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# CANADIAN MUSIC TRADES JOURNAL

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"Your paper is O.K. and I would not be without it for twice the price."

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"The Journal is becoming a very interesting publication, and should be read by every dealer in Canada. We wish to congratulate you on your success in publishing a purely Canadian paper of this character."

H. C. Wilson & Sons,  
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"Please keep sending the Journal right along and remind us when we forget to pay up, for we appreciate it very much indeed."

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"I take great interest in reading the Journal and would not be without it."

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The Canadian Music Trades Journal continues to be full of interest to those engaged in the worthy calling of supplying the homes of the people of Canada with pianos, organs, talking machines and other musical instruments and much profit may be derived from it, by a close study of each issue.

J. H. Robinson,  
Wetaskiwin, Alta.

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The only piano equipped with Howard Patent Straining Rods which counteract the immense strain of the 228 strings and ensure purity and permanence of tone.

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We invite inquiries from places where we are not already represented.

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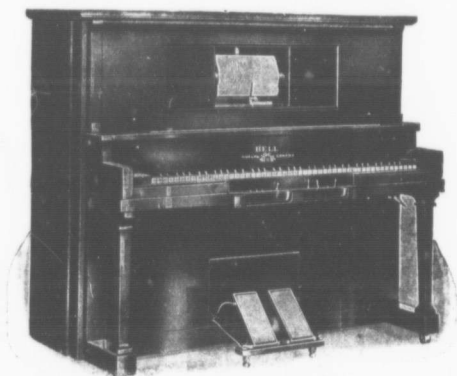
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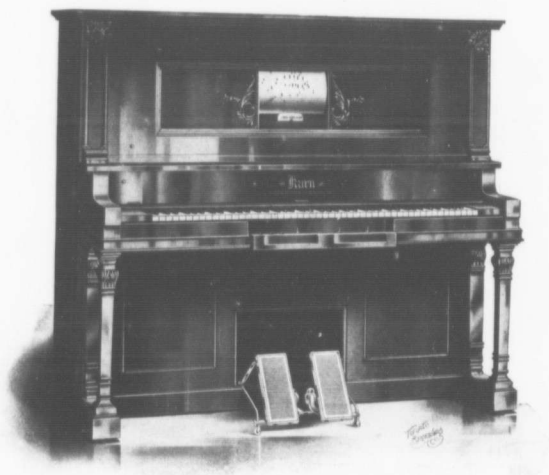
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is determined by the *value* that it embodies. Karn Player Pianos offer that same *extraordinary* value that has made the Karn Piano famous. The Karn Player Piano has all the elements of superiority that distinguish the Karn Piano. *It is built better than necessary*, and has ample reserve power to stand up to the strain of excessive playing and will stay in tune.

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

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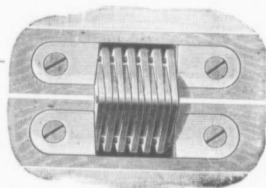
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Of every description, comprising Name-board, Stringing, Polishing, Muffler, Straight and Tapered, in Rolls and Sheets, etc., Stripped to Width and Length as wanted.

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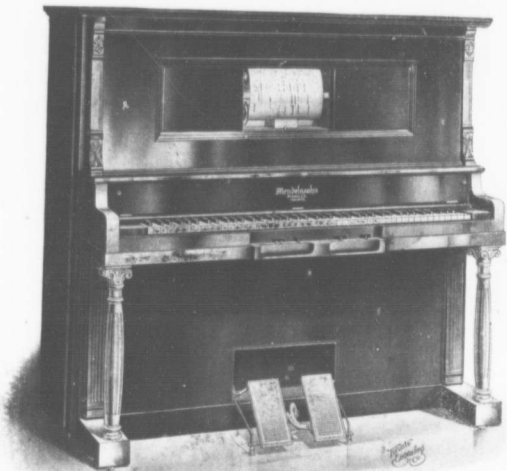
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Four Sets of Reeds		Thirteen Stops	
BASS		TREBLE	
Diapason	8 ft.	Diapason	8 ft.
Dulciana (soft)	8 ft.	Dulciana (soft)	8 ft.
Principal	4 ft.	Vox Celeste	8 ft.
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Principal Forte		Diapason Forte	
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To meet the constant demand we have prepared a supply of these beautiful

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in Mahogany finish. They are ready for shipment now.

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Principal	4 ft.	Vox Celeste	8 ft.
Concert (soft)	4 ft.	Vox Argentin (soft)	8 ft.
Principal Forte		Diapason Forte	
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**S**ALESMEN may have their *sales talk* down *pat*. They may *cram* every sentence full of *points that count* when dealing with a prospect. But—unless they have a piano which in the *last analysis is quality through and through*, their selling efforts are *wasted*.

*Salesmanship* is of *vital importance*. The *price is some consideration*. But to "*get at*" your man week in and week out you want *the piano*. Your chances are *A 1* if you represent the

Evans Bros. Line.

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Orders Promptly Filled.

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Player Troubles Minimized by the Exclusive use of

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## UNIVERSAL ROLLS

are double punched producing a clean edge perfection, no fuzz to be sucked through the trackerboard into the pneumatics.

## UNIVERSAL ROLLS

are cut to a positively accurate scale, assuring perfect alignment.

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are mounted with mathematically correct end chucks, preventing unevenness of paper over trackerboard.

## UNIVERSAL ROLLS

are equipped with a "fool-proof" adjustable flange—no rasping of paper and turning under the edges.

## UNIVERSAL ROLLS

are made with paper with every requisite quality for music rolls—strength and durability, but with expansion and contraction reduced to a minimum.

It is to the dealer's best interest to adopt UNIVERSAL ROLLS and use them exclusively.

**Dealers are Assured Prompt Deliveries**

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## HAINES BROS.

### Chippendale Design

MADE IN MAHOGANY ONLY

Height - - - 4 Feet, 4 Inches  
Width - - - 4 Feet, 10 1/2 Inches  
Depth - - - 2 Feet, 2 1/2 Inches

**E**ACH piano contains full Brass-Flanged Action, best Weickert Felt Hammers, Solid Copper-Spun Strings in bass, Finest Quality of Ivory on Keys, Solid Mahogany Trusses, Pilasters and Mouldings, New Noiseless Norris Cushion Pedals.

This piano, delicate, refined and harmonious in every detail, in both body and soul is of the highest class. The tone is winsome and melodious—not a discordant note in it. Dealers can heartily recommend it.

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ARTISTIC - DURABLE

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

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

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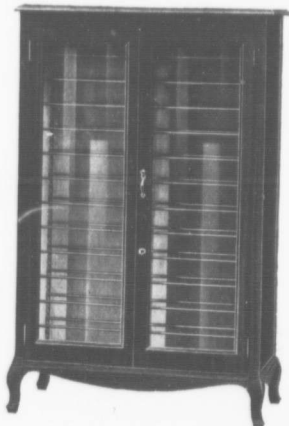
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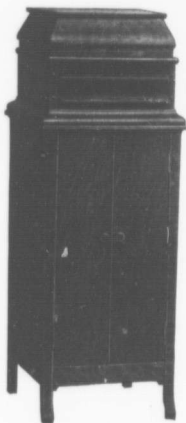
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**PLAYER ROLL CABINET**

No. 72 - Mahogany      No. 73 - Quartered Oak

Height 50 inches. Width 33 1/2 inches.

Fitted with our patent adjustable steel roll shooting for hours.  
 Doors can be fitted with either clear glass, chipped glass or wood panels.  
 Please state preference.  
 Holds from 200 to 250 rolls.



**No. 68 GOLDEN OAK**

Top 17 x 17

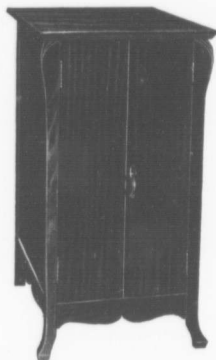
*Suitable for Victor and Columbia Machines.  
 The Doors and Panels Quartered Oak all around.  
 Double Doors and Nickel Hinges.  
 Gliders on Feet.  
 Gives smaller machines Cabinet effect.*



A new cabinet in Mahogany to accommodate

**A80 Edison Disc Phonograph**  
 Made also in Oak to accommodate the  
**Edison B60**

A large strong cabinet.  
 Trimmings all Nickel Plated.  
 Gliders on feet.



No. 65 Oak. No. 66 Mahogany

No. 67 Mission or Fumed

Top 18 x 22 1/2

**A NEW CABINET**

**That will be a Leader**

Doors and Panels all 5-ply Mahogany or Oak.  
 Trimmings all Nickel Plated to match machines.  
 Gliders on feet.  
 Suitable for any make of machine.

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We wish to announce to our distributors and their friends that we have discontinued to supply any more of our Permanent Jewel Needles, until such time as we will be in a position to make them with a stronger Jewel, for it seems the only fault is that the present Jewel is too soft to stand up. As soon as we will have perfected our arrangements to supply you with the needle made with a jewel that will stand up, we shall announce the tidings through the medium to the trade and by mail to our distributors.

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Satisfied in every way at our store.  
We have a most complete stock of  
String, Wood, and Brass Instruments,  
also a full stock of Sheet Music.  
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A large manufacturer says: "Our Underwood Condensed Billing Typewriter and the system you devised to go with it is the best investment we ever made. The machine saves the cost every four months."

**United Typewriter Co.**

Limited  
7 and 9 Adelaide St. E. in Toronto  
Everywhere in Canada

See the  
Adding Typewriter  
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**When dictating specifications for pianos  
that bear your name**

remember that three quarters of the appearance depends upon the Varnish—and the majority of sales depend upon appearance. Moderate-priced instruments need the help of

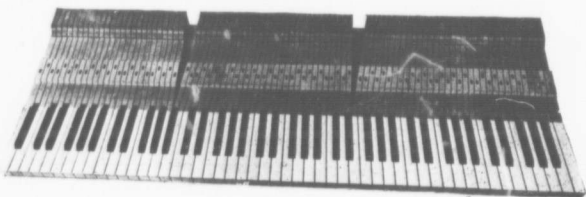
**Dougall - Varnish**

—expensive instruments deserve nothing less.



**Dougall Varnish Co., Limited, Montreal**  
Associated with Murphy Varnish Co., U.S.A.

**LOOSE  
KEYS**  
MADE IN CANADA

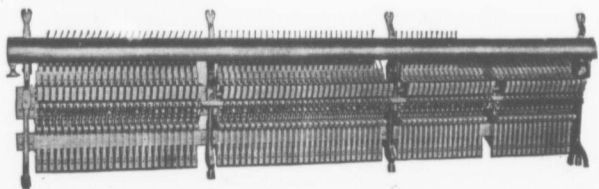


## Absolute Reliability

in materials and workmanship is the chief recommendation for the piano actions and keys made by **J. M. LOOSE & SONS**. During the past twenty-five years a reputation has been built up around that point which to-day is your guarantee.

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**J. M. LOOSE & SONS**  
LIMITED  
Carlaw Ave. TORONTO



**LOOSE  
Actions**  
MADE IN CANADA

ESTABLISHED 1840

*Nordheimer Style "B", Colonial Design.*

## NORDHEIMER

"QUALITY TONE" PIANOS

THE Nordheimer line, of which Style "B," Colonial Design is a popular style with dealers, lends an air of refinement to any sales-room and with them the dealer need have no fear of competition.

Nordheimer instruments have a character and dignity all their own—that peculiar indescribable something which lifts them on a plane by themselves.

Ever since the production of the first Nordheimer Piano our factory methods have embraced the most modern and proven principles known in the piano-making world.

*Catalogues and dealers terms furnished on request.*

THE  
**NORDHEIMER** PIANO & MUSIC CO.  
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*Branches and agencies throughout the Dominion.*

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Established  
 1856



Built to  
 Serve

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

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

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

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

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

==The==  
**Craig Piano Company**  
 MONTREAL . . . . . CANADA

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## THE RETAILER'S ASSISTANT

*Both of interest are the business ventures of J. J. Phoenix, both as retailer and as president of the Bradley Knitting Co. of Delevan, Wis. Relating the story of his business life in an authorized interview published by Printer's Ink in the issue of May 7, Mr. Phoenix included these frank statements on the role played by the trade paper in his own commercial success.*

**Y**OU see, as retailers, we subscribed for the leading trade journals and used them and the service of the men connected with them in every possible way. On my twice-a-year New York buying journeys, I always went to the offices of a big trade paper and advised with its men regarding our store and the best way to conduct it. In this way, I got to know them intimately and went right to them when we undertook the knitting business.

¶ "And, by the way, let me say that I consider the trade paper one of the principal factors in successful retailing. The merchant who reads and studies a good trade paper and takes advantage of its assistance, like we did and still do, has everything in his favor. He can thus find out from an authentic source the latest and best and most economical methods by which to conduct his store. He learns what others are doing. He can find out everything about the merchandise he sells. And he's able to get the personal help and advice of experienced, able men.

¶ "To try to run a retail store without the trade journals is to close yourself off from almost all that is new, and to ignore the experience of others. The Bradley Dry Goods store owes much of its success to the

trade papers. It was practical advice of these trade papers which I immediately sought when we undertook to operate the Bradley Knitting Company ourselves.

¶ "It may appear that I am unduly prejudiced in favor of the retailer because I have been one so long myself, and am still a retail merchant. It may be so; but let me tell you that by pursuing this policy of putting every possible effort on the dealer to win him over, our company owes its very existence to-day.

¶ "The advice of the trade-paper men to use their publications was quickly acted upon. We know just how carefully we studied the advertisements in the trade journals and how we were influenced to buy goods for our retail store because of such advertising. I doubt if you can find a better demonstration of the value of the trade paper than the campaign of the Bradley Knitting Company. The trade paper and the salesmen were, and are now, our only means of approach to the retailer. From the reports of our salesmen and from the inquiries and orders from our trade-journal advertising, we can see definitely and tangibly the results this advertising is bringing."

RETAIL VALUE \$ 1 9 . 3 0



WHOLESALE COST \$ 6 . 8 0

Retail, \$19.30  
 Trade Price, \$6.80  
 almost 300 per cent. profit

## THE "IDLE" MINUTE Make it work for you

Four times out of five when a customer comes into a store he has at least a minute to himself before being attended to. He comes in with the definite idea of purchasing some article. If during this idle minute he is reminded of another purchase—by a suggestion on your counter—you make two sales grow where only one grew before.

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It will not sell *everyone* who comes into the store, but it *will* remind those in need of the articles it contains and sell *them*. The outfit contains:

1 Doz. Guitar E Steel Strings	1 Doz. Violin D Steel Strings	1 Doz. Violin Bridges
1 " " B " " "	1 " " G " " "	1 Bundle Violin E Gut Strngs
1 " " G " " "	1 " " G wound on gut	1/2 " " A " " "
1/2 " " D " " "	1/2 " " Autoharp Picks	1/2 " " D " " "
1/2 " " A " " "	1/2 " " Violin Bow Hair	1/2 Doz. " Pegs
1/2 " " E " " "	1/2 " " Mutes	1/2 " " " better
1 " Violin E " " "	1/2 " " Rosin	1/2 " " Tail-pieces
1 " " A " " "		

Sundry Salesman, Retail Value, \$19.30.

Wholesale Cost, \$6.80.

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This complete outfit is put up in an attractive box, the cover of which when opened, serves as a showcard to attract attention.

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## CANADIAN MUSIC TRADES JOURNAL

Issued Monthly

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TORONTO, JUNE, 1914.

NO. 1

### Player Demonstrator-Salesmen Needed.

THE one outstanding handicap of the player piano trade in Canada is the paucity of skilful demonstrators and competent repair men. In spite of this handicap the trade has made progress gratifying to those satisfied with that progress, but the total of which is far short of what it should be and could be with more salesmen qualified to show the player piano as it should be shown.

The demand over the country is irregular. In some sections the player piano is a comparative rarity, while in corresponding sections in other parts of the country it is found in a fair proportion of the homes. The explanation of this irregularity is invariably in the lack of men competent to demonstrate, and who consequently either do not believe in the instrument, or fearful of consequences, refrain from attempting to feature it.

Ambitious men in the retail field, whether employers or employees, are under no handicap of a want of opportunity. The player piano business offers opportunities never before equalled in the music trades. The undeveloped market can be compared with an orchard in which the ripe fruit is dropping to the ground and rotting for the want of pickers. Scattered over the country, in large warerooms and small, are young men who need to rub the scales from their eyes and get busy. The manufacturer of the player piano they are supposed to be selling will be only too happy to gratify an ambition to see the instrument in course of construction. Back of him again is the manufacturer of the player mechanism, who also is willing and anxious to assist ambitious young men in acquiring a knowledge of what the player is, how it is made and what it can do.

It is regrettable that so many piano men, otherwise bright and aggressive, cannot realize their mediocrity or downright incompetence in player demonstration. The word demonstration might suggest the necessity of some rare capacity of hypnotizing a customer, but it is not so. The accomplished demonstrators making a success of player selling are otherwise ordinary individuals, but who have realized the necessity of knowing the instrument from castors up and, having that realization, have worked and studied and questioned and practiced, and are continuing to do so.

What better way to spend this year's vacation, than to get under the tuition of someone who knows players and how to demonstrate them?

### Need for Repair Men, Too.

SECOND only to the need of qualified salesmen in the player field is the scarcity of tuners and repair men who know how to handle the player piano. It is no fiction that tuners and repair men, otherwise competent, have blundered and bungled over some trifling adjustment in a player for hours, and then confessed to defeat by calling in an expert, who located the difficulty instantly, and put it to rights almost as quickly.

Service is the one great peg on which hangs the public demand for player pianos. Service can be considered in as broad terms as you please, but it must include all that Mr. P. B. Publico is entitled to for his money and, in the unclassical words of modern colloquy, "then some." At any rate Mr. Publico is waiting to be shown why he should purchase a player piano, and his brothers who have bought, most of them on their own initiative, are still waiting to be instructed in the playing of the instrument. The experience of a number of these buyers also, is that the average tuner is bluffing his way when it comes to adjustment of player mechanism, or locating trifling difficulties that should be immediately apparent.

Even greater are the opportunities of the ambitious tuner than are those of the salesman in the player field. By reason of his mechanical training, he should more readily acquire a familiarity with the player mechanism that is so valuable an equipment in making sales, and in keeping sales made.

### On Losing Sales.

"ONE thing that I never do," said a salesman in recounting some of his experiences, "is to lose my head when I lose a sale. On the contrary, I can tell you of sale after sale that I have made as the result of one lost. Even though I know I have lost a sale I always make it a point to go back, not to get the customer dissatisfied, but purely as good business policy, and here is the way it works out.

"If I can conscientiously do so, I tell the customer he or she secured a good instrument, and that the price is a very fair one. Then in the politest and most sincere manner I know how, I ask the customer just the reason I did not get the sale. It will be a personal advantage to me, I explain, to know why I failed to convince you, so that I may not make that mistake again, etc., etc. Nine times out of ten the net result is that I have that person's good will—out of sympathy, friendship, confi-

dence—or whatever you like, but good-will anyway to the point of working for me. Time after time such persons have said to their friends, 'I bought a Blank piano, but if I were buying again I would buy from So and So.' The fellow who sold is off the job, he is away on something else, having no further interest in the sale made, and his indifference to his customer's interests, as shown by his neglect, henceforth is just my golden opportunity, and it would be much better for the piano trade at large if all salesmen would adopt a policy of this nature, instead of knocking."

#### Ringling Door Bells.

ALLOT the least attractive proposition to the piano salesman is "ringing door bells." Many salesmen absolutely refuse to participate in this miscellaneous canvassing, known as "ringing door bells," considering it a sort of menial peddling, beneath the dignity of the man who has graduated beyond the necessity of securing his "prospects" in that way. Whether attractive or not, house-to-house canvass must be undertaken, in order to secure all the business available.

Discussing this phase of the business one salesman stated that when he first started out ringing door bells he disliked it beyond anything he had previously tackled. Realizing that the apprentice in mechanical work had many unpleasant tasks before he became a full fledged journeyman, he realized that house-to-house canvassing could be made instructive and useful experience. He even schooled himself to relish the uncertainty of the work. He learned from experience how to instantly read the woman of the house, who invariably came to the door, and get his thrust in first, and get it in so forcefully as to surprise the woman out of her attitude of defence. After a conversation, or a failure to get a hearing, he thought over the experience to discover where he erred, or where he was weak, or where he was strong, in order that he could approach the next house with the advantage of more experience. The uncertainty of what was waiting for him was just the element that aroused his sporting instinct of always wanting to tackle another one.

Opinions differ as to the necessity or success of bell ringing, but this particular salesman considers it necessary to round out the experience of the salesman who would like to be an all-round success.

#### Advice to the Salesmanager.

"NO more whirlwinds on my staff," emphatically declared a salesmanager, as he finished reading a letter of application from a man who had made a marvelous showing during his one year with the house he wanted to leave. "His sales are too abnormally big to be good business, and I don't think he could keep up the pace. Furthermore, it is the second and third year that counts, not the first. I judge a man as much by his repossessions and the trouble, or otherwise, over the collections we have to make on his sales."

The salesman who was present and heard the remarks but said nothing, afterwards observed that he doubted the business sagacity of some salesmanagers he knew. "In their greed for business," said he, "they want their men to get it quick, get it at the expense of someone else, any way at all, only get it. Personally I

am not a 'whirlwind' nor a 'strong-arm salesman,' but I have never sold to a man or woman that I cannot look straight in the eye with the full consciousness of having given a square deal, with no misunderstanding possible, no come-back, and yet does my record impress the salesmanager like the sales of one 'whirlwind' we had! He stayed one year and made the biggest showing, in sales, of any man that was ever on our staff. He was lauded as an example to copy; the figures of each month's sales were passed out to us, and in many ways we were made to think he was the right bower in salesmanship. He stayed one year, then the repossessions of his sales commenced. The salesmanager overlooked telling us of these, but we heard about them. Gradually my courage came back, and I realized more and more that my somewhat conservative policy was a greater asset to me than the methods of our 'whirlwind' friend. On principle I believe in giving the house the very best that is in me every day and all day, and I find it good policy. I endeavor to make sales that will give a minimum of trouble, and 'prospects' that in my estimation would prove poor payers, and still worse advertisements, I leave for some other fellow, but I still think it would be better for the piano trade in general if some salesmanagers would revise their methods of judging salesmen's results and consider what follows the sale, as well as the sale itself."

#### The Employment of Salesmen.

READING a paper on this subject at the annual convention of the Indiana Piano Merchants' Association, Mr. Fred L. Paige gave, among other things, his views on "salesman cost" and "out-of-town business." He said:

"The employing of salesmen results from the desire on the part of the employer to do as much business as his capital warrants, and sometimes from his personal inability as a salesman or his lack of ambition in that direction. Whatever may be the reason the employing of salesmen seems to be a very necessary part of the piano business, and to get, make and keep good men is certainly one of the largest problems of the employer.

"Salesmen are employed under various forms of contract, their compensation depending on their ability to sell goods, to do a clean business and to maintain for their employer a reputation which admits of no criticism. While there are many in the trade whose qualifications along these lines fail to measure up as they should, there are still a limited number of those bright intelligent fellows particularly endowed with powers of argument and persuasion, and possessed of a keen sense of honor and morality, making them salesmen of whom a house may justly be proud.

"Our experience with salesmen has been somewhat limited, as we have not hired promiscuously and have for the most part taken young men and educated them along the lines of our own methods and house policy. We have usually hired on the straight salary basis, feeling that with our one-price system and simple organization our interests are best served by this arrangement. We pay salaries ranging from \$12 per week up, and expect of a salesman sufficient business during a period of six months or a year to make the 'salesman cost' from 15 to 19 per cent. While we must confess we fall short

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**SHERLOCK-MANNING 20th CENTURY INSTRUMENT**

"Canada's Biggest Piano Value"

you have confidence that you are offering all there is of piano value.

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all are the best obtainable or that money can buy.

No wonder Sherlock-Manning Dealers have

**ENTHUSIASM****ENTHUSIASM**

The Sherlock-Manning 20th Century is the kind of piano that secures re-orders for the dealers. They do not disappoint.

From the dealer's standpoint, the value of the Sherlock-Manning agency, lies in making two or three sales grow where only one grew before.

**INA COOLBERTH** said:

"To-morrow is not, yesterday is not, to-day alone is—and to-day is thine."

To-day is the day to arrange for the Sherlock-Manning Agency or to place a re-order.

**DO IT NOW****THE SHERLOCK-MANNING PIANO COMPANY**

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CANADA

of this ideal and still retain the services of the man, it is because of the character of his business and his ability to make himself of service in many other ways outside of selling. I believe that there are many salesmen whose services are valuable to their employers who are not producers of big business.

"The out-of-town business we find cannot be produced on as low a per cent. as the city business, and it is a grave question with us if the out-of-town business is at all profitable except as an advertisement and for its swelling the number of sales made and incidentally assisting the manufacturers to dispose of their stock. I believe the business has undergone some radical changes during the past few years, and in one way this is seen in the doing away by some houses of outside canvassers or the ringing or door bells, as it is commonly called, and the business of to-day is being brought in to the house more and more.

"A salesman must work ever with the aim of closing his sales to the best advantage as to terms, not being content with simply following the line of least resistance, and closing on the minimum terms, just because a customer thinks it to be to his advantage to make the terms low. He should use extreme care in the selection of his sales, yet exercise a judgment born of experience, and not be afraid to make a sale even if the payments are low, providing it can be safely made and at a sufficient profit to justify. He must be able to discriminate between the customer who pleads poverty and talks for low terms, when an investigation will show that there is absolutely no reason for his not paying even better terms than asked for."

#### How He Sold the Piano.

"CAUGHT him with his defences down." This was the somewhat indefinite explanation of a local salesman in reply to the query as to how he succeeded in landing a certain musician, who was known as a particularly crusty customer. Several of the boys knew he was a 'prospect,' but could make no headway toward closing a deal. He would give no opportunity to present a proposition, unceremoniously cutting off in the middle of a sentence anyone who had the temerity to call about a piano deal.

The man who finally landed the sale became more determined after each fruitless attempt, but he could think of no avenue of approach until late one afternoon he was sitting at his desk mentally and physically tired after a strenuous day. A fresh, breezy book agent came along, and in five minutes had his signature for a twenty-five dollar subscription work that he had not the remotest idea of buying. After the agent departed he sat wondering why he bought, and cursing his folly for doing so. Suddenly it flashed upon him that because he was too tired to protest he was easily overcome by the book agent, who was fresh and untired. If he could be handled that way, why could not others?

The next day he rested until five-thirty. At that hour he walked in on the musician he had grown to consider in the light of an enemy. The latter was tired out and looked it. The piano man went at him so hard as to give him a jolt. He saw his advantage and followed it up rapidly. "Now," he said, "the instrument that I have selected for you is our Style —, for which the price is \$—, and just as the book agent had said

"sign here," he said, "I have the contract already filled in, the details can be arranged later." "And," said the salesman in telling of it later, "he signed and I went out so jubilant that I nearly fell downstairs, but the two lessons I learned were to leave a 'prospect' alone if you are tired out and not fit to meet his will power, and the second was to catch a hard 'prospect' with his defences down, and go after him hard."

#### A Dealer's Editorial.

AN American dealer in a communication to *Presto*, has voiced an opinion that is often discussed in Canada when three or four piano men get together for a friendly chat. The point is so clearly expressed that the *Journal* here passes on the dealer's letter without comment:

"It seems to me to be bad business for piano dealers to resort to the practice of putting on display a competitor's piano (and one that is of a good reputation), and showing it in its worst condition, for the sake of causing the public to look upon it as a sample of the kind of piano it really is not.

"Isn't it a little thing for a dealer, who is supposed to be a brother piano man and a man of respect, to do?

"It is the greedy kind of dealer, the one who has little feeling for any other dealer, the one who is trying to deceive the public with wrong impressions, who uses these methods to sell his pianos. He has little care for the true decency and dignity that should be the watchwords with the business man who is respectable.

"It is a diabolical, base, sneaking act and theascal who tries to 'get away with it' isn't worthy of the support of his fellow beings.

"It is gratifying to say that the larger majority of conservative piano men would not belittle themselves with such tactics, for they have long since learned that they don't have to be mean to be prosperous. It is only avaricious men, lacking in moral stamina, who are the guilty ones. They imagine that it is wisdom, and the proper thing for them to do, to show a good, reliable piano that is not being sold by them, up in a deplorable condition.

"Let it be hoped that the piano trade, as well as other trades, will meet upon the higher ground, with more respect for one another than by these unprincipled, unchristian, unfraternal customs.

"The writer firmly believes that the time is fast approaching when this better feeling will be paramount. Respect is one of the greatest weapons in business, and the gentleman who wields it best is the one deserving of all good things."

#### Idle Capital a Menace.

THAT idle capital is a menace to any business is one of the points that the dealer should keep vividly in mind in the conduct of his talking machine business. There is a constant temptation to load up with more stock than the turnover justifies and the possibility of an exchange increases the temptation. The point is not that the records, which may become unsaleable, can be exchanged but that they represent money with a market value of six to eight per cent. It is just as essential to keep the stock moving as to have on the shelves anything a customer may ask for.

## Appealing to the Individual in Player Selling

By Alexander McDonald.

*So clearly has Mr. McDonald analyzed this subject in the *Player-Piano Journal*, showing the various points of contact in player selling, that the *Journal* recommends the study of this subject by all those interested in the promotion of player sales.*

—Editor's Note.

**W**ITHIN a comparatively recent time salesmanship has been very largely a "pig-in-the-bag" affair.

That is, men with a certain native shrewdness have been successful in selling, without knowing why or attempting to find out.

With the increase in competition and the intensification of methods, analysis of selling elements has become essential. Not only is it necessary to do a thing, but we must know "why" if we are to enlarge the field of our activities.

In other words, headwork has become more essential than foot work. The day has come when men must think; they must study the underlying principles and motives of the buyer the more intelligently to successfully cope with conditions.

In a dim kind of way we have realized that there were various elements in a sale, such as the approach, the close, etc., but these were mere general formulas rather than specific applications to our particular kind of salesmanship.

Consider the matter from the point of the value involved. You have for sale an article that is not essential to comfort or happiness and that costs a large sum of money, say from \$500 to \$2,000. Take the minimum sum—\$500. It is quite a large amount even for a man of fair income. Yet we are asking a man to spend it for something which, up to the time the salesman approaches him, he may never have even thought of purchasing. If we look at the matter from this point of view we will realize that there is room for a great deal of study and thought to determine how to make the largest number of sales.

To put the matter in plain language, you have a player piano and you are looking for some one with \$500. Having found such a person, it is your selling problem to induce him to exchange that \$500 for your player piano. How are you going to get him to do it? You may stumble along in a haphazard way and make some sales, but it stands to reason that if you make a thorough study of your proposition, if you know the various elements, not of salesmanship in general, but of player salesmanship in particular, you will be able to make more sales.

The first element to consider in a player sale is the point of contact with the individual—its appeal. Ask yourself: "What is there about this instrument that would make me feel justified in spending \$500 for it?" The man whom you expect to call on to-morrow about a player piano is the same kind of a being as yourself. He has the same general likes and dislikes; his mode of living and thinking is pretty much the same as your own; he is the same kind of a human being that you are, and the point of contact is very much the same. When you ask him to spend \$500 with you he is going to ask you very much the same question that you would ask under

the same circumstances—"why?" and your answer must establish the point of contact between him and the player piano. If you are unable to tell him "why," if you cannot present the player so as to fit his individual temperament and desires, you will not make a sale. Many a player sale is lost, not because the man would not buy, but because the salesman was unable to advance any good reason why a purchase should be made.

This point of contact varies with the individual, though it may be reduced to the four general heads shown in the diagram.

How are you to establish which one of these is the point of contact in the individual instance you quite naturally ask? By presenting your subject in a general way, giving the customer every chance to talk when he manifests any intention to do so, and while he is talking he will give you the cue.

It is a fact that many salesmen want to do all the talking. The best success is achieved through getting the customer to talk, and then become a listener. Arouse in the average man sufficient interest and he will talk; give him the opportunity and he will tell all about himself, what his likes and dislikes are, and in that way the alert salesman can see what line of player possibilities will appeal most.

Obviously the man who is fond of ragtime can never be interested in a player by telling him how wonderfully classic music can be played, and vice versa.

Generally speaking, the point of appeal or contact of the player with the average individual is in one of four ways. Love of Music, Amusement, Pride of Ownership and the Children. It is the exceptional individual that cannot be reached by one or the other of these four points. Study well the diagram herewith and you will soon see how these points can be applied to the various individuals you call on.

Having established the four general points of player appeal—Love of Music, Amusement, Pride of Ownership and the Children—we note that these in turn are subject to numerous subdivisions. If we find that love of music is the point of appeal that interests a particular individual, we can inspire a greater degree of interest if we bring our point of contact down to the specific kind of music that interests him. The closer your application of the purpose or benefit of the player to his individual views the greater your chance for making the sale. Every man has his own ideas as to the kind of music he likes, and one of the most important elements in player salesmanship is to impress him with the idea that he can have the music he likes the way he likes it.

Too often stress is laid upon the point that the "old masters" can be played just like Pederewski plays them. What should be impressed on the customer is that he can have the old masters, or the new ones, just the way "he" likes them. That the player is his instrument, to be played according to his taste and fancy.

The same idea applies to those who might be interested in a player for the sake of amusement. Not everyone cares enough for music for its own sake to invest the price of a player. Such a person might be induced to buy a player to furnish dance music. This is particu-

larily the case during the present dance craze. Has it ever occurred to you, as a salesman, that the player is the ideal instrument for dance music? Its perfect cadence and the fact that the after beats can be emphasized makes player music the best music for dancing. However well you may know this, the man you are talking to knows nothing of it; yet it might be the one point about the instrument that would appeal to him. All you could say about the kind of music that can be played, or about personal renditions, might not be of the least interest, and this one point might get you the sale. It is all a matter of analyzing the selling points and applying them to the individual customer.

The same thought applies to the playing accompaniments for popular songs. To some people the choicest music is the sentimental ballad or the rollicking song of the hour. To them the appeal of the player would be the ability to play accompaniments for these songs.

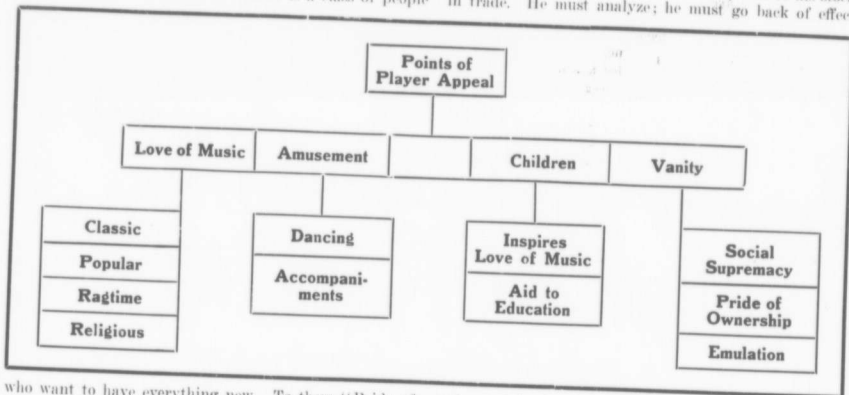
There is no chord that the thoughtful salesman can use to better advantage than that of vanity. Oftimes a person will purchase through vanity where no other argument would reach them. There is a class of people

develops a line of selling argument on this point may be assured of many sales not otherwise obtainable.

As an aid to the child that is learning to play by hand the player is invaluable. By playing over on the player the composition to be learned, its form and technique may be absorbed before beginning to study its fingering, thereby enabling the child to start out with a definite and intelligent idea of the goal to be attained. Any salesman who will carefully consider the points of the player affecting the child will have an entirely new line of attack that will enable him to close sales that now seem impossible.

It is a case of putting yourself in the other man's place. You have to bear in mind that the reason you would have for buying a player is not the same as Jones would have, and when you want to sell Jones you must get his viewpoint before you can do so.

The time has come when the salesman, to be a success in the best sense of the word, must use his mind to the utmost. He can no longer rest satisfied with the selling ideas he has, but must constantly add to his stock in trade. He must analyze; he must go back of effect



who want to have everything new. To them "Pride of Ownership" is the one appeal that reaches; likewise those who desire to outshine socially, or to emulate those who are of the social elect. These are all emotions that the skillful salesman may capitalize to his own advantage.

Another point of contact is the children. A great many people can be induced to buy anything that they believe will be of benefit to their children that they would not for a moment consider purchasing for themselves. This phase of player appeal is one that has never been exploited to any degree, and it is susceptible to a great variety of treatment. The player is invaluable as a means for creating a musical atmosphere in the home—to inspire love of music in the children. Those who appreciate good music best are those who have lived with it—who have had it as a part of their daily lives. The player is ideal for this purpose. Its removal of every limitation of technique, its unlimited repertoire and the ease with which the most pretentious works may be interpreted by anyone, especially with the artist-made or hand-played rolls, makes it possible for music to be a part of the heritage of every child. The salesman who

and ascertain the cause that produces the effect. It is only understanding the cause—the foibles and weaknesses of human nature—that he can be capable of that creative work that is to be the indispensable element in selling success.

#### Will Drum Sales Increase?

DEALERS in musical merchandise are among other things interested in the requirements of drummers, and judging from the statement which recently appeared in print, the demand for drums is likely to increase. A well-known drum authority is credited with remarking that "the style of music that is demanded by the patrons of the popular restaurants and cafés, make the drummer a necessity in almost any combination and I personally know of many café orchestras using a drummer this season when they have never done so before. A good combination of instruments for a drummer to use in café orchestra work is double drums, traps, bells, cathedral chimes, tympani and xylophone. This makes an outfit that is very effective for either popular or classical music."

## Merchandise and Sheet Music

### Small Towns Spend Money on Bands.

**B**ACK in February the Journal called attention to the importance to the musical instrument dealer of going after the band and orchestra business this season. To supplement this it would be interesting to know what sum is spent annually in Canada on band and orchestral instruments. While these figures are not recorded there are scores of individual instances to show what a large sum these expenditures must be in the aggregate.

Take the case of the Citizens' Band in the town of Port Credit, Ont. The auditors reported the expenditures for the past year, which were within the receipts, of \$720, which is quite a respectable amount for a village of 1,100 population.

Humboldt, Sask., a town of 3,000, recently voted their band \$250 to purchase new instruments and prepare for a busy season.

And so one might continue enumerating similar instances all tending to show the importance of the band and orchestra trade to even the dealers in towns out from the principal cities.

### Small Instruments and Piano Tuning.

**A**LTHOUGH the Journal has never heard it argued that increased earnings in the piano tuning department are due to the advances made in small goods sales, yet it has been expressed that there is a connection between the two. Musicians appreciate the fact that a piano should be kept well tuned, but householders as a class are not just as keen on that point as should be the case and it is just doubtful if the musical instrument retailers are doing what might be done to educate the public up to the desirability of having their pianos frequently tuned.

With musicians the field there is for tunings is extensive. For example there is a case cited of a member of an average orchestra who complained that his playing was mostly in orchestra work in which were used pianos, and most of the pianos were so flat he could not get down to the pitch. "Can I get barrel joints to meet the different pitches?" said he, "or should I get a low pitch clarinet?" An old hand at the game gave him this reply: "It will always be very unsatisfactory to play with pianos unless they are tuned at least once a month and not once a year to the pitch of the clarinet. You should possess extra barrel joints, one shorter and one longer by  $\frac{1}{8}$  of an inch, to meet the different pitches. A low pitch clarinet would probably be better, but if the pianos are half way between high and low pitch you would have the same difficulty."

### Selling Auxiliary Instruments to Drummers.

**M**ODERN orchestrations require certain effects that render the drummer a far more important man to the small goods dealer than he used to be. Whereas the drummer once was merely to emphasize the rhythm he has during recent years broadened out into one of the

most versatile and one of the most needful members of the orchestra.

It has been pointed out by one who is in close touch with orchestra work, that "to meet the demands of modern orchestrations many effects entirely foreign to the earlier forms of music are required. The proper production of these gives to the music that snap and brilliancy without which it often borders on the verge of monotony. In addition to providing himself with snare and bass drum, bells and the small traps required for momentary effects, the wide-awake orchestra drummer is ever on the alert to meet the demand of the public for variety. The adoption of auxiliaries of greater musical range and scope are the undeniable evidences of ambition and progress. Such instruments, if the choice is a wise one, at once elevate the drummer to the position of soloist. They are the opportunity constantly knocking at his door."

### Removing Dust and Oiling Flute.

**I**T is a credit to the musical instrument dealers of Canada that such an interest is displayed in all information relative to the care of the various instruments. It establishes confidence with the public generally when they feel that retailers and salesmen are disposed to throw out hints on the proper care of the articles they endeavor to sell. To thus show an interest in the customer beyond the mere making of a sale costs the merchant very little, and the policy shows good results.

In this connection the Journal noticed a reply to a couple of questions asked the authority who conducts the flute department in Jacobs' Orchestra Monthly. The questions were: Dust settles beneath the crank rods, springs etc., of my flute. How can I remove same without injury to the mechanism? Should the pads and inside of the flute be oiled?

The reply was: Procure at any drug store a camel's hair throat brush, preferably one with hair almost an inch long. These are very soft and prove excellent for removing dust, etc., from all parts of the mechanism. Lightly oiling the bore of the flute with sweet oil, about once every year, will keep the instrument in fine condition, although this operation is unnecessary. Great care should be exercised when oiling the bore, to refrain from coming in contact with the pads, which must be kept free of oil and moisture.

### A Glance Backward.

**W**HILE on the subject of the care of band and orchestral instruments readers of this Journal will remember that in the March issue there appeared two paragraphs which went fully into the question of caring for the cornet. This information may be located by referring to pages 29 and 30 of the Journal for March last.

This period piano pun hails from British Columbia. "I once entered a store, and the salesman pointed out to me a 'used' piano, badly in need of repairs.

"That there, sir," he said, impressively, 'belonged to Louis Cross-Eye, King of France.'

"Louis Cross-Eye?" said I. 'Why there's no such person.'

"Oh, yes, there is, sir," the salesman replied, and he showed me a ticket marked 'Louis XI,'"

## Developing Canada's Sheet and Book Music Trade

The Outlook Hopeful—Folly of Price-cutting—Heading off Outside Opposition—Dealers and Publishers Need More Co-operation—Other Topics.

**S**TUDENTS of history know that what we call history is in one respect a recital of nations and customs swinging from one extreme to the other. This is exemplified by the contrast in the people's daily life when one looks at the thoughtless free-from-restraint manner of living of those who in a comparatively short time—short in the life of a nation—became extremely strict Puritans.

The history of business is very little different. While it may not come with a rush, the Journal feels confident that with reasonable effort expended, the sheet and book music trade of Canada will swing from its past most regrettable state to become a profitable and pleasant branch of the music trades.

### Others Look For Improvement.

**N**OR in this opinion does the Canadian Music Trades Journal stand alone. There are far-seeing dealers who see better things ahead of the sheet music departments in Canadian stores. Presto, the American trade paper, commented editorially along the same line in a recent issue. Conditions in the United States are in some respects similar to those in Canada, and he would be shutting his eyes to the true state of affairs who does not see that Canada has suffered in the sheet and book music trade from the undesirable methods which prevailed in the republic to the south. It is therefore encouraging to read of the improvement which is already noted in that country.

Regarding the past, Presto says: "The sheet music business has been pushed about, beaten down and abused for a very long time. The first of the fake 'song poems wanted' schemes appeared as far back as 1883. The first music publishing pirate thrived before that time. It was when a Philadelphian made it a practice to watch every piece of music that appeared and grew into popularity only to steal it, body, boots and breeches. He had a spy in Washington to detect any possible flaw in the copyrights. He employed a staff

of morally bankrupt 'composers,' who revamped all such songs as were really protected by copyright. And he did an immense business, to the undoing of the honorable members of the music publishing business. Every one of the reputable music houses of his time felt the sting of his vandalism. Then came the other cut-rate publishers, who soon ruined the business, to be followed by the top-story, back-office herd of song-publishers who have flourished ever since, to the utter degradation of the popular taste and ruin of a once great branch of the music trade."

Continuing, that paper expresses the hope that the music publishing business will be returned to its heritage. It says the task is a possible one, and constructive work is already bringing forth fruit. Following such progress the editors says it will pay the piano dealers to get into the sheet music business—and to get into it right, as it demands but a comparatively small investment.

### Mr. Profit Murdered.

**K**EEN competition exists in Canada to-day in retail talking machine and record circles—but not on the ground of price. The freight rate war recently waged by Atlantic steamship concerns evidently has petered out. Other merchants have sold certain lines with too little or no profit. Yet in so many cases the better judgment prevailed, and price-cutting was called off before the situation became too critical.

While many sheet music dealers sell at a good reasonable profit, or not at all, there are still those who argue that cut prices are necessary to draw people to the music store, and choose sheet music and books as the most favorable objective point. According to the statements of dealers themselves, there are districts where slashed prices not only cut the heart out of sheet music profits, but lop off the head, feet, arms, and every other part, so that "profit" emerges from the operation absolutely a nonentity—and for what reason?

There is no reason given, because a reason is "a just ground for an action," and if any person attempted in the name of common-sense retailing to justify the course pursued by some dealers in sheet music, he would be holding a brief for a client who had an extremely difficult case. Of course, there are excuses. These excuses, though, should at the present time to a very great extent melt away if only the dealers as a body would take a firm, definite, united stand in a determination to get the sheet and book music trade on a solid basis.

There will always be certain difficulties. There will always be those who will not line up in a movement for advancement. But he is a weak merchant who will not put his shoulder to the wheel to improve where improvement is possible.

### A Type of Encouraging Situation.

**S**PEAKING with a certain music dealer, one of the Journal editors was told this: "In our town there are two of us doing practically the whole sheet and

#### THE TARGET TO AIM AT.

**A**S outlined in the first of this series of articles which appeared in the last issue, what the Journal would like to see is the numerous small and medium-sized music departments throughout the different Provinces enlarged and strengthened; exclusive piano stores livened by the installation of a music department and in each case the department yielding the dealer a reasonable profit on every sheet of music or book handled, which would warrant that branch of the business getting the attention and giving the service it should.

To accomplish this at least six things are needed, viz.:

- (1) The revision of retail prices.
- (2) More thoroughly trained salesmen.
- (3) Active interest of exclusive piano men.
- (4) Closer co-operation between dealers and publishers.
- (5) Well-planned publicity for the sheet music department.
- (6) The disposition on the part of all to help in this movement.



book music trade. Our conditions under which we work are fine—away above the average. We are free from price cutting because I cannot afford to cut, and consequently my competitor does not have to."

Such a case only needs to be cited and moralizing is unnecessary. Since that conversation took place a third store entered the sheet music field, and now all three are doing a good business at a good profit and without undue fear of one another. The third to enter sheet music retailing circles in that centre does not cut prices evidently because he saw no need for it.

#### Who Does the Business and Why?

FROM whom do the people in Canadian communities buy their sheet and book music? Well, in some cases it is from the man who runs a book and stationery store. In other cases it is from a painter, paperhanger and general decorator, who has the agency for a cheap imported edition of "doubtful" music. In other cases again, it is from a 5, 10 and 15 cent store, which handles fifteen cent music only, alongside 5 cent knick-knacks, 10 cent jewelry and 15 cent dry goods, where the customer can also get some funny postcards and a half-pound of molasses candies on the way out.

These merchants have a perfect right to sell sheet music if they so choose, as no man or class of men have any "corner" on sheet and book music retailing. But is the public satisfied with the service that stores in which music is a foreign line can give? Where retailing is in the hands of such merchants, is the sheet music industry being helped and developed by their methods? True it is that in certain quarters the music stores are not blameless for allowing a considerable portion of the sheet music trade to drift away from them. In some ways the music dealers are not to be taken to task for so doing, for it is common knowledge that many unattractive things went hand in hand with the conducting of a sheet music department. The point is, however, that many objectionable features of music selling have been removed, and others are disappearing, so that the claims of the sheet music department press anew upon the trade's consideration.

Illustrations are numerous to show that exclusive music stores in Canada profit directly and indirectly by carrying a sheet music department, and it seems now acknowledged by those who have studied the situation that this branch of the trade yields results just in proportion to the amount of intelligent attention it receives.

#### Their Interests Bound Up Together.

THAT 60 per cent. of the troubles and misunderstanding which exist in the sheet music industry may be traced to a lack of co-operation between the dealers, publishers and wholesalers, is a statement which recently appeared in print, and is one that causes every thoughtful member of the trade to stop and think.

Shutting out of view conditions in Great Britain and in the United States, and studying the Canadian situation, no publisher or wholesaler can expect to build up a business which will make a maximum of success, without the assistance of the retail dealer, and, on the other hand, no dealer can make the most of his business without the help of the publisher or wholesale

house. It is sometimes hinted that the retailer as a factor in business is on the decline, and that the tendency is towards a "from producer direct to consumer" policy. But the trade is little disturbed by such rumors, as it is realized that the retailer, as does the jobber, performs a certain necessary useful function, and will continue to do so. The value of the retailer of sheet music in our Dominion is even much greater than the man who sells household commodities that are nationally advertised, such as tea, soap, breakfast foods, etc.

The retailers of Canada have it in their power to build up an immense asset in the sheet and book music field, and the future there can be for the publishers in this country is a certainty. But neither of these goals can be reached without dealers and publishers realizing that a frank honest treatment of each other is the only way to win out.

#### Start These Balls Rolling.

MISS Blank a few evenings ago rendered in public a certain instrumental number for the piano. It is by a French composer, published by a French firm in

THE Journal's suggestion in the May issue, that there should be some readjustment in sheet music retail prices, is meeting with unqualified approval of by far the larger proportion of dealers throughout Canada. But approving is not enough. Action is necessary. The Journal repeats its opinion expressed on page 28 of the March issue, viz.: "There should be a conference between publishers, wholesalers, and retailers, and, rightly handled, such a meeting or meetings should mean much to the sheet music business."

Paris, and as far as the Journal knows has not been strongly featured by any publisher or wholesale house in Canada. The number in question may be or may not be an outstanding composition from the classical erie's viewpoint, but it is good music, and possesses a certain attractiveness to the ordinary lover of the better music.

Within a week afterwards at least six other persons had purchased a copy of the same thing, four more took down the title and composer's name to obtain it the next time they were down town, and three owners of player pianos were enquiring for that selection in player rolls.

From the dealer's standpoint the interesting thing is how did Miss Blank happen to play that particular solo? Did the head of any sheet music department have any part in suggesting it in the first instance, or was it just a hit-or-miss purchase that proved a "hit" instead of a "miss," the credit going to what is commonly called luck. The Journal is not in possession of that information, but the case is sufficient to emphasize to every salesman that a really good instrumental piece or song or book works for the store after it leaves the dealer's shelves. When others like it, the small outlay necessary to purchase a copy for themselves makes further sales easy. The aim of this paragraph is to further impress the desirability of taking an interest in getting music used, to which an extended reference was made in the last issue of the Journal.



"Tone plus tone control" comes as near as ever you will get to a nutshell definition of what the Columbia is offering and what Columbia customers are wanting.

## You cash in on that

## —So do we

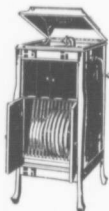


Columbia Favorita \$25.  
Columbia Jewel similar to  
above \$25.



PEOPLE require tone and tone control in the talking machine they decide to buy. Ontario dealers are able to supply both in any type of Columbia Grafonola—through us.

Every genuine Columbia Grafonola is equipped with the exclusively Columbia tone-control "leaves," (not mere *doors*.) These in conjunction with the wide variety of Columbia needles, the new Columbia tone-arm and the new Columbia reproducer, provide a means of tone-control which, for efficiency and simplicity of operation, is not equalled in any make of "talking machine."



Columbia Leader \$100

With any Columbia Grafonola you can get tone sufficient to flood a large hall—or you can subdue it to the acoustic requirements of your 6 x 10 "den." The perfect natural purity of tone has made the Columbia Grafonola famous.

We now have the finest wholesale talking machine warehouse in Canada, the largest stock and most efficient organization. We carry everything in the Columbia Catalogue and can always fill your orders immediately.

Investigate at once if you haven't already done so.



Columbia Grand \$250  
Colonial Grand Model  
same price.

We are Ontario Agents for Columbia-Rena Records (old country recordings)—Permanent Ruby Needles—and Canadian distributors of the International College of Languages Course on Columbia Disc Records. The Course includes French, German, Spanish and Italian. The records fit any disc machine. You can sell this Course. Write about it.



Columbia "Eclipse" \$52.50.



Columbia Mignonette  
\$120.

# MUSIC SUPPLY CO.

36 WELLINGTON ST. EAST  
TORONTO - CANADA

Have you recently investigated the margin of profit on Columbia Double-Disc Records? You should, Columbia Records outwear any other needle disc record made, and musically they are without a peer.





### Summer Business.

THE suitability of the talking machine for the summer home or camp is so well known that the dealer scarcely needs spend time in educational work. With the camper or dweller at the summer resort it is not a question of "Would a talking machine be a good means of entertainment?" but the question is "From whom will I buy or rent one?" or "Who can advise me just what records to select?"

With everybody in the family dancing, from the four-year-olds to the grizzled old grandfather, it is surely an easy matter to select records. This modern dancing craze has opened a rich new market for the talking machine trade and it is only a little aggressiveness on the part of the dealer that is needed to get him the business. The dealer who may not be able to compose a suitable letter for circularizing summer cottage and hotel owners, or may think he cannot, has only to ask his wholesaler for assistance and he will receive immediate help. By all means circularize the summer cottages, hotels and clubs that may be within shipping distance.

It is worth emphasizing that the summer trade is by no means confined to summer resorts. The stay-at-homes, and they are by far the largest proportion, want entertainment, and now-a-days "entertainment" means music. Business men, farmers, mechanics and their wives and families can appreciate the talking machine and take pleasure out of it during the summer as well as in winter months. The question is what are you, as a retailer, doing about the summer business?

### The Wholesaler's Duty.

WHEN the wholesaler's representative secures the dealer's signature to an order that means the opening up of a new agency, his work in connection with that agency has just commenced. He has not done his whole duty to the new dealer, to his employer nor to himself if he does not exert his ability to get the new agency away to a good start. Of course, he is not expected to become his customer's salesman, nor go out through the city or country drumming up "prospects." He can, however, show the dealer and advise with him in the arrangement of the stock, impress upon him the need of window display and, incidentally, help in arranging a window. It is as important to the wholesaler's representative as it is to the dealer that the latter should get his goods before the public intelligently and impressively.

If the new or old dealer has not a realization of the value of a mailing list, it is surely the duty of the wholesaler, through his representative, to school the dealer until a well selected mailing list becomes the "apple of his eye." He can have no form of advertising so effective and inexpensive unless possibly the

show window. Every month each person or family represented on the mailing list should receive the new record supplement and other appropriate advertising matter that may be sent with it.

Admitting that it is the privilege and duty of the wholesaler's representative to assist his customer in every legitimate way to make a success of his department, it is also his privilege and duty to take an agency away from a dealer who does not do it justice. It is a fact that agencies in days gone by have been placed with dealers simply because the latter did not have energy enough to refuse them, and have never since developed sufficient energy to make the department a live one. With alert business men ready to take an agency and with the aggressiveness to give it proper attention, the lackadaisical dealer having misused his opportunity should lose the agency.

### In the Movies.

THE proprietor of a moving picture show recently invested in a talking machine as an experiment. His expectations of the value of the talking machine in his business, he states, have been more than fulfilled. Accompanying part of the reel showing the Battle of Waterloo, for example, was an appropriate band selection giving an effect that the pianist could not attain to. For many of his reels he had secured suitable records, and simply repeated the record, or part of it, in any case where it was not of sufficient length for the reel. For the class of trade being catered to by the particular moving show referred to, the talking machine has proved an effective musical instrument.

### We'll Deliver It To-day.

"MY inability to promise delivery on the day of purchase is one of the weakest points in my business," confided a western merchant. "But I have solved this difficulty," he continued, "by putting on a motor wagon for delivery purposes, and our slogan now is—we'll deliver it to-day. Many sales were actually lost because of the uncertainty of prompt delivery. Now we can positively insure delivery before night of articles bought up to four o'clock, and in some cases later. Even those who really could get along without immediate delivery, will incline toward the store where they can get it."

How is that for a suggestion for talking machine houses—"We'll deliver it to-day?"

### Will Continue Cylinder Line.

"ON several occasions we have been told that a rumor is abroad to the general effect that we intend ultimately to abandon the manufacture of Edison cylinder phonographs and records, and that there will be a diminishment of our activity in respect to these products," writes Thos. A. Edison (Inc). "We wish to deny this most emphatically.

"The confidence of this company in the continued demand for the Edison cylinder product is proven by the enormous investment we have made in recent months in the improvement of this line and the further expenditures that are now being made with the same purpose in view.

## Including those of most discriminating taste

When it can be said of The Edison Phonograph that it appeals to everyone, including those of most discriminating taste, in your city, there is very little that need be added. For those who have a real appreciation of music are the final judges, and if the Edison pleases them it must have the merit that will meet the approval of all others.

## The Edison Diamond Disc Phonograph

has aroused such interest from the severest critics because it is really a revelation to them. Its principle of reproduction does justice to the most difficult masterpiece by the pure, clear voice of melody which has the benefit of a background of infinitely small tones and overtones, generally impossible to a phonograph. Mr. Edison's three years' work in perfecting this instrument have not been in vain. It is different, it is masterful—above all it is musical.

How many homes in your city does this new instrument open up to you for actual new sales? Communicate with your jobber or with us.

  
Thomas A Edison  
INCORPORATED

103 LAKESIDE AVENUE  
Orange N.J.

"We expect to push the sale of the Edison Blue Amberol records and the Edison Diamond Amberols with renewed vigor, and are at present investigating several new methods of sales exploitation in order to find those best suited to this product.

"Such methods as test out satisfactorily will be submitted to the trade in due time. We expect to make an unusually vigorous campaign—commencing during the coming season."

#### Too Full of Argument to Sell.

THERE was once a phonograph dealer whose mentality was cluttered up with arguments. He was muscle-bound in his mind.

Whenever a customer came in to be shown, Mr. Dealer turned on the conversation. He called special attention to the fine old Circassian walnut in the cabinet and less stress on the graceful lines.

Then he would open up the phonograph as if he were going to take it apart. He would call over the customer and hold a clinic, going into every phase of its anatomy.

Every time the customer started to say something he would interrupt with, "Just a minute, please," and then he would be off on another discourse; this time a technical rhapsody about motors.

Following which came several speeches from Mr. Dealer on the subject of acoustics. Overtones and timbre were all mixed up in the customer's mind and he was looking for a chance to break away and come up for air.

Suddenly Mr. Dealer was called away to answer a phone call. The customer beckoned to an assistant.

"Do you know how to work this phonograph?" said he.

The assistant allowed he did.

"Then make it play something," urged the customer.

Mr. Dealer was gone quite a while and he didn't see the smile of appreciation that broke over the customer's features. When he finally came back, he found that the assistant had made a sale and had the money in the cash drawer. Also, he found a note left by the customer. It read:

"I came here to get a musical instrument, not a cross between a mechanical top and a piece of furniture. Your assistant helped me to find what I wanted."

Moral: Hearing is Believing.—Phonograph Monthly.

#### Right of Manufacturer to Fix Prices.

AT the annual dinner of the Eastern Talking Machine Dealers' Association in New York, Dr. Lee Galloway, professor of Commerce and Industry of the New York University School of Commerce, Accounts and Finance, gave an address on the "Principles of Price Maintenance."

In support of his argument that manufacturers have an inherent right to fix the resale price on a trade-marked and advertised article of his manufacture, Dr. Galloway said: "The manufacturer who spends millions of dollars in advertising his goods to the public creates, as we say, in the minds of the public

a disposition to buy and to trust the concern which makes them. An important part of the advertising and an important element in establishing good will is the fixed price which is put upon the article. The community began to associate a certain article with a certain quality at a certain price. The right to this favorable social impression is regarded by the manufacturer as a good will property right, and he claims that when he disposes of his goods to the retailer he cannot in the nature of the case transfer to him also the right to dispose of or sell his reputation or good will at the same time. Therefore he wishes to divide the idea of possession which accompanied all goods, namely, the property right in the physical goods and the property right in the good will. The first of these he is willing to sell to the merchant, but the second he is unwilling to surrender unconditionally into the hands of any other person than himself. Thus he claims that when he sells a razor or a watch with his trade-mark on it, he is not giving the merchant absolute title to all the property rights connected with it, and hence maintains that he should be permitted to name the resale price to the merchant. In this way the manufacturer can protect the name of his advertised goods against the price cutter, who, by selling it lower than advertised prices, creates an impression that the quality of the goods is not as advertised and so destroys the good will of the manufacturer.

"The whole question of price maintenance is closely associated with advertising. No man can afford to put a brand upon his goods and then spend millions of dollars in advertising if he is making a poor commodity and expects to remain in business. Every dollar he thus spends is advertising inferiority rather than establishing for himself a valuable property right and good will. Advertising in its early stages was almost a synonym for sharp practice merchandising, and the patent medicine advertisement was a type which was very prevalent. However, with the increase in trade-marked goods, advertising became more dependable, and to-day few reputable magazines would dare to take advertising which was palpably fraudulent. Thus the trade-marked goods have not only established standards for the consuming public, but they have set standards for the advertising world. The special bargain, the fire and removal sales, etc., which have built up the fortunes of many big department stores and their like, are to-day bringing these stores more and more into ill-repute with the public.

"Thus we predict that within a few years laws will be proposed and passed which will define fraudulent advertising, and severe punishment will be meted out to those who attempt to build up a business on the ignorance of a credulous public. And when this time comes, we will see more plainly than ever the part that the standard trade-marked goods are playing in elevating business ethics and creating a broader field of commercial dependableness."

The Montelius Piano House, Ltd., who have two piano stores in Vancouver, last month conducted an extensively advertised fire sale as the result of a fire in their warehouse in November.

The Hub of  
Your Summer Trade  
can be

TYPE NO. 28

**“Vitaphone”**

TO RETAIL AT \$28

Equipped with Baby “Music Master” horn  
\$10 extra.

*IT'S SUITABLE FOR  
CAMP, SUMMER  
COTTAGE, OR CANOE*



**Vitaphone Type No. 28**

Size, 16 x 16 x 12½ inches

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

## With This New Vitaphone Idea

you can round up the dance trade that will be a live proposition right through the Summer. The Vitaphone is the one ideal instrument to furnish dance music.

Vitaphone type 28 equipped with horn, is still the little portable instrument, but the big sound is still bigger for special dance occasions. Remove the horn and it again becomes a cabinet machine so much in demand for home use.

The price \$28 (retail) enables everyone to own one—plays any disc record whether needle or sapphire, or whether from outer edge to centre, or vice versa. Neither time, tools, nor skill necessary to change from one kind of record to the other. By simply altering the position of the diaphragm with thumb and finger the operation is complete.

**Wood Tone Arm** and **Stationary Sound Box** produces a sweet resonant sound with an entire absence of surface noise or scratching.

Write for Terms and Discounts.

**The Canadian Vitaphone Co.**  
LIMITED

156-160 John Street  
TORONTO.

:::

**W. R. FOSDICK**  
General Manager

## HANDLING COLLECTIONS OF INSTALMENT ACCOUNTS.

By Benj. Switky.

WHILE deploring the inroads made upon good, profitable cash business by the tempting instalment inducements held out, the object of this discussion is to deal with collections. Still, one cannot discuss collections without pointing out that difficulty in collecting is the direct result of reckless extension of credit. Reckless extension of credit includes selling on long time even to people who can be classed as good risks.

Most stores seem too anxious to write up a \$200 or \$300 contract just because it makes a good showing on the day's sheets. On the other hand, in the effort to surround themselves with the comforts and the pleasures of life, many individuals and families forget to ask themselves whether they can really afford these things which they are buying. How many of them, when they are about to sign a contract for a piano, or a talking machine, or a fine parlor suite, ever stop to realize that they are placing a mortgage upon their humble earnings—and that the mortgage is to run for a period of one, two or three years? How many persons can confidently claim that they will meet their payments regularly and honorably during one, two or three years without interference from unexpected misfortune such as sickness, unemployment or other unforeseen causes?

Although the work of collecting does not begin until after the deposit is taken and the goods delivered, nevertheless it is part of the work of collecting to have at hand certain data that will help to throw light on the account. For this purpose I would suggest that every dealer provide himself with a quantity of "application blanks"—a regular printed form, which can be made up very cheaply. (Specimen application blank follows.)

### APPLICATION BLANK.

(No Contract executed with a minor.)

Name in full .....  
 Residence..... How Long?.....  
 Former residence..... How long?.....  
 Business address..... How long?.....  
 Married or single.....  
 Goods desired.....  
 Terms.....

References: .....

Remarks: .....

The application blank, after being carefully filed in, should be pinned to the signed contract. In many cases, when an account becomes uncollectable after a year or two, particularly if the party has removed, you can trace him through friends who knew him at the old address, or through business associates, etc. If your customer is married and has children, you can

locate their new whereabouts by inquiring of their playmates, or get the information at the public school which issued the transfer to another school.

Furthermore, in the course of verifying the facts and references given you will get a pretty good idea of the character and veracity of the applicant.

At the time of signing the contract you should impress on your customer the fact that the instalments are payable at your store. Tell him that you have no regular collector, first of all because of the expense, and secondly, because you wish to protect him against the inquisitiveness of his neighbors, who might gossip about the collector's visits. Impress upon him, however that you will be after him should he allow his payments to lag.

### Keeping Track of Payments.

Besides your regular method of bookkeeping you must have a system by which the names of customers will be brought automatically to your attention on the day when the payment falls due. For this purpose I would suggest that you or your bookkeeper have on the desk a little calendar pad. You can obtain one from your stationer for about fifteen cents. The pad is mounted on a metal stand and fastened by a screw. There is a separate leaf for each day of the year. Each leaf has on it the day and date, with a blank space above for memoranda.

Every time that a new account is posted in the ledger, the name should also be entered on the pad as follows: Say the sale was made on Monday, January 5, and payments are to be weekly. Write the customer's name on the leaves of the pad bearing the dates of Tuesday, January 13, 20, 27 and February 3, 10, 17 and 24. After that the entries on the pad need appear only twice a month, say about the tenth and twentieth. In this way you keep close watch on the accounts for the first two months. They cannot be overlooked. When a payment is past due a statement should be sent. When two payments are due together, the customer should have his attention called to the fact. Ordinarily, it is not necessary to send statements to weekly accounts, except as a reminder.

Accounts payable monthly should likewise be entered on the pad, unless the payment falls due on or about the first of the month. The presumption is that all accounts in the ledger are reviewed monthly on the first, at which time statements are mailed.

### Method of Collection.

As previously stated, it should not be necessary to incur any expense other than stationery and postage in collecting the bulk of the accounts. I find too many dealers neglecting their stores in order to call on accounts, ninety per cent. of which could be handled from the office. Others, again, employ irresponsible collectors, placing themselves at the mercy of poor devils whom they cannot afford to pay liberally because it eats too deeply into the margin of profit.

Many a time I have heard the remark, "It's no use, you've got to go after it." True. The man who does not look after collections aggressively has no right to do instalment business, for he cannot get results. On the other hand, a man cannot devote most of his

WE SELL  
ONLY TO  
DEALERS

# L. MONTAGNES & CO.

RYRIE BLDG.

YONGE & SHUTER  
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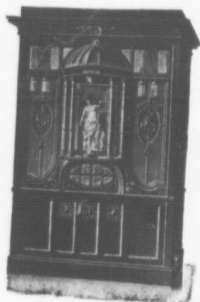
WE SELL  
ONLY TO  
DEALERS

GENERAL CANADIAN REPRESENTATIVES

LUDWIG HUPFELD, Limited, LEIPZIG, GERMANY

MANUFACTURERS OF

Orchestrions, Violin-Pianos, Phonoliszt-Violina, Automatic Player Pianos,  
Grand and Upright, Artists' Rolls for 88 Note Player-Pianos.



## THE ORCHESTRION

Herewith Illustrated **THE HELIOS 1B37.**

is one of the most attractive in the Hupfeld line and is one that music dealers should get full particulars about.

Oak Cabinet with projecting temple and lighted figure. Special side carving, bevelled mirror and two pair of sconces.

**Equipment.**—Overstrung Piano, soft and forte pedals, crescendo and decrescendo, all expression is obtained through the pneumatic Piano Player, and not direct from the hammer rests. Wonderful Mandolin effect. Flute resister. Violins, Flutes and Cello with crescendo and decrescendo Chimes. Beating instruments consisting of Bass Drum, Cymbals, small Concert Drum, soft and forte. The Violin and Flute register can be made to play independently, thus adding to the charm of the effect. If desired the Xylophone can be added to the equipment.

MEASUREMENTS—Height about 9 ft.; Width about 6 ft.; Depth about 3 ft. 10 in.

We are direct Importers of Musical Instruments and Musical Merchandise of all kinds and have the exclusive Canadian representation of a number of leading German, Austrian and French factories.

**Brass Instruments.**—We carry the high-class productions direct from the factory of F. X. Huller of Graslitz, Austria, the only firm privileged to use the Austrian coat of arms, which is a proof of high quality.

**Violins.**—You can meet any requirement from our stock, which includes such reliable makes as Hermann Todt of Markneukerschen, the leading violin centre of the World.

**Phonograph Needles** for every make of needle disc. Put up for the retailer in packages of 100 and boxes of 200 and 300. Write us about the best value in needles ever offered to the Canadian trade.

**High-Class Strings** for all stringed instruments, including such reliable and well-known makes as "Herold" and "Cloister." To use them once is to use them always.

**For Fall Delivery Orders Should Be Placed With Us Now**

**Talk With Us About Your Requirements For Fall Trade**



time and energy to collecting alone. He must find time to look after the selling. I have known dealers to go out collecting while leaving a boy or girl of about fourteen or fifteen years in charge of the store. These may serve as monitors, but they cannot sell.

The time for you or your clerk to call on the delinquent payer is after the postal service has failed to bring your results. Nor do I favor unnecessary letter writing. When a monthly payment falls due, or a weekly payment is past due, send a statement. The name of the weekly payer should be entered on your memorandum pad so that your attention will be called three or four days later. The monthly payer should be allowed a week or ten days, and entered on the pad accordingly. (Some dealers use a card system, advancing the card from one space to another; but often the cards are accidentally misplaced and confusion results.)

If the remittance has not arrived within the time allowed, mail another statement showing the amount of payments due. On the statement write: "Second request. Please remit." Allow from three to five days. If even then you have received no remittance, mail another statement, on which you write: "Final request. Unless remittance is received by return mail we shall be obliged to take action." This third statement should be sent by registered mail. Mark your envelope so that the post office will send you a card showing the signature of the addressee.

Fifty per cent. of the delinquents yield to the "second request" statement. Of those cases requiring registered "final request" statements I have found that positively nine out of ten respond with a remittance. The receipt of a registered letter, also the fact that they are required to sign the return card, impresses them with the seriousness of the whole matter. You will find some of them waiting for you when you open the store the following morning.

So far it has cost you either two, four or sixteen cents to obtain the remittance. In the last case, it is still cheaper than spending time and carfare.

Handling collections by mail I have found to be better in many cases than through collectors. Personal contact with the debtor makes it hard for the collector to deal sternly with some cases, and gives an unscrupulous customer a chance to jolly or impose on him.

While I do not advocate harshness or heartlessness in handling instalment collections, nevertheless, in view of many experiences, I think it well that you emulate the proverbial landlord in the matter of exacting prompt payment. It is no uncommon occurrence for a collector to make fifteen calls and find only five "at home."

Once we lost track of a customer. Statements were returned by the post office marked "removed—address unknown." After diligent search we located her. She had changed addresses twice in the interval and now lived on the outskirts of Brooklyn. Of course she was glad to see us. She claimed to have worried greatly because we did not call, although she overlooked notifying us of change in address. She admitted that her husband was a motorman, but she could not pay

anything that day (Friday). However, she very generously explained that if we would call every Thursday afternoon between one and three o'clock, when her husband came with his pay, she would give a dollar regularly every week hereafter. To quote the lady herself:

"Me moike, he gits paid ivry Thorsdy; an' thim as calls on Thorsdy afternoon between one and three o'clock gits ther money."

As it was impossible to make a special trip every Thursday, I suggested to the lady that I would send her a quantity of self-addressed stamped envelopes with her name written on the back, and requested that she put a dollar in an envelope every week and have Mike mail it between one and three p.m. Thursday. I also instructed her to wait for a receipt for each dollar before sending the next one.

It is a good idea to inclose a self-addressed stamped envelope for the next payment when mailing receipts. This will often facilitate prompt remittance.

Just a final word about professional pullers and collection agencies. Most of them are either crooked or incompetent, and some of them both.

## MARITIME DEALER VISITS ONTARIO FACTORIES.

H. V. Smith on Annual Trip West.

Mr. H. V. Smith, of Smith & Smith, Sydney, N.S., recently spent a couple of days in Toronto, where he was registered at the Queen's Hotel. After a visit with the Toronto firms with whom he does business, Mr. Smith left for Chicago, visiting the Karn-Morris Piano and Organ Co., Ltd., at Woodstock, and the Sherlock-Manning Piano Co., at London, on the way. He purposed returning home by way of New York and Montreal.

Mr. Smith, who pays a yearly visit to the firms whose agencies he controls, was a little later than usual this year, but saw the portion of Ontario through which he passed at its best. He purposed being home in ample time to make preparations for July and August—the best months for doing business in his territory.

The laying off of many hands at the large steel and iron works has affected piano trade in Cape Breton, stated Mr. Smith, but he reported a wonderful development in talking machine trade, his firm having the local Columbia agency. The Grafonola has proved a favorite with employees of the coal mining and iron companies and the large number of Scotch and people of Scotch descent has been an influence in the record business. Mr. Smith is personally impressed with the value of the talking machine as a means of bringing up children in an atmosphere of music and to make them appreciative of their homes.

Player piano business, Mr. Smith stated, had not yet assumed important dimensions in his territory because of the people not being educated to pay the amount the instrument represents and because his firm had been loth to feature them until they were able to have one of their own men thoroughly informed on player construction.

## NEW RECORDS

Advance lists  
for July

## EDISON RECORDS FOR JULY.

- BLUE AMBEROL REGULAR—65c.**
- 2325 Fourth of July Patrol (with Chorus) New York Military Band
- 2326 Fourth of July at Punkin Center (Stewart)—Talking Cal Stewart
- 2327 Favorite Airs from Ernani (Giuseppe Verdi) Edison Light Opera Co.
- 2328 I Love the Ladies (Jean Schwartz), ..... Irving Kaufman  
Tenor, orchestra accomp.
- 2329 Gipsiland March (Alex. F. Lillo) Edison Light Opera Co.
- 2330 Love's Hesitation—The Beauty Shop (Chas. J. Giesbert)  
Elizabeth Spencer and Vernon Archibald  
Soprano and baritone, orchestra accomp.
- 2331 Sing Rock-a-Baby to Me (Webb Long)—Will Oakland  
Counter-tenor, orchestra accomp.
- 2332 On the Banks of Lovelight Bay (W. R. Williams)  
Helen Clark and Emory B. Randolph  
Contralto and tenor, orchestra accomp.
- 2333 Off With the Old Love, On With the N.W. (Harry Carroll)  
Walter Van Brunt  
Tenor, orchestra accomp.
- 2334 Hesitate Me Around, Bill (Malvin Franklin)  
Arthur Collins and Byron G. Harlan  
Comic duet, orchestra accomp.
- 2335 He's Working in the Movies Now (Henry Lodge)  
Billy Murray  
Comic song, orchestra accomp.
- 2336 In the Heart of the City that Has no Heart (Joseph M. Daly)  
Ada Jones and Irving Gillette  
Contralto and tenor, orchestra accomp.
- 2337 The Wedding of the Rose—Intermezzo (Leon Jessel)  
American Standard Orchestra
- 2338 Norah McNamara (Piske O'Hara) Eugene Emmett  
Tenor, orchestra accomp.
- 2339 (a) Truamercel (Schumann); (b) Romance (Schumann)  
Elias Breeskin  
Violin.
- 2340 Sans Souci—Maxixe Bresilienne (Arthur N. Green)  
National Promenade Band  
For dancing.
- 2341 A Farewell (Samuel Liddle)  
Emory B. Randolph and Chorus  
Tenor and chorus.
- 2342 Believe Me If All Those Endearing Young Charms  
(Thomas Moore), ..... Kitty Berger  
Harp-Zither.
- 2343 Passing of Salmes—Waltz Hesitation (Archibald Joyce)  
National Promenade Band  
For dancing.
- 2344 On the Shores of Italy (Jack Glogau)  
Albert H. Campbell and Irving Gillette  
Tenor duet, orchestra accomp.
- 2345 Dream Girl o' Mine—Chauncey Oleott's "Shamene Dhu"  
(Cass Freedman), ..... Reed Miller  
Tenor, orchestra accomp.
- 2346 He'd Have to Get Under—Get Out and Get Under Medley—  
Turkey Trot ..... National Promenade Band  
For dancing.
- 2347 Chicken Reel (Jos. M. Daly), ..... Edward Meeker  
Cotton song, orchestra accomp.
- 2348 Pepper Pot One-step (Harold Ivers)  
National Promenade Band  
For dancing.
- Six Blue Amberol Records—By Homer Rodeheaver—65c. each.**
- 2349 If Your Heart Keeps Right (B. D. Ackley)
- 2350 I Walk With the King (B. D. Ackley)
- 2351 Mother's Prayers Have Followed Me (B. D. Ackley)
- 2352 My Father Watches Over Me (Chas. H. Gabriel)
- 2353 Old Fashioned Faith (B. D. Ackley)
- 2354 Somebody Cares (Homer Rodeheaver)



## COLUMBIA RECORDS FOR JULY.

- 12-INCH SYMPHONY DOUBLE-DISC RECORDS—\$1.50.**
- A5564 The Moon Has Raised Her Lamp Above (Benedict)—Morgan  
Kingston, Tenor, and Louis Kreidler, Baritone,  
In English, with orchestra.
- The Last Watch (Pinsuti), Morgan Kingston, Tenor,  
In English, with orchestra.
- 36883 Will Ye No Come Back Again? (Nairne), Margaret Wood-  
row Wilson, Soprano, In English, with orchestra.
- 12-INCH SYMPHONY SINGLE-DISC RECORDS.**
- 12-INCH SYMPHONY DOUBLE-DISC RECORDS.**
- A5558 I Puritani (Bellini), "Suoni la tromba" (Sound the Trumpet),  
Hector Dufrane, Baritone, and Henri Seot,  
Bass, In Italian, with orchestra.
- This (Massenet), "Voilà donc la terrible éte" (Behold  
the Terrible City), Hector Dufrane, Baritone, In  
French, with orchestra.
- 10-INCH BLUE LABEL DOUBLE-DISC RECORDS—\$1.00.**
- E1552 Prelude to the Deluge (Saint-Saens), Arthur Gramm,  
Violinist.
- Spanish Dance (Rehfeld), Arthur Gramm, Violinist.

## 12-INCH BLUE LABEL DOUBLE-DISC RECORDS—\$1.50.

- A5559 Carmen (Bizet), Chévere and Ferruzzo, Columbia  
Symphony Orchestra, Felix Weingartner, Conductor.
- L'Arlesienne Suite (Bizet), Prelude and Adagio, Co-  
lumbia Symphony Orchestra, Felix Weingartner, Con-  
ductor.
- 10-INCH DOUBLE-DISC RECORDS—85c.**
- A1537 Southern Zephyrs (Levy), Prince's Orchestra,  
Warbler's Farwell (Tobani), George Stahl, Violin; Mar-  
shall P. Lufsky, Flute, and Charles Schuetz, Harp.
- A1527 Summer (Chamoinde), Walter Lawrence, Bio-Soprano,  
Accompaniment.
- A Spring Morning (A Pastoral) (Carey), Walter Law-  
rence, Bio-Soprano, Orchestra accompaniment.
- A1528 Through the Panama Canal (Von der Mohlen), Prince's  
Band.
- From Ocean to Ocean (Smith), Prince's Band.
- A1529 Catch Me If You Can (Noel), Alexander Prince, Con-  
certina.
- Pride of the Roses (Lavalley), Pietro Deiro, Accordion.
- A1530 Years Ago (Devoone), Marry McCluskey, Tenor, Or-  
chestra accompaniment.
- Can't You Hear Me Callin' (Caro Roma), Frank Coombs,  
Counter-tenor, Orchestra accompaniment.
- 12-INCH DOUBLE-DISC RECORDS—\$1.25.**
- A5560 Medley of Old Songs (Arranged by M. Smith), One-step,  
Prince's Band.
- Kitty Mackay (Platzman), Hesitation-Waltz, Prince's Band.
- A5561 Jean Serrano Maxie (Stagliano), Prince's Band.  
All About for Dixie Land (Cobb), One-step, Prince's  
Band.
- A5562 The Castle Walk (Europe and Dabney), Prince's Band.  
Castle's Half and Half (Europe and Dabney), Prince's  
Band.
- A5563 Esmeralda (Castle Innovation Waltz) (De Mesquita),  
Prince's Band.
- Pepper Pot (Ivers), One-step, Prince's Band.
- 10-INCH DOUBLE-DISC RECORDS—85c.**
- A1532 Who Paid the Rent for Mrs. Rip Van Winkle? (Bryan  
and Fischer), Billy Watkins, Tenor, Orchestra accom-  
paniment.
- Follow Up the Big Brass Band (Reed), Peerless Quar-  
tette, Orchestra accompaniment.
- A1533 He'd Push It Along (Abrahams), William Halley, Baritone,  
Orchestra accompaniment.
- They Don't Hesitate Any More (Puck), William Halley,  
Baritone, Orchestra accompaniment.
- A1536 Harmony Bay (Sherman), Peerless Quartette, Orchestra  
accompaniment.
- On the Island of Pines (Carroll), Albert Campbell, First  
Tenor, and Henry Burr, Second Tenor, Orchestra accom-  
paniment.
- A1533 When the Angelus is Ringing (Young and Grant), Peerless  
Quartette, Orchestra accompaniment.
- In the Valley of the Moon (Brannen), Helen Clark, Sopra-  
no, and Henry Burr, Tenor, Orchestra accompani-  
ment.
- A1534 Me and Mandy Lee (Mills), Arthur Collins, Baritone, and  
Byron G. Harlan, Tenor, Orchestra accompaniment.
- When They Christened Brother Johnson's Child (Tracy  
and Jontes), Peerless Quartette, Orchestra accom-  
paniment.
- A1531 If I Were the Ocean and You Were the Shore (Bryan and  
Wells), Henry Burr, Tenor, Orchestra accompani-  
ment.
- Just a Little Bit of Green (Brannen and Lange), John E.  
Meyer, Baritone, Orchestra accompaniment.

T. F. Hinnegan's opening was well attended by  
Wallaceburg citizens, who greatly admired his stock  
of pianos, talking machines and sewing machines. His  
phonograph recital was greatly appreciated.

## Our New Better-Class Songs

are constantly coming in fresh  
from winning success in the  
concert halls of Britain.

New Songs, Piano Music,  
Violin and Organ Music, An-  
thems and Choruses in great  
variety. Liberal discounts to the  
trade.

Sole Agents for Edwin Ashdown, Ltd., Ennet & Sons,  
Elkin & Co., Leonard & Co., and other English houses.

Anglo-Canadian Music Co.

144 Victoria St.

Toronto

### TALKING MACHINE COMPANY AND PUBLISHERS CROSS SWORDS IN INTERESTING TEST CASE.

The recording of "Where My Caravan Has Rested," the well-known song by Hermann Lohr, on disc records for talking machines, has been the basis of a test case in London, England, and around this legal action has centred a great deal of interest both in music publishing and talking machine circles. In this action an injunction was sought by Chappell & Co., Ltd., plaintiffs, to restrain the defendants, the Columbia Graphophone Co. from infringing the plaintiff's copyrights in the song above mentioned.

The defendants alleged that the song was first published in 1910, and that in March, 1913, they gave the plaintiffs and Hermann Lohr notice of their intention to make graphophone records of the song; that the notice was given in the manner required by the Copyright Royalty System; that in conformity with such notice had the music recorded on disc records in the form of an orchestral accompaniment of the said song and had paid in the prescribed manner the royalties required by the copyright act, in respect to all discs sold by them; that for the purpose of recording an orchestral accompaniment the defendants purchased a copy of the song with piano accompaniment and caused a manuscript orchestral arrangement to be made therefrom, and that the said music had not been published before in the form of an orchestral accompaniment; that the making of a manuscript orchestral accompaniment was reasonably necessary for the purpose of recording the music with orchestral accompaniment; and that the plaintiffs were well aware of what the defendants were doing, and the former had acquiesced in the making of records.

The solicitors for the plaintiffs contended that although the defendants were entitled to make records of the song the latter were not entitled to make a manuscript orchestral accompaniment which was a clear infringement of copyright.

The solicitors for the defendants claimed that the defendants were entitled to make records and to make reasonable alterations to suit particular instruments, and that what they had done was reasonably necessary to produce the proper results in records and was not an infringement of copyright.

In granting the judgment asked for by Chappell & Co., Ltd., in brief Mr. Justice Neville said this:

The adaptation of the song with piano accompaniment for an orchestra in a written score would in itself be an infringement of copyright. Does the purpose for which the copy was made exonerate the defendants? The act gives a limited right to the author or owner of a musical work in respect of records created for the purpose of mechanically reproducing music. In the case of an assignment before the act of 1911 this right is given the author and not the assignee. Assuming what the defendants have done to have been no infringement of the author's right in respect to the record can that alter or limit the right of the assignee to the protection for the musical work which vested in him at the date of assignment? I do not think it can. The act of 1911 does not

purport to affect or diminish the copyright of the assignee and I think that such right is not altered. Therefore the plaintiff's action should succeed, and they are entitled to the relief they ask for, and to the costs of the action.

### EDISON DEALERS AND DISTRIBUTORS TO RECEIVE LEGAL PROTECTION.

Suit Entered by Victor Company in the United States.

"We stand ready to assume the defense of any patent suit brought against any jobber, dealer or user, based upon the sale or use of any of our disc phonograph apparatus," states Thomas A. Edison, Incorporated, in a letter to the trade, which was issued in reply to a circular letter sent out by the Victor Talking Machine Co., of Camden, N.J., announcing that they had instituted legal proceedings in the United States against Thomas A. Edison, Incorporated, for alleged patent infringement. Other companies are also being proceeded against.

The Edison letter to the trade, signed by Mr. C. H. Wilson, vice-president, dated May 26th, is as follows:—

"Our attention has been called to a circular issued by the Victor Talking Machine Co., under date of May the 20th, 1914, and addressed 'To the Trade.' It contains a statement to the effect that the disc phonographs and attachments for playing lateral cut records put out by this Company are infringements of three United States patents upon which suit has been brought against this Company in the United States District Court for the Southern District of New York.

"We wish to assure the trade that a careful examination of these three patents has been made by our Patent Counsel, and that in his opinion there is no basis whatever for any charge of infringement by reason of the use or sale of our apparatus. Jobbers and dealers should not be alarmed or misled by any circularized statements of this character, and in case of any suit being brought against them or of any threats being made, they should immediately communicate with us, we stand ready to assume the defence of any patent suit brought against any jobber, dealer or user based upon the sale or use of any of our disc phonograph apparatus."

### BRAMPTON PIANO MAN BEREAVED.

Daughter of Mr. W. K. Elliott Deceased.

It is with sincerest sympathy that the many friends in the trade of Mr. W. K. Elliott, the well-known music dealer of Brampton, Ont., learn of the bereavement in his family. The death occurred at the home of Mr. and Mrs. Elliott of their daughter, Mrs. Alice (Allie) Evans, wife of Mr. Craig Evans, manager of the Union Bank at Hagersville, Ont.

Mrs. Evans, who was a graduate nurse, had been married less than a year, and added pathos surrounds her untimely decease in view of the skillful assistance rendered to so many grateful patients during the practice of her profession. She died of pneumonia, and was only in her twenty-seventh year. Besides her parents and husband, the late Mrs. Evans is survived by one brother, Kenneth Elliott, in Saskatoon, and two sisters, Mrs. Birss, of Brampton, and Miss Mae Elliott, at home.

# Three Willis Characteristics Guarantee the Willis Agency

- The Tone
- The Name
- The Durability

Most pianos and players offered you *look* fine—else they would not sell. But anyone who has an ear for music will readily recognize the *rare* quality of pure sweet singing tone in WILLIS instruments.

Yet no matter how little visitors to your show-rooms may know of piano tone, they know the WILLIS name and have confidence in it.

The instrument as you place it in your customer's home *endures*—tone, case, keys, action, strings are chosen to last a lifetime, and all the while giving pleasure and absolute satisfaction.

We are also sole Canadian representatives for the celebrated

## Knabe Piano



The Crest  
of  
Quality

## WILLIS & CO., Ltd.

Head Offices :  
580 St. Catherine St. West  
MONTREAL, QUE.

Factories :  
ST. THERESE, QUE.



The Crest  
of  
Quality

## Montreal Letter

**Movement to Repeal Early Closing By-law—Posters May be Taxed—Business Little Below Normal But Outlook Bright—Personal Items.**

**B**USINESS with the retail piano dealers for the past month has been a series of flurries. A fair demand would suddenly come up and then would come a lull, and the local manufacturers have been working very hard to keep the output up with last year's. Just now better feeling is in the air, and some dealers report that within the past week orders have been coming in with more activity than for some time. Even with this demand business is somewhat below the normal, but the outlook at present is brighter than it has been. A feeling of confidence exists, and it is to be hoped that this will increase and that June will prove to be a better month than the opening days would indicate.

The "Martin March" is the name of the latest composition which has appeared in the musical world. At the sitting of the Board of Control recently, the city's chief magistrate received two copies of the march, on the front page of which was the smiling likeness of Montreal's Mayor. His Worship handed it over to Controller Hebert, who is a musician, for trial, but as no piano was available, and as the words were lacking, the music, which was composed by Mme. Irma Poirer, was not heard. There will probably be a demand for this music at the open air band concerts in the city parks this summer. His Worship was undoubtedly pleased at the honor done him, and everybody will now be anxious to know what the march is like.

Believing that the local storekeepers themselves would appreciate such a change, Ald. Thos. O'Connell prepared for submission to the council a motion asking for the repeal of the early closing by-law. If the motion carries, and Ald. O'Connell has canvassed his colleagues with favorable results, it will mean that all stores throughout the city may remain open on Wednesday and Thursday evenings without fear of prosecution. It was at the earnest request of the Retail Merchants' Association and other bodies that the council about three years ago decided to adopt a by-law making early closing on the evenings of Wednesday and Thursday compulsory. Efforts were later made to include Friday, and an energetic campaign to bring this about was launched by the Early Closing Association. The proposal was not adopted, however, and now Ald. O'Connell wants a return to conditions which existed before the present early closing by-law went through. The early closing by-law will affect between fifty and sixty thousand clerks in Montreal stores.

The Legislative Committee of the Montreal City Council is to study the possibility of placing a one-cent tax on all posters displayed, with the object of obtaining profit from amusements. The suggestion is being transmitted also to each alderman with the object of having the question thoroughly studied, the idea being to place the funds thus obtained at the disposal of charities in this city, and thus relieve the city budget of an item that each year runs into thousands of dollars.

The Montreal Board of Trade is taking no part in the proposed amendment to the bill now before Parlia-

ment to prevent misrepresentative advertising, nor has the subject been before the council. Several Boards of Trade throughout the Dominion, however, have discussed the matter, and come to the conclusion that the bill does not fully meet the requirements of the situation. The amendment suggested, drawn up by American advertisers, will so provide that practically every kind of printed matter will come within the scope of the law, and anyone who issues any statement, which is untrue, with a view to increasing the sale of an article, is liable to a misdemeanor.

No better indication can be given of the degree of popularity to which the Willis pianos have attained than the increasing number of sales recorded daily. The numerous additions to their manufacturing facilities from time to time demonstrate the piano-buying power of the public.

At the recent annual meeting of the Montreal Association for the Blind, Mr. Philip E. Layton was re-elected a member of the executive.

"With the large number of people invading their country homes, there is no denying the fact that it increases the demand for Columbia Talking Machines and records," said the Canadian Graphophone Company, "and we can safely say that we are on the threshold of as profitable a summer business as we have ever seen."

C. W. Lindsay, Limited, recently sold a Wurlitzer Motion Picture Orchestra to the Empire Theatre, Ottawa, which plays twelve different instruments at the will of the musician. This is the first of its kind to be used in Ottawa, and those who have heard it are unanimous in praising it. The Wurlitzer Motion Picture Orchestra combines a regular piano with the different instruments that make up an orchestra. C. W. Lindsay, Limited, are representatives in Eastern Canada for the Wurlitzer Motion Picture Orchestra.

William Lindsay Leach, eldest son of W. H. Leach, recently graduated from McGill University with the full-fledged title B.S.C.

"We are looking forward to coming days with pleasant anticipation," said Gervais & Whiteside. "Our May business was all and more than we expected, and shows what can be done in the way of handling an A1 product such as Karn-Morris instruments."

"Business is improving," said Layton Brothers, "and the past month with us has been a good one, especially in our Player Department, and with the usual large contingent of June weddings and our large prospect list on hand we have enough to keep us busy."

Hurteau, William & Company, Ltd., are conducting one of their Piano Club Sales with good success.

W. H. Leach, of the Leach Piano Company, has developed a craze for antiques and ancient paintings and studies of art, and has gathered together a representative collection of both, one that would do credit to an expert and old experienced collector.

C. W. Lindsay, Limited, have purchased a site in Kingston, and are remodelling the store and expect to take possession in August when complete. The warehouses, from all accounts, will compare most favorably with anything in Eastern Ontario. The new Quebec

*Dominion  
Quality  
is  
Economy*



*Dominion  
Price is  
More  
Economy*

*Ten years ago you sold a man an "Old  
Reliable" Piano — To-day you  
can go back and sell him an  
"Old Reliable" Player*

**Y**OU could not do that with an inferior make. But he has confidence in the DOMINION Piano. You can present argument after argument showing explicitly the advantages in owning a player piano—how the music of the whole world is at the command of the ordinary man and woman—classical, sacred, or ragtime, your player prospect can enjoy it unconcerned about technical difficulties.

Following this up you can prove to him that the DOMINION Player is simply the "Old Reliable" Piano with all its merits recognized wherever the British flag floats, equipped with the most perfect player action to be had on the market.

See about "DOMINION" territory before it is too late.

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THE  
DOMINION ORGAN & PIANO COMPANY, Limited  
BOWMANVILLE, ONTARIO, CANADA

Manufacturers of PIANOS, PLAYER PIANOS, ORGANS, STOOLS and BENCHES.

building is also under way, the ground having been broken. They expect to take over the building some time in November next.

The selection of a Martin-Orme piano for the beautiful new Masonic Temple, possibly the most splendid structure of its kind in Canada, is another signal mark of appreciation for this popular instrument which occupies a place of honor in a large number of Ottawa's institutions.

The last musical recital of the season, demonstrating separately and in combination the Steinway Grand Pianola piano and the Edison Diamond Disc Phonograph, drew a large and appreciative audience to the warerooms of Layton Brothers.

The many friends in the trade of R. A. Willis, vice-president of Willis & Company, Limited, will be pleased to hear that at present writing "Bob" is able to leave the hospital for home after an operation for appendicitis followed by an attack of pneumonia. With proper care a speedy recovery is assured.

"There is a feeling in the piano industry that the trade at large will accomplish during the last six months of 1914 exactly what it did during the last half of 1913. That is, piano manufacturers are looking for the really material improvement of the year to manifest itself during the months remaining. Factories in practically every important district of the country are gaining a little here and there, or perhaps taking on a few hands, with that the industry seems normally advanced for the season, and promises even more distinct improvement as time rolls on," said President A. P. Willis, of Willis & Company, Limited.

Poisy Freres are holding their own with the Mendelssohn product, and report a splendid trade covering all lines of this make.

J. A. Hurteau & Company, Limited, are finding a good healthy demand for New Seal Williams and Ennis instruments, and have of late put through some nice clean business, with a large proportion made up of cash sales.

J. H. Mulhollin pegs away and says nothing, but is sawing wood all the time. When the writer called for his usual report, he was just about closing the sale of a player piano, and had just time to say "business is not so bad." Mr. Mulhollin handles Evans Brothers' goods.

W. H. Wormwith, the well-known piano manufacturer of Kingston, was lately elected president of the Queen's Bowling Club of that city.

"Our business keeps up splendidly," stated J. W. Shaw & Company in a recent chat with the Journal. "Our factory is working to full capacity, and we note a steadily increasing demand for Shaw Pianos, and in the face of such demands we are naturally decidedly optimistic in our predictions for the balance of the year as regards future sales of Gerhard Heintzman and Shaw products."

C. W. Lindsay's, Ltd., new talking machine department will soon be ready. The ever-increasing business of this department has necessitated its enlargement. No money has been spared to make the new department an ideal one, with numerous bright sound-proof demonstration rooms, which offer every comfort for the selection of talking machines and records.

W. W. Bohne, of the well-known piano hammer and string manufacturing firm of W. B. Bohne & Co., Toronto, recently visited the local trade.

Mr. C. R. Coleman, manager of the R. S. Williams & Sons Co., Ltd., local branch, has returned to his desk from a conference of his firm's branch managers at headquarters in Toronto.

## Winnipeg Letter

**Selling Staffs Working Hard—Collections Fair—Talking Machine Business Keeping up Satisfactorily**

PERSISTENT and consistent effort on the part of selling staffs is required to get what business the dealers are booking in piano and player sales. In this respect Winnipeg and vicinity probably does not differ from other centres, and the lack of spontaneity has had no depressing effect as the dealers are invariably cheerful as to the early return of more favorable trading conditions. Collections are reported fair. The talking machine business has kept up remarkably well, and the past couple of weeks has brought an added demand for outfits for camps and summer homes. The talking machine is now recognized as necessary for the complete enjoyment of the summer outing.

Mr. F. S. Jost, Manager of the Doherty Piano Co.'s Calgary store has resigned and gone east to engage in the automobile business. For the present Mr. A. A. Hill, Manager of the Edmonton store and formerly Assistant Manager at Winnipeg, will have charge of both the Edmonton and Calgary branches.

Mr. Walter Porter, accountant with Winnipeg Piano Co., visited Rochester for the purpose of consulting a specialist in regard to a serious internal ailment.

Mr. Fred Morris, of Prince Edward Island, recently visited the warerooms of the Winnipeg Piano Co., and delighted his friends with one of his inimitable piano solos.

Two employees of the local Mason & Risch branch, have recently entered into a partnership with the best wishes of a host of friends. Miss May Agnew of the office staff was married to Mr. Gerald H. Steel, of the firm's tuning staff. The wedding ceremony was performed at the Young Methodist Church by the Rev. A. Whiting.

The Karn-Morris Piano & Organ Co. report city business as being quiet, but have no complaints in regard to country trade.

Mr. O. Wagner, Manager of the R. S. Williams & Sons Co. local branch, has just returned from a visit to headquarters at Toronto where the branch managers, sales managers and officials of the company met in a week's business conference.

Mr. W. H. Freeland, who has been in charge of the phonograph department of the Messrs. J. J. H. McLean Co. for some time is now on the road with Columbia lines.

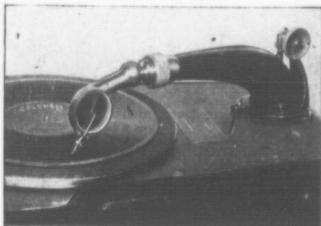
Mr. Redmond, of the firm of the J. J. H. McLean Co., left recently on a three months visit to his summer home at Picton, Ont.

Mr. E. C. Seythes, Manager of the Williams Piano Co., Western Branch, is on a business trip to the Coast.

# Eight easy sellers—

WRITE FOR THE NEW DESCRIPTIVE FOLDERS—

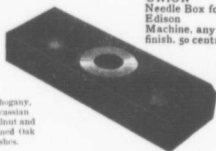
## Union TALKING MACHINE Specialties



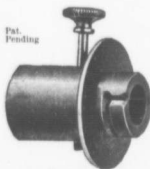
Pat. No. 776-672

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

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



Mahogany, Circassian Walnut and Fumed Oak finishes.



Pat. Pending

UNION Modifier for Columbia Machines

UNION No. 3, for Columbia Machines.  
Gold Plated, \$3.00  
Nickel, oxidized, \$2.00

Pat. Pending



Union Specialties double the range of your customers' machines.

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

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

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

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

### NEW ILLUSTRATED FOLDERS IN COLOR

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

## The Union Specialty & Plating Co.

409 Prospect Ave., N.W., Cleveland, Ohio, U.S.A.

### DISTRIBUTORS

W. Doherty Piano & Organ Co., Limited,  
Calgary, Alberta, and 324 Donald Street, Winnipeg  
Fletcher Brothers, Limited,  
633 Granville Street, Vancouver, B.C.  
Gerhard Heintzman, Limited,  
41-43 Queen Street West, Toronto, Canada.  
Layton Brothers,  
250 St. Catherine Street West, Montreal, Canada.  
C. Robataille,  
320 Rue St. Joseph, Quebec.

### NOTICE

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

Pat. Pending



UNION Modifier for Edison Machines (open)

USUAL DISCOUNT TO DEALERS.



Pat. Pending

UNION No. 2, for Victor Machines.  
Gold Plated, \$3.00  
Nickel, oxidized, \$2.00

Pat. Pending



UNION Sound Box  
Gold plated \$2.00  
Nickel, or oxidized \$2.00



1/2 Actual size  
Pat. No. 776-672,  
others pending.

UNION No. 1 (shown in use with UNION Sound Box in upper left-hand corner.)

Gold Plated \$1.00. Nickel or oxidized \$1.00.

UNION Modifier for Victor Machines



Pat. Pending



Mr. W. Stumps and Mr. T. E. Callahan, representatives for Whaley, Royce & Co., Ltd., Western Branch, are preparing for their western trip. They are anticipating a good fall trade.

Mason & Risch Co., Ltd., are now established in their new store at 302 Portage Ave. The painters and decorators are very busy converting this store into most delightful piano and talking machine parlors. Mr. Jas. G. Whiteacre of this firm, with headquarters at Vancouver, is on a business trip to Toronto.

The Fowler Piano Co. report business as slightly improved, but are not looking for it becoming normal before fall. Mr. D. S. Cluff, western representative of Willis & Co., paid the company a visit during the early part of May. Collections are reported by Mr. Fowler as being slow.

The Winnipeg Piano Co. report a slight improvement in sales and collections. This firm have just received a handsome concert grand of the Gerhard Heintzman make and also a shipment of the larger styles of Columbia Grafonolas, a welcome acquisition to the graphophone department. The talking machine departments reports better business in Edison and Columbia lines, due in part to camping preparations.

The Doherty Piano Co., Ltd., have just received samples of their new "Solo" Player, a complete player action installed in a regular size piano case. This firm report piano business as not by any means brisk, but state that collections are coming in fairly well with phonograph business keeping up well in spite of trade depression, many campers outfits being sold. Mr. Stanwood, Western Manager of the Doherty firm has removed to his handsome new residence, cor. Grosvenor and Wilton Sts., Crescentwood.

Mr. Fitch and family have returned after an enjoyable month's holiday spent at their ranch in Bellingham, Wash. Mr. Fitch, who is the Western Manager for the Babson Bros. Edison Phonograph dealers, reports business as being fair with his firm.

Wray's music store are making no complaints in regard to trade. Their old customers are finding them at their new stand, also a number of new ones.

#### SASKATOON DEALERS BENEFIT BY MUSIC FESTIVAL.

Many musical people and lovers of music visited Saskatoon on May 25th, 26th and 27th, during which days was held the great musical festival of the Saskatoon Musical Association. The local music houses made special preparations for the reception of visitors, and through newspaper advertising opened their warehouses to them, and offered the free use of instruments for practice.

**WANTED**—Piano salesman to take complete charge of piano department. Apply W. B. Jennings Furniture Co., St. Thomas, Ont.

**WANTED**—A good retail piano salesman to sell in the Ontario field. Permanent position with good salary. Apply The Williams Piano Co., Ltd., Oshawa, Ont.

#### COLUMBIA DISTRIBUTION IN WEST. Western Fancy Goods Co. Enlarge Organization. Robert Shaw in Charge of Columbia Department.

Western Fancy Goods Co., wholesale distributors of Columbia Graphophone Co.'s lines in Manitoba, Saskatchewan, Alberta and British Columbia, are materially enlarging this branch of their business. Mr. Robert Shaw, of Winnipeg, well known in the west, has recently assumed the management of the graphophone department, and is already busy in an active campaign to enlarge Columbia business throughout the Western Provinces.

As the western trade knows the head offices and warehouses of Western Fancy Goods Co. are located in Winnipeg, and they have had for some years a branch at Vancouver. The Journal understands that other distributing points will be opened up for the Columbia line in the near future, including Saskatoon and Calgary.

Mr. J. E. Williams, formerly associated with Mr. Shaw in the talking machine business, and in which line he is thoroughly experienced has been added to the



Mr. Robert Shaw

Western Fancy Goods Co. organization and will have charge of Alberta Province with headquarters at Calgary, where his office address will be at 325 Eighth Ave. West. He will have a staff of competent assistants in thoroughly working his territory and in providing an "immediate shipment" service to dealers.

Mr. Harley Henry, with headquarters at Ontario Ave. and 24th Street, Saskatoon, will look after Columbia distribution for the territory of which Saskatoon is the logical distributing centre. He will have two travellers to assist him in catering to the wants of Columbia retailers.

The Vancouver branch at 562 Beatty Street is in charge of Mr. C. H. Fraser, who carries a complete stock of grafonolas and record to give British Columbia dealers a factory service.

In Manitoba a number of new Columbia agencies have been opened up by Mr. D. K. McCrae, who has developed into an enthusiastic and capable Columbia man. Mr. W. H. Freeland, until recently with J. J. H. McLean Co., is also connected with the Western Fancy Goods Co. organization.

Mr. Shaw, whose talking machine experience dates back to the inception of the industry has always been an enthusiast, and contends that every home in Canada

should have this agency of musical education. A part of his policy in his new capacity is to give Columbia dealers every possible assistance in selling as well as in the prompt delivery of their requirements. Closer co-operation with the Columbia factory at Toronto has been arranged so that regular shipments will always be made to the western distributors.

### R. S. WILLIAMS' BRANCH MANAGERS VISIT HEADQUARTERS.

#### Spend a Week in Business Conference.

During the last week of May, the branch managers of the R. S. Williams & Sons Co., Ltd., visited headquarters in Toronto, and spent the week in conference with officials of the company and departmental managers.

In former years it has been the custom of the general manager, Mr. H. G. Stanton, who is also vice-president of the company, to personally inspect the branches, but it was thought advisable to have the branch managers this year come to Toronto and get in closer touch with the organization that Mr. Stanton has been so successful in effecting.

A programme had been prepared in advance, so that no time was lost in waiting or deciding what subject to take up next. Conferences were held to discuss problems of the various departments and of the various branches, and there was such an exchange of ideas, systems and plans that is bound to greatly increase the efficiency of the service that is always the first consideration of the general manager.

The business sessions were punctuated with recreation features, including golfing, baseball, theatre parties and a visit to Niagara Falls. The programme also provided time for the visiting managers to thoroughly inspect the Williams building at 145 Yonge street, and visit every department.

The visitors were Mr. C. R. Coleman, manager of the Montreal branch; Mr. O. Wagner, manager of the Winnipeg branch, and Mr. Charles Clarin, manager of the Calgary branch. The official conference of the visitors and department managers was brought to a close with a banquet at the Ontario Club, at which Mr. R. S. Williams, president of the company, presided.

### J. W. ALEXANDER OPTIMISTIC.

When seen in Toronto recently, Mr. J. W. Alexander, president of the Dominion Organ and Piano Co., Ltd., who had motored up from Bowmanville, stated that so far they had been kept running full time, with orders coming in very satisfactorily in view of existing conditions. Export business in organs his firm have found particularly good, having just lately received some large orders for immediate shipment. Mr. Alexander pointed to the decline in railway earnings as an evidence of the falling off in general shipping business, but anticipated an early revival to normal conditions. With no decrease in the country's natural wealth, and this year's crops looking so well, he could see no reason for other than a most hopeful view of the outlook.

Mr. C. Rehder, Manager of the Bowmanville Foundry Co., Ltd., of Bowmanville, Ont., has returned from a business trip to Cleveland, Ohio.

### VIOLIN HOUSE PERSONALS.

Mr. Walter Beare, of Beare & Son, the Old Violin House, London, England, has returned home from his annual visit to Canada and U. S. points. Mr. Beare spent some ten days at the firm's Canadian headquarters in Toronto, where he found satisfactory progress being made under the management of Mr. P. Bone. During his brief visit Mr. Beare was successful in closing a number of important sales of old fiddles. He crowded considerable business into a short stay, as immediately on his return to London there awaited him the supervision of an extensive new catalogue the firm are issuing.

Mr. W. H. Henstridge, who has represented Beare & Son on the road in this country for almost a year, during which period he has travelled Canada from coast to coast, has returned to London, England, to assist Mr. Walter Beare with the inside work at the firm's head office. Mr. Henstridge booked his passage on the "Alsatian."

Mr. S. A. P. Clarke, an experienced traveller, who is well-known in the drummers' fraternity, has been appointed to succeed Mr. Henstridge, and is at present covering Ontario with Beare & Son's lines. In the near future it is Mr. Clarke's purpose to cover the territory both in Eastern Canada and the North-West Provinces.

### NEWBIGGING CABINETS TO BE TRADE MARKED.

Mr. R. P. Newbigging, president and general manager of the well-known cabinet manufacturing firm of Hamilton bearing his name, has decided to trade mark all Newbigging cabinets, and this fact is of interest to music dealers. The object is to protect dealers against cheap imitations, and the trade mark indicates that the manufacturer guarantees his products. If a cabinet leaves the Newbigging plant with defective workmanship the makers stand ready to replace such defect.



The Newbigging Cabinet Company's New Trade Mark.

The Newbigging Cabinet Co.'s aim is to make an article that will be in every way suited to the surroundings of the home in which it may be placed, and dealers will be able to draw attention to the trade mark as an evidence of the manufacturer's faith in his product.

Among original ideas adopted by the Newbigging Cabinet Company in player roll and talking machine record cabinets, are the patent key-board, adjustable metal shelving, nickel-plated trimmings, gliders on feet, etc.

C. A. Grinnell, head of the prominent music house of Grinnell Bros., of Detroit, with branches in Western Ontario, has left for Europe on the steamer "Imperator." Mr. Grinnell was accompanied by Mrs. and Miss Grinnell.

**TWO OFFICERS PROMOTED.**

At the annual meeting of the Williams Piano Co., Ltd., held in the company's office, Oshawa, on Thursday, May 14th, 1914, two important appointments were made, Mr. Wm. Puckett to the position of Treasurer, and Mr. Chas. F. Serviss as Secretary of the company.

Both are bright young men and are eminently qualified for these positions. Mr. Puckett was with the Standard Bank until 1910, when he accepted the posi-



MR. CHAS. F. SERVISS,  
Secretary Williams Piano Co., Ltd., Oshawa.

tion of accountant with the Williams Piano Co. He soon showed marked ability in that work, and his appointment as Treasurer, filling the vacancy caused by the death of the late L. G. Cassels, was no surprise to those associated with him. Mr. Serviss has been in the employ of the company for some eighteen years, and has gradually risen from office boy, and now fills one of the most important offices of the company. Mr. Serviss will still attend to the buying, a position in which he has shown remarkable shrewdness.

**SOLO-ARTIST RECORDS.**

Further additions have been made by the Otto Higel Co., Ltd., to their list of solo-artist records, which as the trade understands are hand-played records for player pianos. These are provided with side perforations which operate the Solodant or accenting device. There are also perforations which automatically operate the sustaining pedal of the piano. The June list of solo-artist records, which are issued in addition to the Solodant music rolls, include the following:—

500453	Adele .....	Briquet and Phillips	\$0 75
	From Opera Adele.		
500468	Fifth Nocturne .....	Leybach	2 00
500414	In the Candle Light.....	Fleta Jan Brown	1 00
500423	Little Church Around the Corner.....	Harry Carroll	75
500475	Love's Old Sweet Song.....	Molloy	1 25
500445	Mine. Song .....	Alfred Solomon	1 25
500434	Sparklets .....	Walter E. Miles	1 00
500485	Sweetest Story Ever Told.....	Stults	1 25

**TRADE NEWS.**

The contract has been let for the erection of the new church of the Immaculate Conception at Peterboro, Ont.

Mr. J. M. Fortier, of the P. T. Legare piano house, Quebec City, was a recent trade visitor to New York City.

Mr. George Werner has opened a music store at Prince Rupert, B.C., to carry pianos, organs, sheet music and small goods.

Work has been commenced at Lethbridge, Alberta, on a new church for the Lethbridge Ward of the Church of Jesus Christ of Latter Day Saints.

Mr. Ferguson, of Bayley & Ferguson, music publishers of Glasgow, Scotland, is expected to reach Toronto shortly on his way home to Britain from Australia.

Word is received that Mr. John J. Brueggeman has bought out the sheet music and orchestra department of the Weyburn Music Store of Weyburn, Sask., from Mr. William Brown.

A site has been purchased for the erection of a new church for Maek Street Methodist Congregation of Peterboro, Ont. It is not the purpose to commence the new edifice this year.

W. M. Dunlop, of the Thomas Organ Co., has returned from his semi-annual trip through the Maritime Provinces, where he was cordially received by the many representatives of the Thomas Co.

H. Astley, of the Astley Piano Co., Edmonton, has received the appointment as a Commissioner to the General Assembly of the Presbyterian Church to be held in Woodstock, Ont., June 3rd.

Mr. Walter Saville, of J. B. Cramer & Co., Ltd., the London, Eng., piano house, is on this side of the Atlantic for an extended visit in Canada and the United States. Mr. Saville arrived on the "Lusitania."

Bishop Seollard, who recently spent a Sunday at Port Arthur, stated that the new Roman Catholic



MR. WILLIAM PUCKETT,  
Treasurer Williams Piano Co., Ltd., Oshawa.

Church would be built this year. It is the purpose to call for tenders as soon as the plans are approved. The cost is to be \$100,000.

During May Walter F. Evans & Co., Vancouver,

B.C., conducted a Piano Club Sale. The advertisements announced instruments regularly priced at \$500 for \$372 or terms of \$20.00 cash and \$2.20 per week, instruments regularly priced at \$400 for \$288 with \$10.00 cash and \$1.90 per week. The special privileges granted to club members included free delivery, free tuning, life insurance and exchange privileges.

The Johnson Piano Co., of Hollis St., Halifax, N.S., introduced a "poemette" in their recent local advertising (with apologies to Robert Burns (?)). This is it:

Mid schemes and counter-schemes  
Where'er you may roam,  
There is no place like Johnsons'  
To get a good Piano for your home.

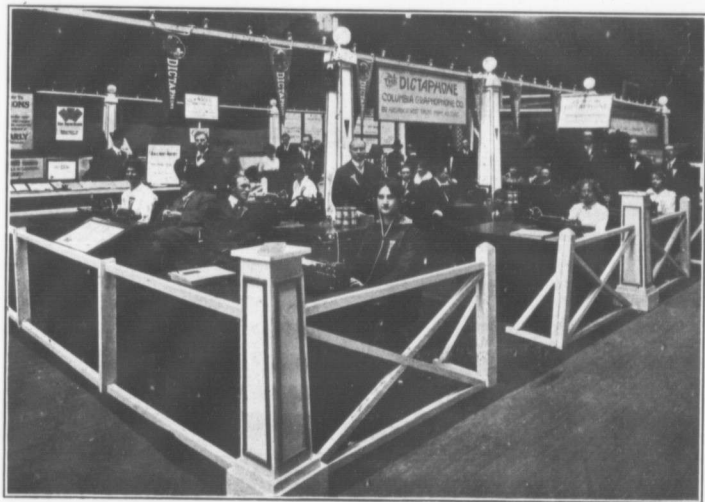
Mr. B. L. Hyam, of the Music Supply Co.'s, selling staff recently returned to his firm's headquarters in Toronto from a visit to the Maritime Provinces in the interests of the Columbia grafonolas and records. A gratifying feature of his eastern trip, Mr. Hyam stated, was the demand for the higher priced types. He visited Prince Edward Island as well as Nova Scotia and New Brunswick and opened up a number of new Columbia agencies.

Mr. J. W. Woodham, General Manager Foster-Armstrong Co., Ltd., manufacturers of Haines Bros. and Marshall & Wendell lines, has returned to Toronto from a tour of the Maritime Provinces. Mr. Woodham reports the results of his trip much better than he anticipated, although eastern industries are feeling the financial stringency as in other parts of the country. There seemed to be no lack of interest in fox ranching and no lack of funds for investment. Maritime dealers are looking forward to a good fall season.

Mr. R. B. Allen, the well known music dealer of Napanee, Ont., when seen by a journal representative in Toronto recently, stated that business in his territory did not fluctuate greatly, but that good crop prospects would materially assist. Mr. Allen works an extensive territory with Napanee for the centre and is well known among the farmers whose confidence he has been successful in securing. Speaking of the talking machine trade, Mr. Allen who handles the Columbia line, expressed the opinion that the manufacturers in advertising prices should emphasize that the prices are for cash, so that prospective purchasers would realize that there must be a difference between cash and time prices. Talking machine trade he states has developed into an important branch of his business, though a large proportion of it is instalment business, necessitating a close watch on collections.

#### PATENT IVORY POLISH.

The Caplan Manufacturing Co., 49 Sherman Ave., Jersey City, N.J., report splendid success in repeat orders for their patent ivory polish. C. & J. Campbell, of Philadelphia, recently wrote them as follows: "Your polishing powder was recommended to us by the Schumann Piano Co., of Rockford, Ill., for taking stains from piano keys and would be pleased to receive a sample of this powder from you and your lowest prices to us. We may use a considerable amount of it in our wareroom and among out patrons." Other piano firms who have used Caplan's Ivory Polish recommend it highly.



THE DICTAPHONE AT THE RECENT BUSINESS SHOW IN TORONTO.

Mr. A. G. Farquharson, Canadian Manager Columbia Graphophone Co., seated in the foreground dictating to a Dictaphone. To the left of the picture is Mr. Jas. P. Bratt, Mr. Farquharson's predecessor. Mr. J. H. Wilson, Dictaphone Salesmanager is standing in the centre of group. Mr. Otis C. Doran, Assistant Manager Columbia Graphophone Co., is seen seated to the right of the picture dictating to a Dictaphone.

**A TWO MONTHS' SLEEP UNNECESSARY.**

"We must not be contented with the quiet time which returns to the sheet music department with the month of June," said a sheet music man to the Journal the first week of this month. Continuing, he said: "It's a caution what can be dug up in sheet music trade with a little extra effort—the sending out of a few post cards each week calling attention to a certain song; or doing any little stunt to stir things up a bit.

"Just let every music dealer try it for himself. At this time of the year it may be a little harder to get, but it will come if only we can get out of the habit of letting things slide until fall."

**MR. HANNA HOME FROM ENGLAND.**

Mr. John Hanna, manager of the Anglo-Canadian Music Co., Toronto, just landed in New York on his return from a month's business trip to London, England, in time to hear of the awful disaster which befel the "Empress of Ireland" and her passengers.

Mr. Hanna returns to Canada after making arrangements for the distribution of a good list of novelties during the coming season, and regarding which the dealers will be advised from time to time. He intimated to the Journal that the British publishers are displaying much more interest in affairs musical in Canada. Mr. Hanna also cited many improvements which had taken place in the old City of London since his last visit six years ago.

Both going and coming Mr. Hanna had a splendid voyage, although he guardedly made provision for that exception—the usual "day or so."

**VICTOR AIMARD'S TEACHING COMPOSITIONS.**

Victor Aimard's teaching compositions are featured on another page of this issue by Evans & Co., the London publishers. The series of six Miniatures Musicales are attractively gotten up, published with continental fingering only, and present a variety of material for pupils requiring comparatively easy numbers. They are: "Rondo," "Valsette," "Mazurka," "March," "A la Gavotte" and "Polka."

Even a wider variety of teaching material is furnished in a selection of high-class piano solos, also by Victor Aimard, but published with both English and continental fingering. These include: "Abendlied," "Air de Ballet," "Caprice des Fées," "Chant d'Avril," "Chanson Pathétique," "Danse Negre," "Humoresque," "Hungarian Dance," "Impromptu in A Minor," "La Rosée du Soir," "Morgenlied," "Marianette Dance," "Polichinelle," "Rondo Capriccio."

Messrs. Evans & Co., who characterize themselves as the "home for modern teaching compositions," state that they will be glad to furnish specimen music free to dealers desiring catalogue and trade terms.

**"PALS" OF "DEWDROP TIME."**

May H. Brahe's "Dewdrop Time," which was mentioned in the last issue as a popular Enoch & Sons' song in Canada, is reported by the Canadian agents to be much in demand this month, as is also "The Voice of Home," by H. Lane Wilson.

Singled out from the other publications which have

won their way into Enoch & Sons' "successful list," are these, which Canadian dealers are selling in pleasing quantities:

"Follow the Piper," A. Herbert Brewer; "Sunshine and Butterflies," Herbert Banning; "Jean," H. T. Burleigh; "The Silver Ring," C. Chaminade; "Swing My Cherub," G. H. Clutsam; "The Way, the Life," Teresa Del Riego; "The Captain's Eye," Percy E. Fleteher; "Brian of Glenmar," Herbert Graham; "Rose-Way," R. Leoneavallo; "My Rose," Jeanne Malcolm; "Down in Lover's Lane," Easthope Martin; "Fairings," Easthope Martin; "Cherry Blossom Time," Herbert Oliver; "A Memory," Edna R. Park; "Down in the Forest," Landon Ronald; "O Lovely Night!" Landon Ronald; "For the Years to Come," Edward Teschemacher; "An Emblem," Jack Thompson; "Love You Have Made Me a Garden," Jack Thompson; "The Nightingale and the Rose," Jack Thompson; "You—Just You," Jack Thompson.

**ERNEST CRAMPTON'S COMPOSITIONS.**

In addition to "Lackaday" and "An Old-World Garden" mentioned in the last issue of the Journal there are a number of other songs with words and music by Ernest Crampton for which Cary & Co., the London publishers are experiencing an active run. One of the British critics has pointed out Mr. Ernest Crampton as one who is to be congratulated upon his happy knack of turning out tuneful haunting melodies and lilting verse.

These other Ernest Crampton songs are: "A Hundred Years Ago," "An Old Spinnet," "Great-Gran Mamma," "The Oak Gallery," "The Sedan Chair," all belonging to the Gavotte series.

"Grey Shadows," a ballad to suit Contralto or Baritone. "Afterdays," a sentimental song to suit any voice. "Noreen," a light ballad with a swinging refrain. "Little 'Uns," a book containing five small songs of a quaint type. 1. The ships that don't come home; 2. Dates; 3. Dada's Pipe; 4. Grown-ups; 5. Twenty-one.

"Summer Message," a song for all voices. "Argentine," a breezy Waltz Song for Soprano, Tenor, or high Baritone. "Dear Little Hands," a dainty expressive ballad. "They Think I'm Grand," an original type of humorous-pathetic song. "An Ancient Story," a new song rather of the Gavotte series type. "When Love Calls," a waltz song.

Cary & Co.'s dance music also includes several numbers that are "in the swim."

**ENTERTAINING THE CHILDREN.**

The incorporation of Glasgow, Scotland, some time ago entertained nearly 200,000 children in the city parks, and in announcing the event the daily papers said: The publishers of "Kerr's Guild of Play" have been asked by the Corporation authorities in charge of the entertainment arrangements to provide band parts for several specially selected singing games from that publication for the Children's Day celebrations. The games selected are: "Jing-ga-Ring," "Lubin Loo," "Nuts in May," "Dree, Dree, Dropped it," "Broken Bridges Falling Down," "Bee-ba-Babity." Two other

## HOUSE OF CHAPPELL

# To Sheet Music Dealers

The following songs of recent publication have been re-ordered throughout Canada, and we would recommend them to, and invite all Dealers to specially look over the numbers during the "off time" with a view to stocking for next Fall business.

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"Oh, bother!" sang the thrush"

**Guy d'Hardelot**  
"Roses of Forgiveness"

**Teresa del Riego**  
"The Reason"  
"Sink, Sink, Red Sun"

**Florence Aylward**  
"The Call of Life"  
"Morning—and You!"  
"Three"

**Dorothy Forster**  
"Dearest, I bring you daffodils"  
"I heard a sweet song"  
"Were I some star"  
"A Psalm of Love"

**Eric Coates**  
"All mine own"  
"The Grenadier"

**Hermann Lehr**  
"Little grey home in the West"  
"Wonderful garden of dreams"  
"The Little Girl Next Door"  
"The Port of 'Au Revoir'"  
"There's a hill by the sea"  
"Where my caravan has rested"

**Leslie Elliott**  
"The Summertime Moon"  
"O Lonely Pines"  
"The Whisperin' Wheat"

**Kennedy Russell**  
"The Barber of Turin"

**Laxton Eyre**  
"Till Then"

**Sivori Levey**  
"He Met Her on the Stairs"

**Charles Willeby**  
"A Heap of Rose-Leaves"

**Paul A. Rubens**  
"I Love the Moon"

**Haydn Wood**  
"God make thee mine"  
"The Dewdrop and the Sun"  
"A Song of Hope"  
"Fairy Waters"

**H. Lyall Phillips**  
"Colinette"

**Herbert H. Nelson**  
"Wolf of the Bowman"

**Alfred Harriss**  
"aly hidden rose"

**Graham Peel**  
"In Summer-time on Bredon"

**Sheridan Gordon**  
"A Fat Li'l' Feller Wid His  
Mammy's Eyes"

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**Paradise.** A Hesitation Valse  
**Bonita.** A Southern Dance (Tango)  
**Bumps.** Valse  
**Gloria.** A Hesitation Valse

**Rosemaiden.** Valse  
**Charivari.** Professeur Cook's New Dance  
**Amoroso.** Tango  
**She Had Her Spats on.** One-step  
**Lodestar.** Valse  
**Dance of the Disappointed Fairies**  
**La Flamme.** Valse  
**The Butterflies' Ball.** Air de Ballet

*Cecil Macklin*

*Cecil Macklin*

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popular games are also given—"The Grand Old Duke of York," and "The Jolly Miller,"—and these will be played at intervals by the bands engaged.

The Guild of Play referred to is that published by James S. Kerr, of Glasgow, and is a book containing over 40 of the most popular singing games, each with words and music, and with the game fully described. The sol-fa notation is given in addition to the staff and the piano arrangements have been kept simple so as to be within the technical ability of the young folks themselves.

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- No. 9. "The Union Jack."
- No. 10. "Medley."
- No. 11. "Irish National."
- No. 12. "Killiecrankie."

## NEW MUSIC

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Ottawa

28727. "Les Lilas." Valse. Legerre. Poesie de Chapman. Musique de A. Lamoureux. Montreal, Que.
28728. "If I Had You." Words and music by Irving Berlin.
28729. "Along Came Ruth." Words and music by Irving Berlin.
28731. "They're on Their Way to Mexico." Words and music by Irving Berlin.
28735. "Canadians All." A Toast (Song). By David H. Waterbury, St. John, N.B.
28737. "La Gioconda." Waltz. By Alfred A. Walker, Toronto, Ont.
28747. "Canada, My Canada." Words and music by Daley and Eaton. Hilton, Eaton, Orillia, Ont.
28748. "Frances." Words by W. Chapman. Music by Xavier Mercier. Francois Xavier Mercier, Quebec, Que.
28750. "Please Do My Family a Favor (and Love Me)." Words by Grant Clarke. Music by Maurice Abrahams.
28751. "If You Don't Want My Peaches." (You'd Better Stop Shaking My Tree). Words and music by Irving Berlin.
28752. "In the Channel of Beautiful Love." Words by E. Vaughn and Tom Franklin. Music by Lew Ford.
28753. "Rock of Ages." Anthem. Words by A. M. Topedy. Music by E. R. Howies. Anglo-Canadian Music Publishers' Association, Limited, London, Eng., and Toronto.
28759. "All He Does is Follow Them Around." Words by Grant Clarke. Music by Maurice Abrahams.
28770. "Dites Moi (Tell Me)." Waltzes. By Estelle B. Stillman.
28771. "By the Susquehanna Shore." Words by Jean Havez. Music by Louis Silvers.
28772. "Loves Me Like the Ivy Loves the Oak Tree." Words by George J. Morley. Anglo-Canadian Music Publishers' Association, Limited, London, Eng., and Toronto.
28773. "The Castle Walk." Words by Elsie Janis. Music by W. E. MacQuinn.
28774. "The Valley of Dreams." Words by Edith C. Watts. Music by Jean C. Havez.
28775. "That's Why Girls Leave Home." Words by Thos. J. Gray. Words by Raymond Walker.
28776. "Back, Back, Back to Indiana." Words by Gus Kahn. Music by Egbert Van Alstyne.
28777. "The Silver Tip." Rag Dance. By Frederic Owens Hanks.
28778. "Two Lots in the Bronx." English words by Edward A. Paulton. Music by Adolf Philipp.
28779. "My Darling Wife." English words by Edward A. Paulton. Music by Adolph Philipp.

28780. "Here's To Us." English words by Edward A. Paulton. Music by Adolf Philipp.
28781. "I'm Fond of You—You're Fond of Me." English words by Edward A. Paulton. Music by Adolf Philipp.
28782. "Money Makes the World Go 'Round." English words by Edward A. Paulton. Music by Adolf Philipp.
28783. "Two Years Hence." English words by Edward A. Paulton. Music by Adolf Philipp.
28784. "Real Life and Melodrama." English words by Edward A. Paulton. Music by Adolf Philipp.
28785. "The Water-Lily." Dance. By H. R. Bessler, J. E. Belair, Montreal, Que.
28797. "Marche Martin." Par Mme. Irma T. Poirier. Irma T. Poirier, Montreal, Que.
28808. "Priere a la Sainte Vierge." Poesie de Sr. M.I. Musique de Arthur Pruneau.
28809. "Salse Regina." Paroles Francaises. Musique de Arthur Pruneau, Montreal, Que.
28810. "Ten Thousand Times Ten Thousand." Anthem. Words by H. Alford. Music by Frank C. Gaved. Whaley, Royce & Co., Limited, Toronto.
28814. "The Steeple Chase." March Galop. By Harry J. Lincoln.
28815. "A Woman Without a Heart." Words by Carl Loveland. Music by Harry J. Lincoln.
28816. "Tell Me That You Love Me." English words by Edward A. Paulton. Music by Adolf Philipp.
28818. "Robbers Everywhere." English words by Edward A. Paulton. Music by Adolf Philipp.
28819. "On the Road to Mexico." (Through Dixie Land.) Words by J. Will Callahan. Music by Egbert Van Alstyne.
28820. "If the Sands of All the Seas Were Fearless Pearls." Words by James Weldon Johnson. Music by Will Marion.
28821. "One Summer's Day." Words by Jean C. Havez. Music by Louis Silvers.
28822. "Chickens on Parade." Words by Jean C. Havez. Music by Gus Edwards.
28823. "There's Lots of Things You Never Learn at College." Words by Jean C. Havez. Music by Louis Silvers.
28824. "Dig Up a Boy for Me." Words by Jean C. Havez. Music by Louis Silvers.
28825. "Buenos Dias." (Good Morning.) American Maxixe. By Kathryn L. Widmer.
28826. "If Daisies Won't Tell Ask the Man in the Moon." Waltz Song. Words and music by Adolf Philipp.
28827. "Hooray, Hooray! Hip, Hip, Hooray! I'm Glad She Didn't Marry Me." Words and music by Max Hoening.
28828. "I Want to Go to Mexico." Words by Edward Madden. Music by Gus Edwards.
28829. "The Haunted House." Words and music by Irving Berlin.
28833. "Along the Yukon Trail." Words by Grant Clarke. Music by M. Kay Jerome.
28834. "Danse du Diable." (Dance of the Devil.) Composed by Helen Trix.

### RENEWAL OF COPYRIGHT.

2596. "Darby and Joan." Song. Words by F. E. Weatherly. Music by J. L. Molloy. The Anglo-Canadian Music Publishers' Association, Limited, London, Eng., and Toronto.
2599. "The Lost Chord." Song. Words by Adelaide A. Proctor. Music by Arthur Sullivan. The Anglo-Canadian Music Publishers' Association, Limited, London, Eng., and Toronto.
2640. "The Midshipmite." Song. Words by Fred E. Weatherly. Music by Stephen Adams. Anglo-Canadian Music Publishers' Association, Limited, London, Eng., and Toronto.

The express companies of the United States evidently do not consider shipments of sheet music sufficiently valuable collateral in the event of the consignee refusing the goods and consequently refusing to pay express charges. In the new express rates, effective in the States on February 1st, last, it is required that music publishers prepay express charges. The new schedule, ordered by the Interstate Commerce Commission, makes reductions running as high as forty-five per cent. The sheet music publishers consider the prepayment of charges a serious matter.

### PATENT NOTICE.

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

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## TRADE NEWS.

Mr. A. L. Lovick, of Gideon Hicks Piano Co., Victoria, B.C., was a recent visitor to Toronto.

The furnishing of the Hamburg-American line's "Vaterland," the largest passenger vessel afloat, includes five Steinway pianos.

Mr. Frank Stanley, piano manufacturer of Toronto, was in Montreal for the second week of June, and was able to punctuate business with a day's fishing.

Mr. Roy Osgood is now the Mason & Risch representative at Preston, Ont., where he has a representative line in his new store opposite Central Park.

Mr. Albert Cox, who is so well known in Oshawa as a piano expert, is now associated with Bradley Bros. as salesman, says the Oshawa Reformer.

Visitors to the General Assembly of the Presbyterian Church in Canada, which was held in Woodstock, Ont., received a special invitation to visit the plant of the Thomas Organ & Piano Co.

J. H. Howden has rented the vacant store of Mrs. Earl, on Cathness street, Caledonia, Ont., says a report from that place, and intends opening up a piano and musical instrument business.

Patrons of the Chicago Public Library are to have at their disposal a department of music to comprise a practical selection of orchestral and vocal scores, and of the standard compositions and classical collections for various instruments.

Mr. Otto Higel, president of the Otto Higel Co., Ltd., Toronto, and Mr. H. A. Smith, secretary of the same firm, were among the Canadians who attended the annual convention of the National Piano Merchants' Association, held at New York.

The Merchants' Association of New York has set a good example for other cities in the matter of advertising. Members of the association will use a New York trade mark on all packages shipped from New York. The design which was the selection in a competition is copyrighted.

Delegates to the recent National Conference on City Planning, held in Toronto, were addressed on "Basic Principles of Waterfront Development," by Mr. R. S. Gourlay, of Gourlay, Winter & Leeming, who is a member of the Toronto Board of Harbor Commissioners.

The various associations in the music trades of Great Britain met in annual convention at Bournemouth from May 7 to 12. There were sessions of the pianoforte manufacturers, the retailers, the supply houses, the sheet music interests, the organ manufacturers and combined meetings.

At a meeting of the Gum Lumber Manufacturers' Association, held in Memphis, the secretary reported the results of advertising. An analysis of inquiries received showed that one piano manufacturer inquired. Piano men do not enthuse over the possibilities of gum lumber in piano manufacture, though used extensively for furniture.

Mr. H. G. Stanton, vice-president and general manager of the R. S. Williams & Sons Co., Ltd., is one of the Toronto delegates to the International Association of Rotary Clubs at Houston, Texas. Mr. Stanton is one of the active members of the Toronto Rotary Club, being a thorough believer in the object of the organiza-

tion, viz.: more efficient service and a better understanding among business men in all lines of business.

An organization of German talking machine record manufacturers is reported to have for one of its objects the fixing of retail prices. It is also proposed to control the various distributing sources, and it is proposed to supply no one not on the approved list. It is stated that the intention is to have dealers bind themselves to handle exclusively the products of the association members.

Edwin H. Lemare, the well-known English organist and composer, will give a series of one hundred pipe organ recitals during the Panama Pacific Exposition at San Francisco in 1915. Festival Hall, in which the recitals are to be given, is now in course of erection. The organ is to be 71 feet high, 40 feet wide, 20 feet deep, with 113 stops. It is to be a five-manual instrument and furnished with power by a 35 horse-power engine.

Mr. Henry Durke, proprietor of the Mendelssohn Piano Co., Toronto, is now homeward bound from a vacation and business trip of several weeks. Mr. Durke's return from California was by way of the Canadian West, which he had not hitherto had an opportunity of visiting, and he is calling at the various centres from Victoria to Winnipeg. Mr. Durke's party spent May 23 at Ocean Park, Santa Monica, where many Canadians attended an Empire Day celebration.

A new addition to the Thomas line of organs will be ready for July 1st delivery. This is designated the "Royal" model, and may be had in either walnut or mahogany finish. It has automatic swinging fall board and full length music rest, nicked pedal frames and removable front above pedals. It is 69 inches high, 58 inches wide and 23 inches deep. It is a six octave instrument, C or F scale. Interested dealers should communicate with Thomas Organ & Piano Co., Woodstock, Ont.

Mr. J. H. Scobell, Ottawa, superintendent of the Eastern Division for C. W. Lindsay, Limited, attended the National Piano Dealers' Convention in New York, representing the House of Lindsay. Mr. Scobell is one of the most successful piano salesmen in Canada, and has had wonderful success on his ground in the last few years. He has been in the business since he was fourteen years old, and is a practical piano man in every sense of the word. Mrs. Scobell accompanied Mr. Scobell.

Patrons of the Toronto Street Railway who are compelled to wait for cars at the corner of King and Bathurst Streets are indebted to the Otto Higel Co., Ltd., for a handsome and practical shelter. The Otto Higel Co., whose premises are at this corner, some years ago erected a seated shelter, and this year enlarged it, donating it to the use of the public with their compliments. There is ample seating capacity for persons waiting for cars, or who may desire temporary shelter from a passing shower.

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**CANADA**



**PLANNING TRIP TO LONDON.**

Mr. William J. Roberts, of Chappell & Company's Toronto branch, is planning to sail for England on July 9, on a combined business and pleasure trip, for six or seven weeks. Mr. Roberts will renew acquaintance with friends at his old home, London, as well as spend some time at his firm's head office on New Bond St., getting in close touch with plans for the new issues to be brought out this coming season.

Like all others who have crossed the Atlantic, Mr. Roberts was greatly shocked at hearing of the tragedy which befell the "Empress of Ireland" and so many of the passengers.

**MUSIC MAN AND DAUGHTER LOST.**

Mr. A. E. Mullins, of Barnes & Mullins, London, Eng., who has been touring Canada accompanied by his wife and daughter, took his return passage on the ill-fated "Empress of Ireland." Both Mr. and Miss Mullins are reported among the lost. Though Mrs. Mullins was saved, she is said to be among the injured and is lying in the hospital at Quebec suffering considerable pain.

**FOCUSING ATTENTION ON SACRED SONGS.**

There is available for distribution a very attractive little booklet gotten out by Chappell & Co., Ltd., Toronto, featuring a number of standard sacred songs. Such promotion literature should be of value to all sheet music departments. This one contains the words and the first music page of fourteen sacred songs, including the three settings of Cardinal Newman's "Lead Kindly Light," one by George Aitken, another by Teresa del Riego, and the third by S. Liddle.

There is also Florence Aylward's "Great Lord of Life, in which this is the last stanza:

And when the Perfect Day shall break in splendour,  
And earthy gloom forever cease to be;  
Great Lord of Life, Thy Love so strong and tender,  
Still be our Light, through all Eternity.

Also "Easter Hymn," by Frank Bridge; "The Light that Guides," by Jack Thompson; "The Perfect Prayer" and "O, Loving Father," by Teresa del Riego; "Lift Thy Teart," by Frances Allitson; "At Set of Sun," by Hermann Lohr; "The Way to Heaven," by d'Auvergne Bernard; "My Beloved is Mine," by S. Liddle, and "Nearer to Thee," by Arthur E. Godfrey.

The simple thought in the words of "God's Garden," by Frank Lambert, add to the piece. The last four lines are:

The kiss of the sun for pardon,  
The song of the birds for mirth—  
One is nearer God's heart in a garden  
Than anywhere else on earth.

**SONGS OF THE DAY.**

In Leonard & Co.'s new and popular songs are noted four good numbers, the music for which was written by Amy Woodforde-Finden. These are "A Request," words by William Mudford; "Song of the Lotus-Lily," by Marie Corelli; "Florida Love Song," by May Gillington, and "Jessamine," by James Bowker.

Katharine Barry also has written music for several Leonard publications of merit, including "Time's

Roses," by Alice Gillington; "What is in Your Eyes?"; "Lilies," and "I Hear a Whisper," all with words by Lilian Scott; "Tell Her," by Thomas Moore; and "A Lullaby" by E. Grace Merriman.

**LEGAL ACTION OVER SONG HIT.**

A despatch from New York says that "the action recently brought by M. Witmark & Sons to enjoin T. B. Harms, Francis Day & Hunter from publishing "Pretty Little Peggy," one of the musical numbers in "Iole," and in which action Fred. Peters, the composer of the piece, was also named, was from the pen of M. Witmark & Sons. The Witmarks, at the time of the production of "Iole," claimed that they were entitled to the publishing rights of all the compositions of Fred Peters, as he was under contract to write exclusively for them and had collected royalties in advance. When the show opened it was discovered that "Pretty Little Peggy," the hit of the piece, was from the pen of Mr. Peters, and hence the suit. In his defense Peters claimed that the Witmarks had not seen fit to publish any of his works, but the court held that the publishing house was within its rights in publishing or not publishing a composition according to its desires."

**THE WESTERN ONTARIO MUSICAL FESTIVAL ASSOCIATION.**

The Western Ontario Musical Festival Association being organized, has for its objects the promotion of music throughout Western Ontario by means of annual musical competitions and festivals, held under its auspices. Three organization meetings have been held in London, Ont., and the president, secretary and treasurer for 1914 have been elected, in the persons of Rev. Canon Tucker, Messrs. J. H. C. Woodward and F. G. Killmaster, respectively.

It is expected that the first annual gathering will be held in London in May of 1915, when a general meeting of the members will be also held to decide upon the time and place of the next annual gathering and to elect a new set of officers for the ensuing year. The promoters have met with great success in their efforts, and already prominent musicians in London and throughout Western Ontario are taking up the work with enthusiasm. The promoters take a broad view of the situation, and it is expected that the first series of competitions will be on a large and comprehensive scale.

It is already practically decided that the following branches will be provided for: church choirs, choral societies, glee clubs, quartettes, bands, orchestras and individual soloists and instrumentalists. The work of composers resident in Western Ontario will be taken notice of, and special prizes will be offered for new compositions from which will be selected works for future use in the Association.

Mr. Frank J. Bowers, special representative of Pathe Freres Pathophone, Ltd., has completed a tour of Canada from Winnipeg to Victoria, and states that the outlook for his line is very bright. A wholesale distributing agency in Winnipeg is being arranged.

**WANTED.**

Good, live, experienced, piano salesman, capable for city or road work, age 30 to 35 preferred, good position for right man. C. W. Lindsay, Limited, 189 Sparks St., Ottawa.

**MASON & RISCH AT STRATFORD.**

Further referring to the new branch recently opened in Stratford by Mason & Risch, Ltd., as reported in the last issue of the Journal, a Stratford daily in an account of the opening of the new store in the Albion Block, under the management of Mr. C. E. Purdy, said:

"The store has been attractively fitted up with a view to the comfort and convenience of the patrons of the firm. The well-known Mason & Risch high-grade line of pianos and player pianos are displayed, as well as a full line of talking machines and records.

"The manager of the store, Mr. C. E. Purdy, is a well known and popular business man. He has been in the piano business in Stratford for many years and, with his long experience thus attained, he is a valuable acquisition to the Mason & Risch, Limited, forces. With Mr. Purdy's record as a successful salesman—the outcome of his energy and geniality—the future of the new store is assured. The enterprise of the firm in opening up a store in Stratford is to be commended. It is also to be congratulated on its efficient staff and handsome parlors."

Mr. Purdy has the assistance of Mr. W. E. Arthurs and Jas. Farrow from the London branch, both of whom have taken up their residence in Stratford.

**STAFF OF SCYTHES MUSIC STORE MAKE PRESENTATION.**

Mr. and Mrs. J. H. Long, who have returned to Regina, after spending their honeymoon in the east, were presented with a set of handsome fumed oak, leather covered chairs by the management and staff of the Scythes musical firm. Mr. Long is the popular account-

ant of the firm, and the staff took this opportunity of showing their appreciation of his services during the time he has been with the company. The presentation was made at six o'clock, both Mr. and Mrs. Long being present.

Mr. W. G. F. Scythes, the head of the firm, made a few remarks in which he spoke of the esteem in which Mr. Long was held by the members of the staff. He wished both Mr. and Mrs. Long the greatest happiness in their new home. Mrs. Long was formerly Miss Minnie Gray, of Winnipeg.

**PLAYER PIANO HARDWARE.**

The Journal is in receipt of a well illustrated booklet on player piano hardware, issued by the well known New York supply house of Hammacher, Schlemmer & Co.

By way of introduction in the booklet, this firm announces that the variations in player parts make it impossible to catalogue with any degree of standardization, but they present names and numbers for identification of such parts as they have sold in the past, and which they are prepared to furnish to order.

This firm also state that "up to the present moment circulars of player hardware have been scarce, for the reason that there has never been any concerted effort at standardization, and our circular attempts to show not only the various parts that we have made, but gives a very good idea of the general hardware requirements for the making of players. We cannot yet hope to carry any amount of these items in stock, because of the lack of uniformity of requirements."

**GET WISE**

to the many advantages the STANLEY line offers, don't delay, but write at once for latest catalogue and prices of Players, Player Grands and Uprights. We have no salesmen on the road, and still our Factory is unable to meet the demand. Doesn't that mean something? We expect to have the facilities shortly whereby our present output will be more than doubled, and will require more agents. Get in touch with us immediately. We have without doubt the most profitable line offered in Canada. Do it now.

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**MUSIC HOUSE STAFF ON EXCURSION.**

The annual excursion and picnic of the R. S. Williams & Sons Co., Ltd., was held to Niagara-on-the-Lake on Thursday, June 11. This outing is eagerly looked forward to from year to year by the officials and employees of the company alike, for it is the one day of complete relaxation from business worries and that everybody plays. The big ten story "Home of Music" closes down for the entire day, and the staff, with their wives and prospective wives, go aboard the nine o'clock boat. The outing is run on a perfect system, with each member of each committee knowing his part, so that there is no confusion.

The big event of the day is always the hotly contested ball game between bachelors and benedicts. The house has a particularly good ball team this year in the "Bush League," a local league of business houses. The season was opened on May 17, when the Williams boys trimmed the Toronto Star players. Mr. R. S. Williams is president of the league. The Williams nine is captained by the irrepressible Trestrail, F. M. Shelton is manager, and H. Y. Claxton, secretary. Opponents of this team, which has won every game played this season, are puzzled as to where the boys get all their speed in sprinting to bases. The secret, however, is that in the practice games they are paced by Jeff Ford on his 85-miles-an-hour motorcycle.

**GALT PIANO MAN BUYS BUILDING.**

A very important business and real estate transaction was completed, by which Mr. A. S. Taylor became the owner of the block and business of Mr. Robert Struthers, Main Street, says the Galt Reporter. Mr. Taylor is now the possessor of the entire Phoenix block, formerly owned by Mr. A. T. H. Ball.

When interviewed, Mr. Taylor made known the completion of the transaction. He said it was the intention to sell off the stock of the Struthers' store and then to completely overhaul the Struthers' property, both lower and upper flats, and make it up-to-date. The building would then be rented.

The Phoenix block is one of the most valuable in town, and although the price paid for the Struthers part and business was not made known, it is understood it was in the neighborhood of \$35,000. In disposing of his business and Main Street property, Mr. Struthers, who has been in poor health, retires after a most successful career in Galt. He is one of the oldest and best known tradesmen.

Mr. Taylor is one of Galt's most progressive business men, and in his latest purchase he displays confidence in a greater future for the town. Mr. Taylor first started in the photograph business in Galt, and then branched into the musical business in both of which he has been most successful, and in the past has bought wisely in Galt's real estate, and is a real home booster.

**PATHE RECORDS AND PATHEPHONES IN CANADA.**

Mr. M. W. Glendon, well known to the music trades in Canada, is discontinuing the retail piano business, having taken the wholesale distributing agency for Ontario of Pathe Records and Pathephones. This agency is the result of a visit to Canada of Mr. Frank J. Bowers, special representative of the firm Pathe Freres Pathephones,

Limited, who have factories in England, France and Belgium. Mr. Glendon has sub-let his store on Yonge Street for the unexpired portion of his lease and has taken office and showroom space in the Ryrice Building at the corner of Yonge and Shuter Streets.

A shipment of Pathephones and Pathe Records is on the way and Mr. Glendon expects to open up with a well selected catalogue for the Canadian trade in a very short time. He is very enthusiastic over the Pathe line in Canada, owing to the extensive list of leading artists and Pathe goods being well known in Canada as well as throughout the world. Pathe Records are in 10, 12 and 14 inch size, and Mr. Glendon states that the prices will prove very attractive to the Canadian consumer.

Pathe Records, unlike other disc records, play from the centre towards the outer edge, but an attachment is made whereby Pathe records can be played on any type of disc machine. All records are double sided.

**IN NEW PREMISES.**

Messrs. I. Montagnes & Company, Toronto, importers of musical instruments and merchandise, have removed from 324 Jarvis Street to premises in the new Ryrice Building at the corner of Yonge and Shuter Streets. They are carrying here a stock of the various lines from the German factories, whose sole Canadian representation they have.

Mr. Montagnes and his partner, Mr. Van Gelder, have definitely decided to become permanent citizens in Canada, and the former's family recently arrived in Toronto via New York. The firm are arranging for a display at the Canadian National Exhibition this year of the Hupfeld Orchestrions. Dealers communicating with this firm should note the new address.

**PROGRESS OF THE VITAPHONE.**

In the Canadian Vitaphone Company's announcement in this issue it will be noticed that they emphasize their type 28 for summer trade. Type 28 is of dimensions to be easily transported, and adapts itself for camp, summer cottage, and boat use. It has become almost necessary for the complete enjoyment of a summer vacation to have the equipment include a talking machine, and on this account the Canadian Vitaphone Co. announce that their customers are featuring this particular type at this season.

It is expected that in the near future this firm will have an important announcement to make to the trade concerning a new factory location, as well as concerning the appearance of Vitaphone records. Mr. W. R. Fossdick, vice-president and general manager of this firm, is very enthusiastic over the reception being tendered the Vitaphone in all parts of Canada.

Whaley, Royce & Co., Ltd., Toronto, who in their trade announcement this month refer to Whaley-Royce publications as "live wire business getters," are also experiencing satisfactory trade in their band instrument and supply department. With the advancement in both the number and character of Canadian bands this firm find consequent additional requests from all over the country for their "Imperial," "Sterling" and "Ideal" band instruments.

For "Imperial" strings and "Imperial" rosin there is also reported a steadily increasing demand.

### PIANO MAN TO ADDRESS CONFERENCE FOR THE BLIND AT LONDON.

Among the passengers who sailed on the R.M.S. "Meganitic" was Mr. Philip E. Layton, of Layton Bros., Montreal, president of the Montreal Association for the Blind, who is crossing to Liverpool en route for London, where he is to deliver a lecture at an International Conference for the Blind.

Mr. Layton was asked to prepare a paper on the subject of piano tuning as a profession for the blind, and how to make it a success. As a graduate of the Royal Normal College for the Blind, the head of which is Sir Francis Campbell, he is eminently fitted to give a practical lecture on so important a subject, having been most successful in this profession in Montreal for a number of years, and has given great attention to the subject of piano tuning for those without sight in connection with the blind of Canada.

Mr. Layton is accompanied by Mr. Patrick Gray, principal of the Montreal Blind School, and Mr. Edward Austin, music master of this institution, and it is through the efforts of Mr. C. Arthur Pearson, who recently lost his sight, that funds are being raised to provide employment for the blind. The conference is being held to draw public attention to the subject, and decide upon some organized method of providing educative employment for those who, through accident or from birth, are without the sense of sight.

Mrs. Layton accompanies Mr. Layton on the Meganitic, and will read the paper prepared by her husband at the conference.

### NEW QUEBEC HOME FOR C. W. LINDSAY, LTD. Work of Building Now in Progress.

Work has just been commenced on the new home of C. W. Lindsay, Ltd., on the corner opposite their present stand at the corner of St. John and St. Eustache Streets, says a Quebec report. The new building, when completed, will be one of the finest in the city of Quebec, and the highest building on St. John St.

It is interesting to note that the entire work of putting up the building is being carried on by Quebecers. The Lindsay firm has head offices in Montreal, but nevertheless, all the work on their new building is being done by local firms, under the supervision of Mr. Rene Lemay, the architect.

The new building will be five storeys in height, and will be built of MacDermott stone, and granite, having a steel framework throughout.

The basement, first, second and part of the third floors will be used by the Lindsay Company, while the balance of the building will be rented out as offices. The basement will be used as a store room for pianos, the first floors as a main showroom, while the upper floors will be used as showrooms and repairing rooms respectively.

A feature of the new showrooms will be a number of separate rooms for the exhibition of pianos. These will doubtless be found of great advantage by those desirous of trying pianos.

The building will be equipped in the most up-to-date manner. There will be two elevators, one for freight and one for passengers. There will be running water in all the offices.

The Lindsay Company's office will be located on a mezzanine floor, in rear of and over the main show-

room. There will be a two storey vault in connection with the office.

The outside of the building will have a decidedly artistic appearance. Although built for an office building, and therefore naturally of a rather plain character, the lines of the building will certainly make a valuable addition to the scenery of St. John Street.

A distinct feature will be the main entrance on the corner of the building, with a semi-circular door, and handsome canopy in artistic ironwork.

A word of praise for Mr. A. C. Hurteau, local manager of C. W. Lindsay, Ltd., is by no means out of place, for it is largely due to his energies that the new building is being erected. The company has found their present quarters too small for their rapidly growing business, and have consequently started the new building to allow for expansion. It is expected that the new building will be completed by the middle of next December, and, including the price of the site, will cost about \$100,000.

### MME. NORDICA'S COLUMBIA RECORDS.

The late Mme. Lillian Nordica, who died in Java recently, made a number of records for the Columbia Graphophone Co., and the voice of this celebrated operatic prima donna will live in the form of these records for many years. There are a large number covering the roles in which she made her great successes. Mme. Nordica is one of the first of the great operatic stars to pass away since the talking machine has become such an important factor in the reproduction of the voices of celebrities, and it is to be expected that there will be a very considerable demand for her records for many years to come.

The plant and stock of the Toronto Piano String Manufacturing Co., who assigned in May, has been purchased by D. M. Best & Co., piano hammer and string manufacturers of Toronto. This equipment is in addition to the plant purchased by D. M. Best & Co., when they added the string manufacturing branch to their business. They have now the Canadian agency for the Rudolph Geise music wire, and Mr. Best states they shall make importations direct from Germany.

A promising young piano man has just passed away in the death of Mr. Reynolds Sheldrick, of the Mason & Risch Toronto staff. Deceased was a son of Mr. Mark Sheldrick of Hamilton, and his death occurred in the hospital in Toronto.

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