It is actual experience. Furthermore, the mere statement of a member that he does a certain thing or charges a certain price, or works a certain policy is frequently sufficient to start others along the same line. A discussion without a formal resolution or

agreement is frequently more effective than the latter, for then there is no rule to break.

Fort William and Port Arthur

On the westward trip the first stop was made at Fort William. Mr. E. E. Nugent, manager of Heintzman & Co., himself an ardent advocate of any sane movement to get more music into the lives of the people, had called a meeting of the trade. In this he had the hearty co-operation of Mr. Harry Taylor, manager of the Mason & Risch branch here. Mr. Taylor was familiar with the idea, and strongly sympathetic. In Port Arthur are two music houses, the Tucker Piano Co., under the management of Mr. Whitehouse, a brother of Mr. Frank Whitehouse, the well known Peterboro dealer, and the Milton Francis agency, featuring Gourlay lines. As reported in a previous issue of the Journal, the Milton Francis store is under the management of Mr. A. H. Francis, Lieut.-Col. Milton Francis being at the front in command of a British Columbia regiment.

Mr. George Williams, in Fort William, established himself some years ago, and has a wide connection. His efforts have placed many Williams New Scale pianos in the twin cities and surrounding territory.

From October 1st until the end of the year the Fort William and Port Arthur stores remain open in the evenings.

Winnipeg and Regina

In the Journal for November was reported meetings of the music dealers in Winnipeg and Regina to hear an explanation of the much talked of "Music in the Home" movement, and to discuss active participation therein. In both centres the Bureau's representative met with a most hearty reception and sympathetic hearing. The dealers accepted the movement as their own proposition, which it is, and promptly expressed their decision to link up with it both morally and financially. The sentiment was encouragingly favourable. As stated in the last issue of the Journal, a dinner had been arranged by the Winnipeg dealers at the



The piano delivery truck of A. B. Russell, Western Canada's pioneer piano mover.

Royal Alexandra Hotel, and at Regina, through the courtesy of Captain Child, of the Child & Gower Piano Co., Mr. Fullerton was the guest of the Regina trade at a dinner at the Assiniboia Club. In Regina every music dealer was present, and at the Winnipeg meeting practically every music house in the city was represented. In both these centres the press and trade were already co-operating in an active effort to arouse public interest to a real appreciation of music.

"Busy, very busy," pronounced Mr. A. B. Russell, the popular and obliging veteran piano mover of Regina. Mr. Russell has recently added a new motor truck, with a capacity of three instruments. For the past eight years Mr. Russell has handled piano moving of Mason & Risch, Child & Gower Piano Co., and Heintzman Co.

STEPHENSON
INCORPORATED
One West Thirty-fourth Street
New York City



Canadian Phonograph Manufacturers,
Everywhere.

Dear Mr. Manufacturer:

I would like to call upon every phonograph manufacturer in Canada. I would like to write each one of you a personal letter - but, there are only twenty-four hours in a day.

But if I could do this, the message to each one of you would be the same. And that message would be this:

That the idea behind the Stephenson Precision-Made Motor was to make a better Motor; the designers dedicated it to the phonograph manufacturer who is earnestly striving to make his product, a truly art product.

If you are one of these manufacturers, you should know about the Stephenson Precision-Made Motor. Shall I send you our Bulletin?

Cordially yours,

Frederic F. Thutje

Vice President.

STEPHENSON
INCORPORATED

Saskatoon

WHEN Saskatoon was reached a meeting of the dealers had been arranged. It was stated that this was the first occasion in the history of this city that the music dealers had come together. It is hoped that one of the results of this getting together will be future meetings of the Saskatoon music dealers for the general advancement of their interests.

The proposition of doing something to stimulate public interest in music, and to dissipate the too prevalent tendency—in the trade as well as out of it—to look upon musical instruments as luxuries, appealed to the Saskatoon dealers so forcibly that there was no lack of unanimity when a meeting was proposed.

At two o'clock in the afternoon the dealers met at the King George Hotel, where the large writing room on the ground floor was courteously reserved for them by the hotel management.

Those present at the meeting were: Messrs. Walter Cowan, H. J. M. Gloeckler, T. S. Collier, E. R. Prescott, of Gourlay, Winter & Leeming, Ltd.; J. D. Allen, of Heintzman & Co., Ltd.; George Kincade, of Mason & Risch, Ltd., and W. H. Feild, of Saskatoon Piano Co., Ltd.

It was suggested that a chairman and secretary be appointed to take charge of, and keep a record of, the meeting's proceedings. This promptly resulted in Mr. Prescott being unanimously elected to the chair, and Mr. Feild to the secretaryship.

Without further preliminary the subject of "Music in the Home" was brought up by the chairman, who emphasized the need of co-operative measures to instil into the public mind a proper appreciation of the place of music in the home and in the life of the individual.

A cordial welcome was extended Mr. Fullerton, who was then called upon to outline what has become known as the "Music-in-the-Home propaganda." The speaker reiterated what he had said in other centres concerning the need of an organization such as he represented, and which was forced into existence by the most unjust and unfavourable impression that was being engendered in the public mind concerning musical instruments. Politicians, financiers, so-called economists, and even journalists and college professors had in speeches and otherwise sought to have the public appraise musical instruments as non-essentials and particularly so during the war.

It was explained that in the east discussions in the trade and in the profession served to emphasize the seriousness of the situation, which had also been aggravated by the competition that the music industries were meeting with from such lines as automobiles, amusement resorts, etc.

Finally, at a general meeting in Toronto of retailers, piano, organ and supply manufacturers, talking machine manufacturers and distributors, it was decided to proceed with a campaign of public education, first jacking up the ideas of those in the trade to the fact that they are in a business essential to the public welfare; that music is something without which human existence would be intolerable.

The co-operation of the newspapers, it was explained, was first sought, at their own suggestion indeed. Arrangements were made to supply newspapers with live, human-interest, readable articles relating to musical topics. These articles were to be not lengthy and of a nature to get the attention of average persons, business men, mechanics, clerks, stenographers, and even the boys and girls who might be piano pupils. The attitude of the trade, backed

by newspaper men, is that music is at least worthy of an equal place with football, curling, motoring, and the theatre in the columns of the press.

An organization, named "Canadian Bureau for the Advancement of Music," was formed to embrace membership from the trades or the profession. The services of a number of writers have been secured to provide the class of articles that the newspapers would be glad to use. These, it was explained by the speaker, were being used by a number of daily newspapers in the west, and as far east as Sydney, N.S. It was designed to nationalize the campaign, and the dealers were asked to strengthen the hands of the newspaper editors by expressing their appreciation of what is being done. It has been found that where music is neglected by the daily paper it is invariably because no representations have been made to the management that as a department or a feature, at least once a week, it would be appreciated by the trade, the profession or the public.

At the conclusion of Mr. Fullerton's address the subject was thrown open for discussion. The consensus of the meeting was very soon shown to be decidedly favourable to the propaganda. A deputation was appointed to interview the local dailies. At the conclusion of the meeting



Grain Elevators at a C.P.R. Station on the Prairies.

the offices of the dailies were visited, and in both cases the proposal that music be considered a subject of public interest was promptly welcomed.

So favourable were the Saskatoon dealers to this kind of activity that it was proposed to help finance the Canadian Bureau for the Advancement of Music when someone present asked as to how funds were raised to carry on the work. It was explained that the Bureau is being financed by voluntary contributions, and when one of those present mistook a sum of money mentioned to be a suggestion that the Saskatoon dealers contribute fifty dollars each he started the ball rolling by agreeing to that amount. However, that was in excess of the amount contemplated. A generous subscription was decided upon, and a unanimous and hearty vote of thanks was tendered the trade in the east for its enterprise in getting an agitation under way, and for delegating a representative to visit the west to enlist the co-operation of the dealers and the press.

As a result of this coming together of the Saskatoon dealers for their mutual benefit it is expected that further meetings will be held and an association formed so that the trade will be provided with the machinery to bring the members together when the occasion demands.

Edmonton

EDMONTON is picked by many visitors to the West as the city with the greatest future of all the prairie cities. Edmonton's location gives that city many advantages, both scenic and agricultural. There is the choicest farm land in every direction, and it is the gateway to the great Peace River country of unlimited possibilities in grain and vegetables and fruit. The Grand Trunk Pacific Hotel, the MacDonald, is an object of local pride. It is an influence in bringing people to Edmonton and causing them to linger, and to talk about the city after they leave it, an asset that Toronto, for example, might consider.

Edmonton is a musical centre, and in Mr. Kenneth Ross has an active promoter, through whose persistence and industry the citizens have opportunities of hearing many artists of international repute that would not otherwise visit this city. There is an appreciation of better music, encouraging alike to visiting artists, teachers, the promoters and the dealers in musical instruments.

The city trade of Edmonton merchants may not be what they consider normal, but country business is surely making up for it this season. The most noticeable feature of the piano salesrooms is the scarcity of stock, and though the dealers know and appreciate that the shortage of labor has made normal outputs of the factories impossible—they are chafing under contracts made and contracts that could be made, but impossible to complete.

In Edmonton the City Council has gone the provincial factory act one better. According to this act all factories and stores in the province must not work their employes more than eight hours per day. A recent concession permits of retail stores remaining open until nine o'clock on Saturday evenings, with their day shifts of help. This, it is stated, is effective only for the Christmas trade, after which the working day of Saturday is to end at six o'clock as on other days.

The Edmonton Council has passed a by-law requiring that all music houss in the city close at six o'clock on Saturdays as on other days. There seems to be some indefiniteness regarding the by-law, and there is certainly lack of unanimity as to the fairness or necessity of it which permits drug, stationery, or other stores handling talking machines as a side line remaining open.

The suggestion to the music dealers of Edmonton that they link on to the advancement of music propaganda did not need more than a suggestion. It was no new idea to them that the interests of the music trades required that something be done to stimulate public interest in music to the end that Canadians be made not only music-loving people but musically capable people, with especial relation to their home life.

When the representative of the Canadian Bureau for the Advancement of Music, John A. Fullerton, reached Edmonton, he found there the ready and cordial welcome that has characterized his visit to all the western centres. The trade here has been unfortunate in the lack of organization, which makes more easily arranged a general meeting of all the dealers.

A meeting of the Edmonton piano men was held at the McDonald Hotel, at which Mr. Fullerton was given an opportunity to enlarge upon the reasons necessitating intelligent action in combating influences tending to interfere with and restrict what should be a natural and legitimate field for the sale of musical instruments of all kinds. He explained the organization of the Bureau, under whose auspices he was visiting the West, and its purposes. He was able to inform the meeting that in addition to newspaper editors in the east all editors interviewed in points visited in the West promptly expressed sympathy with the movement to create greater interest in music and agreed to co-operate.

It was pointed out that one of the functions of the Bureau was to help newspapers edit their music pages by furnishing them with a weekly service of articles by competent writers, and which articles, all on musical topics or topics relating to musical instruments, are designed to reach the great masses of newspaper readers and create in them an interest in music and an appreciation of music as a necessity in the home, in the formative period of the character of the youth of our country, and at all times and on every occasion.

The discussion following Mr. Fullerton's remarks soon showed the sense of the meeting to be decidedly favourable to the propaganda launched by the organization of Canadian Bureau for the Advancement of Music. It was decided to show appreciation of the movement in a substantial way, and on a motion of one of the dealers present it was unanimously agreed to subscribe an amount on a basis of ten dollars per firm, and send a collective cheque from the Edmonton music dealers to the Bureau to help finance the organization.

A deputation was appointed to interview the managements of the "Bulletin" and the "Star," with the result that with both dailies the plan of co-operation in a weekly musical page was heartily approved.

Those present at the meeting were: Messrs. Jones, of Cross & Jones; Davis, manager, Heintzman & Co., Ltd.; McMillan, manager, Mason & Risch, Ltd., and Mr. Will Banford. Mr. Loge, who has the local representation of Gerhard Heintzman lines, was unable to be present, but on the following day met Mr. Fullerton, and one or two of the local dealers, who explained the proposition. Mr. Loge unhesitatingly endorsed the work of the Bureau as a necessary and logical movement entitled to the sympathetic and financial support of everybody in the trade. Mr. Hill, of Hill & Scott, agents for Knabe and Willis lines, was absent on a moose hunt.

It was decided at the meeting to form a permanent association of the Edmonton dealers, with the idea of promoting a better spirit of co-operation, and to have the means of calling the dealers together when such getting together was considered advisable, decided to form an association. Mr. Jones was the unanimous choice for the chairmanship, and Mr. McMillan was with equal unanimity elected to the secretaryship.

A vote of thanks was tendered Mr. Fullerton for his exposition of the subject handled by him, and through him to the trade in the east for its enterprise in getting together to forward so admirable a movement that through its benefits to the public will redound to the advantage of the trade.

Calgary

CALGARY music dealers formed themselves into an association three years ago, but unfortunately the organization lapsed. This, however, did not interfere with a representative attendance at a meeting held in the Palliser Hotel, called for the purpose of discussing music advancement.

Those present at the meeting were Messrs. R. W. MacMurray, manager, Gourlay, Winter & Leeming, Ltd.; Geo. Venini, manager, Mason & Risch, Ltd.; C. W. Clarke, Gerhard Heintzman Parlors; D. J. McCutcheon, manager, Heintzman Co., Ltd.; Hunt, of Hunt Piano Co., Ltd., and Pugh, of Alberta Piano Co.

Owing to absence from the city, Mr. W. M. Howe, manager, Willis Piano Co., Ltd., was unable to attend. On his return the following day, however, he was informed on what took place at the meeting, and promptly acquiesced in the decision of the meeting to go on record as endorsing the work of the Canadian Bureau for the Advancement of Music, which he considered an important forward step in the interests of the trade.

Great Columbia Advertising



It has cost a lot of money—but it has been worth while—and it will continue right along.

During the last year, in our territory, more money was spent on advertising Columbia Grafonolas and Records than on any other line.

That is one reason why the demand for Columbia Goods is always increasing.

But the chief reasons are that Columbia goods are the best value, the most reliable and most satisfactory in the long run—and we stand behind them with our guarantee of satisfaction—with our service and advertising helps to dealers.

Our sales for 1917 will show wonderful increase over 1916, and we will be well to the fore in 1918.

MUSIC SUPPLY COMPANY

Largest Columbia Distributors in Canada

36 Wellington St. East

:-

TORONTO

On the meeting being called to order, it was suggested that a chairman and secretary be appointed. Mr. Venini was unanimously voted to the chairmanship, and Mr. Pugh was elected secretary.

Mr. Venini explained the purpose of the meeting to be a discussion of a movement that had been started in the east to create greater public interest in music, and indirectly in musical instruments. Mr. Fullerton, he announced, was present to tell about that work, and without further reference introduced the latter.

Mr. Fullerton thanked the dealers for their presence, which he appreciated, as it was at some inconvenience to themselves, the hour being at a busy time of the day. But he opined that the importance of the cause, of which he was the missionary, justified whatever time they had spared from their respective businesses. He also suggested that their coming together so readily would indicate the Calgary trade to be good material for a co-operative society.

After covering the ground from the inception of the Bureau, and the causes leading up to it, and what had been accomplished up to the day of visiting Calgary, the speaker urged that questions be asked, and the subject thoroughly discussed.

An hour was spent in talking over the benefits to be derived from a national movement to get more music and better music into more homes by bringing householders to a realization that the neglect of music, especially where there are children, is unpardonable.

The sentiment of the Calgary dealers was readily seen to be quite in line with the views expressed by the trade in other places where the "Music in the Home" propaganda had been unconditionally endorsed.

On motion it was decided to forward a contribution to the funds of the Bureau as evidence that the Calgary dealers were behind the movement. A vote of thanks was tendered the visitor, and the meeting adjourned, after appointing a committee to interview the newspapers and express to the management appreciation of what was being done for music, and to urge that as a subject of public interest music should at least have an equal show with hockey, curling, etc.

Vancouver

GETTING together to discuss the propaganda of music advancement so appealed to the trade of Vancouver that it was decided to form an association. It may surprise the trade in some other places that so important a centre as Vancouver has been without an organization of the music dealers. But there are other centres claiming to be as important as Vancouver where the piano trade association is only a very recent acquisition. Even Toronto, with its claims of being the chief music centre in the country, and its consequent responsibility in the way of example to other centres, is only able to boast of a four-year-old retailers' organization in the music trades.

In Vancouver, as in other places, previous efforts to organize the dealers met with no permanent success, and the trade therefore continued to do without the benefits arising out of the occasional getting together of business competitors. By getting together and encouraging the resultant acquaintanceship competitors find that in many ways they can work conjointly for the general good of their respective businesses.

The occasion of the Vancouver trade getting together was the visit to that city of John A. Fullerton, Director of Canadian Bureau for the Advancement of Music, and who was given a warm welcome. Reports of the Bureau's activity in the east in arousing public interest in music, and therefore in musical instruments, had reached the coast, and when it was intimated that in the interests of the work

of the Bureau Mr. Fullerton proposed to include Vancouver in his itinerary, most pleasing and reassuring messages were received by the Bureau executive as to the readiness of the Vancouver dealers to meet and give him an opportunity of telling about the organization he represented.

Indeed, as in Winnipeg, the visitor was the guest of the trade at a magnificent banquet at the Vancouver Hotel. Those present at the dinner, which in this case was confined to the trade, were:

J. W. Bowes, Manager, Bowes' Music House.
 J. Estey Bowes, Bowes' Music House.
 A. Mungrean, Piano Dept., Hicks & Lovick Piano Co.
 A. Ajello, Ajello Piano Co.
 W. A. Fairley, Piano Dept., Wm. Thomson Piano Co.
 E. Gowan, Pathe Dept., Hudson's Bay Co.
 James Fletcher, Fletcher Bros., Victoria.
 T. A. Switzer, Manager, Fletcher Bros., Vancouver.
 R. D. Pollard, Piano Dept., Fletcher Bros., Vancouver.
 J. D. Forsythe, Columbia Dept., Fletcher Bros., Vancouver.
 W. A. Willis, Willis Piano Co., Victoria.
 L. D. Kennedy, Manager, Mason & Risch, Ltd.
 R. N. Higginbotham, Mason & Risch, Ltd.
 D. G. Featherstone, Mason & Risch, Ltd.
 Walter F. Evans, W. F. Evans, Ltd.
 Mr. Miller, Piano Dept., W. F. Evans, Ltd.
 L. Evans, Piano Dept., W. F. Evans, Ltd.
 Herbert Kent, Kent's Edison Store, Victoria, B.C.
 D. H. Kent, Manager and Secretary, Kent Piano Co., Ltd.
 G. L. Bell, Edison Dept., Kent Piano Co., Ltd.

It will be noticed that the attendance was most representative, and included practically every firm in Vancouver and Victoria. Mr. Montelius was absent from the city, and therefore unable to attend.

When cigars were lighted it was suggested by Mr. Daryl H. Kent, to whose untiring activity and perseverance great credit is due for so representative a meeting, that a chairman should be appointed to take charge of the meeting. He proposed that Mr. J. W. Bowes be elected to the chair, and the proposition met with unanimous approval.

Mr. Bowes, in introducing the guest, very gracefully extended to him assurances that his visit was most heartily appreciated, as testified by the attendance, and that any proposition having in view more extended interest in music would have the sympathetic and active co-operation of the trade in British Columbia. Mr. Bowes also remarked that it would be a pity not to take advantage of the gathering to effect a permanent association in the interests of the trade.

Mr. Fullerton then being called upon earnestly affirmed his appreciation of the compliment conferred by the Vancouver trade in their splendid attendance and magnificent dinner. This he accepted as a tribute to the trade in the east, where originated the proposition he represented. He was warm in his praises of Vancouver hospitality, which extended even to lending him money.

He admitted that while his visit to the West had been planned with the idea that by word of mouth some information could be conveyed to the dealers concerning what is being done and what is being planned to widen the market for musical instruments by creating greater public interest in music, he found that he would be able to take back more in suggestion, information and inspiration than he could give. He referred to the sympathetic interest the trade and the newspapers had given the matter in all the points visited up to that date, including Fort William, Winnipeg, Regina, Moose Jaw, Saskatoon, Edmonton and Calgary.

Since his visit to Vancouver Mr. Fullerton has visited Victoria, Nanaimo, Nelson, and Medicine Hat. The sentiment of the trade and the press was that a

start had been made on one of the most important steps undertaken by any industry for its own advancement, and which advancement could only be after the press and the public benefited by the newspapers conducting weekly music departments of general interest, and for the conduct of which articles were supplied by Canadian Bureau for the Advancement of Music.

After detailing the accomplishments to date, and with which Journal readers are familiar, as they also are with



At Sprout Lake, Vancouver Island, T. A. Switzer, manager, Fletcher Bros., Ltd., at the extreme right.

the formation of the Bureau and its necessity, he urged that what he said he accepted as merely an introductory to a discussion. Any questions that occurred to any present he also urged be asked, as there might have been some points overlooked.

An interesting discussion followed, during which the question of finances came up. On it being explained that the Bureau is financed entirely by voluntary subscription it was promptly moved, seconded and carried that Vancouver show its approval of the "Music in the Home" movement by subscribing to the funds. It was decided to leave the question of fixing the amount to be subscribed to a subsequent meeting.

Mr. H. E. Kent, in concluding the discussion, moved a



"Tommy" Switzer cooking real trout caught in Sprout Lake.

vote of thanks to the speaker and to the interests in the east that made his visit possible. It was then decided to hold an informal meeting on the following evening at the store of Fletcher Bros., Ltd. At this meeting were Messrs. T. A. Switzer, Walter Evans, H. E. Kent, Montelius, E. Gowan, and Estey Bowes. It was decided to arrange for another meeting at an early date. Messrs. Switzer and Daryl H. Kent were appointed a committee to arrange the meeting and secure the attendance of the trade.

During the day a committee of the dealers, with Mr. Fullerton, visited the Vancouver Province and the Sun to enlist their co-operation in getting the public to take more interest in music. The representations of the trade were received with interest by the press and favourable replies given.

The various dealers were interviewed by Messrs. Kent and Switzer, resulting in a general trade meeting and dinner on November 26. It was unanimously decided to form an association. Mr. J. W. Bowes was elected chairman, and Mr. Daryl H. Kent secretary. Membership will be limited to proprietors and managers of music stores. The next meeting and dinner is to be held in January, when a programme of topics will be ready for general discussion, and draft by-laws and constitution will be presented.



LIEUT. AUBREY KENT.

Son of Mr. H. Kent, Victoria, B.C. Lieut. Kent joined the Fifth C.G.A. in Victoria as a bugler boy, under Captain Currie. He took out a commission as a Lieutenant, qualifying here and also at the Kingston Military College. He left Victoria for overseas on February 18, 1916, with the 10th Field Artillery Ammunition Column, under the late Captain Birch, and after a few months in England, he arrived in France on July 12th, 1916, where he has been ever since. He is now connected with the 10th Brigade Headquarters Staff. For a time he was with the 39th Brigade under Major Stafford of Leithbridge, who was killed in action some few months ago.

Victoria and Nanaimo

Both of these places were being honoured with a visit from the Duke of Devonshire when the Bureau representative arrived. Whether the former appreciated the green grass, the roses and the flowers still in bloom, and all the other evidences of agreeable climatic conditions, the latter did.

As three of the Victoria firms were represented at the meeting of the music trades in Vancouver, it was not thought necessary to call a meeting in Victoria. Messrs. James H. Fletcher, W. A. Willis, and Herbert Kent, it will be noticed from the report of the Vancouver meeting, were present at that epoch marking event.

With the co-operation of "Jim" Fletcher and Mr. Gideon Hicks, manager of Heintzman & Co.'s branch, and a talented musician with more than a provincial reputation, arrangements were made to present the merits of the Bureau's propaganda to the consideration of the local editors. The interviews with the newspapers were a repetition of the expressed attitudes of the editorial policy of dailies all along the line that music should have a chance. The newspaper men also appreciated the dealers expressing

The Phonola

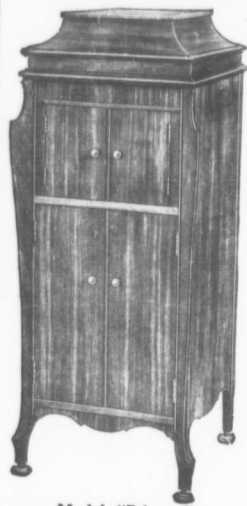
Models from \$18 to \$250



Model "C"



Model "B"



Model "Princess"

have proved a money-making line for the trade during 1917. The pure tone, which is an outstanding feature of Phonola reproduction, and the classy cabinets, have won the public solid for the Phonola.

This demand, plus the liberal dealers' margin, has made 1917 a successful year for Phonola dealers.

We extend the Season's Greetings to the trade, and best wishes for continued success in the New Year.



Model "Duchess"



Model "Prince"

POLLOCK

Mfg Co., Limited

Makers of the



**KITCHENER
CANADA**

to them their desire to see music receive attention in the press.

In Nanaimo there are two daily papers. These have both agreed to conduct "Music in the Home" departments. Nanaimo is a mining town seventy-three miles north of Victoria with an extensive pay roll, and the local dealers report immediate beneficial results from the passage of the prohibition legislation last fall. Money formerly spent very freely over the bar is now circulated as freely in legitimate circles.

Geo. A. Fletcher has been in business here for twenty years or more, and has all the advantages of a wide acquaintanceship. In addition to Gerhard Heintzman, Cecilian and Mendelssohn pianos, Edison and Columbia lines, this house has an extensive sheet music and small goods trade. Mr. Fletcher also has a branch at Cumberland about eighty miles north of Nanaimo, reached by two trains a day, or by motor road good enough to invite any speed a car will make.

Mr. Fletcher is enthusiastic regarding his sheet music department, which brings many people to the store, as well as making a profit. There are sound-proof rooms on the ground floor, and on the first floor is a splendid piano display room that can be converted into a fine recital hall. This Fletcher house is a consistent and regular newspaper advertiser, and in this connection Mr. Fletcher has a fixed



Harry Gould, of Fletcher Bros., Vancouver, now at the Front.

policy of never letting up. Mr. Carmichael, his right hand man, is a skilled pianist and a believer in the business in which he is engaged. He is sold on his own proposition. Mr. Earl Fletcher, only son of the head of the firm, is an active member of the staff.

Richard Kirkham, manager of the local branch of Heintzman & Co., Ltd., which was established some years ago by Mr. Gideon Hicks, was out of town when the Journal called. The firm have a bright, well located store, with a double show window. "His Master's Voice" lines have good representation here, and when the Journal called one window was devoted entirely to this line, while a Heintzman grand occupied the other window.

Medicine Hat

The citizens of this centre are proud of its industries, which include three large flour mills, a couple of pottery factories, a tile and brick factory, glass works, and several foundries.

Hulbert and Fleming are the newest comers in the music field, having Gerhard Heintzman and Sherlock-Man-

ning lines. Originally a sewing machine firm, they took on pianos, and find that the time and energy given this branch of their business brings good returns.

An old established house is the Assiniboia Music Co., and theirs is probably the best known telephone number in town. Their store is the booking office for all performances at the Empress Theatre, Nordheimer instruments and Williams New Scale have good active representation, as have "His Master's Voice" lines and the Edison Amberola. "Bert" Forster, who is a native of Brampton, Ont., came west fourteen years ago, and apparently has no desire to return east other than for a short stay. Mr. Forster is a valued member of a local choir, is known by everyone in town, and has a good connection with the musical people.

Through his instrumentality the "News," one of the best dailies in the West, agreed to co-operate with the "Music-in-the-Home" propaganda.

Moose Jaw

While no general meeting of the dealers of this centre was held, they were a unit in approval of the "Music-in-the-Home" propaganda, and in extending to the newspapers their ideas. The latter, with typical western enterprise, are going in for active participation in getting music into the homes.

As one leaves the C.P.R. depot he finds the store of the Assiniboia Music Co. within a stone's throw. This is owned by Mr. N. J. Porter, one of the pioneer citizens of Moose Jaw, and who served the people for a number of years in the council. Mr. Porter uses a motor truck for deliveries, and quotes prices that include delivery into the home.

Daniel Craig, further up Main Street, is featuring Williams New Scale pianos. Mr. Craig is a native of Eastern Ontario, and is "making good." He has the entire confidence of all the other music houses, with whom he is on the best of terms.

Mason & Risch, Ltd., are just around the corner on High Street, with the electric car line past their door. This location was taken about three months ago, and gives the firm a larger store, greater display facilities, and an excellent show window. Mr. John Tupper has just been installed as manager, succeeding F. A. Scott, who is opening up on his own account, as reported on another page.

The local branch of Heintzman & Co., Ltd., is in charge of Mr. Stanley Garrett, son of the well known dealer of Barrie. In conformity with the decorative scheme of Heintzman branches the main display room and demonstration rooms are in cream. The Victrola department is an important feature of the business, and Mr. Garrett finds that Moose Jaw people appreciate the best records.

New Sonora Catalogue

A new Sonora catalogue is in process of completion. This is a convenient-sized pocket edition, and illustrates each of the types with specifications and prices. Messrs. I. Montagnes & Co., the local distributors, report November and December business exceptionally active in both wholesale and retail departments. The latter, under the management of Harry R. Braid, is getting the Sonora into many homes locally. The Sonora is being prominently exploited in generous space in the daily newspapers, and the company is making an aggressive campaign for Christmas trade.

Mr. M. E. Standfield has started on the road wholesaling Starr phonographs and records for the Canadian distributors, the Canadian Phonograph Supply Co., London. At present Mr. Standfield is calling on the Western Ontario trade. His record to date is a Starr agency for every town visited.

GERHARD HEINTZMAN PHONOGRAPHS

Half a century before the public as producers of the highest grade of musical instruments.

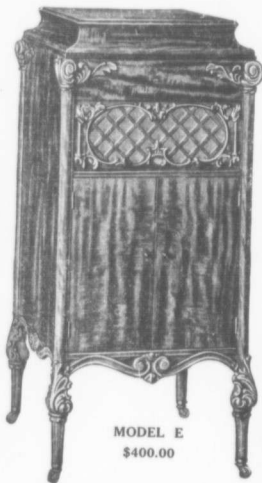
We want a music dealer in every town in Canada to handle this handsome phonograph.



MODEL C
\$225.00



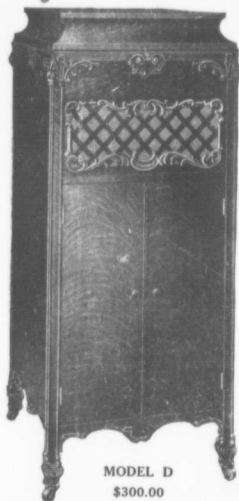
MODEL A
\$138.00



MODEL E
\$400.00



MODEL B
\$180.00



MODEL D
\$300.00

WRITE FOR CATALOG AND
FURTHER PARTICULARS

Gerhard Heintzman

Limited

Head Office and Factory:
Sherbourne Street
TORONTO

Manufacturers Hold Annual Meeting

Lively Discussions and Much Business Handled—"Music in the Home" and "One Price System"
T. J. Howard Elected President

PRECEDED by an informal dinner the annual meeting of the Canadian Piano and Organ Manufacturers' Association was held at the National Club, Toronto, on November 26. With regard to business transacted, this was one of the best meetings the Association has held. The attendance, it will be noticed from the list of those present, was quite representative of the industry, but still left much to be desired in this respect.

Those present and the firm's represented were:

Heintzman & Co., Ltd.—Chas. A. Bender.
Mason & Risch, Ltd.—H. H. Mason and C. V. Jones.
Gourlay, Winter & Leeming, Ltd.—A. H. Gourlay and D. R. Gourlay.
Thomas Organ Co.—Harry Sykes.
Mendelssohn Piano Co.—Harry Durke.
The Bell Piano & Organ Co., Ltd.—D. Allan.
Frank Stanley—F. A. Clark.
Wright Piano Co., Ltd.—E. J. Wright.

guarantee on player pianos be limited to one year, and on pianos to three years, with no guarantee against varnish checking. This was adopted.

The announcement of "Music in the Home" brought forth a lengthy report from J. A. Fullerton, Secretary of Canadian Bureau for the Advancement of Music, who was



Mr. T. J. Howard, the new President.

travelling in the West in connection with the work of that organization. This report was read by Mr. Henry H. Mason, who impressed upon the meeting that this campaign was one of the most important and effective that had ever taken place in connection with the music trades.

The report referred to the conditions that forced upon the trade the necessity of the campaign inaugurated, and which the Journal refers to quite extensively in this issue in connection with Mr. Fullerton's western trip.



Mr. Frank Stanley, First Vice-President.

This report was supplemented by Mr. E. C. Scythes, President of the Bureau, who explained some of the plans and ambitions for the future, which could only be undertaken as funds were available. In the next issue of the Journal a more comprehensive report will appear of Mr. Scythes' address re this important subject, which was the feature of the meeting.



Mr. C. A. Bender, Honorary President.

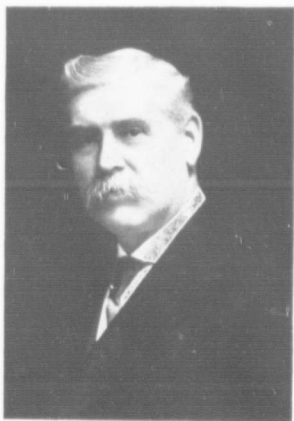
Karn Morris Co.—A. E. Windsor.
Williams Piano Co.—Chas. Servies and F. A. Trestrail.
Nordheimer Piano Co.—E. C. Scythes and Addison A. Pegg.
The Sherlock-Manning Piano Co.—W. N. Manning.
Cecilian Co., Ltd.—A. T. Pike.
Secretary—James G. Merrick.

Mr. C. A. Bender, president, occupied the chair, and the secretarial duties were looked after by Mr. James G. Merrick, who has so acceptably filled this office for the past eight years, and was again elected by acclamation.

Following the reading of the minutes of the last annual meeting, which were adopted, the report of the Executive committee was read. This being an unusually comprehensive budget, as the members of this Committee had an active year, the customary president's address was dispensed with.

The matter of guarantees in the piano trade lacking in uniformity has always been more or less of a contentious question, and has been discussed on previous occasions. To strike a basis of uniformity a motion was offered that the

The Executive Committee of the Canadian Piano and Organ Manufacturers' Association



Mr. R. S. Gourlay.



Mr. Albert Nordheimer.



Mr. W. N. Manning.



Mr. H. H. Mason.

On motion the meeting went on record as approving the work of the Bureau and expressing appreciation of the activity of its executive, with instructions that the work should be proceeded with, and that the Association pledge itself to support the work.

The resolution of a previous meeting that only instruments in satin finish cases be displayed on the outer stands



Mr. E. C. Seythes, Second Vice-President.

of those firms exhibiting at the Canadian National Exhibition was reaffirmed.

The "One Price System," which has occupied a prominent place in the attention of the trade during the past couple of years, received some attention but no definite action, other than to report progress, was taken.



Mr. Fred Killer, Treasurer.

Whether or not talking machines should be displayed in the piano booths at the Canadian National Exhibition provoked a spirited discussion, resulting in the decision that they may be shown, but that the Exhibition Committee

shall have power to enforce the rule that talking machines and player pianos shall be demonstrated only in the sound-proof rooms behind closed doors.

It is proposed to interview the Exhibition authorities with respect to suitable accommodation for the manufacturers of talking machines wishing to exhibit.

A suggestion was advanced that the active interest of the eastern manufacturers might be stimulated by holding the next annual meeting of the Association in Montreal. The matter was left with the executive.

The report of the Nominating Committee was adopted, the secretary being instructed to cast a ballot for the election of the following officers and committees for the ensuing year:

Honorary President, C. A. Bender; President, T. J. Howard; First Vice-President, Frank Stanley; Second Vice-President, E. C. Seythes; Treasurer, Fred Killer; Secretary, J. G. Merrick.

Executive Committee

R. S. Gourlay, H. H. Mason, W. N. Manning, Albert Nordheimer.

Exhibition Committee

Henry Durke, J. E. Hoare, Fred Bull.

Nomination Committee

E. C. Thornton, David Allan, Harry Sykes.

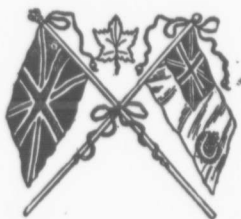
An interesting coincidence in connection with the election of officers was that of the presidency going to Mr. Howard on his birthday. Though not present, "Tom" Howard, as he is better known to so many with whom he has grown up in the trade, has the congratulations of the trade and very best wishes for many happy returns of the day, November 26. Also Mr. Howard, in his capacity as president of the C.P. & O.M.A., will have the prompt and willing support of a strong executive. The Association is singularly fortunate in the calibre of men from whom to choose its officers. In later years, also the spirit of co-operation and friendliness has developed, to the great advantage of the trade and those in it. Only confidence arising out of a more intimate acquaintanceship makes possible the reforms that have been effected by the Association, or that makes possible the handling of so effective and significant a proposition as the "Music-in-the-Home" has turned out to be.

The suggestion to hold the next annual meeting in some centre other than Toronto, preferably in Montreal, is one which several members, who have referred to the matter, strongly commend. Continually meeting in Toronto tends to attach to the organization a feeling of localism that does not exist, and which it is not desirable should exist. The executive will doubtless find the feeling favourable to meeting elsewhere.

New Columbia Record Catalogue

The new Columbia Record Catalogue, listing all selections up to and including December, is ready. The complete edition is said to have cost over a hundred thousand dollars to produce, and it contains records that cost over a million dollars to secure, figuring artist's royalties, matrices, etc. Part I is a classified list of selected records. Part II is a tinted section containing a partial list of grand opera and concert selections by renowned artists, and Part III gives a complete list of all Columbia records and artists arranged alphabetically according to the title of the song, and the name of the artist.

Mr. Jos. M. Tees, formerly of Winnipeg, where he was one of the pioneers in the music business, is now a citizen of Calgary. Mr. Tees is manager of the Imperial Phonograph Co., 136 Seventh Avenue, which firm is featuring Columbia lines.



The meteor flag of Britain,
Shall yet terrific burn;
Till danger's troubled night depart,
And the star of peace return.

D. M. Best & Co.

*Extend the Season's Greetings and best
Wishes for the New Year.*



**Thomas Pipe Tone
Single Manual
Reed Organ**

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

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

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

Symphony Model

Thomas Organ & Piano Co., WOODSTOCK, ONT.

In the Maritime Provinces

ACCORDING to conversations with piano and talking machine men in the leading Maritime Province centres, trade has been good, with a steadily increasing demand for the better class of instruments.

Moncton, N.B.

Chas. Whittle, the well known tuner of this town, is as busy as can be, and has all the tunings he can take care of, and is living up to his motto of "Doing one thing and doing it well."

The Lounsbury Co., Ltd., handle Mason & Risch pianos and players extensively, and have commodious warerooms, enabling them to carry a large stock. Mr. H. H. Worman, manager, is a hustler, and anyone given the privilege of glancing at his monthly sales sheet readily realizes this. Columbia Grafonolas and records are featured in a separate store, and business is reported brisk.

Mr. James F. Rainer, superintendent of agencies for Gourlay, Winter & Leeming, Ltd., Toronto, was a recent visitor to this centre en route to the Sydneys. He reported business as splendid.

St. John, N.B.

W. H. Thorne & Co., Edison distributors, report an increased trade both locally and from outside territory, and are well pleased with the future outlook for an increased volume of business.

John Frodsham handles the Victor line, and was the first dealer to introduce this machine locally. He is an enthusiastic to-day as when he sold his first outfit, and says as far as he is concerned he has no competition.

Amherst Pianos, Ltd., are feeling elated over their recent gigantic piano and talking machine sale, in which a large number of Amherst pianos were figurative in addition to the disposal of numerous Cremonaphones in various models.

W. H. Bell, one of the veterans of the business here, does a nice trade in Gerhard Heintzman, Nordheimer, Sherlock Manning, and Bell lines. He caters principally to high-class trade. Cash business predominates, and on time sales initial payments and those following are of a substantial nature. He is ably assisted in the business by his son, Frank. He has lately taken on the representation of the Columbia lines, and hopes to develop a nice following for Grafonolas and records of this make.

Charles F. Ruse, manager of the Gerhard Heintzman, Ltd., wholesale department, was seen recently in St. John, and expressed himself well satisfied with trade and conditions in general.

J. & A. McMillan have been appointed Victor distributors covering the whole of the Maritime Provinces in place of New Brunswick only, as heretofore. This firm states that all their travellers have found business most satisfactory, and in the majority of cases have experienced better and increasing demand for the more expensive types of Victor models.

Amherst, N.S.

P. Bennitz is of the opinion that there is ample room for the manufacture of talking machines, and has put on the market the Echophone in four models, and is meeting with good success to date.

The latest music dealer in this town is Mr. L. W. Sutherland, the Singer sewing machine representative, who has taken on the agency of the Mason & Risch, and is featuring Columbia Grafonolas and Columbia records. Mr. Sutherland reports business good and prospects encouraging.

H. L. Hewson & Son, Pathephone distributors for the Maritime Provinces, have developed a wide Pathe trade, and claim that it is their intention to make this line a household word in their territory.

Amherst Pianos, Ltd., report that they are meeting with a good demand from various parts of Canada for their line of pianos and players, and have placed their Cremonaphone with leading dealers throughout the Maritime Provinces.

The Hillcoat Co. look after Sherlock-Manning interests, and have placed a large number of these instruments in and around Amherst. Hillcoat is especially proud of a recent sale of one of these pianos to the New Empress Theatre, which is giving ample evidence of tone and wearing qualities of the instrument. His Master's Voice lines are also given able representation.

Truro, N.S.

Crowe Bros., the Edison representatives, have created and built up an extensive Edison business in and around Truro. Mr. Crowe is one of the most enthusiastic Edison dealers the writer has met. He employs up-to-date selling methods and talks, and to listen to him demonstrating a machine is an education in salesmanship. Mr. Crowe has implicit confidence in the goods he sells, which is the basis of all true salesmanship, and which accounts for the large number of Edison machines placed in the leading homes of this town.

C. F. McDonald, the Sherlock-Manning, Willis and Dominion representative has lines that have attracted considerable attention, the result being that trade is reported as good with Columbia Grafonolas, sales in their phonograph department steadily increasing. The sheet music end of their business shows signs of prosperity.

Halifax, N.S.

The writer's visit to this centre was prior to the awful catastrophe that has drawn the sympathy of the entire civilized world to the bereaved people.

The Willis Piano and Organ Co., Limited, handle large quantities of Willis pianos and players, likewise the Knabe product, both of which have a strong hold, not only locally but throughout the Maritime Provinces. Referring to the opening of their New Glasgow warerooms this firm state that they are not unduly optimistic when they say that prospects are unusually bright in that thriving and prosperous town, which is noted for its musical activities. Columbia Grafonolas enjoy a large popularity with citizens of Halifax, and the Willis Piano and Organ Co., Limited, are being accorded their full share of business in this line.

J. A. McDonald Piano & Music Co. report business in their piano, phonograph and sheet music and musical merchandise departments as all that can be desired, and their establishment presents the appearance of a bee hive.

The Johnson Piano Co. report a heavy influx of business for Sonora, Columbia and Pathephones and Columbia records. Gerhard Heintzman, Williams New Scale, and other makes of pianos are all reported as showing good results.

D. S. Cluff, of the Canadian Phonograph Supply Co., Londen, Ont., Canadian distributors of Starr phonographs and Starr records, was recently through the Maritime Provinces. One sale that was most gratifying to Mr. Cluff was a Starr model, personally selected and sold unsolicited to Dr. T. C. Boyle, President of King's College, Windsor, N.S. Mr. Cluff purposed later giving a recital or musicale in the College, demonstrating the many possibilities of this machine.

New Glasgow, N.S.

Mason & McKay are exploiting the Sherlock-Manning, Dominion pianos and organs, which lines they are doing good justice to. The New Edison Diamond Disc and Amberola models are being pushed extensively, and to date a large amount of business has developed with a bright future for a still greater volume of all-round business.

A. A. McKenzie, with such well known makes as Gerhard Heintzman, Bell pianos and organs, and Gerhard

The Instrument of Quality

The Talk of the Trade

— and there is a reason

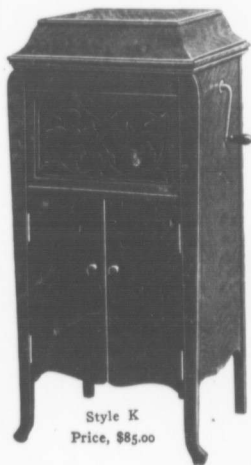
Three designs of the **KNAPP** Phonograph now being shipped.

HAVE YOU YOUR ORDER IN?

Full list of excellent 10" & 12" records. Highest Standard of Cabinet Work.

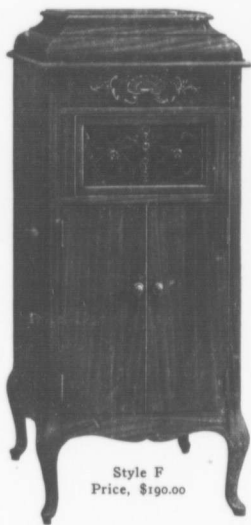
Three Leaders

Each one will stand comparison
with other makers



Style K
Price, \$85.00

The beautiful case and the wonderful tone of the "Knapp" has already created a demand—and dealers are asking for this high grade instrument.



Style F
Price, \$190.00



Style N
Price, \$100.00

We want a dealer in each town and city. Do you want to be the dealer? Ask for catalogue and discount to the trade.

The National Table Co. Limited

Owen Sound, Canada

Address all correspondence to the Phonograph Department

Heintzman phonographs, finds no difficulty in disposing of any of these makes to a select clientele.

Willard Murray, the well known piano tuner of New Glasgow, is most favourably known to those who are fortunate enough to require his services as a reliable and conscientious tuner. His twenty-five years' experience stands him in good stead in selling Stanley pianos locally.

J. Ed. McDonald is a veteran in the talking machine business, and has been selling phonographs for over twenty-four years. His admiration for the Columbia line is well reflected in the large number of these machines and records he disposes of. His stock of records is a most complete one, and in Edison Amberola records he does a thriving business.

J. S. Fraser & Son, the Sonora representatives, know their business, and Mr. Fraser, Jr., reports a very gratifying demand for this line. This department is a live one, and is increasing rapidly, due to the proper conduct of this end of the business. Columbia records enjoy considerable popularity.

The Willis Piano & Organ Co., Ltd., of Halifax, have opened up branch warehouses here, featuring Willis pianos and players, the Knabe, and Columbia Grafonolas.

Calgary Recitals

The Hudson's Bay Company at Calgary have taken on the Columbia line. The formal announcement of this event took the form of a series of four recitals in their "Temple of Music" on the fifth floor, but which is being removed to the fourth floor. The recitals attracted audiences that crowded every available inch of floor space. The programmes were of such artistic value and so well rendered as to win from this department's competitors most generous compliments to the work of Mr. J. F. Fisher, manager of this branch of the Hudson's Bay Co.'s business. Mr. Fisher came west a few months ago from Toronto, where he was on the staff of the Nordheimer Co. The influence of his knowledge of his business, his friendly personality and broad appreciation of the place of music in the lives of the people, is daily reflected in the improved service of his department and appreciation of his patrons.

The following are the four programmes:

I.

Quartette—From "Rigoletti"	<i>Ferdi</i>
Columbia Operatic Quartette (<i>Grafonola</i>)	
Caprice Viennoise	<i>Kreiser</i>
Violin, Eugene Ysaye (<i>Grafonola</i>)	
O Red is the English Rose	<i>C. Forsyth</i>
Solo, Mrs. J. W. Bishop	
Classical Dance, "The Nautch"	(<i>Indian</i>)
Miss Gladys Attree (<i>To Grafonola Music</i>)	
Prologo from "Pagliacci"	<i>Leoncavallo</i>
Louis Graveure (<i>Grafonola</i>)	
In the Garden of My Heart	<i>Dorel</i>
Duet: Mrs. J. W. Bishop and Geo. Boothman	
Classical Dances—	
(a) Greek, by Miss Honan	(<i>To Grafonola Music</i>)
(b) Japanese, by Miss Southard	
Vale	<i>Kennedy Russell</i>
Solo, Geo. Boothman	
M'appari (As So Pure) "Martha"	<i>Flotow</i>
Hipolito Lazaro (<i>Grafonola</i>)	
Classical Dance—Incense	(<i>Indian</i>)
Miss Gladys Attree	
God Save the King	
II.	
Sextette from "Lucia di Lammermoor"	<i>Donizetti</i>
Columbia Operatic Sextette (<i>Grafonola</i>)	
Banjo Song	<i>S. Homer</i>
David Bispham (<i>Grafonola</i>)	
Open Secret	<i>H. Woodman</i>
Solo, Miss Anna White	

Classical Dance—"The Nautch"	(<i>Indian</i>)
Miss Gladys Attree (<i>To Grafonola Music</i>)	
Ave Maria	<i>Ch. Gounod</i>
Solo, Miss Odette de Foras	
My Dreams	<i>Tosti</i>
Louis Graveure (<i>Grafonola</i>)	
Classical Dances—(<i>To Grafonola Music</i>)—	
(a) Greek, by Miss Honan	
(b) Japanese, by Miss Southard	
Vocal Solo—Selected	
Miss Ella Miller	
Una Vergina (A Vision of Beauty)	<i>La Favorita</i>
Hipolito Lazaro (<i>Grafonola</i>)	
Classical Dance—The Lotus	
Miss Gladys Attree	

God Save the King

III.—Juvenile Programme

The Harmonious Blacksmith	<i>Handel</i>
Nora Chamberlain	
Tommy Lad	<i>Margetson</i>
Louis Graveure (<i>Grafonola</i>)	
Pipe Dance—(<i>To Grafonola Music</i>)	
By Pupils of St. Hilda's College	
Traumerei	<i>Schumann</i>
Cello, Pablo Casals (<i>Grafonola</i>)	
With Violin Obligato by Maurice Ward	
Classical Dances	
(a) Irish Jig, by Francis and Lois Valiquette	
(b) Crinoline, by Laura Bell	
(c) Tarantelle, by Helen Montgomery	
(<i>To Grafonola Music</i>)	
Meditation, "Thais"	<i>Massenet</i>
Violin, Joe Marks	
Joan of Arc	
Song, by Doris Gilbert, accompanied by Norma Chamberlain	
Humoresque	<i>Dezak</i>
Violin, Eugene Ysaye (<i>Grafonola</i>)	
Pianoforte accompaniment by Dolores van Apalup	
Rose Dance—(<i>To Grafonola Music</i>)	
By Pupils of St. Hilda's College	
Largo	<i>Handel</i>
Cello, Pablo Casals (<i>Grafonola</i>)	
With Violin Obligato by Maurice Ward	
Classical Dances	
(a) Greek Dance, by Miss Honan	
(b) Japanese, by Miss Southard	
(c) Flag Dance, by Miss Stavert	
Buy a Victory Bond for the Baby	
Song, Doris Gilbert	
God Save the King	

IV.—Juvenile Programme

Witchery	<i>Poldini</i>
Piano, Dolores Van Apalup	
Daddy	<i>A. H. Behrend</i>
Carrie Herwin (<i>Grafonola</i>)	
Pipe Dance—(<i>To Grafonola Music</i>)	
By Pupils of St. Hilda's College	
Serenata	<i>Moszkowski</i>
Violin, Maurice Ward	
Classical Dances—(<i>To Grafonola Music</i>)	
(a) Irish Jig, by Frances and Lois Valiquette	
(b) Crinoline, by Laura Bell	
(c) Tarantelle, by Helen Montgomery	
Joan of Arc	
Song, by Doris Gilbert, accompanied by Norma Chamberlain	
Largo	<i>Handel</i>
Cello, Pablo Casals (<i>Grafonola</i>)	
With Violin Obligato by Maurice Ward	
Rose Dance—(<i>To Grafonola Music</i>)	
By Pupils of St. Hilda's College	
Annie Laurie	<i>Scotch Song</i>
David Bispham (<i>Grafonola</i>)	
With Violin Obligato by Maurice Ward	
Classical Dances	
(a) Greek, by Miss Honan	
(b) Japanese, by Miss Southard	
(c) Flag Dance, by Miss Stavert	
Buy a Victory Bond for the Baby	
Song, Doris Gilbert	
God Save the King	

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

Recent Enoch Successes

BUTTERCUPS ARE BLOWING

MOON OF MY HEART... *Claude B. Yearsley*

LITTLE BIT OF A MAN... *Bothwell Thompson*

GOD'S BRIGHT MORNING... *Arthur Meale*

A LITTLE LOVE SERENADE... *Landon Ronald*

A MOTHER'S HEART... *May H. Brahe*

YOU TOOK ME TO YOUR HEART

ROSES ALL THE WAY... *May H. Brahe*

..... *Jack Thompson*

in keys to suit all voices.

A VERY SUESSFUL WALTZ

VALE MYSTERIEUSE, by Henri Godard.

TWO IMPORTANT CIRCLES

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

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and

The Anglo-Canadian Music Co.

144 Victoria St., TORONTO

The House of Chappell

Established 1811

We Wish
Our Friends and Patrons
A Merry Christmas
and
Prosperous New Year.
May the coming year
be one of the
Happiest

Songs and Ballads Dealers Should Give Special Attention

"ROSES OF PICARDY"..... *Haydn Wood*

"IT IS ONLY A TINY GARDEN"..... *Haydn Wood*

"LOVE'S GOLDEN HOUR"..... *Dorothy Forster*

"THE STRING OF PEARLS"..... *H. Lyall Phillips*

"ANY PLACE IS HEAVEN"..... *Hermann Lohr*

"ROBIN DALE"..... *Noel Johnson*

"LAND OF THE LONG AGO"..... *Lilian Ray*

"LOVE'S GARDEN OF ROSES"..... *Haydn Wood*

"GOD BRING YOU SAFELY TO OUR

ARMS AGAIN"..... *Vincent Shaw*

"WHEN THE GREAT RED DAWN IS

SHINING"..... *Evelyn Sharpe*

"THO' THE ROAD BE LONG, HUM A

LITTLE SONG"..... *Lois Barker*

"TAKE ME BACK TO DEAR OLD

BLIGHTY"..... *Mills, Godfrey & Scott*

CHAPPELL & CO., Limited

347 YONGE STREET
TORONTO

LONDON NEW YORK
MELBOURNE

Music and Musical Merchandise Section

CANADIAN MUSIC TRADES JOURNAL—DECEMBER, 1917

Nature of the Retailer's Sales

A DEALER intimated to the Journal that the spirit of the day is being reflected in his sheet music sales through a greater proportion of calls for the better music. His comment was something like this: "No matter what may be shouted from the house-tops about Canadians not seriously realizing yet that there is a war on, they do. People are more serious minded, and the extreme frivolity has become distasteful. I am not speaking disparagingly of the popular music, but to-day it is evident that the music-buying public represents the best of our citizens. They must have music or fall under the strain, but the music they are buying is of the better, more serious type. The quiet, gradual improvement in the people's musical tastes is asserting itself, and the retail trade is on a more secure foundation when the demand is of the kind I am finding it is. A statement which recently found place in the trade press that 80 per cent. of music sales are of the so-called popular class is one that I can hardly believe."

The Salesman's Recommendation

THERE are some neat, courteous sheet music salesmen and saleswomen who will get down any piece of music the customer wants. Or if it is not in stock they will agree to send for it, noting the particulars accurately. But when it comes to a customer's indecision or hesitancy they are not prepared to recommend the song in assuring language because of unfamiliarity with the music.

If a salesman is not naturally inclined to study his music stock and keep posted on the market generally, he should be urged to do so. In a certain store the person who has the best sales record in the book department is one who quietly approaches a customer looking through some book, and says: "That's one of the best books we have of its kind, madam—it really is founded on nature study."

"Oh, I wanted something of such-and-such a type," replies the lady, and the salesman immediately names three of the kind, adding, "but I should recommend this one as the one you would be most suited with," and the tone that indicates knowledge of what he is dealing with and that has a certain courteous finality about it, makes the decision, and the sale is closed.

There are countless sheet music buyers who want to have their minds made up for them by a salesman who can authoritatively recommend something definite. Such a customer enters the store and says: "I would like a duet for tenor and contralto. Could you recommend something?" A salesman worthy of the name should be in a position to assist that buyer with some definite recommendation.

Discussions of U.S. Publishers

RECENT trade meetings included one of the executive committee of the Music Publishers' Association of the United States. Word comes from New York of the proceedings, according to which the first question was that of the German copyright and non-copyright music, and whether it should be the sense of the association to publish such works during the period of the war, which ended in the association going on record as an organization against such practice.

A discussion then followed on the standardization of prices and discounts on octavo music, the publishers mostly holding the opinion that a 10 per cent. discount to the consumer and one-third off to the dealer would be the proper

standard. However, it was taken into consideration that dealers would look with more favour on a 40 per cent. discount to the retailer. The matter was placed in the hands of a committee, also authorized to report on standard net prices.

The question of a more equitable copyright law was then placed before the meeting, and after much heated discussion it was decided the same should be placed on the table for the period of the war. This latter action was taken owing to the majority present feeling that Congress at this time was well taken up with more important duties.

A Theme for the Sheet Music and Small Goods Men

UNLESS every last man and woman behind the sheet music and small goods counters of Canada are convinced themselves, and are talking of music a necessity for everybody, more of a necessity than ever just now, the trade is not taking full advantage of its opportunities.

Many Canadian stores are by local advertising and personal conversation spreading that conviction. These are some of the things they are saying:

Music Is a Necessity.

When this country entered into the war, professional "nation-savers" commenced to get in their fine work to stop all industry by appeals to fear.

The economy recommended would stop all lines of work except making munitions, forgetting that the wages paid



PLAYING AT THE BASE IN FRANCE
The 46th Battalion Band, under the leadership of G. B. McClellan.
This Band was outfitted by the Assiniboia Music Co., Moose Jaw.

to munition makers would have to be spent for the things somebody else would have to Make and Sell.

The soldier boys are begging for music, it is their comfort, solace and one great pleasure. The same gentle force is needed in the home to counteract the depressing news of the war and its accompanying horrors as brought to our daily attention through the papers. Music drives dull cares away, you need it now more than ever before.

What is a "luxury," anyhow? Apparently a luxury is "something" we don't really need. But if you reason it out, you will find that the things we don't "really need"—that is, we could do without—almost everything save a fire, a few skins and a stone club. We can live as simply as the primitive Indian if we want to; but we don't want to, and the age wouldn't let us if we did.

When did music begin to be a luxury? The ancient Greeks considered training in gymnastics and training in music equal needs of the perfect citizen. All the great people have been music-lovers. The soldiers who are now fighting in the shell-torn fields of northern France turn instinctively to music for refreshment, for strength. You cannot drill recruits if you have no music, certainly they

Whaley, Royce and Company



Ukulele

THE Management,
Travellers and In-
side Staff of WHALEY,
ROYCE & CO., Limited,
take this opportunity of
thanking their many
business friends for their
tangible expressions of
Good Will during

1917

and to express the hope
that

1918

will bring them good
health and good busi-
ness.

Handling

Whaley, Royce

lines will make 1918 a
prosperous year.

Music and Small Goods



Flat Back Mandolin



That sells every month
of the twelve.

Mammoth Folio (Instru-
mental)
Empire Song Folio
Church and Home (Sacred
Solos)
Bellak Method (Piano)
Read's Easy Piano Method
Orpheus Male Quartettes
Jousse Catechism
Elementary Classics
First Pieces in Easy Keys

Melodious Recreations
Primary Classics
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Conservatory Elementary
Grade Books
Read's Organ Method
Dictation Books
120 Scotch Songs
Canadian Patriotic Songs
Godfrey's Patriotic Songs
And many others

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

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

Whaley, Royce & Co., Limited

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Contractors to the British
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Talking Machine Needles

were never so scarce
and difficult to buy.
How about your
stock?

WALL-KANE and MAGNEDO NEEDLES

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

cannot march for miles over heavy roads without music. Every army knows that much.

In this time we don't want people to be hysterical or to be carried off their feet. We want them to go about their affairs, lead a normal life, think quietly, work hard, and do their duty. Music can be the greatest home-keeper, the greatest promoter of clean, quiet thought imaginable. Music is Not a Luxury. It is needed. We must have music to maintain the morale of the home in these trying times.

Is State Support Likely?

THERE appeared in the London Music an article by Frank J. Merry, in the course of which he made these two interesting statements: "In dealing with the possibilities of publishing in the future the likelihood of State support must not be overlooked, because there is a growing school of political thought which sees in State action the solution of many of our present-day problems, including those of the arts." And, "Owing to the breakdown of the German publishing system there is need in this country for a standard edition of the classics, and with a growing body of gifted native composers there is need for the publication at home of smaller instrumental works, not only teaching pieces but works for the amateurs and student heretofore appended to the greater standard editions."

About Royalties

ACTIVITIES in different countries indicate the intention of authors, composers and publishers to give more attention to their own financial interests. Word comes from New York that in connection with the testimony given in a suit brought against the American Society of Authors, Composers and Publishers, it was announced that the society last year collected \$78,000 from 1,100 licenses issued to hotels, cabarets, motion picture theatres, etc., for the performing rights of the music of its members. The French Society, after which the American organization is

patterned, collected over three million dollars in royalties from its members in 1913, the year before the war, and based on those figures the American Society expects to collect over five million dollars annually when its rights are proven.

Also the copyright committee of the United States Music Publishers' Protective Association recently held a meeting which was attended by the representatives of several manufacturers of music rolls and talking machine records and at which ways and means were discussed for amending those sections of the present copyright law referring to the mechanical reproduction of music. The results of the meeting have not been announced.

The conference of the copyright committee and the roll and record makers was held at the suggestion of the American Society of Authors, Composers and Publishers in an effort to reach an understanding between the interests before preparing any formal draft of a new law or sections thereof for presentation to Congress at an early session.

Chappel News

"Roses of Picardy" is a very promising new song by Haydn Wood, regarding which Clarence Lucas says:

"Where is Picardy? For the purpose of song it is an Eldorado far away, where distance lends enchantment to the view. The spirit voice in Schubert's song said that joy existed only where the wanderer was not. Fred. E. Weatherly, writing for the English-speaking world, placed his lovers in Picardy, a land beyond the border and fragrant with the roses of romance. He threw a halo over them at once, and then he made his story intensely human. No wonder that a fine musician, as Haydn Wood unquestionably is, was inspired to compose one of his most appealing melodies and unite with Fred. E. Weatherly in producing the song, 'Roses of Picardy,' which is now enjoying a popularity in England that would be remarkable even in the prosperous times of peace. Nothing but the merits of the song can explain its extraordinary success."

A good march by Geoffrey O'Hara is "Over the Top," which is being featured by many leading army bands. "Though the Road Be Long, Hum a Little Song" is a marching song, the melody of which is said to make the last mile on the 'ard, 'igh road seem like the first. The words are by Percy Linkson and music by Lois Barker.

A new musical comedy has made its appearance in London entitled "The Boy," which is founded on Sir Arthur Pinero's farce, "The Magistrate." Lionel Monckton and Howard Talbot are responsible for the music, which the British critics agree is "gaily adequate." One of them says it bubbles over with the joy of living. The vocal numbers in "The Boy" are "Little Miss Melody," "Someone's Fiancee," and "I Want to Go to Bye-Bye." The pianoforte arrangements are "The Boy" valse and "The Boy" selection.

Evelyn Sharpe's "When the Great Red Dawn is Shining"

J. H. LARWAY New Publications

YOUR ENGLAND AND MINE Simpson
COME BACK SOME DAY Tate
IRIS Davies
THE ROSE ETERNAL Derwood
O CANADA, MARCH ON Wakefield
IT WILL ALL COME RIGHT IN THE END Oliver
SOMEWHERE A VOICE IS CALLING Tate

PIANO SOLOS

SLEEP AND THE ROSES Tate
SOME DAY YOUR VOICE WILL ANSWER Virgo
SAN REMO Telma
SOUVENIR DE RUSSIE Telma

NEW SONG CYCLES

THREE PERSIAN SONGS Herbert Oliver
SONGS OF THE ORIENT Herbert Oliver
EIGHT BALLADETTES Herbert Oliver

J. H. LARWAY

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CHAS. LAVALLEE

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

35 St. Lawrence Blvd. - Montreal

and Vincent Shaw's "God Bring You Safely to Our Arms Again" are reported to be looming large in dealers' orders.

Messrs. Chappell & Co. have issued to the trade a thematic booklet, "Songs From the Old World," containing a portion of sixteen of their good vocal numbers. Already dealers are using this booklet to good advantage.

Leonard & Co.

Recent publications of this firm embrace a couple of song-cycles, namely, "I've Brought Some Songs," a book of four fascinating ballads, words, and music by Daisy McGeoch, and "Frills and Fancies," an album of five dainty songs, words and music by Howard Fisher. Separate numbers are represented by "The Bugles of England," in which Howard Fisher has set W. E. Henley's stirring words to a vigorous, catchy melody; and "Because You're Mine," a charming love-song, words by Leslie Cooke, music by Cuthbert Clarke. There is also an album of four attractive compositions for piano by Percy Elliott, to which he has given the appropriate title of "May Days and Grey Days," and he very rightly describes them as "four contrasts."

Music from Enoch & Sons

This house is represented by a number of vocal publications of much merit, prominent among them being "Little Bit of a Man," words by Edward Lockton, music by Jack Thompson, which should surely appeal to the public taste; "Rose Petals," words by Helen Hampshire, music by Cecil Moon, a charming love-song; "The Shrine," words by Helen Taylor, music by Gerald Grayling, a musicianly song of particular attractiveness; "Last Year's Nest," words by J. J. Cadwaladr, music by Charles J. Mott, a striking song, effectively written; "The Great Sacrifice," English words by Tita Brand-Cammaerts, music by Mary Brahm-Hatt, a difficult but attractive song, worthy of an artist; "The Rainbow of Love," words by Helen Taylor, music by Arthur Meale, a cheerful, pleasing composition, meritorious alike as regards words and music; and "A Japanese Love Song," words by Madge Dickson, music by May H. Brahe, which has a charming lyric wedded to a melody full of local colour. Lastly, we have an album of Four Songs, entitled "The Love Spell," the words written by Helen Taylor, the music composed by Easthope Martin, and of the four we like No. 2, "The Spell of Love," the best, although it must be conceded that each one of the four compositions included in the volume has much to recommend it such as should rivet the attention of the critical musician.—*The Music Trade.*

NEW MUSIC Copyrights entered at Ottawa

- 33585 Pourquoi parler d'amour? Paroles de R. Brisson. Musique de René Lorrain. Louis Payette, Montreal.
 33586 The Dixie Volunteers. Words and music by Edgar Leslie and Harry Ruby.
 33587 I Want to Go to the County Mayo. Song. Words and music by William J. McKenna.
 33588 Rock-A-Bye Land. Song. Words by Gus Kahn. Music by Egbert Van Alstyne.
 33589 To Call You Mine. Song. By Nat Goldstein.
 33590 Midnight in Japan. Song. Words by Fleta Jan Brown. Music by Herbert Spencer.
 33591 Don't Try to Steal the Sweetheart of a Soldier. Song. Words by Alfred Bryan. Music by Van and Schenck.
 33543 O Canada! Cantate, Vocal Score. Paroles de Sir G. E. Cartier. Musique de l'Abbe Eug. Beaubien. Chœur à six voix mixtes avec accompagnement de Piano à 4—Mains. Joseph Beaubien. Outremont, Que.
 33544 O Canada! Cantate, Full Score. Paroles de Sir G. E. Cartier. Musique de l'Abbe Eug. Beaubien. Chœur à six voix mixtes avec accompagnement de Piano à 4—Mains. Joseph Beaubien. Outremont, Que.
 33546 Fool Me. Words by Alfred Bryan. Music by Jack Wells.
 33547 I've Got a Red Cross Rosie. (Going Across With Me.) Words and music by Leslie, Kilmear and Ruby.

NEW and STANDARD SONGS

IN KEYS TO SUIT ALL VOICES

- GOD SEND YOU BACK TO ME
A. Emmett Adams
- DOWN HERE *May H. Brahe*
- ROSEEN DHU *Hubert Bath*
 (Little wild rose of my heart—very pretty).
- IN GOD'S OWN KEEPING
Henry E. Geehl
- A JAPANESE LOVE SONG
May H. Brahe
- SONNY (Life is a fine thing, Sonny)..... *Arthur Meale*
- LIGHT AFTER DARKNESS
Caleb Simper
- THERE'S A WHISPER IN THE AIR
May H. Brahe
- SING, SING, BIRDS ON THE WING
Godfrey Nutting
- VALE (Farewell) *Kennedy Russell*
 (Destined to be world-famed).
- I'LL SING TO YOU *Jack Thompson*
 (New song, a fitting successor to "Come, Sing to Me.")
- SOMEWHERE IN FRANCE *Herbert Ivy*
- ALL IN A LILY WHITE GOWN
Easthope Martin
- SAILORS OF THE KING *Theo. Bonheur*
 (The new "Navy" song).

IMPORTANT NEW BOOKS used in the Toronto Conservatory of Music Local Centre examinations:

"Intermediate Grade Pieces"
 "Intermediate Grade
 Technical Work"

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Sole Agents for:
 Edwin Ashdown, Ltd.; Enoch & Sons;
 J. H. Larway; Leonard & Co.,
 and other houses.

Medicine Hat Musician

Mr. Theodor Fossum, of Medicine Hat, is one of the many musicians in the west who appreciate the musical possibilities of the people and their readiness to accept the musical instrument as a home necessity. Mr. Fossum has a large class, and also does much in recital work. On December 3 and 4 he gave recitals at Raymond and Lethbridge respectively. For these recitals a Nordheimer piano was supplied by the Assiniboia Music Co., Ltd., of Medicine Hat and Lethbridge. Mr. Fossum was assisted by Mrs. Fossum and Mr. Berg Ellingson, tenor, and a member of the Assiniboia Music Co., and gave the following programme:

Sonata op. 31 No. 3	Beethoven
Allegro	
Scherzo (Allegretto vivace)	
Minuetto (moderato e grazioso)	
Presto con fuoco	
MR. FOSSUM	
Mother O'Mine	Kipling—Tours
The Island of Dreams	Adams
The Sunshine of Your Smile	Roy
MR. ELLINGSON	
Humoreske	
Nocturne	
Danse Burlesque	Grondahl
Valse Caprice	
MR. FOSSUM	
My Dear Soul	Sanderson
Nita Gitana	De Koven
Land of Hope and Glory	Elyar
MRS. FOSSUM	
Prelude	MacDowell
A Leaf of Autumn	d' Auria
(Dedicated to Mr. Fossum)	
Taceta	Chaminade
La Campanella	Paganini-Liszt
MR. FOSSUM	
God Save the King.	

Musical Merchandise Released

The music trade, particularly the musical merchandise division, was much interested recently in learning of the release by the British Government of goods of German and Austrian origin to the value of several million dollars held in Rotterdam since the opening of the war. Among the goods released were numerous cases of musical merchandise, particularly harmonicas, of which there has been great shortage for many months past. Word now comes that although the goods have been released they will not under any condition reach this country in time for the Christmas trade, which will prove a disappointment to many buyers who planned to use the released goods at that season. At the present time there has been no date set for the departure of the goods from Rotterdam.—*New York Music Trade Review.*



With Best Wishes for a Merry Christmas
and a Happy, Prosperous New Year, and
many thanks for your valued patronage so
generously given to us during the past year.

Beare & Son

117 King Street West, Toronto
and London, England.

"O Canada, the sweep of empire rolls
athwart thy broad abounding lands,
prefiguring the part that thou must take
unswervingly! On east and west the
conscious seas reverberate their far
resounding theme: Thy future way lies
straight; achieve thy fated destiny!"

—J. D. Logan.

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The Globe Knows

(Reprinted from the Globe of December 11)

With the war running into the fourth year, the claim is made that only essential industries should be encouraged to continue in existence. This is a broad assertion, and holds good so long as detailed explanations are eliminated. An industry that has stood the test of upwards of three years war times, and still continues in existence, it is declared by trade experts that such continuance of operation is a safe and sure contention that that particular industry renders a useful service to the community.

There are many industries in Canada to-day that on the face of things appear to be non-essential, but in reality are very essential to the well-being of the people. The musical instrument business is one. It is claimed by some people that pianos are not necessary, yet the elimination of music from the home would be a very serious matter to many family circles.

The Globe is informed on high authority that the demand for musical instruments and appliances that make the home circles brighter and happier under war conditions has grown to enormous proportions in the warring countries of Europe, and the reason why the supply cannot meet the demand, and the sales are much smaller to-day than before hostilities broke out, lies in the fact that the men previously working in these industries have been taken away for warwork.

Conditions in the Canadian piano trade are totally different. There is no heavy demand for pianos, and the piano manufacturers are not enjoying the prosperity they are "accused" of. The trade's customers are still at the front, the increased cost of living has made further inroads, but the manufacturers are holding on for the better times ahead. Tremendous investments of Canadian capital have been made in this industry, and the manufacturers are carrying on until the war is over. The elimination of the piano industry in Canada would be very serious, in that it would eliminate much necessary music from the home, and give foreign makers a chance to rob Canadian houses of their business that will return when peace is declared.

Has His Eyes Opened as to the Field for Reed Organ Selling

A SALESMAN who recently joined the staff of a house that does a considerable volume of reed organ business has this to say of his changed attitude towards the organ:

"It is regrettable that in the minds of many piano dealers the reed organ is associated with the days of oil lamps and hair cloth furniture, and in his mind's eye he sees the reed organ made in a case design which harmonizes with the tastes of that day. Of course, dealers in certain localities who are acquainted with present day conditions in the trade realize that this idea is erroneous.

"I must confess, that although connected with the piano industry for a number of years, I never realized the opportunities in the reed organ business until my connection with this firm, who sell a lot of organs. I was astonished to see the beauty of the modern reed organ case, and to hear the sweetness of the tone. Familiar with the pipe organ, and enjoying the wonders of its tone, it remained for me in my new connection to discover the qualities of the reed organ and realize how nearly it approximated the pipe organ in tone. I believe the average piano dealer is missing a profitable and satisfactory side of his business when he does not carry in stock the modern organ.

"It is our experience that payments on organs are invariably higher than those on pianos, and in the majority of cases the sales are made for cash. The organ business opens up a new field of endeavor for the salesman, for

many people who desire a musical instrument cannot afford a first-class piano, and are not satisfied with the quality of a cheap stencil. These customers can, in many cases, be sold a new reed organ, which will give them entire satisfaction, and at a price that appeals to any one. When an organ sale is made, it is usually the end of the dealer's trouble, for the free tunings are eliminated, and there are practically no repairs to be made.

"I do not want to be understood as classing the organ as a cheap instrument only, as sales will often run into substantial amounts."

News Briefs

Most satisfactory progress is reported by Mr. Armand Heintzman, vice-president, Gerhard Heintzman, Ltd., Toronto, referring to their phonograph, which is the newest production of the Gerhard Heintzman factories. Gerhard Heintzman phonograph agencies are being opened up throughout the country, and in this connection the firm have a particularly important announcement for their dealers, to which reference will be made at an early date. In their piano and player departments is being experienced the current impossibility of getting sufficient instruments to satisfy the dealers.

Mr. Maurice Cohen, of National Piano Co., Ltd., well known in local piano trade circles, and who now makes his headquarters at Sudbury, was a recent visitor to Toronto.

"A car load of phonographs is just being unloaded this morning, so we are feeling more contented," remarked Mr. W. D. Stevenson, of Canadian Phonograph Supply Co., London, Canadian distributors of Starr lines, when the Journal called. "We had practically cleared our stock prior to receiving this delivery, and this enables us to continue giving our dealers the same prompt service that we gave when the demand was not quite so heavy."

A new music store has been opened up in Woodstock by Mr. J. S. Collins, who has located at 355 Dundas Street. Mr. Collins was formerly connected with the Karn-Morris Piano & Organ Co.'s pipe organ department.

A full house greeted Mr. Geo. W. Hopkins, salesmanager, Columbia Graphophone Co., who made a special trip from New York to address the Toronto Ad. Club, at the Board of Trade, on December 11. Mr. Hopkins is recognized as one of the leading salesmanagers in the United States, and his talk here met with enthusiastic approval, delivered as it was with punch and pep, and the result of an intimate knowledge of the selling field.

During the month Mr. Otto Higel, president, Otto Higel Co., Limited, came up from the firm's branch factory at New York to spend some time with headquarters in Toronto. Concerning conditions in the music industries in the United States, Mr. Higel intimated that even in the comparatively short time that had elapsed since that country entered the war, regular business had recovered from the shock and there was a noticeable tendency toward improvement. As in Canada, however, the labour situation Mr. Higel found to be acute, owing to enlistments and the demands of munition plants. Even more serious has been the difficulty of securing materials to keep the plants in operation.

Arguments are all right at times; in fact, they're necessary in the game of salesmanship. However, there's a knack of knowing when to argue and when not to argue. Observation and experience will get you the knack.

I have known vast quantities of nonsense talked about had men not looking you in the face. Don't trust that conventional idea. Dishonest people will stare you out of countenance any day in the week if there is anything to be got by it.—Dickens.

THE generous response to our announcement on the Canadian Phonograph bears out our contention that phonograph merchants are eager to get out of the rut of close competition on their sales. Here, again, are the facts concerning the Canadian Phonograph proposition. Read this ad. carefully. Ask for particulars. Act promptly—territory is fast being assigned.

The Canadian Phonograph

Why Be Satisfied with Ordinary Phonographs? After once hearing and playing the Canadian Phonograph, no wide-awake dealer will be content to sell the conventional type. Haven't you felt the handicap of selling a phonograph whose salient features are duplicated in the instrument sold by your competitor across the street?

Now comes, for the first time, the opportunity to get out of the rut of close competition on phonograph sales. Selling the Canadian Phonograph is like having the exclusive agency for a patented product. After you once give a Canadian Phonograph demonstration, your competitor is "up a tree."

He can't duplicate its performance, its marvelous tone, its beautiful case and the pride of ownership it will give to the customer.

Profits Will Exceed Your Expectations Because the Canadian Phonograph will sell faster than you ever thought a phonograph could sell. The Canadian Phonograph does the actual selling. The more your prospect "shops around" the surer he is to come back to the Canadian Phonograph. This remarkable instrument thrives best on comparisons.

Grasp Your Opportunity Don't underestimate the importance of this announcement. Don't think that you have seen the final development of the phonograph idea. Phonograph claims are profuse and so seldom do they materialize in the cold light of performance that we don't blame you for possessing a certain amount of skepticism. But please, Mr. Dealer, reserve your decision in regard to the Canadian Phonograph until after you have heard it and had your hand on the winding crank. Making a decision on any product without actually seeing it and investigating it is one mistake that we may easily avoid.

CANADIAN PHONOGRAPH SALES CO.
TORONTO, CANADA

Showrooms: Allen Theatre Building, Richmond and Victoria Sts.

We Want Live Representatives

What We Offer

Frankly, we do not believe any manufacturer ever offered as many REAL inducements as we offer on the Canadian Phonograph. Beginning with a new and remarkable phonograph itself, we have, point by point, reduced your selling effort to the very minimum.

Exclusive Rights

Because we are certain that the Canadian Phonograph is scheduled to smash phonograph selling records, we have decided on a territorial policy which gives you the fullest protection. Our exclusive rights proposition carries no "jokers"—all we ask of you is your full co-operation. When you sell the Canadian Phonograph, you have the incentive that rigid protection provides.

The Canadian Phonograph

Liberal Terms

The terms under which the Canadian Phonograph is sold are as liberal as it is expedient to make them. While we make no claim to be selling terms, nevertheless satisfactory terms is the basis of successful phonograph retailing.

A Lower Price

At the price quoted on the Canadian Phonograph, we believe this instrument represents a value equalled by no other phonograph on the market. Comparison of general quality and detailed construction will prove our contention to be correct.

New Style

While perfecting the Canadian Phonograph, we have not overlooked the matter of case design. The new case designed for the Canadian Phonograph follows conservative lines, but it has some new touches of refinement that makes it "first seen on the floor."

Tear off Coupon and Mail

**CANADIAN
PHONOGRAPH SALES CO.
TORONTO, CANADA**

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Company

Gentlemen:
Please send me
photo of the Canadian
Phonograph — prices and
terms—territorial proposition
—and data concerning dealer
agency.

Name

Address

Grafonola Man Returns to Mexico

Mr. Ralph Cabanas, for over two years manager of the Columbia Graphophone Co.'s Canadian business, with headquarters in Toronto, resigns from that position with the end of the present year, and in a short time purposes visiting Mexico to look into business conditions there. On coming to Canada in 1915 Mr. Cabanas expected to remain until matters became normal and requiring his return, to again give personal attention to his business interests in



Mr. Ralph Cabanas.

Mexico. Connected with the talking machine business since 1902, Mr. Cabanas became the exclusive Columbia jobber in Mexico five years later, and developed the territory until it became the second largest jobber's territory on the Columbia list. The political and economical upheaval that followed the European war, however, so interfered that for a time business has been practically impossible. On this account Mr. Cabanas left Mexico with the idea of returning when conditions justified. He purposes now visiting his former territory to look things over. In the meantime a retail store opened by Mr. Cabanas in Mexico City is still running in spite of interrupted transportation and other facilities.

During his stay in Canada Mr. Cabanas has thoroughly familiarized himself with methods of doing business here, and leaves with the satisfaction of having seen Columbia trade develop to the extent of this year's volume being a little more than treble that of his first year. On a recent visit to New York he was congratulated by officials of the company on his record here. He has made many warm personal friends in and out of the trade, who will regret his departure, but at the same time extend very best wishes for a complete revival of his former business success in Mexico.

Tone Tests in British Columbia

During the early part of the month the Kent Piano Co., Ltd., Vancouver, conducted a series of tone tests at Vancouver, Victoria, Grand Forks and Trail. These were by Hardy Williamson, of the Edison list of artists, and well

known in Ontario through his recitals with the Edison Diamond Disc.

In Vancouver the Kent Piano Co. issued invitations for a recital in the ballroom of the Vancouver Hotel.

It has been the custom of banks throughout the country to recognize four months paper as the proper accommodation to be extended to this piano trade. It is said now that the banks will reduce this time to three months. Are the piano men of this piano industry prepared to meet that emergency?—*Musical Courier Extra.*

Victrola Department Opened by Whaley, Royce & Co., Ltd.

The new Victrola department of Whaley, Royce & Co., Ltd., Toronto, is now in full swing. The firm have spared no expense in fitting up a creditable and attractive department on the ground floor. The fact that the department is on the main floor is being featured. The width and depth of the store made it possible to locate six sound-proof rooms without disturbing the office at the rear, and which may be removed to one of the upper floors as the growth of business demands.

The rooms are in quarter-cut fumed oak, panelled, and with plate glass division between the main salesrooms and the individual rooms. The record shelves are placed midway for convenience in handling customers. The rooms are invitingly furnished, and make fitting surroundings for the sale of music.

The Victrola department is in charge of Mr. N. R. Olliver, who was manager of the Victrola department formerly conducted at the Kingston branch of C. W. Lindsay, Ltd. More recently Mr. Olliver was on the staff of His



Mr. N. R. Olliver.

Master's Voice, Ltd. The first machine sale of the department was a Style XIV., which Mr. Olliver accepted as a favourable omen for good business.

D. R. Henderson, the eastern representative of Whaley, Royce & Co., Ltd., who resides at Halifax, had not been definitely heard from at headquarters up to the time of going to press, but as far as the firm were able to learn he was

not in the scene of the terrible disaster. The firm report good business in the east.

While giving much attention to getting their new Victrola department under way, Whaley, Royce & Co. are not neglecting their sheet music department. In fact, Mr. Holmes Maddock, whose special care this branch is, affirms that they are giving a better service than ever, as they are taking care of the trade in all lines, including popular music. The past couple of months have been particularly good, and in excess of the same months of any previous year.

Prices of Supplies to Advance

Discussing conditions and prospects in the music trades with Mr. R. H. Easson, vice-president of the Otto Higel Co., Ltd., Toronto, he intimated to the Journal that an immediate advance in prices of actions and keys was inevitable.

"Since January 1st of this year," said Mr. Easson, "labour in our factory has advanced 15 p.c., and materials have advanced from 2 to 71, or an average of 40 p.c."

Mr. Easson concurred in the observation that the demand for 1917 indicated an improvement over last year's business, but with even less satisfactory net results, because of the continued increase in costs of labour and material, that made profits impossible. Referring to actions for players, the demand for which had improved quite appreciably, Mr. Easson pointed out that material for the metal action is almost impossible to secure, and at prices that are all but prohibitive. This market is dependent upon the United States for supplies of raw materials, and orders are only accepted at prices ruling when the goods are shipped. Because of constantly changing prices it is impossible to determine the cost of production.

Attached is a list showing percentages of increases in cost since January 1st. "In view of these," said Mr. Easson, "and the fact that we have not raised the prices of our products to take care of the increased cost, we are left with no alternative but to make a slight increase in the near future."

PERCENTAGES OF INCREASES IN THE COST OF ACTION, KEY AND PLAYER MATERIAL

	Per Cent.
Damper Rod Stock	49
Damper Wires	22
Damper Sockets	67
Damper Socket Screws	02
Dowel Wires	45
Spoons	75
Bridle Wires	75
Back Check Wires	22
Hammer Rail Hook Wires	52
Fillister Head Screws	23
Centre Pins	35
Hammer Rail Shells	4
Regulating Screws	20
Regulating Rail Props	71
Hammer Rail Thimbles	46
Lumber (Maple)	17
Cloth	23
Felt	33
Ivory	30
Key Pins (Iron)	16
Music Roll Flanges	14
Music Roll Paper	36
Lead Tubing	33
Valve Castings	52
Tracker Bars	55

OUT OF THE PAST PLEASANT BUSINESS RELATIONSHIPS WITH MEMBERS OF THE PIANO TRADE OF CANADA, GROWS THE DESIRE TO EXTEND TO ALL OUR CUSTOMERS AND FRIENDS THERE OUR BEST WISHES FOR A MERRY CHRISTMAS AND A HAPPY AND SUCCESSFUL 1918.

L. J. MUTTY CO., BOSTON

95% of all Manufacturers of Player Pianos and Player Piano Actions in America use MUTTY Rubber Cloths and Rubber Tubing. This is a strong endorsement to both the piano manufacturers, who require the best service, and to MUTTY Service, which furnishes it.

Get the Price

WHEN it comes to a point of getting a living profit why should the piano business differ from any other line? Those engaged in the business of making and marketing musical instruments insist that they are not in a luxury business, but dealing in a commodity that is a daily necessity; and they are right.

But the hesitancy, and in some cases complete failure, to get from the public at least a fraction of the increased cost of making or buying the instruments, makes the public need of it a mere theory. The difference between realizing that piano prices should be higher and putting them higher represents the same difference between having convictions and having the courage of one's convictions.

Boots that before the war cost the consumer six dollars are now selling at ten and twelve dollars. A standard woollen garment that was two dollars and a half is now three seventy-five. The maker of the Borsalino brand of men's hats said the price should advance from four to five dollars. He also said it would, and it did. Three years ago butter that was standard at thirty-six cents per pound is now fifty. A man and team could be had at four dollars per day; the price is now six dollars.

Just why should the piano man fear to demand a price that would give him a living profit? The manufacturer who continues to sell at pre-war figures has either made marvellous discoveries in the matter of cost reducing methods or has a banker of unlimited credulity. The dealer who can sell a piano now at the same figure as before the war is particularly lucky in his purchases. There may be no arbitrary figure as to what advances should have been made since the tide of piano demand began to turn after the outbreak of war. Materials used in manufacture have advanced, and continue to advance in price with terrifying regularity and amount, until from one quarter to one-third more on the wholesale price of the instrument would barely cover the increased cost, according to the extent to which the factory's output has been maintained.

There are retailers who have met every advance in their cost, and in an odd case an anticipated advance, by boldly jacking up their prices. These have been wise, and they met with no greater difficulty in selling than did the man who delayed putting into effect his decision to get better prices. The public does not know piano prices. The "prospect" does not know that the instrument for which he is now asked five hundred dollars was four hundred and fifty dollars before the war. According to the ethics of the trade, it is the piano he is buying anyway, not the price; he wants the instrument because of the certain make it is, not because it is fifteen or fifty dollars less than he can buy a piano from some other dealer.

There never was a more opportune time to get the price, the cash, or good terms. The consumer is getting more money for his product, whatever it is, than he ever before could command. He is thinking in higher figures than he ever did, and six dollars now is no more than four dollars three years ago. He knows that everything is up, and is surprised to find anything that isn't—in fact he is suspicious that the quality is down if the price is not up.

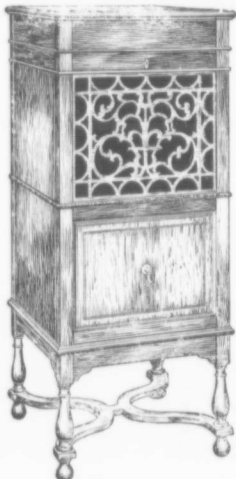
And it is with respect to quality that the trade is in grave danger of irreparable injury. Failure to meet the advanced cost must result in deterioration of quality. It is not reasonable that any firm can continue absorbing the production increases that have occurred in the past three years and maintain the quality that is the pride of the Canadian piano trade. It is even of greater seriousness than present profit that the future of the Canadian piano be considered in meeting current conditions.

Higher prices are not palatable to anyone. The dealer

will do everything he legitimately can to avoid higher prices, and with that no fault can be found. At the same time he has an eye to the future, and in his knowledge of his ability to get the price from the public he is less worried by unavoidable increases in prices than possible deterioration of quality.

Laboratory Model in New Cabinet

The Official Laboratory Model of the New Edison is now available in a William and Mary design. There has been some demand for the Official Laboratory Model in a walnut case. Feeling that walnut is not appropriate to the Chippendale design, The Edison Co. have had a well-



New William and Mary design of Edison Laboratory Model

known designer execute a William and Mary cabinet, which is manufactured exclusively in walnut and is here illustrated.

This is not a new model. It is merely the Official Laboratory Model in a new cabinet, the mechanism being the same as in our Chippendale design.

Victoria, B.C., Recitals

Informal Friday evening recitals in the store of Fletcher Bros., Victoria, have been found very profitable by the house. These recitals are held on the ground floor, where there is a large piano and phonograph display floor, into which the main entrance opens. Chairs are placed in position, and it has been found that the public is more appreciative of the informality of these recitals and attend them quite freely. What is more important, many sales are directly attributable to these occasions. All stores in Victoria close on Saturday afternoon the year round, and at six on other days except Friday. Mr. W. H. Davis, whose special department is the Columbia wholesale, is enthusiastic over the development of this line in British Columbia. The retail department is in charge of Mr. W. G. Marshall, whose windows always attract most favourable comment from passers-by.

Here and There and All Over

Mr. R. H. Easson, vice-president of the Otto Higel Co., Ltd., was a recent trade visitor to New York.

Mr. A. L. Ebbels, of the American Piano Supply Co., Inc., New York, was a recent visitor to the Canadian piano factories.

Mr. O'Brien, manager of the phonograph department of C. W. Lindsay Piano Co., Ottawa, reports good sales in Pathe lines.

Hamilton's well known store, the Thomas C. Watkins, Ltd., have taken the agency for Brunswick phonographs and records.

In 1916 Jamaica imported Canadian musical instruments to the value of a little over \$1,300. The total musical instrument imports for that year were \$23,700 as against \$24,700 for 1915.

R. R. Garvin, leading furniture dealer of Smith's Falls, Ont., has opened a new phonograph department in connection with his store and secured the agency for Pathephones and Pathe records.

A "Victory Bond Piano Sale" was held in London by the Sherlock-Manning Piano Co., by which all the cash they received on retail sales during the given week was used by them to purchase Victory Bonds.

Mr. Frank Stanley, the Toronto piano manufacturer, recently paid a visit to Chicago, where he went on business, and also to visit his brother, Charles Stanley, whose two sons are with the U.S. troops in France.

The Journal records with regret the sad loss by death of Charlie Waites, of the Stanley piano factory. Mr. Waites made the supreme sacrifice in Belgium on November 25 while serving as a despatch rider.

A recent letter from the front from Will Dawe, of the Stanley piano factory, reports him as back in the lines after recovering from gunshot wounds some weeks ago. Will says he wants to be in it. Good luck to him.

Mr. C. LeVoi is making a record for himself with Pathe in Bowmanville and Oshawa, where Messrs. Jury & Lovell have branches. He has demonstrated what a real live salesman can do no matter what the size of his territory is.

During the Victory Loan campaign the main show window at Frank Stanley's Yonge Street store was cleared out and used as a "Victory Bond booth" for the last week of the drive, resulting in a good number of subscriptions.

Mr. R. C. Willis, manager of the Percival Piano Co., 203 Queen Street, Ottawa, is quite pleased with the business done last month in consideration of the fact that over 10,000,000 was subscribed for Victory Bonds in the city of Ottawa with a population of 120,000.

Mr. W. E. Townsend, of the Hudson's Bay Co., was recently in Toronto, and reported splendid sales of Pathephones in Vancouver. The Hudson's Bay Co. are strongly featuring the Pathephone, and are putting splendid selling effort behind it, which is bound to bring good results.

An evidence of the growth of the phonograph and piano industries, and the general adoption of modern methods in the retail stores, is the fact that the Unit Construction Co. of Philadelphia is making a large addition to its plant. This firm specializes in the Unico system of individual sound-proof demonstration rooms.

Ontario druggists are wide awake to the splendid opportunities in the phonograph field. F. A. Girdwood, proprietor of the Rexall store of Perth, Ont., has just added the Pathe line of phonographs and records and is meeting with good success. D. J. Ritza, another eastern Ontario druggist, is a successful Pathe dealer. He recently put on a three-day special demonstration, George H. Honsberger, representative of the Pathe Company, Toronto, assisting him on this occasion.

A recital was recently given to a number of invited guests by Manager C. R. Coleman, of Thos. Claxton, Ltd.,

Toronto, to demonstrate the playing of other makes of records on the New Edison with the Bliss reproducer. The programme included orchestra and band records and vocal records of high and low voices, in all of which the faithful reproduction was enthusiastically commented upon.

New premises at 864 Bloor Street West, Toronto, northeast corner of Carling Street, has been purchased by Mr. J. H. MacMillan, the suburban piano and talking machine dealer. Mr. MacMillan was formerly on the other side of the street. He has had a good experience in the musical instrument business, and is making a good success with Nordheimer pianos and Aeolian-Vocalion phonographs.

"Composers and Artists" is the name of a new booklet issued by Thomas A. Edison, Inc., which is to be distributed to the public on a special plan operating through their dealers. It contains the portraits of some of the great artists, whose re-created performances can be heard on the New Edison; also brief biographies of several composers. The booklet is carefully gotten up on coated paper, and should appeal to music lovers all over.

Mr. Russel Teeple, of the George McLagan Furniture Co., Ltd., Stratford, has returned from a trip to the Atlantic seaboard, where he was successful in opening up a fine number of agencies for Lyric phonographs and records. After the New Year Mr. Teeple starts west, to call on the dealers in the prairie and Pacific coast provinces. The McLagan firm will have a display of their full line of phonographs, comprising some 25 different styles, at the factory in Stratford during the Annual Furniture Exhibition there from January 10 to 19. They will have special facilities for demonstrations to interested dealers.

At a meeting of the New York Piano Merchants' Association an important resolution was adopted, fixing a schedule of prices to be allowed for used grands, uprights and player-pianos taken in exchange for new pianos. The resolution as passed embodies the consensus of opinion expressed by thirty-nine retail piano houses in Greater New York. The schedule fixes maximum values according to the age of the instrument, five, ten, twenty years or over, varying from stencils to high grade grands and player-pianos. Square pianos and 65-note cabinet players have no exchange value and 65-note player pianos are worth no more than their piano value.

Mr. A. F. Meisselbach, of the Meisselbach division of the Otto Heineman Phonograph Supply Co., Newark, N.J., and one of America's pioneer motor manufacturers, recently paid his initial visit to Toronto. On a former occasion Mr. Meisselbach had seen something of Western Canada while on his way from the Western States to Vancouver. He expressed himself as quite pleased with Toronto, in fact he was having such an enjoyable time when he with the Journal that he was not even thinking of buying his return ticket. Mr. Meisselbach is much impressed with the rapid growth of the phonograph industry, and to him the number of homes without a phonograph is but an indication that the industry is only in its infancy.

R. W. Burgess, of the Pathe Company, has just returned from a successful seven weeks' trip to the West, where he went as far as Saskatoon. While there Mr. Burgess opened up a great many valuable accounts for the Pathe western distributors, Messrs. R. J. Whittle & Co., Limited, amongst which were Cross, Goulding & Skinner; Furnishers, Limited, and Ashdown's of Winnipeg, as well as Campbell & Campbell of Brandon, Man. Mr. Burgess personally had charge of the big opening at Ashdown's, and demonstrated the Pathephone to a very large and appreciative audience. To demonstrate how easily it could be done, he proceeded to sell for cash on the opening night one of the superb new Louis XVI Pathephones, and a large assortment of Pathe records, a total cash sale approaching \$400.

F. T. Quirk, manager, Sterling Actions & Keys, Ltd., Toronto, called on the trade in the east early in the month. Chas. Ruse, wholesale manager, Gerhard Heintzman, Ltd., Toronto, is on a business trip through the West.

The music dealers of Calgary have sent the Canadian Bureau for the Advancement of Music a donation of \$85.00 toward the funds of the organization.

Mr. John Hornberger, a valued member of the R. S. Williams & Sons Co., Ltd., staff at Toronto, has been transferred to that firm's branch at Calgary.

Much benefited by a ten days' holiday in Atlantic City and New York, Mr. C. A. Bender, general manager, Heintzman & Co., Ltd., Toronto, is back at his desk.

Mr. J. W. Kelly, president, J. J. H. McLean Co., Ltd., Winnipeg, was one of the Victory Loan team captains, and to the campaign gave practically his entire time for four weeks.

The Mason & Risch branch at Moose Jaw is now settled in its new location on High Street, a few doors west of Main Street. The store is larger, brighter and in a better location than the premises formerly occupied.

The Karn-Morris Piano & Organ Co., Ltd., Woodstock, report that outside of the fact that they are very much handicapped for want of skilled labour, they have on their books at the present many orders unfiled, and which they have no hope of overtaking for the next few weeks at least.

The Musical Merchandise Sales Co., sole Canadian distributors of Brunswick phonographs and records, have asked the Journal to correct the prices of some of the records in their December list, published in the last issue of the Journal. Through an oversight the list supplied contained the American prices. Those listed at 75 cents should have been 90 cents.

A Toronto sample room is being opened by the Brantford Piano Case Co., Ltd., at No. 3 and 7 Manning Chambers Annex, where a full line of Brant-Olas will be exhibited for the convenience of the Toronto trade and visiting dealers. These show rooms will be for wholesale purposes only, and will be in charge of Mr. Simpson of the Brant-Ola sales staff. The manufacturers of the Brant-Ola report excellent business coming in, with The Brant-



MOTION
IN
WINDOW
ATTRACTS
ATTENTION

In this window display by the Kent Piano Co., Ltd., Vancouver, was used an imitation record six feet in diameter also an enlarged model of the reproducer, which in place of the diamond had a very white flashlight bulb. The arrow shown was a real one, kept in motion pointing first to one sign and then another.

Major Reynolds, son-in-law of Mr. E. Whaley, president, Whaley, Royce & Co., Ltd., Toronto, is home on a three months' furlough. His service includes some most thrilling experiences.

Walter F. Evans, Ltd., of Vancouver, is running a series of Victrola advertisements in the daily papers, and occupying good space. These are pertaining to construction, educational in character, illustrated and exceptionally well written.

In September last the Hudson's Bay Co. of Vancouver added the Columbia line. Mr. E. Gowen, formerly with Walter F. Evans, Ltd., is in charge of the Company's phonograph department, and has already created a wide and profitable clientele for this branch of the firm's business.

Mr. Paul J. Stroup, manager of the Universal Music Co., New York, visited Toronto in connection with the closing of their branch in this city. The Canadian war tax of 7½ per cent. and the United States tax of 3 p.c. added to the regular customs tariff of 10 p.c. made it impracticable to continue the Canadian branch.

Ola Sales Co. of Hamilton making a record with last month's sales.

The "no records exchanged" sign was noticed in the Regina store of Mason & Risch, Ltd., by the Journal. Asked as to the difficulty of enforcing the rule, Mr. Polson, manager, replied that he found it of considerable advantage not to exchange records, as customers naturally preferred unused stock. He told of a Scotsman and his wife who had transferred their record trade to his Victrola department, their explanation being that by doing so they were assured of the records purchased being all new.

Mr. W. B. Puckett, vice-president and general manager, Williams Piano Co., Ltd., Oshawa, spent ten days in Winnipeg during the latter part of November. During his stay, Cross, Goulding & Skinner, Ltd., who have the Winnipeg agency of Williams, Ennis and Krydner lines, put on a two days' special sale with great success in attracting buyers and securing good down payments. Mr. H. P. Bull, manager of the firm, expressed gratification with the proportion of cash sales and sales with heavy cash payments.

T. J. McArthur, music arranger of the Otto Higel Co.'s roll department, is back from a trip through the West.

The music dealers of Vancouver have formed an association. Mr. Bowes is president, and D. H. Kent secretary.

Mr. H. A. Smith, secretary the Otto Higel Co., Ltd., Toronto, was among recent trade visitors in Montreal.

Harold Harris, a player expert of long experience, and formerly with Winnipeg Piano Co., is now on the staff of Fletcher Bros., Ltd., Vancouver.

John Tupper has been appointed manager of the Moose Jaw branch of Mason & Risch, Ltd., succeeding Mr. Scott, who has opened up in business on Main Street.

Willis Pianos, Ltd., of Victoria, are working off their stock of sheet music, their purpose being to devote their attention entirely to pianos and players.

A. S. Bossenberry, of the Willis Piano Co.'s staff at Calgary, has left on a four months' vacation trip to California.

Mr. J. R. Scott, formerly manager of the Mason & Risch branch at Moose Jaw, has opened up in business on his own account with Willis & Co. lines.

James Arthurs, representing the Winnipeg branch of the R. S. Williams & Sons Co., Ltd., recently completed a tour of western points with his usual good results.

Geo. A. Fletcher Music Co. of Nanaimo, B.C., have opened up a branch store at Cumberland. This is 80 miles from Nanaimo, reached by a good motor road or by rail.

Mr. A. Andrews, for the past six years on the staff of Mason & Risch, Ltd., Winnipeg, has removed to Vancouver to join the Mason & Risch organization of that city.

The Hudson's Bay Co., Vancouver, have the Pathe agency, and are energetically featuring the various Pathe-phone types with combinations of records on instalment terms.

Mr. Pugh, of the Alberta Piano Co., Calgary, has enlisted in the Royal Flying Corps. A brother was killed at the front, and a third brother has been in the army for some time.

"Prices include delivery," is one of the service slogans of the Assiniboia Music Co., Moose Jaw. This, Mr. N. J. Porter, head of the firm, states is made possible with their motor truck delivery.

In the Victory Loan campaign at Calgary, Mr. George Venini, manager of the Mason & Risch branch, and Mr. D. J. McCutcheon, manager of Heintzman & Co.'s branch, each gave a week on the Loan campaign selling staff.

T. J. Howard, general manager, Newcombe Piano Co., Ltd., Toronto, who was elected to the presidency of the Canadian Piano & Organ Manufacturers' Association, on his birthday recently visited a number of Ontario points.

Thos. Nash, manager, His Master's Voice, Limited, Toronto, has returned from a visit to the Western Gramophone Co., Winnipeg, distributors of Victor lines in the West. "Tommy" experienced a week of the weather that westerners always insist at 40 below is not nearly so cold as the weather in the east at zero.

Mr. W. V. Ray, formerly with His Master's Voice, Ltd., Toronto, is now on the road staff of Western Gramophone Co. Mr. Ray is a nephew of the late Wm. Ray, who at his decease was secretary-treasurer of Heintzman & Co., Ltd., Toronto.

Mr. H. W. Masters, head of Masters' Piano Co., Edmonton, and who is also proprietor of the Alberta Piano Co. of Calgary, was in Winnipeg when the Journal man called at his place.

The Newcombe Piano Co., Ltd., have greatly improved their selling facilities at their warehouses in Toronto. A series of demonstration rooms have been built in the large area of the ground floor making this easily possible and still permitting of ample display space in the main show room.

A Columbia distributing agency has been opened up in Calgary by James E. Williams, a well-known musician of this city, and who is also well known to the trade in Western Canada. Local retailers featuring the Columbia are: The Matthews Music House, Ltd.; Imperial Phonograph Co., D. J. Young Co., Hudson's Bay Co.

B. A. Trestrail, of the R. S. Williams & Sons Co., Ltd., Toronto, has been notified by the U.S. Government to be ready for a call at any time. Mr. Trestrail became connected with the Williams firm five years ago as advertising manager, afterwards becoming manager of the piano department also. He enlisted several months ago.

Among the new "His Master's Voice" stores opened up in Toronto in addition to that of Whaley, Royce & Co., Ltd., are the High Park Music Store, on Roncesvalles Avenue, and the St. Clair Music Store on St. Clair Avenue, of which C. Passmore, well known in the local music trade, and in music circles, is manager.

One of the brightest stores in the West is the Mason & Risch branch at Saskatoon. Mr. Geo. L. Kincade has been manager of this branch since it was opened up five years ago. He is a brother of "Bert" Kincade, of the R. S. Williams & Sons Co., Ltd., Toronto, credits and collection expert. With the Mason & Risch lines are featured "His Master's Voice" products, small goods, and sheet music.

Even a duck hunt may end disastrously—or nearly so. Such a one the Journal heard of in the West, but the informant refused particulars other than to volunteer that the party most concerned was a well known piano man. Prematurely discharging the gun blew a hole in the bottom of the boat large enough to pass a man's body through. How the man finally reached safety does not matter so long as he did so.

Mr. Robt. A. Willis, vice-president, Willis & Co., Ltd., Montreal, and who is well and favourably known to Willis dealers and branch managers all over the country, is on a visit to Western Canada. During the Journal man's trip, he in many cases heard of Mr. Willis either being soon expected or having just departed. Mr. Willis' visit was received with the characteristic appreciation of the western dealer, who invariably extends a most cordial and sincere welcome to the representative of the house whose lines he handles.

Mr. R. I. Mance, recently connected with Western Gramophone Co., Winnipeg, has been transferred to the Calgary branch of this firm, where he is installed as manager. As all western dealers know, this firm is distributors of "His Master's Voice" products, so well known the world over. So rapidly has the business of the Calgary branch grown that the premises originally occupied became too cramped, and additional storage space had to be secured.

Mr. C. B. Moore, manager of the Pathe division of R. J. Whitla & Co., reports business exceptionally good all throughout the west, and that his principal worry at the present time is not to get new dealers but to supply all the goods that his old dealers require. Remarkable progress has been made by R. J. Whitla & Co. in introducing the Pathe to the West. It is only a year since they took over the jobbing rights, and in that time they have opened agencies in practically every town of any importance in their territory.

"I had a close shave on this deal," said the salesman to the salesman as he handed in a contract. "How so?" queried the salesman as his glance showed approval of the down payment, etc. "Well, they had decided on the piano because they understood it to be the only make with a 'giraffe' in it." "What was your come back?" asked the general manager. "Oh, I just told them every piano had a 'giraffe,' but ours had a longer necked one than any other."

Mr. Gibson, formerly of Renwick & Gibson, Regina, who handle "The Old Reliable" Dominion lines, has retired from the piano business, and is now actively engaged in the business of marketing automobiles.

Mr. George H. Suckling, who has spent an average lifetime in the music business, is again in the west. The Journal representative met him renewing old acquaintances in Edmonton, where he was formerly in business and has many friends.

Met by a Journal representative, as he was returning home after a busy week with a motor car in the province, Mr. D. D. Walker, of Regina, superintendent of agencies for Saskatchewan for Gourlay, Winter & Leeming, Ltd., Toronto, was very cheerful over the farmer's buying power as a result of this year's crops, and also his willingness to purchase such a home essential as a piano.

Mr. D. S. Cluff, who is covering the Maritime Provinces in the interests of the Canadian Phonograph Supply Co., London, is meeting with splendid success with Starr phonographs and Starr records. The most recent word from him to his headquarters is a telegram with a rush order for a gratifying sample order for one of the most prominent music instrument firms in Eastern Canada.

Mr. Fred Cross, the well known wholesale representative in the West of Williams' Piano Co., Ltd., Oshawa, Ont., has completed a trip over his territory with the usual satisfactory results. Mr. Cross, who is also interested in retail business in Edmonton, becomes a more enthusiastic westerner each year. The increased wealth resulting from this year's crops is most pleasingly reflected in his sales.

"That reminds me," reminisced the salesmanager, "of a man we had, on one occasion trying to sell a 'prospect' who had his mind made up to buy a Louis. When our man showed him one of our Louis XV's he thought he would go back to the other store where he could get a Louis XVI. 'We can do very much better than that,' cheerfully lied our chap, 'we can give you three more Louis than that,' and he closed the deal for a Louis XIX design."

When the Journal man called at the store of Willis Pianos, Ltd., when in Victoria recently, he found Mr. Chas. Dodd, secretary-treasurer of that firm, in an exceedingly genial frame of mind. This may not have been entirely due to the visit of the stork on the previous day. This gives the Dodd household another soprano. Mr. Dodd, who has many friends in the trade in the east, commenced his music trade career with the House of Nordheimer.

Nipper, the famous Victor dog, was a prominent and attractive feature in the window of Heintzman & Co.'s Moose Jaw store. The Victrolas shown were all of satin finish, and with an attractive arrangement of "His Master's Voice" records the window presented a striking appeal. A later window by reason of its artistic simplicity was particularly good. A cabinet machine and one of table size were shown against a background of denim. Mr. Stanley Garrett, manager of this branch, is a son of the well known piano man of Barris, Ont., Mr. M. G. Garrett.

Wm. H. Feild, manager, Saskatoon Piano Co., Saskatoon, who feature Bell pianos, "His Master's Voice" lines, and small goods, is adding a number of sound-proof rooms on the ground floor. The firm is also planning an addition to the rear of the building occupied by them. The Victrola department, at present located in the basement, has been outgrown, and to meet the need of more rooms it was decided to locate these on the ground floor. The office of Mr. J. R. Pritchard, accountant, will be removed to the rear. Mr. Feild, manager of this firm, is a son of the late R. P. Feild, one of the organizers of the Morris, Feild, Rogers Co. of Listowel, which afterwards became the Morris Piano Co., and was in 1909 merged with the Karn firm of Woodstock, forming the present firm of Karn-Morris

Piano & Organ Co., Ltd. Mr. Feild has an extensive practical experience, which is particularly valuable in western business. Ability to tune or polish a piano, tone regulate it, or repair a player, has been found a useful acquisition. He still takes a keen interest in the movements of old shopmates and trade associates in the east.

Does absolute observance of "The One Price System," which is now a much debated topic in the trade, make or lose business? "In theory and practice, in square dealing to your customer, in building a reputation for your house, it is the only system," emphatically declared a wide awake western salesmanager who could relate many instances of success as a result of "only one price." Not the least interesting was the incident of a Scotch woman who had the cash with her and finally offered within fifteen dollars of the price of the piano. When told that the reputation of the house was worth more than fifteen dollars she started for the door. She wheeled just as she reached the door, came back, and in tones that only a native Scot can use, said: "Weel, if the reputation of your house is worth more than fifty dollars I guess I'll hae to gie it to you," and she bought the piano.

"If there is one way more than another in which piano men fall down, its in going after the cash," said a piano man to the Journal, who promptly warmed up to this subject. "The other day I had a 'prospect' in here, and as usual he wanted to know the terms. As usual I emphasized attractive terms. I couldn't sell him. The same week I saw him in a new automobile learning to drive. I knew he had to pay cash for the car, and that made me think. I resolved to talk cash, and cash only, to the very first customer that came my way. My chance soon came. It came in the shape of a farmer. Perhaps it was habit, perhaps it was lack of confidence, but my resolution to talk cash began to wobble. I showed the piano, I talked the quality of it, and soon the farmer asked, 'What are the terms?' Just because the piano business has educated people to expect terms and ask for terms, he thought of terms. While actually a bluff, so far as I was concerned, I talked cash as the most attractive terms I could offer. It didn't take the man a minute to decide, and that deal has helped me put across many a cash deal, and that is what we want in the piano business."

Regina Firm Alters Its Name

Child & Gower, music dealers of Regina, have changed their firm name to Child & Gower Piano Co. This house, which has the Steinway and Nordheimer agencies, was established in 1904 by W. Allan Child, whose first experience in the piano business was with the House of Nordheimer. He came west and grew up with Regina, where every postman, cop, judge, lawyer, merchant, reporter, mechanic, and the premier know him by his first name. In 1910 Mr. Geo. C. Gower came into partnership, and during all the period that Captain Child was in training in Winnipeg with the twenty-eighth battalion and in active service in France, he worked day and night and successfully piloted the business through a period critical in the history of many a business house. Messrs. Child and Gower are both natives of London, Ont., and either of them can tune a piano and sell it. They have a corner location with a broad frontage and full flankage of plate glass. Their worry this season is sufficient stock. Vocalion phonographs and Columbia gramofones are prominently displayed in their store.

Captain Child was invalidated home following the famous Vimy Ridge affair, in which the Canadians covered themselves and their country with glory. He is again in uniform in connection with the working of Canada's new Military Service Act.

The Representation of a Piano Advertised Like this is Much Sought After

A Challenge to the Most Fastidious Music-Lover

Some day, you have decided, the cheering sympathy of a piano's music will brighten your home.

On that day recall this fact: The purchase of a piano is the purchase of certain elements of musical satisfaction and mental enjoyment. Not least in your thoughts will be pride of ownership.

You'll want to see the Gerhard Heintzman—you know you would be proud to possess Canada's Greatest Piano.

You know its maker as one of Canada's pioneer builders—a man who breathed music and nurtured an ideal.

In this piano there is the exquisite harmony of outline that comes only as a result of half a century's experience in producing goodness combined with beauty.

Its deep tone is a revelation—due to its many exclusive tone-producing and tone-sustaining devices.

Its craftsmanship will bear the most careful and elaborate scrutiny.

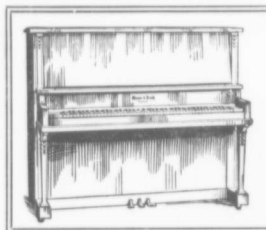
Indeed, the Gerhard Heintzman Piano is, from every standard, a challenge to the most fastidious music-lover.

So its purchase is a proud moment—and the satisfaction of your choice permanent and lasting.

Gerhard Heintzman Limited

Sherbourne Street

Toronto, - Canada



No. 50. LATEST MASON & RISCH
Boudoir Style

No. 50. LATEST MASON & RISCH
Boudoir Style

4 ft. 2 in. in height

"The 'Biggest' Little Piano Ever Made"

MASON & RISCH have put into this new "Biggest' Little Piano Ever Made," the same Careful Attention to Detail, the same Artistry, the same Beauty, the same Conscientious Construction that they demand for every piano upon which they place their name.

Mason & Risch -
Limited

230 Yonge Street
Toronto