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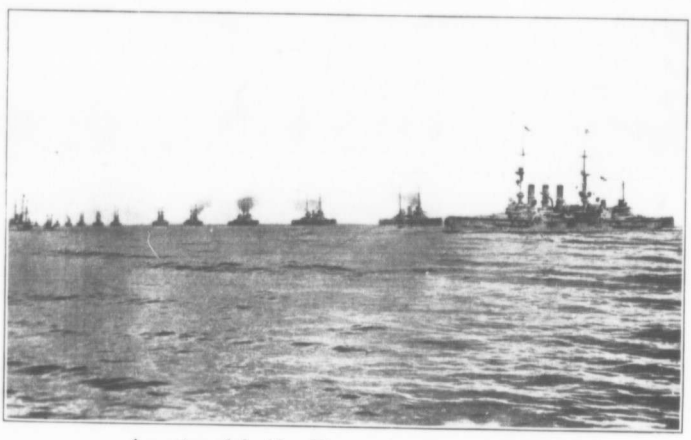
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Canadian Music Trades Journal

DECEMBER
1918

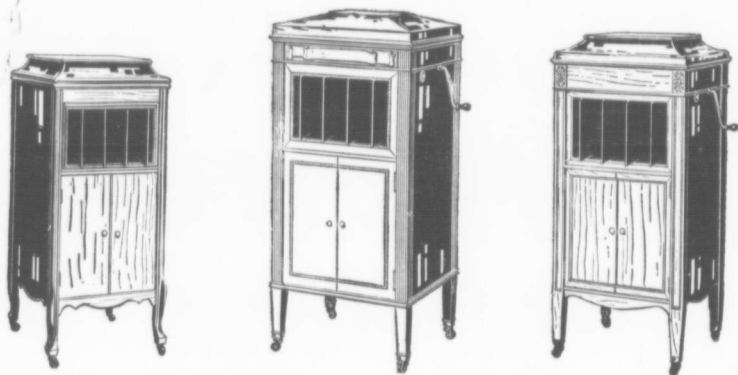
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A portion of the Hun Fleet on its way to surrender.

Fullerton Publishing Co., Toronto, Canada

Columbia Grafonola



Make 1919 Your Biggest Year!

The war is over. After years of retrenchment and "doing without" the world is swinging back to the piping times of peace.

People want relaxation, amusement. And the New Year is here! Never was there such a combination for good phonograph business.

If Grafonolas were essential in war-time, how much greater is their need in the joyful celebrations of peace. Now is the time for folks to buy that Grafonola they meant to get "when the war ends."

Make 1919 the biggest year ever.



Columbia Graphophone Company

TORONTO

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*The President
Directors and Officers of
The Martin Orme Piano Co., Ltd.
extend their warmest Greetings
to you and yours this
Christmas Day
and wish that the blessings of Health, Happiness
and Prosperity be with you during the
New Year*

*Christmastide
nineteen eighteen*

OWAN MARTIN
MATTHEW ORME
A. A. CRAWLEY
W. F. C. DEVLIN
FRANK L. ORME
W. C. DONALDSON

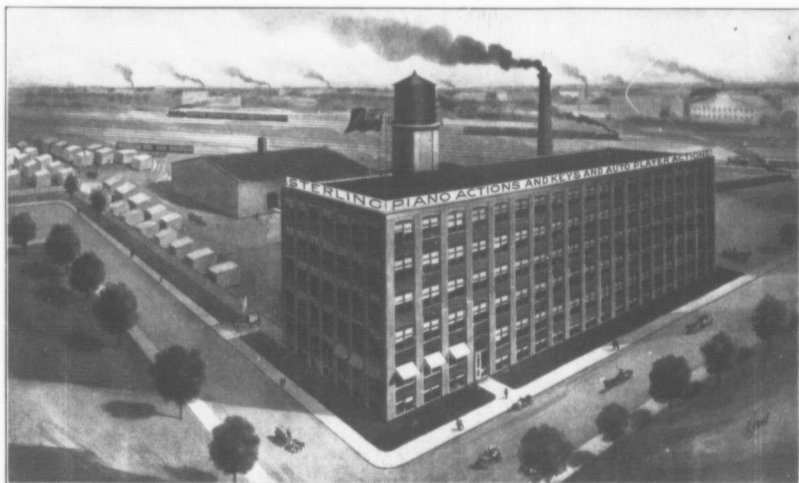
THE MARTIN-ORME PIANO
COMPANY, Limited - OTTAWA

"Manufacturers of Pianos and Player Pianos of the highest grade only."

STERLING

MADE-IN-CANADA

ACTIONS AND KEYS



FOR thirty years it has been our business to supply piano actions and keys for Canadian Pianos, which, as a class, rank second to none in the world.

It is with pardonable pride that we close the year 1918 feeling that, under the most trying conditions in the industry's history, we have done our part in maintaining confidence in the quality of made-in-Canada instruments.

Sterling Actions & Keys, Ltd.

Noble Street

Toronto, Canada

PROTECTED!

WHEN your competitor goes over the top at your prospective sales, he may carry the first line trenches with lower-price grenades. But he has no weapons to take him past your reserve trenches—if you have dug in behind Gourlay quality and Gourlay reputation.

Those dealers who before or during the fight entrenched themselves in Gourlay superiority can now come out from behind the sand-bags and entanglements of war conditions with their good-will intact, their prestige increased.

The Allies fought for their ideals,

And Gourlay's wrought for their ideals.

Both won!

Gourlay, Winter & Leeming, Ltd.
TORONTO, CANADA

To our Friends
in the Trade
we extend
Heartiest
Seasonal
Greetings



The Bell Piano & Organ Co., Limited

Factories at
Guelph, Ontario
and London, England





1918 - 1919

The
Season's
Greetings



At this glad season, it is our pleasure to extend to every member of the Music Trades heartiest greetings and to wish you happiness and financial prosperity during the year that is almost upon us.

The **Otto Higel Co.**
Limited
Toronto, Canada



Refined Designs — and — Resonant Tone

To accomplish the last degree of distinctive refinement in our cases without introducing the decorative carving that people of good taste avoid, is the aim back of each of the Lonsdale designs.

Another result around which our workmen's efforts centre is to secure a full, rich, even, resonant tone, which also tends to make a piano distinctive musically.

The success with which these two aims have been reached has gone a long way to putting the name Lonsdale on the piano map—and in the foreground at that.

The Lonsdale Line comprises six designs—four pianos and two players.

LONSDALE PIANO COMPANY

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



Style K



D. M. Best & Co.

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

GEO. W. STONEMAN & CO.
PIANO VENEERS

Maryland Walnut

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

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

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

845-851 West Erie Street
CHICAGO, - ILLINOIS



QUALITY

For Over Thirty Years
the Platform of the

Mendelssohn

110 Adelaide St. W.
Toronto



Greetings

The Officers and Shareholders

OF THE

National Piano Company, Limited

266-268 Yonge Street

TORONTO

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

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

For the coming year we shall strive to offer to our customers more beautiful goods than ever, with the confident hope that continued confidence and prosperity may be our mutual portion.



“CHOIR MODEL”

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

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

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

**Thomas Organ &
Piano Co.**

Woodstock - Ont.

TORONTO
516 Richmond St. W.

Established
1891

NEW YORK
134th St. and Brook Ave.

W. BOHNE & CO.

Manufacturers of

Pianoforte Hammers
and
Covered Bass Strings

For the better grade manufacturer
Proved by 27 years' experience



LESAGE Style "Colonial"

A. LESAGE

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

ST. THERESE,

QUEBEC

APPROVED BY ALL

The Lesage Piano of to-day stands an exhibit of all that is best and most modern in piano building. The work that is put into our pianos—the consistent, untiring effort to secure outstanding superiority—has been successful in producing a line of pianos and players that have won the heartiest approval of musicians, dealers and salesmen.

If you are not familiar with Lesage Pianos do not allow 1919 to get far on before you send for some sample instruments.

Newcombe Pianos

*"Never suffer
by comparison"*

Established
1870

OVER forty-five years of unremitting pursuit of the most advanced ideals in piano-craftsmanship have placed Newcombe pianos high in the public's estimation. They are known to be superior to what just any "good piano" might be.

Since 1870 the Newcombe has been a real "Leader." Every Newcombe Piano has an important constructional feature possessed by no other piano, viz., the "Howard Patent Straining Rods." These give added strength and endurance to the instrument. Also they keep it in tune longer.



The Newcombe Piano

Company, Limited

Head Office, 359 Yonge Street

Factory, 121-131 Bellwoods Avenue

TORONTO

CANADA



"For Every Debit there Must be a Corresponding Credit."

Every business man knows that rule. And it operates just as certainly in piano-making. For every little added care, every superiority of materials, every extra quality built into

EVANS BROS. PIANOS

There must be, and is, a corresponding "extra"—a little more than was expected—in the pleasure and satisfaction the ultimate owner gets out of his piano purchase.

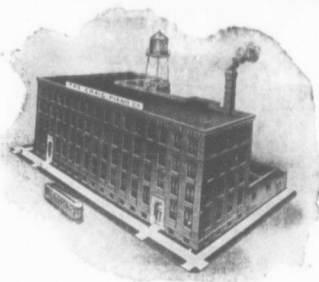
This "a little better than need be for the price" idea in Evans Bros. pianos has made and maintained their high reputation. It pays to sell a piano of that stamp.

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

A Solid Wall of Good-Will

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

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



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

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

The Craig Piano Co.

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

MONTREAL

QUEBEC



The New Year Will See Tremendous Player Progress

Families, thousands of them, will be re-united. Home will have a new meaning. More music, then, is inevitable. So many people have never had the opportunity of piano lessons that the player piano will be in great demand. Factories are installing player pianos in the employees' lunch rooms to provide noon-day music.

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

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

Everything points to good player business in 1919.

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

THE OTTO HIGEL CO., LIMITED

KING AND BATHURST STS.

TORONTO, CANADA

THE BRITISH EMPIRE'S

Largest Music Trade Supply House

Upright Piano Actions
Grand Piano Actions
Player Piano Actions

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

PIANO AND PLAYER
Hardware, Felts & Tools

Ask for Catalog No. 182

PHONOGRAPH
CABINET HARDWARE

Ask for Catalog No. 183

HAMMACHER, SCHLEMMER & CO.

New York, since 1848

4th Ave. & 13th St.

Julius Breckwoldt & Company

Manufacturers of

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

Sole Agents for Rudolf Giese Wire in Canada and United
 States

J. BRECKWOLDT, Pres.

W. A. BRECKWOLDT, Sec-Treas.

Factory and Office:

Saw Mills

Dolgeville, N. Y. Fulton Chain and Tupper Lake

"Superior" Piano Plates

MADE BY

THE

SUPERIOR FOUNDRY CO.

CLEVELAND, OHIO, U.S.A.



Front View
 Cathedral Model

We will also have our Big Four line of Benches for your Xmas trade. Get your orders in early and have the Benches on hand, as shipments are slow.

Let us have your enquiries.

The Goderich Organ Co., Limited
 GODERICH, CANADA

HERE IS A RARE OPPORTUNITY
 FOR YOU TO GET A
CHURCH ORGAN at PRE-WAR PRICES

We have a limited number of these beautiful models which we can let you have at old prices. You know what this means at the present high price of material and wages.



Back View
 Cathedral Model

C. F. GOEPEL & COMPANY

137 East 13 Street

SUPPLIERS OF

New York

High Grade Commodities

TO THE

PIANO AND PLAYER TRADE

**Player Accessories.**

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

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

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

**Felts, Cloths,
Punchings**

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

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



O all dealers and salesmen whose loyalty to Doherty Instruments we appreciate so highly, we extend sincerest wishes for a merry Christmas and a happy and successful New Year.

DOHERTY PIANOS

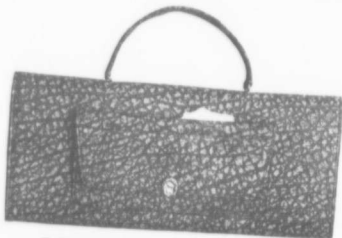
Established 1875 LIMITED

CLINTON - ONTARIO



**DOHERTY
PIANOS - ORGANS - BENCHES**

Useful Christmas Gifts That will Last for Years



MUSIC SATCHELS

- No. 721—Dark brown canvas, round leather handle.
Regular price \$0.90 Wholesale \$0.57
- No. 725—Heavy leather imitation, round leather handle.
Regular price \$1.65 Wholesale \$1.27
- No. 722—Dark brown canvas, round leather handle.
Regular price \$2.00 Wholesale \$1.38
- No. 726—Heavy leather, flat handle.
Regular price \$2.25 Wholesale \$1.54
- No. 730—Heavy leather, walrus grain, flat leather handle.
Regular price \$3.25 Wholesale \$2.26
- No. 727—Heavy leather, wire leather covered handle.
Regular price \$3.75 Wholesale \$2.48
- No. 778—Extra quality seal grain leather.
Regular price \$4.50 Wholesale \$3.14
- No. 779—Selected heavy leather seal grain, leather handle.
Regular price \$5.00 Wholesale \$3.30
- No. 736—Real seal, full calf lined, a fine bag for artists.
Regular price \$5.50 Wholesale \$3.58
- No. 734S—Folding satchel, finest quality, genuine seal leather, leather lined.
Regular price \$6.00 Wholesale \$3.80
- No. 764—Heavy stitched calf leather, flat handle.
Regular price \$7.50 Wholesale \$5.39

Combination Satchel and Bag

- No. 740—Imitation seal grain leatherette, desirable combination case, can be used for music and books.
Regular price \$2.75 Wholesale \$1.76
- No. 735½—Heavy leather seal grain, handle riveted from interior of case, satin lined, can be used for stiff covered books or will fold for music.
Regular price \$4.50 Wholesale \$2.97
- No. 737—Heavy leather, walrus grain, satenee lining useful for students who have hard covered books to carry.
Regular price \$5.00 Wholesale \$3.52

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

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

WINNIPEG, CALGARY,
MONTREAL, TORONTO

MUSIC ROLLS

- No. 704—Leather imitation seal grain, leather handle.
Regular price \$0.75 Wholesale \$0.50
- No. 701—Heavy leather imitation seal grain, leather handle.
Regular price \$1.00 Wholesale \$0.72
- No. 707—Leather, walrus grain, leather handle.
Regular price \$1.25 Wholesale \$0.90
- No. 710—Solid leather, smooth finish, embossed edge, leather handle.
Regular price \$2.00 Wholesale \$1.38
- No. 709—Solid leather, walrus grain, extra heavy handle.
Regular price \$2.25 Wholesale \$1.60

NEW STYLE MUSIC BAG

- No. 742—New style music bag, fine seal grain leather, opens like pocket book, satin lined, brass trimmings, superior pocket book attached to outside of case, extra quality throughout.
Regular price \$6.50 Wholesale \$3.47

MUSIC PORTFOLIOS

WITH SPRING BACKS

- No. 9—Cloth back, Morocco paper sides.
Regular price \$1.40 Wholesale \$0.72
- No. 10—Cloth back, calf leatherette sides, fancy colored flowers in gilt and colors, "Music" embossed in gilt.
Regular price \$2.00 Wholesale \$0.99
- No. 11—Morocco back and corners, cloth sides, "Music" embossed in gilt, very neat and durable.
Regular price \$2.50 Wholesale \$1.38
- No. 12—Full seal grained leather, heavy padded cover, corners embossed, daisies in relief, word "Music" embossed in gold.
Regular price \$4.50 Wholesale \$2.59

Piano and Organ Manufacturers Meet

ONE of the best attended meetings in the history of the Canadian Piano and Organ Manufacturers' Association was the annual gathering of that organization at Toronto on the evening of November 25. The business discussions were preceded by an informal dinner at the National Club. Just thirty-two men sat around the table, and promptly at eight o'clock the gathering rose to its feet and sang one verse of the national anthem.

The chair was occupied by the president, Mr. T. J. Howard, and the secretary, Mr. James G. Merrick, was present to take the minutes of the meeting.

Those Present.

Those present and the firms represented were:
 W. F. C. Devlin, Martin Orme Piano Co., Ltd., Ottawa.
 Henry H. Mason, Mason & Risch, Ltd., Toronto.
 H. A. Grimsdick, Bell Piano & Organ Co., Ltd., Guelph.
 D. R. Gourlay, Gourlay, Winter & Leeming, Ltd., Toronto.
 A. H. Gourlay, Gourlay, Winter & Leeming, Ltd., Toronto.
 Frank Stanley, Stanley Pianos, Toronto.
 F. A. Clark, Stanley Pianos, Toronto.
 Chas. Heintzman, Heintzman & Co., Ltd., Toronto.
 Albert Nordheimer, Nordheimer Piano & Music Co., Ltd., Toronto.
 Louis Gassard, Nordheimer Piano & Music Co., Ltd., Toronto.
 Addison A. Pegg, Nordheimer Piano & Music Co., Ltd., Toronto.
 H. J. Ragen, Heintzman & Co., Ltd., Toronto.
 J. W. Woodham, Foster, Armstrong Co., Ltd., Kitchener.
 H. F. Bull, Williams Piano Co., Oshawa.
 Chas. F. Serviss, Williams Piano Co., Oshawa.
 H. Sykes, Thomas Organ & Piano Co., Ltd., Woodstock.
 Henry Durke, Mendelssohn Piano Co., Toronto.
 Cecil M. Sinkins, National Piano Co., Ltd., Toronto.
 Edwin J. Howes, National Piano Co., Ltd., Toronto.
 E. J. Wright, Wright Piano Co., Ltd., Strathroy.
 John E. Hoare, The Cecilian Co., Ltd., Toronto.
 John G. Dunlop, Thomas Organ & Piano Co., Woodstock.
 James Dunlop, Thomas Organ & Piano Co., Woodstock.
 D. Allan, Bell Piano & Organ Co., Ltd., Guelph.
 S. F. Baulch, Gerhard Heintzman, Ltd., Toronto.
 Frank I. Wesley, Gerhard Heintzman, Ltd., Toronto.
 Chas. H. Bender, Heintzman & Co., Ltd., Toronto.
 G. Y. Chown, The Wormwith Piano Co., Ltd., Kingston.
 W. N. Manning, Sherlock-Manning Piano Co., London.
 M. Donohue, Mason & Risch, Ltd., Toronto.
 Fred Killer, Gerhard Heintzman Co., Ltd., Toronto.
 James G. Merrick, Secretary.

Many Reports Read

The first order of business was the reading of the minutes of the last annual meeting. These, on motion, were accepted. There then followed the President's address and reports of the Executive Committee, Treasurer, Secretary, Exhibition Committee, and interim report from the Canadian Bureau for the Advancement of Music.

Association Was Active

In reviewing the work of the year, the President pointed out that there were more matters of importance to the trade before the Association than in any previous year of its history. The matter of fuel, the threatened curtailment of iron for piano plates and the excise tax were three of the most important of these factors. The association had been active and the good position that the trade occupied

was in no small measure due to the efforts of the Executive, declared the President.

Flies at the Exhibition

The Journal, in a previous issue, referred to the annoyance of flies that are attracted to the booths of some of the exhibitors at the Toronto Exhibition through the proximity of ice cream and candy booths. The exhibition authorities will be communicated with by a committee representing the piano exhibitors with a view to having this condition remedied.

The Bureau Reports

The following interim report, on behalf of the Board of Directors of the Canadian Bureau for the Advancement of Music, was submitted.

"An Interim Report

"To the Canadian Piano & Organ Manufacturers' Association.

"Since the last annual meeting of your association, the first annual meeting of the Canadian Bureau for the Ad-



Mr. T. J. Howard, Honorary President
 Canadian Piano & Organ Manufacturers' Association.

vancement of Music has been held. This was a gratifying meeting both in numbers and enthusiastic appreciation of the campaign to intensify public interest in the demand for music. It was the largest meeting of the music trades ever held in Canada, and was, in fact, a general convention of the music industries of the country.

"The executive of the Bureau accept the more responsive and enlarged subscriptions from members of all branches of the music industries for the second year of the campaign as a practical endorsement of what is being accomplished in the endeavor to focus public attention on the wholesome necessity of music in the home, the school and everywhere and on every occasion that people congregate. This is, of course, to the end that the market for musical instruments shall be widened and extended by making the public mind more receptive to the trade's selling efforts.

"As in the first year, effort this year has been more

particularly along the line of newspaper co-operation, and in interesting contrast to the first experiences in getting newspapers interested in our proposition, early in 1917, is the present attitude of the press. We seem to have overcome the hostility of the press or the suspicion that the trade is seeking something for nothing. We have a string of over fifty daily newspapers to whom we supply a weekly service of articles on musical topics, written to interest all classes of readers.

"Magazines and periodicals that, as recently as two years ago, gave music no attention at all, are regularly publishing



Mr. Frank Stanley, President
Canadian Piano & Organ Manufacturers' Association.

interesting contributions on music and musical instruments. The office of the Bureau is being continually appealed to for assistance in this direction, which assistance is promptly and gladly given if at all possible.

"A scrap book of articles that have been published, entirely apart from those supplied in the Bureau's regular weekly service, is already an interesting and convincing monument to the faith of those who first insisted on the launching of what has come to be known as the 'Music in the Home' campaign.

"It is quite impossible to appraise in dollars and cents the returns that the music trades are receiving from the propaganda of the gospel of music, but money could not buy the class of publicity that has been secured for your industry. Nor must you lose sight of the influence this campaign has proved in its psychological effect upon the Government. It is quite apparent to those who have been observant in this matter that where open hostility to the interests of the music industries prevailed in the early months of the war it gradually mellowed into tacit approval and Government endorsement, as witnessed by the freedom from objectionable restrictions that might easily have issued as justifiable war measures. Until, then, the contrary is established, credit must be given this campaign for influencing the powers that be as well as making more fertile the ground of your endeavor, so that your support and your investment in financing the Bureau is justified a thousand fold.

"But to revert for a moment to newspaper co-operation. The Secretary this year has been confronted with difficulties incident to the times. Government instructions to newspapers to conserve space, combined with retrenchments in advertising by the trade, because of the scarcity of pianos, has made it more difficult to maintain the daily newspaper relationship. This we consider a passing condition that will in the near future give place to even greater consideration of matters musical by the press.

"The extent of the Bureau's operations by linking up the newspapers is always more or less restricted by the retailers themselves. We are not able to get from the dealer the measure of practical interest that we believe is justified by the supreme importance of our cause. As nearly as practicable we are working on a policy of no service in the centre where the dealers do not contribute to the support of the Bureau, and because of that policy we are debarred in places from using papers that we probably otherwise would have with us. This is not a complaint but a statement of fact.

"At the time of preparing this report arrangements are being made for a meeting of prominent musical educationists, this being the commencement of activities to have music put on the public, separate, and high school curriculums. It is expected that as a result of this activity, music in the schools will receive a healthy impetus, and, after all, this is the real starting point to make Canada musical.

"Now, a word regarding the men responsible for the execution of the policy of activity in pursuance of the trade's mandate to go ahead and put music into the minds, hearts and homes of the people.

"At the annual meeting of the Bureau, on February 21, 1918, the members very wisely re-elected its Board of Directors with two additions. The unwavering interest,



Mr. E. C. Scythes, 1st Vice-President
Canadian Piano & Organ Manufacturers' Association.

the time ungrudgingly given and their always cheerfully subjecting themselves to the demands of the Bureau's activities, no matter how frequent, is something you members of the Canadian Piano & Organ Manufacturers' Association will probably never quite realize, for there is no possible way of visualizing just the amount in which you are indebted to the devotion to the cause of music advancement of these gentlemen. They are: Messrs. E. C. Scythes,

The Outlook for the Player

Points about the Williams Player Action

THE demand for player pianos in future is going to be double or treble the demand of past years. It would be well perhaps for the Canadian trade to carefully consider that fact.

Indeed, many of the bigger dealers in Canada are proving, right now that players can be sold in as great numbers as pianos. Therefore, it would seem nothing but commendable foresight for dealers to get their houses in order in preparation for a greatly enlarged player business. The first essential is for the dealer to know the player piano himself. For in no business is the truth of the old axiom "Knowledge is Power," more strongly emphasized than in dealing with the player piano. The dealer should learn first of all to distinguish between the various makes on the market; their essential differences of construction; and the varying effects which those differences produce, so that he may be able to discuss them intelligently with his customer and show reasons why he recommends his own particular choice.

Dealers who handle the Williams Player Piano have a comparatively easy time of it in this respect. That is mainly because we have had sufficient experience in the designing and making of player pianos to know just how to construct those instruments now to give the utmost service and satisfaction. Also, we have



succeeded in reducing the mechanism of the player to its simplest form.

For one thing, our player action was invented by us, patented by us, and is manufactured by us in every particular. And through our close relations with the trade, incident upon supplying the Williams Player Piano to more than two

hundred and fifty of the leading piano dealers in Canada, we have gained enough worth-while ideas to keep the Williams Player well abreast of the foremost developments in Player Piano construction. As a result of this progressive policy, we have found through actual experience that Williams' Player Pianos do not require a fraction of the attention demanded by the usual run of player pianos.

It is quite certain, therefore, that the Williams Player mechanism possesses distinct advantages in flexibility, ease of pumping and control of expression, which make them easy to sell and create enthusiastic player customers wherever sold.

We respectfully suggest that the dealer carefully weigh these points and investigate closely the superiority of the Williams-made Player as a means of confirming our statements. We welcome the fullest inquiry, while our organization and our experience are at your service relative to problems affecting the manufacture, sales and distribution of Player Pianos.

The Williams Piano Company Limited

Canada's Oldest and Largest Piano-Makers

OSHAWA - ONTARIO



Style 65

THERE ARE TWO kinds of Pianos you may represent:

One is simply a case, action, keys, hammers, strings, plate, etc., etc., assembled in the conventional way.

The other is the WRIGHT way—carefully selected supplies built into a strictly high-grade piano by skilled workmen, who perform every operation with experienced hands and who know what the finished product should be mechanically and musically.

Is it any wonder the WRIGHT PIANO is being made "the leader" by an increasing number of dealers?

Wright Piano Co.

Limited

Strathroy

::

Ontario

**American Steel and
Wire Company's**

**PERFECTED
AND
CROWN**



**PIANO
WIRE**

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

**United States Steel
Products Co.**

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

H. H. Mason, C. A. Bender, H. G. Stanton, D. R. Gourlay, E. Whaley, and A. P. Willis of Montreal.

"Immediately after the annual meeting referred to the aforementioned gentlemen constituting the Board of Directors for the Canadian Bureau for the Advancement of Music met and re-elected Mr. E. C. Scythes, president, and Mr. C. A. Bender, vice-president. J. A. Fullerton was again elected to the secretary-treasurership.

"In order to take advantage of opportunities to put our propaganda through special articles in specific publications it is necessary to go after information. The fact that music is by some concerns used to promote employee efficiency prompts us to ascertain to what extent. Correspondence with a selected list of large employers in all lines not only gets information but gives an opportunity to arouse interest because someone else is successfully using music in getting more and better results from labor.

"In conclusion, the Secretary desires to express his realization, confirmed every day, of how impossible of accomplishment his efforts would be without that whole-hearted enthusiastic support and unstinted backing that make the places of business of the members of the Board, that I have named in this report, just so many additional offices of activity for musical propaganda. I am sincerely grateful for the consistent, inspiring and encouraging support and interest of the Bureau's executive.

"Respectfully submitted, on behalf of the Board of Directors for Canadian Bureau for the Advancement of Music."

The Third Pedal

A resolution was carried, that beginning with September first next, and including the Canadian National Exhibition, the output of upright pianos of the various factories be with two pedals only.

Art and Satin Finishes

The former arrangement that pianos exhibited on the outer stands of the piano booths at the Canadian National Exhibition be in satin finish, was made more comprehensive. It is now arranged that the instruments on the outer stands be in either art or satin finishes or both.

Reconstruction Association

The Canadian Industrial Reconstruction Association, the purposes and objects of which have already been enlarged upon by the Journal, was discussed. A motion was introduced and carried that the members be recommended to support, as generously as they feel disposed, the executive of the new organization.

Export Trade

The attention of the meeting was directed to the possibilities in export trade, and that the only thing lacking was shipping facilities. It was pointed out that there was a priority shipping list on which pianos and organs were not included. He urged that the matter should be taken up with the Department of Trade and Commerce. The discussion of this along with the proposed increases by the express companies for carrying player pianos resulted in a decision to have the Executive Committee appoint a Transportation and Export Committee of four members.

Officers Elected

The entire slate of the nominating committee was agreeable to the association and adopted unanimously. The executive committee was enlarged from four to six members. The officers for the ensuing year are:

Honorary president, T. J. Howard; president, Frank Stanley; 1st vice president, E. C. Scythes; and vice president, H. A. Grimsdick; treasurer, Fred Killer.

Executive Committee.—R. S. Gourlay, H. H. Mason, W. N. Manning, Albert Nordheimer, T. J. Howard, C. A. Bender.

Exhibition Committee.—Henry Durke, J. E. Hoare, Edwin J. Howes.

Nomination Committee.—E. C. Thornton, David Allan, Henry Sykes.

Mr. Howard then handed the gavel over to the president-elect, and in a few words expressed his appreciation of the support accorded him by the members and executive, and he bespoke for Mr. Stanley the same cordial relations that had characterized his term of office.

Mr. Stanley, in taking the chair, paid a grateful tribute to his predecessor in office, and referred to the valuable work that the association had accomplished during the year in the interests of the trade. He predicted that at the next annual meeting there would be as favorable a report presented as the members received this year.

The meeting then adjourned, but not without a number of the members taking occasion to testify to the valuable work and high esteem of the association's secretary, Mr. James G. Merrick. Mr. Merrick has been the association's secretary for many years, and in securing his services the trade has been singularly fortunate. He has just the equipment and experience that peculiarly fit him for the work that



Mr. H. A. Grimsdick, 2nd Vice-President
Canadian Piano & Organ Manufacturers' Association.

he is so skilfully handling, and he is exceedingly generous to the members with his time and assistance even in matters that do not pertain specifically to what might be considered association affairs.

To Secure Prompt Payments

AN advertising campaign was recently conducted by the Syracuse Business Men's Association urging the public to pay bills promptly on the 10th of each month. Full page advertisements were run in local newspapers for a period of two months, pointing out that a merchant cannot carry an account beyond thirty days and that it is unfair to ask him to do so. Merchants report that a large number of their charge customers have responded to the appeal of the advertisements, in some cases payment having been received on accounts given up as dead. An increase in cash purchases in place of "charge it" was also noted.



Announcing
the

Style "Baby Grand"
Retail Price \$300

SHERLOCK-MANNING

"The Phonograph worthy of any Home"

Handling this phonograph stamps your store as the leader. Retail price, \$300.

Possesses every modern improvement—cabinet work of highest order. One on display in your store will cause people to

Stop, Look and Listen—then Buy

Write us quickly and get the exclusive agency.



The Sherlock-Manning Piano Co.

LONDON

CANADA

Canada Carried On and So did we!

IF our service, friends, has at times during the last four years, fallen a little below what you have learned to expect, consider this, that through all the period of the war, we have "carried on" in the manufacture of the

SHERLOCK-MANNING

20th Century Piano

"The Piano worthy of any Home"



Unflinchingly, we kept going in spite of the war, like this great Canada of yours and ours.

**Not a man let go, except to don khaki.
Not a day on short hours.**

There's every reason now for good cheer. Our men are coming back to the places we kept for them. There are more to come, and our staff, gradually filling up, will soon be giving the same good service as of old. All of which makes us wish you with extra fervor "A MERRY CHRISTMAS," and we unhesitatingly predict "A PROSPEROUS NEW YEAR."

The Sherlock-Manning Piano Co.

LONDON

CANADA

Canadian Music Trades Journal

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

\$2.00 per year in Canada; 8s. in Great Britain and Colonies; \$2.50 in other countries.

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TORONTO, DECEMBER, 1918

No. 7

German Exports Before the War

BEFORE the war, Germany had worked up an export trade in musical instruments of twenty-one and a half million dollars. Of this amount over \$4,000,000 went to Britain; almost \$2,000,000 to Canada; and nearly \$2,500,000 to Australia and New Zealand.

In 1913 Canada got from Germany pianos, organs and piano and organ parts worth \$125,000, which is comparatively a very small purchase. The bulk of this country's buying from Germany was in mouth organs, violins, strings and other small goods, particulars of which are given in the small goods department of this issue.

The bulk of Britain's buying from Germany was in pianos and piano parts, which ran up to practically \$3,000,000, while Australia and New Zealand bought over \$2,000,000 from the same people.

Export vs. Home Market in England

"WHILE we all as a nation are convinced of the necessity of laying out broad schemes for the great expansion of our export trade," says a writer in the London Music Opinion, "we must consider the influence of the home market. Dealers have been giving huge prices for pianos during the shortage, and doubtless they will continue to do so during the period of reconstruction, for we do not look for any great reduction of wages for a long time. Now, notice the peculiar position in which makers will be placed. On the one hand, an insistent and profitable home market, and the more so if rationing is to continue; and on the other an urging to take part in the struggle to capture foreign markets, involving a great deal of self-abnegation and certainly little hope of immediate profit. Who could blame a man if he takes the way of least resistance and fell away from any co-operative action in colonial marketing?"

"An additional difficulty will be met in the world-wide movement which is arising against 'dumping.' Broadly, this means that to sell a piano in a colony at a price less than that same quality of instrument would realize in the home market is to encounter a tax equal at least to the difference. The net result then is that the best price which can be secured at home is the lowest price at which a piano can be sold for export. High prices at home must therefore mean high prices for export; and yet we are told that pianos sent abroad must be relatively cheap, in order to compete with other competitors. We are at the same time assured that improvement or superior quality must be incorporated. But that same superior quality will, in times of shortage at least, realize extraordinary prices in the home market; and consequently we are, in view of the anti-dumping laws, just where we were. Germany could do things in the way of exportation that we could not for the simple reason that her general population did not purchase pianos. Moreover, it is far from useful to take examples from German commercial practices and offer them as guides to English manufacturers unless it could be shown

that the surrounding conditions were in essential points reasonably similar.

"A source of weakness to the piano trade is doubtless the presence of the maker of very cheap pianos."

Australian Piano Imports

CANADIAN Trade Commissioner D. H. Ross has furnished the following report on the piano imports in Australia: "In addition to the special reports upon the Australian piano trade which appeared in *Weekly Bulletins* Nos. 566 and 587, and the illustration and specification of a popular type of instrument in No. 588, special reports have—in response to inquiries—in No. 588, special reports have been furnished to several Canadian manufacturers. The predominating position held by German manufacturers is illustrated in the appended table. The imports from Germany since 1914 are accounted for by the cargoes of steamers interned at neutral ports having been transferred to Australia.

"Upright German Pianos

In 1913 Australia imported 12,277 German pianos valued at £300,000

" 1914-15 ..	3,296	83,887
" 1915-16 ..	3,119	84,425
" 1916-17 ..	243	6,966

"Manufacturers in the United Kingdom and the United States have benefited through the absence of continental competition. Some Canadian manufacturers have recently shown a disposition to supply the type of instrument required by the Australian trade, which indicates that the returns for 1917-18 should show an encouraging advance.

"Australian musical warehouses will, undoubtedly, give sympathetic attention to offers from Canadian manufacturers disposed to supply pianos suitable for the trade at competitive prices.

"Grand and Semi-Grand Pianos

Country of Origin	Number	Value	Number	Value
1915-16	1915-16	1916-17	1916-17	
United Kingdom ..	81	£ 5,578	43	\$3,485
Germany ..	16	1,359	9	2,940
United States ..	25	2,488
France ..	3	199	3	196
Denmark ..	3	184
Switzerland ..	2	108
	130	£10,916	86	\$6,621

"Imports of Upright Pianos

Country of Origin	Number	Value	Number	Value
1915-16	1915-16	1916-17	1916-17	
Canada ..	3,438	\$105,040	2,307	£ 85,962
Other British ..	22	741	..	394
Belgium
Germany
United States ..	319	8,455	281	6,966
Other foreign ..	4,487	127,859	5,852	160,874
France ..	7	714	..	456
Other foreign ..	4	101	..	164
Denmark ..	4	118	..	2,982
Japan ..	32	648	142	1,411
Netherlands ..	62	1,486	160	4,141
	8,375	\$244,762	9,034	\$261,939

"Piano-Players in Demand

"The growing trade in piano-players and player-pianos should merit the consideration of enterprising Canadian manufacturers disposed to make persistent effort to exploit their instruments in the leading Australian importing

CECILIAN

World-Famous (Est. 1883)



O all representatives and friends of Cecilian Pianos we extend our sincerest personal wishes for a very merry Christmas and a happy and successful Nineteen Hundred and Nineteen.

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

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

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

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

The Cecilian Company, Limited, Toronto

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

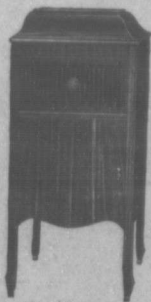
Head Office and Salesrooms:
247 Yonge St.

Factory:

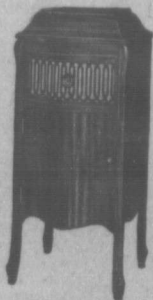
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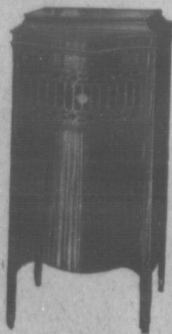
CECILIAN CONCERTPHONE



The "Alexandra"
\$124



The "Superb"
\$164



The "Royal"
\$250

THE Cecilian Piano's reputation is the Cecilian Concertphone's passport into the stores of leading dealers. Built into both instruments are the results of a long experience in the manufacture of strictly high grade pianos.

All cabinet designs of the Concertphone are equipped with our splendid Automatic Stop.

Each design has the Ball-bearing tone-arm.

The Concertphone plays all makes of disc records—and plays each kind of record as a music-lover desires it played.

There are five Concertphone models, running from \$75 to \$325.

The Cecilian Company, Limited

247 Yonge Street

Distributors for Canada

Toronto, Canada



centres. Several new lines of player-pianos have been placed on the Australian market in recent years. These instruments are dutiable at the same rates as pianos, hence the number imported and their values is not shown under a separate classification.

"Piano Parts and Accessories"

"There are two piano manufacturing companies of considerable magnitude in Australia—one in Melbourne and the other in Sydney—and these industries are to some extent embodying Canadian parts in their instruments.

"Information as to sources of supply in the Dominion has been furnished by this office and representatives of the Australian factories have visited Canada for the purpose of obtaining necessary supplies.

"The total imports, under these classifications, into Australia in 1916-17 were valued at £48,838, of which the United Kingdom supplied £10,041; Canada, £7,911; the United States, £26,922; and France, £2,948."

Organ Imports Into Australia

THE imports of household organs and small organs for churches into Australia in 1916-1917 showed an increase of \$12,000 over the previous year. The total figures for 1916-1917 represented 758 organs, valued at \$40,700. Of the 758 organs, 661 came from the United States, 32 from Canada, 29 from Britain and 36 from Japan. These organs apparently were invoiced at an average price of \$53.

Sixteen pipe organs were also imported, mostly from the United States.

Pianos in New Zealand

FOR the eight months ended August 31, 1918, New Zealand imported \$153,700 worth of pianos, which would mean a monthly average of \$19,200. This showed a drop from the corresponding period of 1917, which would figure out a decrease of \$122,000 in the whole year.

It Pleases the Bankers

PIANO and talking machine dealers in Milwaukee have completed a system of uniform interest charges on time sales. Every contract for piano, player, organ or phonograph is to be written with the six per cent. interest clause, it being understood that if the account is paid in full within ninety days the interest is to be waived. When the account goes over the ninety days the six per cent. is to be charged from the date of the contract and not from when the ninety days are up. It is understood that the Milwaukee bankers view the adoption of this uniform charge with satisfaction, claiming that it makes the music dealers better credit risks.

Piano Delivery By Motorcycle

OUT in the West, one of the piano dealers uses a specially equipped motorcycle for delivery purposes. It contains a side-car with a platform on which a piano, organ, or phonograph can be securely strapped in an upright position. This dealer says that this gives him good satisfaction.

Worth From \$1 to \$200 Each

ONE of the trade live wires claims that the most valuable thing in his store is his little box of prospect cards. He says every card in that box represents an investment of anywhere from one dollar to two hundred dollars in time, and a certain number of cards will turn into sales each month.

3 to Every 1,000

THE Piano Journal's mathematician has been up nights. He has it figured out that three pianos are sold each year to each 1,000 population. According to that in every community of 500,000 there is sold annually, on the average,

1,500 pianos. If that centre has ten dealers each averages 150 pianos a year. Of course his assumption is that some stores do more than the average; others do less.

A Malay Proverb and Its Application to the Sale of Musical Instruments

"WHERE the needle goes, the thread goes too," is an old Malay proverb that contains more good business logic than is apparent on the surface. The idea of using the needle to pave the way for and to guide the thread is no gauzy theory. It is the natural procedure. In merchandising it is a matter of cold dollars. In the music business the public interest in music is the needle. The sale of musical instruments is the thread. The thread represents yard after yard after yard, indefinitely.

To reduce this proverb to trade language, it is "Where there is public interest in music, the sale of musical instruments is active." So true is the proverb and its monetary application to the musical instrument field, that every member of the trade should resolve to assume the role of local music propagandist. To think music, talk music, urge music, advertise music, support music for everybody, in every form and on every occasion is the dealer's and salesman's duty to himself.

Through the trade's working with the Canadian Bureau for the Advancement of Music much has already been done. It has put music in the new light of a vital necessity to human life. It has been a big help in winning the war. It has kept the whole musical instrument industry in Canada intact. It has put the buying public in a more receptive frame of mind for the arguments of the salesmen. It has brought to the front and clinched the principle that more music on the school curriculum is an urgent need. It has made the men in the trade, themselves, feel that they are in as fine a line of business as exists to-day. That confidence and dignity has given color to the amount and direction of their energies. It has shown the press of Canada that the reading public of this country want their music page just as much as the one devoted to sports, drama, motoring, finance, etc.

Each individual member of the trade should everlastingly advocate music with some of the persistence that enabled the late Joseph Chamberlain to get results. "On every committee of thirteen," he is credited with saying, "there are twelve men who go to the meeting having given no thought to the subject and prepared to accept someone else's lead. One goes to the meeting having his mind made up what he means shall be done. I always make it my business to be that one." And there stands to-day in connection with Birmingham University a Siena tower that the senate did not want and could not afford, because Chamberlain came back at every other want expressed, with the insistent statement, "What we want is a Siena tower." And a Siena tower they got.

Music is no useless tower. It is something we cannot live without, nationally, civically, or as families and individuals. Let others put in their requisitions for the uplift of books, the educational power of the movies, the joys of motoring, the merits of this and the advantages of that, but as for every last man in the music trades let his voice be raised implacably for music.

The pass-word, the slogan, the motto, the subject of all subjects for the trade in 1919 is music for everybody.

Service is the only thing you have a right to ask the public to pay you for.

Happiness is had by living each day by itself. Worries are mostly about yesterday or to-morrow.

The man who insists on telling you all about himself and his ability has trouble in holding his audience.



THE war is now Providentially and happily over and we may all enjoy the holiday season with gratitude and thanksgiving. We wish all our Canadian friends a Merry Christmas and Prosperous New Year.

The civilized world is undoubtedly facing a greater period of trade expansion than ever before and we are at your service at all seasons. Your correspondence is invited.

American Piano Supply Co.

110-112 E. 13th Street - New York City

An After-the-War Letter

THE "Gourlay News" for December, just issued to the agents and salesmen of Gourlay, Winter & Leeming, Ltd., is in the form of "an after-the-war letter," by Mr. Robt. S. Gourlay, president of that firm. Mr. Gourlay's analysis and deductions are so thorough and so informative that the Journal sought and secured permission to reproduce it in full. The letter follows:

"I am convalescing from a severe illness, and our vice-president, who is responsible for the issue of the Gourlay News, has suggested that I write you anent Canadian conditions following the war and their relation, as I see it, to the piano trade for the approaching year.

"Thanks to God

"I join with you in humble thanks to Almighty God for his help and guidance through all these years of heart-testing struggle, developing the morale of our people, as well as for the victorious termination of the war, so wonderfully vouchsafed to the Allied commanders and their armies and navies.

"Right Triumphs

"I join with you in rejoicing that the issue of the struggle has established the reign of liberty and right, and that a way has been blazed for: a brotherhood of nations cemented by the blood of our sons shed in a righteous and common cause, so that the world has in prospect the final end of war and the establishment of a court of international justice between all races and nations.

"Our Heroes

"I join with you in the grief and sorrow with which we mourn our fallen heroes, over 55,000 of our best and bravest who have given 'their day for our to-morrow,' and also join with you in honoring their wounded comrades, comrades of like character, who in such greater numbers are to carry through life the war penalty of disability from disease, wounds or mutilation. Let it be ours as a privilege more than a duty, to care for them from year to year as honored sons.

"Not Found Wanting

"I join with you in a silent yet sincere spirit of national thanksgiving that in the day of trial the Canadian, when weighed in the balance, was not found wanting, that Canadian manhood and womanhood proved true metal, true to the spirit and inspiration of our glorious country and to the best traditions that are ours through history and heredity. Yea! they almost always rang true, meeting every demand with alacrity and cheerfulness, ready service and willing sacrifice, whether before the foe or in the quiet of home or place of labor and national service.

"For this glorious page in our history, let us pray God to keep us humble lest we forget Him in Whom we have had this sufficiency.

"A World Food Demand

"I rejoice with you that, as never before, Canada has come into her own as a world food purveyor, not for wheat alone, but for fish, flesh, fruit and most desired of roots and cereals—a food purveyor for the world and sought for in the world's markets. Let us continue to produce more—we can do this with returning labor (if labor's price is paid) in order to take full advantage of the present foreign demand, and also let us export nothing below a Canadian highest quality standard in all our products and so hold that market through coming years. With the great loss of man power and the coming abnormal demand for labor to reconstruct war-swept areas, it will require the world's

surplus crops for some years to reach a normal food situation.

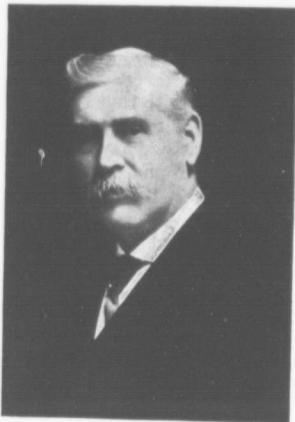
"Industrial Progress

"I rejoice with you that industrially Canada has achieved an acknowledged position in the world's markets as to expert quantity production and as to quality and uniformity of highest excellence in many lines of new endeavor; also that under war conditions the range of articles now made in Canada is far in excess of pre-war days, and which with daily development in this direction promises to be our greatest industrial gain during the war period.

"As rapidly as labor can be diverted from munitions and from across the sea to our industrial plants, our industries will hum in an effort to meet Canadian as well as world shortage in every class of manufactured product required for the world's daily needs.

"Canada's Prosperity

"I rejoice with you that Canada has prospered financially, that she has the money and is financing her war and other reconstruction undertakings, but a matter for greater rejoicing in the new citizen spirit of *thrift* and *lend* that has saved and provided the money for our war demands, for if this spirit is a permanent national characteristic then the future of Canada is assured and our development is only in its infancy.



Mr. R. S. Gourlay.

"An Epoch in Our History

"Canada, the larger half of Anglo-Saxon North America, with its glorious invigorating climate and its diversified natural resources of forest and mine, sea and lake, fertile land and water courses, with all that they contain potentially in the way of food and basic supplies, as well as heat, light and power, under control of a national will to save and use for national needs in the development and husbanding of these resources, opens up a vista of national achievement that is epoch-making in its possibilities.

"A National Coming of Age

"In the foregoing I am not overlooking the splendid services and gifts for Patriotic Fund, Red Cross, Y.M.C.A. war work and other war charity and tragedy funds that we have been privileged and able as a people to support, yet to my mind the change from Government borrowing abroad for national needs to our own saving and lending Govern-

PEACE



THE Glad Tidings have been spread over the world. The din and roar of battle, the noise of firing cannon and the shouts of charging men have ceased. Over the war-torn field has fallen the quiet of Peace.

To the dead that lie, cold and stiff, in Flanders fields, we pay tribute. They asked us to take up the quarrel with the foe. They threw to us the burning torch and bid us hold it high. They left to us the task of securing a Peace which would exact unbreakable guarantees that faith shall be kept.

And with this Peace inscribed upon the great tomb wherein they lie, with the poppies showing red again in Flanders fields, we have answered. We have held high the burning torch and held sacred their faith in us. They have not suffered and died in vain.

We are proud of the small part it has been our rare privilege to play . . . we thank our friends who have so loyally and so patriotically understood conditions.

And we face the To-morrow, the readjustment period between war and peace, with faith, with hearts filled to over-flowing and a prayer of thankfulness upon our lips.

Cordially yours,

Vice-President

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

Manufacturers of the Stephenson Precision-Made Motor

ment marks a national coming of age, full of promise for our place and influence in world affairs.

"Now as to the piano trade—

"How you must rejoice in the thought that the war years are at an end and that years of normal conditions are in sight.

"Coming Home

"Our men are coming home, true it will probably be two years before they are all home, but they are coming home, and once more our charming Canadian home life will be resumed and enjoyed without the separation, dread and sorrow of the past four years.

"Our boys across the sea are preparing for it, as Hon. Dr. Cody tells us that hundreds of them are marrying every month, whilst for others the Canadian mate is loyally waiting her man's return to embark at once on matrimonial seas and others are praying for a speedy resumption of the home life that had to be broken up at the stern call of a patriot's duty.

"Home Joys

"Home—Matrimony—the two institutions upon which the whole fabric of the piano trade depends for its upkeep, for without the trade in pianos for the new home, or nearly new home for the child's education, even the popular desire for music in the home would soon become an obsolete desire.

"The Trade's Time of Trial

"Recall how the war hit our trade—half a million of our best prospects out of Canada's limited and scattered population called for service and their home plans set aside for years. No wonder that as far as our trade is concerned it has been with many a question of carrying on with as little loss as possible, and it is to the credit of the trade that it has been done so cheerfully and that the members of the trade have also done their bit so thoroughly, men, money and service in response to every call.

"I anticipate that with the resumption of Canada's home life and the business outlook the trade is warranted in expecting the best year's piano business in 1919 that we have had for years unless we have a crop failure. With an average crop and the business outlook the year 1919 is bright with promise for the piano trade.

"The Business Outlook

"The business outlook includes in addition to matters I have already touched upon—

"Resumption of national public work expenditures.

"Resumption of municipal outlays for deferred development, improvements and repairs.

"Participation in the Old World's reconstruction programme with enlarged demand for products of mine, for-

est, land, lake and sea, and with an increase in labor necessary to supply this demand.

"Equipment and repairs to plant and roadbed of railroads in order to put our transportation facilities on a safe and profitable operating basis, with increase in service as labor can be secured.

"An enlarged ship-building programme.

"Industrial, commercial and agricultural development based on world shortage and demand in which we may largely share.

"A great increase in Canadian building operations over recent years.

"Wages for 1919

"As I see it, November, 1919, will find us still short of labor, though not so acutely as has been the case during the war and munition making; that wages, outside of abnormal wages for munitions, will not alter to any appreciable extent, except as cost of living makes this possible; that 1919 will see little or no change in respect to either wages or the high cost of living.

"Labor Adjustment Conditions

"That as our men come home they come to their homes scattered from the Atlantic to the Pacific and to every kind of calling and that unfortunately more than one third will be missing, invalidated or required for necessary after-the-war work, caring for and training the invalidated.

"That the re-adjustment of the munition workers to new fields of labor will be of easy accomplishment under present and 1919 labor conditions, and further that this adjustment will only be noticeable in a few centres of population, —the average piano man will not come into touch with it.

"Just one word more—

"1919 Prices

"You ask me as to piano prices for 1919? I see no prospect of reduction in prices for the coming year, the price of labor will not materially alter, the shortage in basic supplies still exists, and when reconstruction orders from across the sea reach America, they will be for such gigantic quantities that for a time we will have to pay more for our supplies, and an advance in piano prices will probably be necessary. In point of fact piano makers are paying \$3 more per piano for two basic articles to-day than when the armistice was signed.

"I close with the hope, therefore, that you and I may be a live unit in this year's business. Remember there is a stock shortage and with increased trade this will continue, whilst in all circumstances reduce your selling terms of credit and rejoice in the possibilities that await this Canada of ours.

"Sincerely yours,

"ROBT. S. GOURLAY."

NEW!

The Columbia Record Catalog is out—the New one! And it's new all through—typography, pictures, material, arrangement. New and better.

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





*Gentlemen
of the Piano Trade:*

At this the first Christmas and New Year season after the termination of hostilities, our personal greetings to you carry an added pleasure.

May the removal of the cloud of war make your Christmas festivities the more joyful; and may 1919 bring you a large share of prosperity, is our cordial wish.

WILLIS & CO., LIMITED.



The public's practical expression of preference for Willis pianos in the past gives the alert dealer his cue for the future.

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

WILLIS & CO. LIMITED

MONTREAL

Head Offices:
580 St. Catherine St. W.

Factories:
St. Therese, Que.

PIANO TRADE IN MONTREAL

J. P. Bickell Passes Away

SALESMEN of the local piano houses are capitalizing the armistice by going strong after those pet prospects who for reasons of safety-first or because they thought it would not be patriotic to buy pianos during the war, put off the purchase. The prospect lists include many names of people financially able to purchase pianos but who simply could not be induced to sign an order while the war was on. These are now cashing in in quite gratifying numbers.

What the effect of peace on business will be is a much discussed subject and one that brings out a diversity of ideas. The keynote, however, is optimism and there is so much less excuse for anxiety than there was in August, 1914. There are many workers in Montreal who have had splendid incomes through their munition operations and who will now be affected by the discontinuance of this class of industry. But there are so many other enterprises held in abeyance and so many industries suffering in output because of munition work that it is expected here labor will be absorbed so rapidly that there will be no surplus. The piano dealers are showing their confidence by carrying on as usual, unless it is with greater enthusiasm but a more keenly felt shortage of instruments.

Those in the trade acquainted with Mr. John P. Bickell, for many years in charge of the office and financial end of the business of the Craig Piano Co., were shocked to learn of his death, which occurred with such distressing suddenness at his home. The late Mr. Bickell died on the evening of the day that news of the armistice being signed reached here. This news following upon word of the wounding of his son-in-law, Lieutenant Lilly, of the United States army, brought on an attack of heart failure and he dropped to the floor in his own home, never recovering consciousness. The funeral service was attended by a large number from the local music trades, who held Mr. Bickell in the highest esteem. Members of the trade, who called regularly at the factory of the Craig Piano Co., always looked forward to a kindly greeting from this gentleman, and the cordial relations existing between him and the Messrs. Craig was frequently commented upon. Deceased, who was sixty years of age, was born in Quebec. He is survived by a widow and four daughters.

About fifty retail merchants of Montreal, who advocate the early closing of retail stores four or five nights a week, have recently organized with a view to requesting the city to pass a by-law making early closing compulsory. The new association has elected as temporary chairman S. D. Cohen, and as secretary-treasurer M. Barash. A special committee composed of W. Pelletier, J. Schachter, Jacob Germaise and M. Barash, has charge of recruiting new members. A meeting will be held to elect permanent officials.

The death of Mr. Alexis Contant, pianist-composer, a well-known musician of Montreal, occurred at his residence, 84 St. Denis Street. He was 60 years of age and was for 38 years organist of the St. Jean Baptiste Church. He was born in Montreal in 1858 and received his education at the St. Marie College. He was professor of music at the Hochelaga convent, the Mount St. Louis and Assumption colleges. His works included several masses, symphonic poems and the first oratorio composed by a Canadian, "Cain," written in 1905, was one of his best known pieces. He leaves an unfinished opera, "Veronica." He is survived by his widow, two sons, four daughters and four brothers.

Mrs. R. B. Hale, of Cromwell, Conn., who was visiting her son, H. R. Hale, 104 Grey avenue, the well-known tuner, died very suddenly yesterday morning. She was 83 years of age. She came to Montreal only a few days ago to spend the winter with her sons here.

The trade may be able to boast of more than one Sherlock Holmes, but we know of one in the person of Manager A. E. Moreland, of J. W. Shaw & Co., who recently visited Ottawa and traced a piano that had been out for 18 months and was practically given up for lost, as the purchasers had changed their address so frequently that it was nigh impossible to keep tab on them. A. E. not only recovered the piano, but had it shipped down by express and it is now resting in the firm's warehouses.

The salesmen of the staff of C. W. Lindsay, Ltd., have just completed a successful competition. The men were divided into two teams, each camp being headed by a captain. The men were keenly interested and the posting of the daily results as the contest proceeded gave zest to the work. The prize was fifty dollars cash, divided among the winners.

Mr. A. P. Willis, president of Willis & Co. Ltd., was one of the recent Governors visiting the Children's Memorial Hospital.

The firm of C. W. Lindsay, Limited, was one of those winning an honor flag which was distributed by the employees' committee in the recent Victory Loan drive. This flag was donated to firms exceeding their quota.

The Jazz Band Float in the Victory Loan Parade, headed by the famous Willie Eckstein and company of local entertainers, included a Lindsay piano.

Greetings

TO one and all of our Montreal friends in the trade, the writer extends his sincere good wishes this festive season.

May Christmas bring cheer and joy to each and every home.

May the New Year with all it holds in store, be filled with success and happiness for you and yours.

The Westmount Minstrel Float in the Victory Loan Parade came in for a lot of favorable comment and contained a Willis piano, which helped considerably to bring this float to the attention of the people.

During the Victory Loan campaign, every person making a purchase at Layton Bros.' warehouses was presented with a copy of Philip E. Layton's popular patriotic song, "Soon You'll Be Coming Home, Lads."

The management of the St. Denis Theatre have followed in the footsteps of the other play houses and purchased a Leach upright piano. This firm are quite elated over the sale as it now places this make of instrument in all the local theatres.

W. W. O'Hara, who, as reported in these columns, recently commenced business here, expressed himself as eminently well satisfied with business conditions and is looking forward to a still greater activity during the holiday season when he will place a number of Sherlock-Manning players and pianos, the majority of them being selected as Christmas gifts.

J. H. Mulhollin claims that his piano department shows briskness and that the Evans Bros. and Mulhollin pianos are responsible for this state of affairs.

Wm. Lee, Ltd., supplied Martin-Orme pianos for the two local concerts by Oliver Edel, the boy soprano soloist of St. Thomas Cathedral, New York.

In an interview with Mr. A. P. Willis, president of

Willis & Co., Ltd., Montreal, with reference to the effect of peace on present business conditions as affecting the piano industry and the possibility of a reduction in the manufacturing cost of piano production, he stated that there should be a loosening up of raw materials and that there might also be removal of restrictions in the way of transport and men to handle material in transit due to releasing men in the munition factories, which should ease up to some degree the labor situation. In a couple of years, Mr. Willis suggested, it may be possible to see a reduction in prices, but it will certainly take all of that time before reductions can transpire. The demand for manufactured goods and for materials for re-construction will be so great that prices must keep up. Europe cannot do anything in the way of food for herself and cannot eat a morsel of her own growing until next October. While the nations of Europe are all engaged in trying to settle government and principles of social construction, Canada and the United States will provide food for the next year or two, perhaps always. This will mean more farming and shipping. Canada and the United States are now engaged in building ships in immense quantities. "The war plants of Canada will doubtless be turned to manufacturing for other industries. At the present time every city in Canada is unable to house its people, and men to build and material for building will mean work and wages and trade, so that I do not see at all how there can be any cheapness of labor, or material, to any great extent. Of course we hope there will soon be a removal of the abnormal war condition in respect of restriction of material and transport, and Willis dealers throughout Canada have informed us over and over again how they appreciate the way we have taken care of them and their requirements these abnormal times by putting their interests first. And we have been of service to our trade despite the abnormal conditions, despite a shortage of man power, despite restrictions in raw materials, transportation obstacles, and the hundred and one other difficulties which have confronted the manufacturer. Notwithstanding all these difficulties Willis products have continued to maintain their high standard, and in no one instance would we substitute inferior materials in order to cheapen or economize in production. We had our reputation to maintain and also that of our agents, who guarantee our goods on our pledge of honor."

Saskatoon Piano Co., Limited

Mr. W. H. Field, manager of the Saskatoon Piano Co., Limited, reports that, although for a time the "flu" was responsible for a certain dullness in trade, business has lately brightened up considerably, and the only fear is that insufficient stock will be available for the busy months. Fumed oak goods particularly are very popular in Saskatoon.

Apart from talking machines, the Saskatoon Piano Co., Limited, handle Bell art pianos exclusively, and we are informed that the financial year shortly closing will show a large increase in sales over the previous similar period.

"Tonofone"

SEE PAGE 40

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

The Late W. J. Steele

One of the finest personalities in the trade has passed away in Mr. W. J. Steele, of Waterdown, Ont., and formerly of Hamilton, who passed away at the latter place, a victim of the dread disease, Spanish influenza. Only in the last issue of the Journal was published a reference to Mr. Steele's recent marriage and to a complimentary dinner tendered him by trade friends in Hamilton.

At the time of his death Mr. Steele was making his headquarters at Waterdown, from where he featured Cecilian pianos and players. Previous to this he was manager of Heintzman & Co.'s branch, at Hamilton. His first experience in the piano trade was with the Bell Piano & Organ Co., Ltd., many years ago.

During his career in the piano trade the late Mr. Steele made solid, personal friends of those with whom he had dealings and no competing salesmen ever had other than the kindest feelings toward him. The dinner given to him at Hamilton on his leaving there was a convincing tribute to his popularity with associates and competitors. To Mr. Steele's widow, who was a bride of only a few weeks, the deepest sympathies of the trade will be extended.

New Cecilian Catalogues

There have been issued, by the Cecilian Co., Ltd., Toronto, two new catalogues. The one devoted to the firm's Concertphone line is a neat concise presentation of the five Concertphone designs, showing each machine in the actual mahogany shade. The Cecilian Concertphone trade-mark showing "The Choir Invisible," and an illustrated description of their automatic stop are given a prominent place.

The other booklet is devoted to Cecilian pianos, describing and illustrating four styles of straight pianos, two players, and the Cecilian patented "Interlocked Maple Back." Both these booklets are helpful to the sales staff of Cecilian dealers, and are creditable productions.

NOTICE

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

Columbia Graphophone Company
Berliner Gram-o-phon Company Limited

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Merry Christmas
and
Happy New Year

With the coming of a victorious peace, we
can still more heartily extend the old, old wish
to our many loyal Dealers and Distributors
who have by their co-operation made the past
one of our most successful years.

BERLINER GRAM-O-PHONE COMPANY, Limited

HEAD OFFICE AND FACTORY

MONTREAL

The Gramox Victrola

Victor Records



HIS MASTER'S VOICE PRODUCTS

are Wholesaled by the Following Firms:

ONTARIO:

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

QUEBEC PROVINCE:

Berliner Gramophone Company,
Limited,
Montreal, Que.

BRITISH COLUMBIA:

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

MANITOBA:

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

ALBERTA:

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

NEW BRUNSWICK:

NOVA SCOTIA:

PRINCE EDWARD ISLAND:

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

BERLINER GRAM-O-PHONE COMPANY, Limited

HEAD OFFICE AND FACTORY
MONTREAL



"HIS MASTER'S VOICE"

REG. U. S. PAT. OFF.

Talking Machine and Record Section

CANADIAN MUSIC TRADES JOURNAL—DECEMBER, 1918

Viewed from the Crow's Nest

THE nightmare of doing a talking machine business under the smoke-screen of war conditions is, theoretically, at an end. The process of re-adjustment has begun. But it has only begun. The changing from a war to peace basis is no magician's trick. It is not done by pushing an official button, or uttering "presto." Yet neither the fact of the uncertainty as to how long it will take, nor the habit we have formed in the last four years of proceeding very cautiously because "anything was liable to happen" should take the zest and optimism out of the return to business as usual.

The re-adjustment bogey is largely in the hands of the public and therefore in the hands of those who mould public opinion. It is the bounden duty of every dealer, salesman, traveller, to so shape his conversation that it will keep the wheel of optimism spinning round. A sane analysis of the situation reveals little ground for other than hopefulness. Canada is in good shape. The financial policy pursued during the war, i.e., the floating of our domestic loans within the country, has commended itself to the business men of the Dominion. It provided ample working capital for home trade and the taking care of foreign orders. The future of our agricultural exports never was as rosy as it is to-day.

The exit of restrictions has begun. And perhaps because it has begun without pomp or ceremony some in the trade need reminding that it actually has begun. The immediate prospect of more metals is doing much to maintain confidence. There were those who had contracted for a supply of cabinets in the closing weeks of the war and fearing the situation in the motor and supply markets, offered these cabinets at special inducement discounts. But the discontinuance of the use of tremendous stocks of metals and other raw materials for munition purposes must be acting to the advantage of the talking machine supply markets.

Then the matter of export business has come up. Can Canadian-made phonographs find a profitable market abroad? Enquiries have come in from Britain for Made-in-Canada machines. To embark on export business requires a well thought out policy. One thing in its favor is that the pre-war ridiculously cheap goods are out of the running. European workmen must get higher wages than they did before the war. Manufacturers all over the world will for at least several years have to pay high prices for all materials. Even allowing for the reductions that competition will ultimately make, none of the parties who have expressed themselves to the Journal are expecting any drop for some time and no return to anything like before-the-war figures. What conditions will be in the matter of boat space is perhaps only conjecture. But there are those who believe the procession of boats that come to Canada with returning soldiers will provide much tonnage for exporters and by the time the war requirements have been cleaned up the regular sailings and provision for more ships will take care of the offering export business.

While the possibility of export trade is as yet mere supposition a wider than ever home market is a certainty. One of the outcomes of the war in the realm of music is the peculiarly forceful way it has brought phonograph music into the limelight. It has been said that in England over 75 per cent. of the talking machine sales were to or for

the use of the army and navy forces. Wherever the troops congregated, in Blighty, at the field bases, or right up in the reserve trenches there was the little phonograph giving out its cheer. On the battle cruisers, submarines, destroyers, transports and packet steamers phonograph music was one of the indispensables. The effect on the home morale, how uncertainty, dangers, fears, concern, yes, and the great sorrows inseparable from war drove people to more music in their homes, how all this was reflected in the number and class of talking machine and record sales is well known to the trade. As one dealer in a small town put it, "My talking machine sales, during 1917 and 1918 to date, are only about ten per cent. more than they were for the corresponding period of the previous year; but had it not been for the war's intensifying the need of music my sales would have dropped to a level of which I am afraid to think."

The record buyer is a different person to-day to what he was in 1914. He is in the market for music. Ordinary men and women now discuss operas, oratorios and classic forms of instrumental music as readily as they do the probable fate of William Hohenzollern et al. Only a few days ago the Journal heard a carpenter talking to a record salesman about the contrast between Lucy Gates and the Kouns sisters in the singing of Eckert's Swiss Echo Song. The old idea of selling music was to get rid of an organ or piano by matching brains. The modern way is to sell a musical instrument on the music it will provide.

And so the great wave of musical progress that has swept the country is a direct asset in going after talking machine and record sales. It leaves the talking machine departments all over Canada with brighter prospects by far for immediate and future business than faced them at any period of 1914.

Making It Easy for People to Drop in at the Store

"TOMORROW you will be passing our store—drop in and ask for Miss Le Barr, who will show you the different styles and give you a thorough demonstration . . ." This is the closing paragraph in a talking machine advertisement of the J. M. Greene Music Co., of Peterboro. It is what is called putting store personality into advertising. There are a number of people who are shy about entering a store in which they have not been in the habit of shopping. They are reluctant about going in for the first time. They do not know exactly what they want, are perhaps not just prepared to buy that day and so they hate to approach a salesman or saleslady they do not know.

But to know beforehand that one is to ask for Miss So-in-so or Mr. Somebody-else makes the thing easier. It makes the errand send definite. It gives confidence to the timid. To advertise "drop in to the store and ask for Miss Blank, who will show you this, or play that, or answer all questions about something else," to get in that personal touch certainly looks like good business.

Recording Reveals Slightest Defects

"OH my, yes! And do you know it is a queer sensation—hearing one's records for the first time. I felt as if I should imagine a moving picture actor does the first time he sees himself on the screen," said Max Rosen, the violinist, to an interviewer. Mr. Rosen thought his records very good at first hearing but soon he began to see where improvements could be made.

"Recording is of inestimable value as a teacher," he



WE desire to express our appreciation of the hearty way in which Phonola dealers have co-operated with us in the trying months through which we all have just passed.

May this Christmas and New Year season bring you renewed happiness and prosperity.

THE PHONOLA CO. OF CANADA, Limited

Phonola Prospects are the Brightest

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

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

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

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

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

The Phonola Co. of Canada, Limited

KITCHENER :: CANADA

continued, "for as one goes on and on, he becomes familiar with the little faults in his playing which perhaps may have been overlooked in the anxiety of playing well. I might add that the work is much more difficult for a violinist than for a vocalist because he has his instrument to hold and he is moved about to get the proper effects. Waiting for my cue to begin reminded me of a horse race—the nerves are all keyed up for the signal 'Go!'"

German Phonographs

DURING 1913 Germany exported to Canada \$25,000 worth of talking machines. The year previous she sold Britain \$502,000 worth, and Australia and New Zealand \$52,000 worth.

Children's Trade

THIS is surely the children's age, and as the boy is father to the man, then the store that caters to the kiddies can look for the business of these youngsters when they grow up, and it is astonishing how quickly the children spring into manhood and womanhood and in time become householders. Perhaps, apart from reasons of profit, one of the great reasons that children's wants are so studiously provided is the recollection that many present day parents have of their childhood.

So many of them were children when a child seemed to be regarded as more or less of a chattel with no right to express likes or dislikes and whose duty it was "to be seen and not heard." In those "good old days," not so very far back, the country boy wore cowhide boots and flannel shirts that chafed his skin like barley beads the whole winter through. He ate the porridge set before him whether he wanted to or not and grew almost to manhood before he knew there was anything else to a chicken but the neck. The tid-bits were reserved for the visitors. But how different now. Our children have the finest of woolsens, shapely footwear, kid gloves and start the day on grape fruit or orange. So they should.

It did not take long for the record manufacturer to recognize the immediate and potential profit in putting out specials for the kiddies. It is quite delightful to read through the catalogue and see the choice there is for the children. The dealers, too, have responded to the incentive and those stores that have become favorites with the children through well planned effort are reaping a profit for their pains.

It is superfluous to suggest that at all seasons of the year, but more so at this time than any other, children's specialties should be featured. Advertising in the papers might be directed to the children with good results, for children now-a-days read the papers. The children of this age are quite an influence in the purchases of the home and their visits to the store and their interest in it should be encouraged.

New Columbia Record Artist

The Columbia Graphophone Co. has announced the addition to the Columbia recording library of Miss Barbara Maurel, a mezzo-soprano, who has achieved signal success on the concert stage and in operatic circles. Miss Maurel will record exclusively for the Columbia record library, and her first records will be announced very shortly. Miss Maurel, who was born in Alsace-Lorraine, studied abroad under Jean De Reszke, and her season with the Boston Opera Co. won the enthusiastic praise of the leading critics. Musically speaking, she follows the traditions of the French school, and it is said by recognized authorities that her voice is remarkably adapted for recording purposes. Miss Maurel specializes in the rendition of old-time ballads, and her Columbia records will doubtless meet with a hearty welcome from Columbia dealers.

THE DEVELOPMENT OF THE TALKING MACHINE

Read before the Franklin Institute, of Philadelphia, May 21, 1913, by Emile Berliner

TO receive the commendation of the Franklin Institute in recognition of endeavors relating to technical or scientific developments should in itself be ample reward for satisfying the higher aspirations of the engineer. Those in particular who appreciate the high standing of the Institute before the world and the eminence of the men that are its leaders and compose its committees will always be profoundly gratified when they are favored by the awards with which the Institute vouchsafes its good opinion. Needless, therefore, for me to assure you how grateful I am because it has been my good fortune to labor in promising fields and because I was able to win your expressions of approval.

Nor is it the first time the Institute has invited me here to speak in this hall. It was twenty-five years last week that I gave here the first public exhibition of the gramophone and read a paper describing its then short history and its processes.

On that evening of May 16, 1888, I showed in this auditorium how a voice could be etched into metal and, while the etching was being done, I rendered a programme of songs, recitations and instrumental solos previously prepared which, crude as they were, presaged the possibilities of more perfect results for the future. These disc records, the first of their kind, were reproduced on a machine turned by hand and all of them were originals. One duplicate was shown and reproduced and this had been made by electrotyping an original sound etching in the same manner as an etched half-tone is electrotyped. It was, however, easy to foresee the vast possibilities of the invention and under the paragraph "Practical Applications" I ventured the following predictions:

"A standard reproducing apparatus, simple in construction and easily manipulated, will at a moderate selling price, be placed on the market.

"Those having one may then buy an assortment of Phonographs, to be increased occasionally, comprising recitations, songs, chorus and instrumental solos or orchestral pieces of every variety.

"Prominent singers, speakers or performers may derive an income from royalties on the sale of their phonographs, and valuable plates may be printed and registered to protect against unauthorized publication.

"Collections of phonographs may become very valuable, and whole evenings will be spent at home going through a long list of interesting performances.

"Languages can be taught by having a good elocutionist speak classical recitations, and sell copies of his voice to students. In this department alone, and that of teaching elocution generally, an immense field is to be filled by the gramophone.

"Addresses—congratulatory, political or otherwise—can be delivered by proxy so loudly that the audience will be almost as if conscious of the speaker's presence.

"A singer unable to appear at a concert may send her voice and be represented as per programme, and conventions will listen to distant sympathizers, be they thousands of miles away."

On that evening the status of talking machines was as follows: The tinfoil phonograph of Edison had been known for ten years and was a scientific curiosity only, though of historic value. The wax cylinder phonograph or graphophone of Chichester Bell and Sumner Tainter had been invented and its aim as pronounced by its promoters was to become a dictograph for private and business correspondence. Both machines represented a system of sound re-



The Talking Machine Needle Without a Fault

➡ **Rush Coupon for FREE SAMPLE!** ➡

Something brand new! Something infinitely more pleasing and satisfying! A real scientific discovery. A phonograph needle that draws forth such beauty and clearness of tone as has never been equalled. A needle that *doubles* the value of the phonograph—that *trebles* sales of needles! records!—*machines!*—that *quadruples* your profits! That will make your *store stand* first and

foremost in your locality. Don't put off! Send coupon NOW for *free* samples and price of the latest sensation—the greatest of all phonograph needles, the *Tonofone!* **BETTER STILL!** Order a supply to-day. Increase your *Christians* Sales of machines and records. We will give you the right wholesale price. Our *money-back* guarantee protects you **ABSOLUTELY.**

"At Last!" Tonofone

The Talking Machine Needle That Puts Magic in Music

The Tonofone is made on entirely new principles, of entirely different materials. Instead of skipping or jumbling many of the finer microscopic undulations vibrated into the groove when the record was made, the smooth, resultant, platinum-like Tonofone point gets them all. Nor does this wonderful needle dig into and mutilate the walls of the groove and so impair the record itself and the volume and quality of the reproduction. On the contrary, it preserves and prolongs the life of the record.

It transmits each separate tone in all the fullness and quality of the original condition. It loses nothing—confuses nothing. It marks a distinct

advance in phonograph music—a new epoch in the phonograph world. Gone is the scratch—the twang—the squeak. Gone is the last lingering glimpse to phonograph music! All is stimulated by the Tonofone. All is replaced by a beauty, a clearness, a matchless and mysterious purity of tone that has amazed listeners everywhere—that can be produced, positively, by **no other needle.**

Tonofone needles play all records, both vertical cut and lateral cut. Can be used on all modern phonographs and talking machines. Each needle plays from 30 to 100 selections **faultlessly!** Sell at retail—3 for 15c. In attractive package, 100 packages in a display carton.

Don't be Hide-Bound by Precedent!
Blaze New Trails—Sell What the People WANT!

Be progressive! Be alive to fresh opportunities! Get in at the **beginning**—when ideas are **new**—when sales and profits are **luscious**. Put Tonofone needles in stock and sell the people what they want. One demonstration will suffice! Manufacturers, dealers, critics and public all crazy about Tonofone results. Send the **Coupon** and see for yourself.

Money-Back Guarantee If, for any reason, you do not find Tonofone needles as represented, and entirely satisfactory, you may return them at our expense and we will refund full purchase price.

PROMPT DELIVERIES No sales-lagging delays—no profit-losing waits—not when you order TONOPONES. Immediate deliveries anywhere.

MAIL THE COUPON ➡

FREE Show-Me-A-Tonofone Coupon

Name _____
Address _____

Dear Sir: Without obligation to us, send to above address, samples of TONOPHONE needles, price and full details of selling plan.

ARTHUR B. KEAYTON
864-CANADIAN TRADES

ording in which sound waves were either vertically indented as in the Edison graphophone or vertically engraved into a wax cylinder as in the Bell-Tainter graphophone. In reproducing these records a feed screw was provided which turned either the cylinder past the needle or the reproducing sound-box past the cylinder.

The Gramophone changed all this. Its record was made horizontally and parallel with the record surface and by itself it formed the screw or spiral which propelled the reproducing sound-box, so that while the needle was vibrated it was at the same time pushed forward by the record groove, and as the sound-box was mounted in such a manner that it was free to follow this propelling movement it made the reproducer adjust itself automatically to the record.

I pointed out at the time that the horizontal record of the gramophone was better capable of recording sound in its entirety, while in the vertical record of the phonograph-graphophone a certain distortion took place which became more pronounced the deeper the sound waves indented or engraved the record substance.

When I returned from this exhibition to Washington I set to work trying to develop a duplicating process which should enable me to make any number of records of the same selection in hard, wear-resisting material like celluloid or hard rubber. The first successful duplicate so produced was made for me in the same year in celluloid by Mr. J. W. Hyatt, well-known to you as one of the inventors of celluloid, and this duplicate is still in existence (now in the National Museum in Washington), being the first sound record duplicate in hard material which was made by pressing a reverse of the original record into hard material while the latter was softened by heat, and then chilling it while still under pressure. This process is at the bottom of the present industry of making many millions of sound record copies annually.

The trouble I found with celluloid was that it was not quite hard enough for the gramophone system and I therefore turned my attention to hard rubber. After several years of experimenting trying to make accurate electrotyped reverses or matrices from original zinc records, so that the very surface, even to its microscopic details, should be copied, I finally succeeded, and with the help of a rubber company in the Middle West, began to make large numbers of accurate copies from a matrix, and soon afterwards I launched the disc talking machine on the market.

By 1895 the invention was so far perfected that it began to gain many admirers by its simplicity and ease of manipulation. But it soon developed that many rubber records were imperfectly pressed and showed flat places, and the Rubber Company was unable to correct this part of their work and furnish a reliable output.

In this emergency I remembered an attempt made by the Bell Telephone Company in 1879, while I had charge of their laboratory, to substitute a shellac composition for the hard rubber of which their hand telephones were made and I got in touch with a factory that made electrical fixtures of such composition. I gave them a nickel-plated copper matrix of a record and the first copies they pressed from this matrix in shellac composition showed remarkable uniformity, and, moreover, because the material was harder than hard rubber, the reproduced sound was louder and more crisp. These composition duplicates proved at once a great success and ever since shellac composition has been used for making disc records, although recently attempts have been made to employ for them a substance like Bakelite.

As early as 1887 I had tried to make records by pressing a matrix into sealing wax and it is interesting to realize that these modern composition disc records are in reality seals of the human voice because the substance they are

made of is a modified sealing wax, both containing shellac as a basic substance. Few people have a conception of the untiring efforts which have been made year after year, and still continue, in order to obtain a composition which will answer all the requirements necessary for resisting the wear of the needle or prevent the latter from being ground blunt too fast. If the material is too hard and gritty it will wear the point of the needle so that before the end of the record is reached the reproduction becomes weak or blurred. If the material is too soft the record groove will quickly wear rough and the record reproduction becomes scratchy. Shellac is much adulterated and the mineral and fibrous substances which are added require careful selection and this whole department is in the hands of experts who do nothing else all the year around but test the substances and the mixing processes which are employed for producing record material.

Of recent years Mr. Joseph Sanders of Washington, D. C., has perfected a record disc having a solid fibrous core which is faced on both sides with a very thin layer of shellac composition of a superior quality. Records pressed in such discs are remarkably smooth, and withstand climatic changes better than the others so that they may be sent to the tropics without danger of being affected by the combined heat and moisture which abounds in those parts of the world. Moreover, these discs are light in weight and have sufficient flexibility to successfully withstand careless handling and breakage resulting therefrom.

After the hand-driven gramophone had been on the market for a few years the company which had been organized for exploiting the invention secured the co-operation of Mr. Eldridge R. Johnson, now the president of the Victor Talking Machine Company. An able mechanic and of shrewd technical perception, Mr. Johnson succeeded in developing a motor-driven reproducing machine which ran with great regularity of speed, was readily adjustable and, last but not least, ran silently so as not to disturb the sounds of the record by its own noise. Such a motor machine had been made by a New York clockmaker as far back as 1891, but had not been quite noiseless at that time. Mr. Johnson also took note of the fact that the patents of Bell and Tainter covering the method of cutting a sound record in wax were approaching their final term of legal existence. He decided to take advantage of this circumstance and applied himself to the abandoning of the difficult etching process and of combining the much easier wax-cutting technique of the graphophone with the gramophone method of horizontal recording. He of course adhered to the automatic reproducing, to the disc form of record and to the method of duplicating discs by impressing an electrotype reverse or matrix into shellac composition under heat and pressure.

We strike here an experience parallel to that which occurred in the early development of the telephone when two independent systems—the magneto transmitter and reproducer and the loose-contact transmitter and reproducer—were combined to form a system superior to either alone, when the loose-contact was finally used as a transmitter and the magneto telephone as the receiver for telephonic intercommunication, the system which has been in use ever since.

In a similar manner Mr. Johnson took from the graphophone the recording in wax and added it to what the gramophone already had and thereby produced the modern gramophone also known as the Victor Talking Machine, Disc Graphophone, Columbia Phonograph and other trade names.

And the machine which hitherto had confined itself to popular musical talents, to low comedy, simple songs, cornet and clarinet solos and to military music, rapidly improved to such a degree that it began to appeal to grand

United States District Court Upholds the Sonora Phonograph

Sweeping injunction perpetually restrains defendants in use of names so similar to "SONORA" as to be misleading

READ THESE EXTRACTS

From the Court Decree issued in the suit brought against The General Furniture Co., of Chicago, by the Sonora Co., to restrain that firm infringing on the "SONORA" trade-mark and trade name by the use of the words "Saronna" or "Sonora."

"That official recognition has been given to the superior quality and workmanship of complainant's product, in that at the Panama-Pacific Exposition in 1915 the Jury of Awards granted to complainant's product the highest prize for tone quality, thereby recognizing and endorsing the 'Sonora' phonograph or talking machine as superior in tone quality to all other makes of phonographs or talking machines on the market.

"That the high standard of quality and excellence of complainant's phonographs or talking machines has

become well and universally recognized by the public generally.

"That by reason of the high quality and superior workmanship of complainant's product, sold and distributed under said trade name or trade-mark 'Sonora,' and due to the extensive advertising by complainant and its predecessors in interest, as aforesaid, there has resulted an increasingly large public demand for complainant's product, and the trade name 'Sonora' thus permanently kept before the public as designating not only the complainant, but also its product has become well and generally known. . . ."

The Defendants Were Perpetually Enjoined

by Judge K. M. Landis, at Chicago, from using as a trade name or trade-mark for any talking machine any word so nearly resembling "Sonora" as "may be calculated to deceive or mislead the trade or the purchasing public."

I. MONTAGNES & CO.

Sole Canadian Distributors of the
SONORA PHONOGRAPH

RYRIE BUILDING

TORONTO

opera stars, to the great masters of the piano, to the wizards of the violin, to symphony orchestras, to virtuosi on every kind of musical instrument and to celebrated actors and elocutionists. The gramophone repertoire expanded to comprise the whole gamut of audible phenomena and voice reproductions in particular became so startlingly perfect that big hotels and restaurants were able to have their orchestras accompany the great singers of the day as they appeared by proxy out of the horn of the talking machine.

The predictions made before this Institute in 1888 were being fulfilled even to the application of the gramophone to national politics. Last year the speeches of the three Presidential candidates were heard and rehearsed all over this country and the recognition of the individual voices, something I had noticed in the very first gramophone records, was one of the notable characteristics of these speeches. The speakers were present in all but their bodies; the proxies were complete.

And down in extensive fire-proof vaults, built by the big companies here and in Europe, and securely closed to all but a few trusted employees, are stored away the copper or steel matrices, the indestructible and precious legacies which the masters of song and performance are leaving to future generations. Their immortality is secure because the very air pulses which smote the ears and brains of their own generation are already being resurrected above the graves of those who have died.

What had in the meantime become of the cylinder machines? The graphophone or wax cylinder phonograph, true to its original programme, had developed into a most serviceable dictograph, and it is astonishing how much time and trouble is saved by such a machine to the business manager, to the press reporter, and to the chief of office. Instead of calling for the stenographer, just when the latter is perhaps busy transcribing from her notes on the typewriter, the manager takes one wax cylinder after another and dictates his letters or orders to the lifeless machine. He may do so in his leisure moments, immediately as a thought strikes him, and when the rack of wax cylinders has been loaded with his dictation or orders, he rings for a boy who distributes the cylinders among the typewriters. These in turn place the cylinders on reproducing machines, and, with ear tubes over their heads and with nimble fingers on the keys, they transcribe from the talking record, now stopping to repeat a sentence, now taking notes of special orders with which the manager has interrupted his letter dictations. No time is lost in waiting; the strenuous life has permeated from the corporation manager to the most distant workers of his will, and the high speed of modern machinery has a counterpart in those wonderful combinations of money and brains which grind out twentieth century enterprise in the steady flow of a rushing stream and as a continuous performance.

Thus does modern technical science in all its branches fill the pressing demands of an eager humanity even to overflowing. But a hand is raised in protest, and out from a misty past there looms up an ancient landmark of human history, an achievement of an earlier civilization. It is the Day of Rest. when tired brains turn to the woodland and the mountain stream, to green fields and meadows, and to the low song of birds, the chirping of crickets, and to the call of the whip-poor-wills, who decline to perform for talking machines and who, like some other ideals that appeal to the romantic within us, must be pursued before they will yield to us the rewards of their charms. Machines may give us talk and melody, light and comfort, speed, and even flight, but they will never give us life's poetry; and it is well that it be so.

The companies making cylinder machines soon began to observe that wax cylinders also contained possibilities as

means of amusement and they set to work invading this apparently profitable field of application.

Their principal problem consisted in finding a proper process for duplicating from the original cylinder record. The best method appeared to be that of the graphophone, namely, make an electrolytic negative or cylinder matrix from the original record and use this as a mold for casting duplicate cylinders. Unfortunately, however, cylinder records do not lend themselves readily to such a process. To deposit metal on the wax cylinder was easy and the producing of a good negative or mold appeared to be a very simple matter because the wax record was simply melted out of the copper shell leaving on the inside a reverse of the sound waves. But having produced this mold and pouring into it a cylinder of copy wax it was difficult, and at first impossible, to separate the copy and get it out of the mold. So for a time they abandoned this method and developed a mechanical duplicating machine in which by means of a carefully mounted lever, having a tracing point on one end and a cutting point on the other, the record was transcribed from the original cylinder upon duplicate blank cylinders and this system was used commercially for a number of years with a certain degree of success.

However, the laboratories of the several cylinder factories continued experimenting with the electrolytic method and finally they produced a wax for casting the duplicate cylinders which on the application of cold would sufficiently contract inside the copper cylinder as to permit the duplicate to be slipped out. This obstacle having been overcome it was then found, however, that the matrix or mold did not represent the original record in all its perfection, but had lost in quality and surface because of the brushing with graphite necessary for making the original wax surface electrically conductive.

This difficulty was finally overcome by Mr. Edison through the development of a so-called process of gold molding. This consisted in passing a high tension current through a vacuum in which the wax cylinder record formed one terminal and a gold anode the other. Infinitesimal particles of gold are thereby transferred upon the surface of the wax record until it is entirely covered and it is then placed in an ordinary copper bath and a good thickness of copper deposited over the gold, after which the wax is melted out.

Such a mold is a perfect reverse of the original record and it enabled the Edison Company to place upon the market complete assortments of cylinder records in competition with the graphophone or Victor disc records.

While I cannot admit that such phonograph-graphophone records ever came up to the expectations of the most critical, they still satisfied thousands of people who appreciated the fact that, in reproducing these records of a softer material, they were not obliged, as in the graphophone, to change the needle with every record, since wax or even celluloid does not wear a needle like rubber or shellac composition does.

Of the many minds working on talking machines some presently turned to the very natural idea of producing records of the phonograph up-and-down system in disc form. This was not a new idea, but had never been developed. The advantages were obvious, because discs can be duplicated easier than cylinders and can be made in hard materials which could be more easily handled and occupied less space.

The first commercial discs with phonograph up-and-down recording were placed on the market by the firm of Pathé Frères, the well-known cinematograph and film manufacturers in France. The method employed by this firm, however, was not the simple one of recording sound into wax discs and then duplicate by the same method as employed in the graphophone. Pathé, owing to some technical diffi-



Greetings

May this Christmas
be the merriest you
have ever known and
the year

1919

be the most Prosperous
of your Business Career

Music Supply Co.

John A. Sabine

C. R. Leake

36 Wellington St. E.

Toronto

culties in direct recording, first recorded on a very large cylinder of about 12 inches in diameter after which they mechanically transferred this record to a wax disc by means of a system of levers, and from this disc they developed a matrix in the usual manner.

Recently, however, the Edison Company has been engraving phono-vertical records directly into a wax disc and then following the gramophone method of duplication. We have, therefore, on the market to-day, disc records not only of the gramophone type where the sound waves are of even depth and vary horizontally, but also those of the phonograph-graphophone system in which the sound waves are represented by corresponding variations only in the depth of the record groove.

On the theory advanced by me 25 years ago, that a vertical record must distort the original sound in proportion to the depth of indentation or cutting, we have then arrived at a point where a phonograph-graphophone or vertical record in disc form may closely approach the perfection of an horizontal or gramophone record provided the phonograph record is cut extremely shallow. In this condition, however, the record grooves cannot readily guide or propel the stylus and it requires a feed screw for propelling either the disc or the sound box. It has been tried to first cut a plain spiral groove, deep enough for propelling the stylus, and then super-impose at the bottom of this groove a phonograph-graphophone record, but this method has shown sufficient difficulties for preventing its introduction up to the present time. The gramophone type of talking machines still prevails and every year brings it closer to a fidelity in recording and duplicating which should satisfy the most exacting critics. The celebrated stars of grand opera would hardly entrust the keeping of their voices to any talking machine except they felt that the records represented their art in a satisfactory manner.

And such is the status of the talking machine at the present time. Considered critically the principal further advances should be the making of disc records in a material of the character of glass or hardened steel in which they would retain a polished surface indefinitely and which, on account of great hardness, would prevent the slightest loss in the most delicate vibrations recorded on the original disc. Bakelite would appear to be a promising substance, but it needs adaptation to requirements which escape the chance observer.

In the mere mechanical part of talking machines an electrically driven reproducing disc machine, generally introduced, would undoubtedly commend itself to a discerning public. Such an electrification of disc talking machines, by relieving the present hand organ energy, would make for an increase in esthetic enjoyment such as the promoters of talking machines are ever anxious to secure for their products.

Before closing this paper mention should be made of that very ingenious device, the telegraphone, developed by Mr. Poulson of Denmark. In this instrument telephone sound waves are made to record themselves as localized magnetic fields of different lengths and intensities in a steel wire, on a steel tape or as a spiral record on a steel disc. In the reproduction these magnetic fields, by passing in touch with a small electro-magneto, cause electric undulations corresponding to the original sound waves in the helix of this magnet. The circuit of the helix includes a telephone receiver which then emits the sounds originally spoken into the telephone transmitter.

Beautiful as this system appears to be, it suffers from the inherent fault that you cannot confine a localized magnetic field representing a sound wave as you can define a mechanical record of the same. As a consequence articulation is impaired because the magnetic halo of one wave

superposes the halo of the next and this is fatal to those delicate overtones which form the essential characteristics of most consonants. To remedy this the linear speed of the record was increased, but it then became cumbersome on account of too great length and it still showed losses in articulation because of the several electro-magnetic transformations which are embodied in this system.

Magnetic fields were long ago localized in the well-known experiment of writing with a magnet on a piece of steel and then strewing iron filings over it when the writing appeared as lines of iron filings which stuck to the magnetic tracings. The first who proposed to apply this principle to the recording of sound by fixing telephone undulations on a steel ribbon or wire and cause such a magnetic record to induce telephonic undulations by magneto-electric impulses and reproduce the original sound, was Mr. Oberlin Smith, now of Bridgeton, N. J., who published this idea in a prominent electrical journal several years before the advent of the telegraphone. Mr. Smith himself, however, did not carry the plan into successful execution and I do not know whether Mr. Poulson knew of the Smith publication when he took up and successfully completed the telegraphone.

The instrument remains to-day a beautiful combination of electrical and magnetic phenomena as applied to the transmission, recording and reproduction of speech, but its ultimate development into as perfect and practical an apparatus as the mechanical talking machines appears to be precluded by the existing conditions.

We have in one of our offices a photograph which one of our travelling salesmen brought back from a business trip to the trade centers in the wilds of Canada. It shows a giant lumberman reposing placidly on a rough bench in front of his crude log cabin. Nothing but forest and mountains surround him. His axe and his shot-gun lean against the cabin within easy reach, he is smoking his pipe, and his faithful dog crouches at his feet. His nearest neighbors are miles away and in days gone by the solitude of his existence would have been but rarely relieved by diversions or pleasures, and then only by occasional visits to the centers of supplies, where bar-rooms, gambling dens and low dance halls satisfied his yearning for a change from his laborious daily life.

But now there stands in front of him a rough dry goods box and on it he has placed an old-time horn gramophone and a stack of disc records. The concert halls, the vaudeville and opera houses of the world are represented in that pile, English statesmen and American Presidents may talk to him as if face to face and he can entertain his occasional visitors with the same choice selections that are heard in the drawing rooms of mansions occupied by the favored few, be they of the capitals and metropolises in the far away.

We framed that picture and wrote under it the words: "In Touch With Civilization."

Thomas Motors

Mr. L. Baxter, general salesmanager for the Thomas Manufacturing Company, of Dayton, Ohio, whose phonograph motors and parts are well known in Canada, was a recent visitor to his firm's Toronto office. To the Journal Mr. Baxter stated that his firm had decided, in view of the extraordinary demand for supplies, to double their force.

"The Thomas Manufacturing Company, by their untiring efforts, have built up a large and increasing business in this line," said Mr. Baxter. "The business has grown from small proportions by leaps and bounds, until at the present time more than three hundred mechanics are working night and day in order to supply the demand for their popular goods. The Thomas Motor is fast becoming popular. Scores of the best dealers are requesting Thomas equipment from the manufacturers."

Edison Message No. 33

REACTION

How dull the first page of your morning paper looks to you now. You skim over it hastily, for it tells you of no battle won, no empire overthrown. The high key of emotionalism to which you have been pitched is let down; the inevitable reaction has begun.

This after-the-war reaction is now upon us; reaction in individuals, bringing to some a desire for dissipation, a greater freedom of action; to others an ennui, an unusual, unnatural boredom.

The spirit of unrest is in the air. Every nation feels it; to Socialism it gives a desperate hope—the Red Flag flaunts the sober sense of mankind.

Music is the greatest palliative of this emotional unrest.

The Edison Dealer who recognizes this and accepts his share of the responsibility for making music's influence felt to the limit of its power is performing a duty he owes both his country and himself.

THOMAS A. EDISON, INC.
ORANGE, N. J.

Gossip in Montreal Talking Machine Trade

RETAILERS in the talking machine business here are energetically exploiting their lines via the newspaper, the show window, circular letter, and personal canvass. They are meeting with good results and the Journal correspondent has heard no disparaging note in discussions of trade and prospects. In view of the insistent demand for labor from dozens of industries that have been suffering for the last three years it is not felt that the cessation of munition operations will have the least depressing effect.

Mr. H. S. Berliner, vice-president Berliner Gramophone Co., Ltd., spent a couple of days in Toronto early in the month at his firm's Ontario distributing house, "His Master's Voice," Ltd.

Early December visitors in the trade included W. D. Stevenson, of the Starr Company of Canada, who, as the name suggests, are Canadian distributors of Starr phonographs and records. Their headquarters are at London.

"Aeolian-Vocalion and McLagan lines are well represented in our sales," remarked Mr. Geo. S. Pequegnat, "and Pathe growth proves Pathe quality."

Arthur K. Kempton, the specialist in phonograph specialties, has just returned from Chicago and other western points with a number of exclusive Canadian agencies. Since commencing this phonograph specialty business Mr. Kempton has made quite an extensive connection with the trade throughout Canada and he has now a number of new lines. It will be seen from his various announcements in this issue that he has secured the exclusive distributing rights in Canada of the "Tonofone" needle, which, as he states, "puts magic in music." It plays all records both lateral and vertical cut, each needle playing from 50 to 100 records. The "Goldentone" is another for which Mr. Kempton has secured the Canadian agency. This is a permanent needle, so constructed that it will play all records. The Rotometer is a device for testing the speed of the turntable and is something that every retailer and his salesmen will appreciate. Simply place it on the machine and release the latter. It will promptly show the revolutions per minute at which the turntable travels. This is an exclusive agency with Mr. Kempton. The agency for a repeating device has been arranged and a stock is on the way. This is a simply constructed arrangement for lifting the tone arm and returning it to the commencement of the record so that it may be played again without human interference. A tone-arm is another agency arranged and all Mr. Kempton's lines are on a "money back guarantee." His place of business is at 8 McGill College Avenue.

A. C. Skinner, Sherbrooke, Que., has taken on the representation of the Columbia gramfonas and Columbia records.

Miss Vezina, in charge of Almy's, Limited, Grafonola department, reports exceptionally heavy cash business with a spirited call for individual cabinets in golden oak and

mahogany. The larger sized Grafonolas seem to have been the favorites the past month, Miss Vezina said.

Ed. Archambault and J. H. Mulhollin, both local dealers, have been appointed agents for the sale of the Musicphone.

G. Walter Begg, 248 St. James St., who handles the Playola, reports a good demand for this make in local territory and says that this year's holiday business, according to the present outlook, will be a "hummer."

Geo. Davies, advertising manager of the Berliner Gramophone Co., Limited, has moved up to the position of purchasing agent of the company, and has been succeeded by J. B. West, who will now look after the advertising department.

The visit of Hipolito Lazaro, the Spanish tenor and exclusive Columbia artist, had a marked effect on the local sale of his recordings. Of the noted artist's productions all

Greetings

*TO one and all of our Montreal friends
in the trade, the writer extends his
sincere good wishes this festive season.
May Christmas bring cheer and joy to
each and every home.
May the New Year, with all it holds in
store, be filled with success and happiness
for you and yours.*

Columbia dealers report a heavy run of purchases, prior to and subsequent to his recital.

In the recent Victory Loan drive the keenest competition existed among the workers in the various Montreal plants to win the honor flag, which was distributed by the employees' committee of the Victory Loan. Among the companies which exceeded their quota and were entitled to the Governor General's honor flag, were the Berliner Gram-O-Phone Co., Limited, and C. W. Lindsay, Ltd.

Layton Brothers have inaugurated a Christmas Victory Club for the sale of Columbia gramfonas and records. \$1.00 is the membership fee which is limited to 200, and which is returnable if the person decides he does not want to buy after joining and paying the fee. The club privileges in a nutshell are:

Unlimited Selection.—Of any of the gramfonas in Layton Bros' Showrooms.

Cash Prices.—Every member secures his gramfonola at the cash price, but with time payment privileges.

No Cash Payment.—Club members do not have to make

MAGNIFICENT!

"Il Trovatore" and "Carmen" played by the Metropolitan Opera Orchestra! The biggest classic instrumental ever put on a Columbia Record.

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



N

OT, because it is an honored custom, but because of the sincerity of our appreciation, we take this opportunity to thank you for the part you have played in our business prosperity the past twelve months; and we wish you a good, old, Merrie Christmas and a Happy New Year.

JOHN A. CRODEN

W. D. STEVENSON

The Starr Company
OF CANADA

London - Canada

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the usual first payment of \$5.00 to \$25.00. Only the small weekly payments.

Easy Terms.—Club members pay in special weekly or monthly payments, according to the grafonola which they select.

No Interest.—Club members do not have to pay the usual interest charged for time payments. You receive the lowest cash price without interest.

Relief Insurance.—If a club member is taken sick, or temporarily unemployed, the privilege of half-payments is granted, for as many months as he has previously paid in full.

Ten Days' Trial.—If, at any time, within ten days after the grafonola is delivered to you, you are dissatisfied, you can return it and get back every cent you have paid in, less cartage charges or repair cost.

Guarantee.—Every instrument is guaranteed to be in perfect condition, and to give entire satisfaction.

Exchange Privilege.—If he desires a better grafonola, a club member can exchange his instrument at any time within three months for a new one of greater value.

Six Records on Time.—Records are usually sold for cash. Club members get six, for which they pay in the regular payments.

Free Delivery.—All club grafonolas are delivered free, in Montreal Island.

"Soon You'll Be Coming Home, Lads," P. E. Layton's popular patriotic song, was recently given to each purchaser of a package of Magnedo phonograph needles.

The Berland Phonograph Co. have incorporated as a limited liability company. This firm report Brunswick business as splendid for the past month, and are looking forward to an extra heavy volume of holiday trade.

Alex Comotois has registered as a dealer in phonographs, etc.

Leon Coemen has opened up Pathe Parlors at 211 Sherbrooke St. West, where he intends featuring the Pathephone and Pathe records in a manner that will leave no doubt in the minds of the people that he believes in the line he is selling.

J. N. Archambault, 949 St. Denis St., is making a leader of the Pathephone and is stocking Pathe records in a large variety of numbers.

J. Donat Langelier, Limited, Pointe Aux Trembles, told your correspondent that the Disc-O-Phone, which is manufactured by this firm at their factory as above, is proving exceptionally popular, and is daily becoming more and more so as evidenced by the large percentage of them being sold, not only locally but by leading dealers throughout the various centres of Canada.

"The Brunswick machine will answer everything in the affirmative that a phonograph should be, the result being that the public are buying the Brunswick in goodly numbers," said Manager Peter S. Berland, of the Brunswick Shop, when queried as to business developments during the month just closed.

Tom Cowan, of the Cowan Piano & Music Co., is as enthusiastic as ever over the Brunswick agency and is bubbling over with enthusiasm as regards the selling properties of this line and remarked that business is "a corker."

The Ontario Furniture Co. are disposing of a large number of Celeste machines, and report the demand is not confined merely to Montreal but machines are being shipped to various points in the province of Quebec.

"Busy" is the word that best expresses our verdict for the past month's business," said Mr. Gagnier, of the Canadian Graphophone & Piano Co. "We have been busy. We are busy. We are going to be still busier, trying to satisfy all customers who require Columbia grafonolas and records," concluded Mr. Gagnier.

So great has been the demand for Columbia and Sonora machines that C. W. Lindsay, Ltd., have had to draw from the stock of their various branches to meet the call for these makes in order to fill local orders.

"Wholesale business with the Canadian Graphophone Co. in Columbia products," said Manager Depocas, "is increasingly good and we are particularly well pleased with the orders on hand. With the declaration of peace we anticipate an immense demand for holiday goods which should prove a big stimulus to the trade, inasmuch as 'Music in the Home' will be the real thing this Christmas to those who have relatives returning from the front."

Charles Culross told your correspondent that trade could not be better, and remarked that everything is bristling with success. The orders on his books showed a substantial increase over the corresponding period of last year. Sonora and Aeolian-Vocalion machines are going with a "snap" and vim that spells satisfaction.

"Victrolas of various models, together with 'His Master's Voice' records, have been in splendid vogue the past thirty days," said J. Donat Langelier, "and we are already laying aside numerous models chosen as Christmas gifts to be delivered on Christmas eve."

N. G. Valiquette, Ltd., reported sales and inquiries as never better, the demand for the Pathephone and Pathe records keeping up and increasing daily.

Extended patronage has been placed to the credit of Edison and Columbia goods during November and the outlook for December is indeed most encouraging, said the house of Layton Bros.

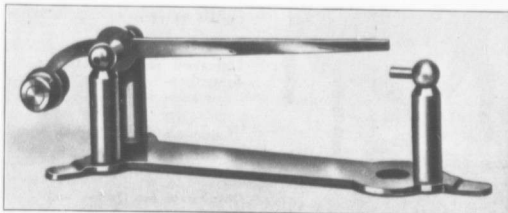
Every Phonograph Dealer Needs This

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

Kempton Patented Rotometer

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

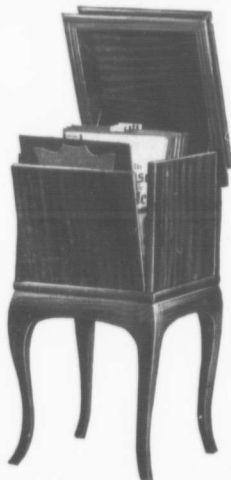
Send \$3.00 for a sample. Your money back if dissatisfied.



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



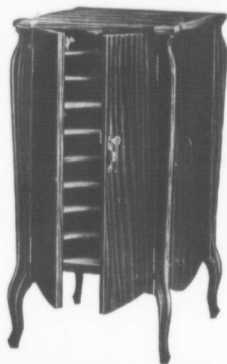
THE TRADE'S FAVORITE CABINET SHOP



A REAL MUSIC CABINET

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

COULD ANYTHING BE HANDIER!



No. 83, GOLDEN OAK. No. 84, MAHOGANY.
No. 85, FUMED OR MISSION.

Top 18½ in. Wide, 21 in. Deep.

A fine Cabinet, with top shaped to fit base of Victor No. 1X.

Fitted with shelves for albums.
Made also with top for Columbia.

Newbigging Cabinet Co.

Limited

Hamilton, Ont.

Manufacturers of all
kinds of

**CABINETS FOR
PHONOGRAPHS
and
PLAYER ROLLS**

THE
DEPENDABLE
LINE

The Musicphone

always commands atten-
tion on your floor.

It only requires to be
shown to interest a cus-
tomer.

Motor drives from 3
No. 6 dry cell batteries.

Self-balancing hood.

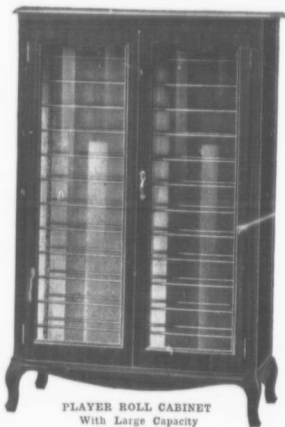
Permanent needles for all
makes of records.

Universal arm and tone
control.

Henderson & Richardson
Board of Trade Building
MONTREAL

Distributors for Quebec and
Eastern Provinces

Stock Carried in Montreal



PLAYER ROLL CABINET
With Large Capacity



MODEL D. ELECTRIC
Height 44 x 21 x 18½

Price \$145, the best value in Canada.
Self-balancing Hood, Electric Motor, Univer-
sal Tone Arm, Tone Control, Beautiful
Finish.

The Berliner Gram-O-Phone Co., Limited, have experienced a great rush of business during the past month in all of their retail stores, preference being given in most instances to the larger and more expensive cabinet models whilst goodly prominence as usual has been due "His Master's Voice."

Dupuis Freres (Miss Didier) opines that this year's holiday trade will eclipse anything in the previous history of the talking machine industry and in this regard she anticipates getting her full share of prosperity in the sale of Pathephones and Pathe records.

No Torpid Liver Here

In an inspiring communication to the retailers handling the lines of the Columbia Graphophone Co., Mr. James P. Bradt, Toronto, manager of the Canadian division of that firm, gives logical reasons why this is a time to be optimistic. Mr. Bradt's letter follows:

"In these days of momentous international readjustments we are liable occasionally to hear disquieting statements from the calamity howlers to the effect that cancellations of munition orders will throw a hundred thousand out of employment; that labor troubles will turn business topsy-turvy, etc., etc.

"Those poorly informed, torpid-liver pessimists will grudgingly admit that the war is over and that the Allies have won everything for which they fought. They will reluctantly agree that Canada has made a most wonderful success of its Victory Loan in getting 100 more than was originally asked for. They will probably fail, however, to realize that all of those millions must be spent in Canada; fail to appreciate the difference between spending the huge sums for all kinds of constructive public improvements, which have been suspended for four years, instead of shooting the millions away for destructive war purposes.

"From our vantage point we can discern a future bright of promise regardless of all the claims the croakers can advance.

"The farmer is certain to continue to be prosperous. The demand for food will be greater than ever, as, in addition to feeding our Allies, Canada and the United States will be called upon to feed Central Europe, the Balkans and Russia. For another year or two, at least, this means prosperity for farmers, who represent half our population.

"No one can doubt that our steel industries will be kept working night and day on re-construction work in Europe and at home.

"Our agricultural implement manufacturers will be only limited in their business by labor and raw material.

"Every returned soldier will require a new clothing outfit which means prosperity for our textile industries.

"Ships will be wanted in every port, and we shall build many of them for other countries. Railroad engines and cars, agricultural machinery, electric and traction machinery, lumber, building material and many other things will be needed from us in the re-building of the devastated parts of Belgium and France.

"In our own country, we, as individuals, are short of almost everything. We need, more houses, and thousands of homes need repairs. Many farm improvements have been awaiting peace and finding of labor; every business establishment, be it a bank or a small shop, needs more employees; we need things made of leather, wool and cotton for personal apparel; there is, indeed, scarcely an object of consumption or temporary or permanent use in which we have not stinted ourselves during the war, and which we shall now wish to secure.

"All transition periods are critical times for nations as well as for individuals. Much depends upon our mental attitude. More depends on our activities. If we are all confident and determined and work, success is sure to crown

our efforts. Every salesman who is worth the name will get on his job. Obstacles demonstrate the value of success. No man can fail until he gives up. Remember, everything comes to him who hustles while he waits. The business man who waits to see what is going to happen, to follow the other fellow's lead, is going to find himself beaten in the race for peace-time business. Our recommendation to you is, set the pace yourself. Start now, confidently, to place your firm in first place among all your competition for business under peace conditions."

Arthur J. Palmer Appointed Advertising Manager of Thomas A. Edison, Inc.

Announcement is made by Thomas A. Edison, Inc., of the appointment of Arthur J. Palmer, formerly assistant advertising manager to the position of advertising manager, made vacant by the recent death of Leonard C. McCheeny.

Mr. Palmer began his business career as copy boy for the American Press Association, New York. He became in succession exchange editor, news editor, special writer, and editor of "The American Press," a trade paper for news-



Mr. Arthur J. Palmer.

paper men and the house organ of the American Press Association. Following that he went South, holding for three years the position of publicity manager for the Montague Mailing Co., of Chattanooga, Tenn. His next position was that of sales and advertising manager of the Brand Manufacturing Company, of Brooklyn, N.Y.

Mr. Palmer became connected with Thomas A. Edison, Inc., in November, 1915, as assistant advertising manager. His work for the past three years—that capacity has made him well known in the phonograph world. Mr. Palmer brings to his new duties a thorough knowledge of the phonograph business, not only from the advertising standpoint but from every other angle as well. He comes peculiarly fitted for his position. He can judge advertising copy because he can write it himself. He has demonstrated that in the past by writing some of the most "pulling" copy ever put out by Thomas A. Edison, Inc. Added to his knowledge of the technique of advertising, Mr. Palmer has a thorough and most practical knowledge of all the printing, engraving and allied arts.

Crimi Vocalion Records

Giulio Crimi, the successful new tenor, who has been secured by the Aeolian Company for the making of Aeolian-Vocalion records, received a tremendous ovation upon his appearance at the opera in New York, when he appeared in "Aida" in the role of Radames. The audience was most enthusiastic over the debut of Crimi. This artist is familiar to Chicago opera-goers, as he was formerly a member of the Chicago Opera Company, and his appearance in New York has been looked forward to with much interest.

The big aria, "Celeste Aida," which is, as everybody knows, as trying a test for any tenor as may be found in the literature of opera, because of its technical difficulty, was well rendered. He sang with remarkable power and made a hit. The musical critics of New York gave Crimi splendid recognition, and the newspapers featured his debut. There is no doubt that Crimi will be a big success in the present season of the Metropolitan Opera Company, and through the enterprise of the Aeolian Company it will be possible for the general public to hear his voice through the medium of the new Vocalion records.

245000

"His Master's Voice" record number 245,000 is to be available to the general public. This record is a desirable souvenir for any household that has any means of playing it over, having unique historical association. It is the address by Sir Thomas White, K.C.M.G., Minister of Finance for Canada, and was his deputy in addressing the thousands of workers on the recent Victory Loan campaign.

Manifestly, it was impossible for the Minister to cover the entire country personally and address all the men and women that it was desirable to talk to. What then was more logical than sending out reproductions of his address?

This was recorded in the laboratory of Berliner Gramophone Co., Ltd., Montreal. It was pressed in the company's plant on material manufactured by the company and on the one side is, "A Word to the People of Canada on Victory Loan, 1918." On the other side is, "Sir Thomas White Addresses the Canvassers for Victory Loan, 1918."

"Tonofone"

SEE PAGE 40

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

The Co-operative Music Supply Company

73-75-77 Adelaide St. E. Toronto

Makers of the

Britannia Phonograph

—the leader in its class

NEEDLES

RECORDS

Factory: PARKDALE

Pronouncedly Optimistic

Mr. H. S. Berliner, vice-president Berliner Gramophone Co., Ltd., Montreal, spent a couple of days in Toronto early in the month. His Master's Voice, Ltd., of this city, are the Ontario distributors of the products of the Berliner factory, while the western trade is taken care of by West-ern Gramophone Co., of Winnipeg and Calgary.

Theoretically and practically Mr. Berliner is a pronounced optimist. In post-war conditions he sees a greater musical demand than ever and has made such additions to his factory as to insure the output of records being consistently maintained equal to or just ahead of the demand. An achievement of which the employees as well as the executive of the Berliner firm are justly proud is that all through the war they were able to maintain their efficient service and make no change in the retail prices of "His Master's Voice" records, which are the same now as before the war in spite of special war taxes, business taxes, etc., and increased cost of materials and of manufacture.

During the war, too, recording in the company's laboratory at Montreal, was extensively developed and regular additions made to the catalogue of "His Master's Voice" records in all-Canadian recordings.

Mr. George H. Honsberger, of Pathe Freres Phonograph Co. of Canada, Limited, has returned to headquarters at Toronto from a successful trip through Western Canada. Mr. Honsberger made a thorough canvass of the territory from Winnipeg to Edmonton, the result being many new agencies for the "Red Rooster" line. He had many opportunities of talking with farmers, and invariably found them optimistic and in a buying mood, except, of course, in the localities where crops proved disappointing. Altogether the prairie farmer, he found, appreciative of music in his home, and a particularly gratifying prospect for the dealer in phonographs and records.

Needles -- Needles -- Needles



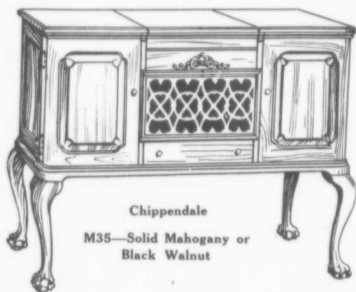
Three tones, medium, loud, and extra loud. Send \$5.85 for a sample package of 60 boxes of assorted tones. Retail price \$9.000. Your profit \$3.15. They play 10 times.

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

H. A. BEMISTER

10 Victoria Street - Montreal, Canada.

Commence 1919 with An Agency for the Aristocrat of Phonographs



Chippendale
M35—Solid Mahogany or
Black Walnut

We extend to the Musical Instrument Trade throughout Canada our heartiest greetings. May you enjoy your Christmas festivities more than ever before, and may continued prosperity follow you throughout 1919.



Gothic
M42—Quartered Oak or Solid Mahogany

THE McLagan Phonograph is an object of art as truly as an original Sheraton or Chippendale chair. The McLagan is rightly called the aristocrat of phonographs, for its designs are original interpretations of those true Period principles that have survived the centuries. Long search has only emphasized that the sound chamber, like the cello or violin, should be of wood. Through the delicate harmonizing of generous-sized sound reproducer and tone arm, the McLagan tone is amplified in sweetness, clearness and volume.

The McLagan plays ALL disc records. It has an automatic stop—it has the most complete and convenient record filing system—it has every feature that can bring an instrument close to perfection.

The complete range of
McLagan Phonographs
will be on display at the
Stratford Furniture Exhibition

January 13 to 24

Many dealers from all over Canada visit
Stratford for this annual event.

The GEORGE McLAGAN PHONOGRAPH DIVISION
STRATFORD (The George McLagan Furniture Company, Limited) CANADA

Otto Heineman Phonograph Supply Co. Inc.



25 West 45th Street, New York

FACTORIES:

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

BRANCH OFFICES:

CHICAGO, ILL.
PORTLAND, ORE.
CINCINNATI, O.
TORONTO, CANADA



OKEH RECORDS

You have to sell Hot Cakes while they are Hot, and Hits while they are Hits

- | | |
|--|--|
| 1101—SMILES, Slow Fox Trot.
Djer Kiss, Waltz. | 1073—WHEN YOU COME BACK, Sterling
Trio.
Hearts of the World, Chas. Hart. |
| 1074—OH, HOW I HATE TO GET UP IN
THE MORNING.
Good Morning, Mr. Zip, Zip, Zip. | 1099—THE MISSOURI WALTZ.
I'm Gonna Pin a Medal on the Girl I
Left Behind, Fox Trot. |
| 1072—I'M SORRY I MADE YOU CRY.
I Hate to Lose You. | 1106—I AIN'T GOT WEARY YET, Arthur
Fields.
K-K-K-Katy, John McDermott. |
| 1096—EVERYTHING IS PEACHES DOWN
IN GEORGIA, Collins and Harlan.
Lovin', Ada Jones. | 1108—OH, HOW I WISH I COULD SLEEP
UNTIL MY DADDY COMES
HOME, Henry Burr.
What a Wonderful Message from
Home, Henry Burr. |
| 1107—TELL THAT TO THE MARINES,
Irving Kaufman.
Ring Out Liberty Bell, Sterling Trio. | 1112—DEAR OLD PAL OF MINE, George
Lambert.
I'm Gonna Pin a Medal on the Girl I
Left Behind, Harry Ellis. |
| 1110—MY BELGIAN ROSE, Henry Burr.
Dreaming of Home, Sweet Home,
Miriam Fink. | |
| 1086—SMILES, Vocal Duet, Ruth Lenox and
Franklin Kent.
Since I Met Wonderful You, Sam Ash. | |

AND OTHER BIG SELLERS

Send in your order and cash in on the popularity
of these big numbers

Play on all Universal Tone Arm Machines with Sapphire or Steel Needle.

LET YOUR EAR BE YOUR JUDGE

Canadian Branch:
172 John St.
Toronto

Otto Heineman
President

**Heineman
Motors and
Parts**

**Heineman
OkeH
Records**

Greetings

At the close of the busiest year in our history, it is a real pleasure to turn from business to wish the Phonograph Trade throughout Canada a very happy Christmas and more success than ever in the New Year.

Ow Heineman
President

**Meisselbach
Motors and
Parts**

**Dean
Steel
Needles**

What Madame Inez Barbour said
 about the
GERHARD HEINTZMAN PHONOGRAPH

Madame Barbour toured Canada with the Thomas Orchestra and was twice the soloist with Dr. Vogt and the famous Mendelssohn Choir. Who could better judge the quality of a Canadian-made phonograph than Madame Barbour?

Here is what the famous singer wrote:

"May I not express to you my admiration for the wonderful phonographs bearing your name which I saw at the National Music Show in New York. The cabinets were the most elegant I have ever seen. It was with extreme satisfaction that I heard my own records on your beautiful instrument."



Model E



Madame Inez Barbour

The illustration shows the instrument to which Madame Barbour refers. There are 7 other models; prices from \$58 to \$425.

Model E is 48 inches high, has double-veneered case, automatic lid support, quadruple spring motor. All exposed metal parts gold plate finish. Full equipment of jewel needles. Electric lighted record chamber.

GERHARD HEINTZMAN
 LIMITED
 TORONTO - CANADA

IN THE MARITIME PROVINCES

A JOURNAL representative has just completed a visit among some of the music dealers in the Maritime Provinces, among whom he found not a single man talking in other than an optimistic strain. This eastern part of Canada represents a solid, dependable, music-loving people, and this personality is reflected in the splendid string of establishments caring for the musical wants of the people.

It is encouraging to the publishers of the Journal too, to find the numbers of intimate and responsive readers who, year after year, have followed the progress of the trade through its columns. The Journal management is appreciative of the kindly expressions of subscribers toward the publication and the courteous reception always tendered its representative.

Moncton, N.B.

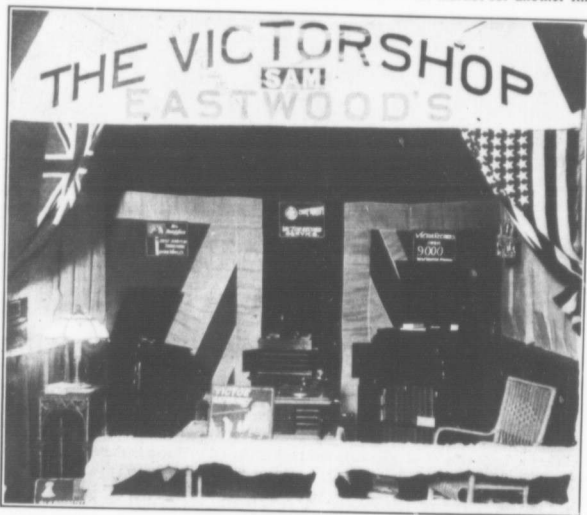
Charles Whittle still continues to handle the majority of local tunings, and states that while tunings have increased

of unprecedented and profitable business is bound to come, and that holiday business this year will be unusually prosperous.

H. H. Worman, manager of the Lounsbury Co., has just recovered from a severe attack of the influenza which kept him confined to the house for some time. "Our only complaint is that we cannot get enough stock of Mason & Risch lines, to meet the demand," said he. Other well-known makes handled are Nordheimer, Steinway, and Thomas and Doherty organs, in which they do an extensive trade. Commodious warerooms enable them to carry a large stock. Columbia gramophones and records are featured extensively in another store, and business is reported brisk in these makes as well as in sheet music and musical merchandise.

St. John, N.B.

J. Marcus, furniture dealer, 30 Dock St., is handling the Imperial and Cremonophone phonographs, and when visited was in the market for another line of "talkers." He is well



The "His Master's Voice" display of Sam. Eastwood, New Glasgow, N.S. at the Maritime Fair.

in price nearly 25 per cent., it has made no material difference, as he has all the work that he can attend to. So much for giving satisfactory service.

A. E. McNutt, the famous Canadian composer, is still at it, producing good selling numbers, and very shortly we may expect something new; something, we presume, in the way of peace commemoration.

Geo. S. Topping, manager for the C. H. Townshend Piano Co.'s branch here, reports good business in all lines, particularly in "His Master's Voice" products, for which this firm have a large following. The home office in St. John should consider themselves fortunate in having in charge a gentleman of Mr. Topping's executive and sales ability. He is most popular, not only in business circles, but socially.

The Brunswick Shop here is doing a splendid business in Brunswick machines of all types, and the management is going after business in a manner that cannot but help produce immediate returns. This firm is thoroughly familiar with their line and render to customers a service that spells satisfaction. Mr. Cranston is most optimistic that an era

satisfied with their entry into the talking machine field, and is looking forward to a big holiday trade.

J. G. Harrison, of the W. H. Thorne Co., Ltd., Edison distributors, reports most satisfactory business both in the placing of agencies and the demand for machines which run into the more expensive models. Records are also reported as selling freely. Queried as to the outlook for Christmas trade, Mr. Harrison expressed himself as most optimistic.

J. Landry handles "His Master's Voice" lines, sheet music and musical merchandise, and is quite satisfied with the volume of business coming his way.

John Prodsham, who swears by "His Master's Voice," says the high-priced machines are his best sellers, whilst red seal Victor records are the one that are invariably called for by his customers. He reports quite a sale of the Victor Book of Operas. One recent sale that pleased him immensely was a No. 9 Victor model and a library of records sold to the Soldier's Club. Mr. Prodsham has just taken on the Brunswick line, and reports good progress in this direction.

J. M. Roche & Co., who feature the Aeolian-Vocalion ex-



The AEOLIAN- VOCALION

The Universal Phonograph

WHOMEVER owns an Aeolian-Vocalion has access to all the standard catalogs—is not confined to any one type or kind of Record—and knows that his Vocalion will play all makes of Records, better than any other Phonograph.

Whoever buys a phonograph capable of playing only one type of Record deliberately shuts the door upon much of the most beautiful in music, and unnecessarily sets limits to his musical enjoyment.

The Wonderful New Vocalion Record

The Vocalion owner enjoys the added privilege of being able to play the newest and greatest of all Records—the Vocalion Record, the latest word in the phonographic reproduction of musical sound.

A Worthwhile Representation

Far better not to have a Phonograph Department at all than to carry a phonograph of questionable quality. Such phonographs—even though they may for a time net you a fair profit—lack the business-building certainty of the Aeolian-Vocalion.

By means of the Vocalion's wonderful feature called the "Graduola," you can really play the record. This is a unique selling point in the phonograph world. Give a practical demonstration, both with and without the "Graduola"—and nine times out of ten, your sale is made. You will not need to call the purchaser's attention to its beautifully finished case.

The liberal return on every sale is by no means the only reason that makes the representation of this really modern phonograph welcome. Backed up by remarkable advertising—the Aeolian-Vocalion dealer has a sales argument superior to any other phonograph representative. Exclusive representation arranged for dealers who can satisfactorily qualify.

NORDHEIMER PIANO & MUSIC COMPANY, LIMITED

Cor. ALBERT & YONGE STREETS

TORONTO

clusively, say this phonograph answers all the requirements with added features that other machines do not embrace. Their business is practically confined to cash buyers, and they number among their customers the best people in town. Their demonstration rooms are inviting, being comfortable and of strikingly attractive appearance. "We can sell more Vocalion records than we can get," they report. Briefly, their business is increasing day by day.

J. W. Woodham, representing Foster, Armstrong Co., Ltd., was in these parts recently.

Geo. T. Domelle, of the National Piano Co., Ltd., Toronto, paid his respects to St. John on his recent maritime trip, and we understand took away with him a number of good sized orders.

Amland Bros., 19 Waterloo St., furniture dealers, handle a large number of Pathe machines and records, and give this line good representation.

Allan's Pharmacy, West St. John, are selling the Victor line of machines and records, and find this line a profitable and easy one to sell.

It would be possible to write a column about J. & A. McMillan, "His Master's Voice" distributors for the maritime provinces, but General Manager W. J. Simpson instructs us to say nothing. It is violating no confidence, however, to state that this gentleman remarked, "Our wholesale business is exceeding our most sanguine expectations. The total volume of sales for the fall of 1918 by this firm would open many eyes if the figures were given out."

Amherst Pianos, Limited, report November the best month in their history. Trade in Amherst pianos and players, Cremonophone and Columbia instruments has increased to such an extent that two new demonstration parlors have become necessary, which necessitated the removal of the office to the next floor. "In sheet music it is a well known fact," said Manager A. E. McDonald, "that if we have not got it it is not published." This department has grown

with such rapid strides that this end of the business now occupies double the space heretofore devoted to it.

W. H. Bell states that St. John, being a winter sea port, has its advantages to piano dealers inasmuch as high wages are paid by the shipping companies, and a large amount of this diverts to the channels of phonograph and piano musical houses. In Nordheimer, Gerhard Heintzman, Bell and Mendelsohn pianos, Mr. Bell does a nice turn over, and re-marked to the Journal man that this year is the second best in fifteen years (with December still to go) in actual number of pianos sold. "One gratifying feature," said he, "is the large percentage of cash sales this year, and increased amount on initial payments." He has replaced talking machines with sewing machines, and controls the New Williams agency.

The C. H. Townshend Piano Co. give able representation to the following makes: Martin-Orme, Heintzman, Karn-Morris, Wormwith, and can lay claim to a business of established reputation that is the envy of many a person. This firm have developed a healthy player trade, of which they are quite proud, and when the Journal man inspected their warehouses from top to bottom, not a single player was in evidence. "All sold," said Mr. Townshend. Within the last couple of years St. John has developed into quite a musical centre, the result being that an improved and noticeable demand and interest has been created in musical circles which has created bigger demand for anything musical.

Mr. F. E. Townshend, son of Mr. C. H., is handling the Brunswick line of phonographs.

Mr. Townshend reports sheet music, musical merchandise and small goods lines in good demand.

Fredericton, N.B.

E. O. McDonald was out of town when the Journal man called, but the latter was courteously received by Miss Eva

WITH the close of the current year the BRANT-OLA finds itself in the front rank of Canada's leading phonographs. We desire to put on record our sincere appreciation of the manner in which BRANT-OLA dealers have co-operated with us in winning this distinction. To them and to all Brant-Ola friends we say:

"A MERRY CHRISTMAS, AND A HAPPY
AND PROSPEROUS NEW YEAR."

IF YOU INVESTIGATE

The constructional quality of the BRANT-OLA—our prices and discounts to dealers, you will find it presents the most attractive retail proposition that looms up on the 1919 horizon.

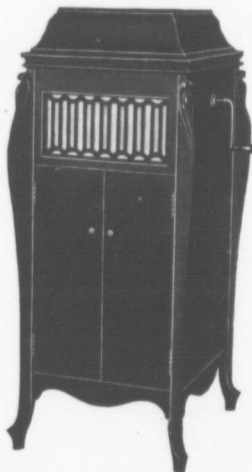
The BRANT-OLA appeals to piano men.

Brantford Piano Case Co., Limited

Makers of the Brant-Ola

Brantford

Ontario



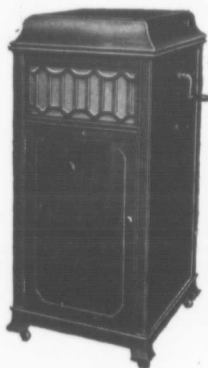
Style A

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

Clearstone
SPEAKS FOR ITSELF



No. 100—\$100



No. 85—\$85



No. 75—\$75



No. 65—\$65

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

SUNDRY DEPARTMENT

MOTORS—No. 1, double-spring, 10-inch turntable, plays 2 10-inch records, \$3.25; No. 6, double-spring 10-inch turntable, plays 3 10-inch records, \$4.00, with 12-inch turntable, \$4.25; No. 8, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame, \$5.85; No. 9, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame, bevel gear wind, \$6.85; No. 10, double-spring, 12-inch turntable, plays 4 10-inch records, castiron frame, bevel gear wind, \$7.85; No. 11, double-spring, 12-inch turntable, plays 7 10-inch records, castiron frame, bevel gear wind, \$9.75.

TONE ARMS AND REPRODUCERS—Play all records—No. 2, \$1.45 per set; No. 3, \$1.65 per set; No. 4, \$3.50 per set; No. 6, \$3.25 per set; No. 7, \$3.25 per set; No. 8, \$2.85 per set; No. 9, \$2.65—Sonora Tone Arm with reproducer to fit.

MAIN SPRINGS—No. 00, $\frac{3}{8}$ in., 9 ft., 29c. each; No. 01, $\frac{3}{8}$ in., 7 ft., 25c. each; No. 02, $\frac{3}{8}$ in., 8 ft., 25c. each; No. 1, $\frac{3}{8}$ in., 10 ft., 39c. each; No. 2, 13/16 in., 10 ft., 39c. each; No. 3, $\frac{1}{2}$ in., 11 ft., 49c. each; No. 4, 1 in., 10 ft., 49c. each; No. 5, 1 in., 11 ft., heavy, 69c. each; No. 6, 1 $\frac{1}{2}$ in., 11 ft., 99c. each; No. 7, 1 in., 25 in. gauge, 15 ft., 89c. each.

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

RECORDS—POPULAR AND GRAMMOPHON, new 10-inch, double-disc, lateral cut, all instrumental selections 32c. each in 100 lots, Columbia 10-inch double disc new records 35c. each; 12-inch 55c. each.

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

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

SAPPHIRE BALLS, for playing Pathé records, 22c. each.

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

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

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

Write for our 84-page catalogue, the only one of its kind in America, illustrating 33 different styles of talking machines and over 500 different phonographic parts, also gives description of our efficient Repair Department.

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

Brewer, the able exponent of piano and phonograph selling who was in charge. Miss Brewer stated that business was all that could be desired, and to date showed a handsome percentage of gain over last year. Nordheimer and Sherlock-Manning goods are exploited as well as Columbia gramofonas and sheet music.

Hall's Book Shop represent the Pathe line, and have great faith in the future of the talking machine industry and this line in particular.

The C. H. Townshend Piano Co. have recently opened up here where they are catering to the high class trade of the town. They carry Martin-Orme, Heintzman, Karn-Morris and Wormwith goods, sheet music, musical merchandise and sell the Columbia and Brunswick phonographs. They are well pleased to date with business, which gives every promise of future development as time goes along.

Minto & MacKay are Edison representatives and are most enthusiastic over this line. They also handle the Amberola, and have been instrumental in placing large numbers of both Diamond Disc and Amberola machines in leading homes in this community. Columbia gramofonas and records have also been featured to excellent advantage. Both members of this firm are born hustlers and the fruits of their labor is to be found in the large business they are building up in these well known makes, the greater part of their business being of a strictly cash nature.

J. F. McMurray, when interviewed by the Journal, was most enthusiastic over his piano department which he calls his pet hobby and which he conducts personally entirely apart from his regular stationary business. He is headquarters for Gourlay, Gerhard Heintzman and Bell lines, and states that the trend of trade lately is principally for mahogany cases with a rather slow demand for satin finish. He has built up a wonderful organ business, and up to the year 1904 sold over one thousand Karn organs outside of

those replaced by pianos, some of these finding their way as far as Labrador and Newfoundland. This is Mr. McMurray's 41st year in business, and he prides himself upon the fact that he has never been in court over a sale or repossession. His warerooms are the mecca for "His Master's Voice" enthusiasts, and he does a thriving business in the Victor line. Mr. McMurray leaves shortly to spend the winter in Florida.

Amherst, N.S.

M. H. Hillcoat, of the Hillcoat Co., is now in charge of the repair department of the Amherst Pianos, Ltd. He sold out his small goods business to the White Music Co., but still retains his old connection with the Sherlock-Manning Piano and Organ Co., Ltd., which lines he has represented in these parts for some years, and which he says he hopes to for some time to come. He states business is good with instruments selling at frequent intervals.

The White Music Co. are new comers in the business, having a short time ago purchased from the Hillcoat Co. their small goods business, and in addition have added the Victor line of machines and records. Sheet music is sold in a large way. Mr. White is well pleased with the progress made and is open to consider the agency for a well known make of piano of a medium grade for this territory.

The March of the Nova Scotia Highlanders, composed by Prof. M. M. Sterne of this town and dedicated to the 85th Regiment, is now being played by the American Regimental band on Pathe record, No. 204442, and has met with a good call. Prof. Sterne represents the Lesage line of pianos here, and carries a line of phonographs.

L. W. Sutherland has, by strict attention to business and giving A-1 service, built up a nice Pathe business and has placed a large number of these machines locally. He stocks Pathe records. He is figuring on the representation of a well known and popular line of Canadian pianos for Amherst, and expects to conclude arrangements shortly.

Douglass & Co., the large hardware dealers of this town, have, as their leader, the Pathephone and Pathe listing of records, and considering the efforts they have put forth in the development of this end of their business have done remarkably well. "This Christmas will be a musical one," remarked Manager Stephens, "and we hope to share largely in the wake of its prosperity."

M. E. Rodd & Co. are the able exponents of the Edison, and know how to demonstrate a machine to the satisfaction of the listener. Added to this, when they sell an in-

"Tonofone"

SEE PAGE 40

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

THE RESURRECTIONE

(Trade Mark Registered)



Is the only reproducer giving sounds proper intonation and rhythm, combined with such naturalness and "warmth" of color as to make them a true resurrection of the original.

Using loud tone needle it gives greater cleanness and volume of sound and fully 50% less surface scratch than any other reproducer; with soft tone needle or fibre needle the beauty of the reproduction is just what it should be.

Prominent dealers, upon testing this supreme reproducer, state that they had not heard their records before. Superb in voices—colossal in instrumental, orchestras and bands. The "Resurrectione" makes records and machines more saleable.

One model fits Victor Victrolas, Sonoras, and attachment for Edison's. Other model fits Columbia machines exclusively. Send for samples. Unless our claims are justified, return at once. Fully guaranteed. Net dealers' prices, \$5.40 nickel plated; \$6.75 gold plated plus duty.

Write for exclusive territory proposition.

"A music lover will never hesitate to pay \$10 for a reproducer that troubles the musical value of his records."

HOFFAY TALKING MACHINE CO., Inc. 3 WEST 29th ST. NEW YORK CITY



Read the Trade Mark carefully; hear the machines, and you'll agree that it is truly the World's Musical Instrument Improves All Records.
\$125 plus duty



Height, 44
Width, 20 1/2
Depth, 20 1/2
Other Models
\$175, \$225,
\$275 plus
duty.

SELL A PHONOGRAPH

That automatically plays the record again and again. It is not necessary to go near the phonograph fitted with the **Brooks Automatic Repeating Device**. When the record is played the tone-arm returns to the beginning and drops into position as gently as if placed by a lady. This can be done once, twice—and up to eight times. Simply set the indicator, close down the top and proceed to enjoy the dance. Such a phonograph is

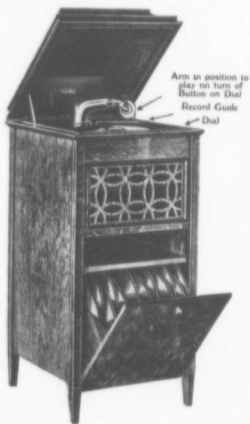
THE WALKER TALKER

Phonograph Manufacturers

Are you interested in reliable motors, tone-arms, reproducers and the **Brooks Automatic Repeating Device**? We can supply units either with or without the Repeater. Better get in touch with us now for 1919—which will be the greatest phonograph year Canada has ever known.

The Walker Bin & Store Fixture Co.

Limited
Kitchener - Canada



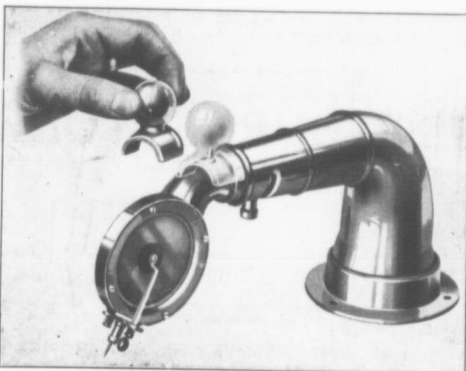
Tear Out This Advertisement

Attach six dollars and get a sample of the **Kempton No. 4 Jumbo Tone-Arm**. Plays all records; plays them right.

NO ADJUSTMENTS TO MAKE

when shifting from Victor to Edison positions. Long telescopic neck allows arm to be made different lengths. Punched Sound Box Clamping Ring prevents gasket from working out. Best mica used—cannot work loose. All parts machined to make perfect mechanical fit. All moveable joints under spring tension.

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



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

Arthur K. Kempton, 8 McGill College Ave. Montreal

strument, they do not stop there but look after their customer personally from time to time with periodical visits. This service rendered following the sale has helped largely in the disposal of machines, the call being largely for the higher priced instruments. Mr. Biggs is a firm believer in printer's ink, and does quite a mail order business. The writer was shown mail orders for three Edison models shipped out of town that week.

W. P. Fishleigh, of the Amherst Pianos, Ltd., was very much disappointed this year that, owing to pressure of business at the factory, he was unable to visit the Toronto Fair as usual, in charge of the company's exhibit. He speaks in most optimistic terms as regards the player piano situation, and being an expert player piano demonstrator himself, he is constantly called into action to help out in the sale of an instrument. Mr. Fishleigh is a warm admirer of the Canadian Music Trades Journal and says he would like to see every piano man and salesman in the trade reading and subscribing for it.

R. F. Lowery, of the Amherst Pianos, Ltd., reports splendid business in his territory for Amherst pianos. "The only trouble we have is in getting a sufficient number of them made up fast enough to satisfy the demand which we find is steadily increasing," said Mr. Lowery.

H. L. Hewson & Sons, Ltd., Pathe jobbers, find no room for complaint, and expect to be able to announce shortly that they have obtained a needed stock of Pathephones and Pathe records to meet demands.

The 2 Barkers, Ltd., known all over Canada as the largest spot cash merchants in the Maritime Provinces, and claiming to have the largest exclusive departmental store east of Montreal, do a wonderful phonograph trade under the management of E. S. Chapman. This department is meeting with a marked degree of success. They stock the Columbia gramofolas and Starr, and while representing present business conditions as good, are looking forward to a phenomenal Christmas business in phonographs and records.

The Cumberland Music Co., retailers in a large way of phonographs, pianos, sheet music and musical merchandise, and small goods, featuring the Amherst line of pianos, and Cremonophones and Columbia records, say trade is most satisfactory, showing an upward tendency especially as the holidays draw near.

Amherst Pianos, Ltd., are working overtime in the endeavor to catch up on uncompleted orders for Amherst pianos and players. The company is particularly gratified at the number of inquiries reaching them from time to time from various parts of this wide Dominion. Referring to the phonograph division of their business the demand indicates the preference for the larger and more expensive models of Cremonophones. J. A. McDonald, president of the company, will visit Toronto shortly. Commenting upon

the coming of "Peace" he is quoted as saying: "Our present epoch, without doubt, is the most wonderful in the history of the world. In addition to the many political changes now pending in Europe and Asia the social and commercial conditions of every civilized community throughout the world are being examined in the light of the coming reign of peace and plenty. In particular, I believe that a new era is dawning on the commercial world under which business will be conducted on a higher plane and on a wider and more international basis. Above all it seems to me that the sentiment of patriotism in the Dominion of Canada will be more dominant than ever, and that all propositions along that line will receive much more careful consideration in the future. Music in the Home will be felt it has never been before, which will create for the piano, phonograph and allied musical industries a demand that will keep them busy for some time to come."

Truro, N.S.

Fred T. Campbell is a strong advocate of the merits of the Sherlock-Manning line of pianos, players and organs, and the large number of these instruments he has sold in Truro and vicinity is convincing evidence of his belief in these goods, and the all round satisfaction they have given. Mr. Campbell enjoys considerable popularity throughout the county as a tuner of repute.

Chas. F. McDonald & Co. report fine business conditions. Sales and collections are both good with this firm. They anticipate a heavy holiday business in Willis pianos, "His Master's Voice" lines, Victor records, and sheet music, in which they do an immense business. Mr. Campbell is an enthusiastic supporter and reader of the Canadian Music Trades Journal, and never hesitates to recommend and advise his friends in the trade, whenever the opportunity arises, to subscribe for its Journal.

H. H. Dryden states that one of the reasons why (and there are many others) he handles the Pathephone is that it is THE machine without an apology. "Trade is good and will get better as we near the approach of Christmas," he added.

Crowe Bros. find business particularly good at present, in fact it has been every month this year, and comparing notes with last year a perceptible increase is noticeable in the number of Edison Diamond Disc machines sold. One only has to talk to Mr. Crowe for one minute to become infected with the Edison fever. We have no hesitation in saying that Mr. Crowe is one of the ablest exponents of the Edison that the writer ever had the pleasure of coming in contact with. They say that salesmanship is not made up of the number of sales made, but the number of sales lost. We'll bet that Mr. Crowe has never lost a sale as you cannot beat him in an argument. He recently sold to the Nor-

LOOK!

Your windows ought to be working overtime these days—and nights. Go outside—NOW—and take a look. Couldn't they be snapped up a bit? It means money, remember.

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



STANLEY PIANOS TORONTO

This name on the piano you sell ensures for you easy selling, profitable business and the goodwill for a lifetime of your customer.

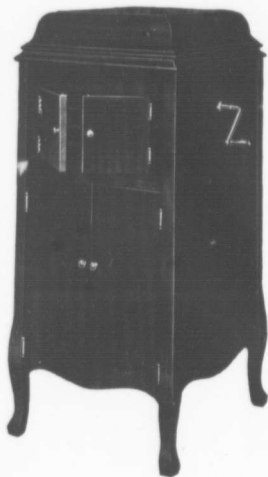
For a profitable year's business and the liberal patronage of our dealers we gratefully offer our thanks and wish one and all a Merry Christmas and all prosperity in the year to come.

Get our **PEACE PRICES** and new catalogue.

241 Yonge St.
TORONTO

Yours truly,

FRANK STANLEY.



Are You Satisfied with Your Present Line of Phonographs?

Would you not consider a better proposition?

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

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

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

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

Write at once for your season's requirements.

J. DONAT LANGELIER, LIMITED

Exclusive Manufacturers

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

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mal School an Edison Model C 250 for the Assembly Hall for general entertainment and for the demonstration of voices.

New Glasgow, N.S.

Sam Eastwood, "His Master's Voice" dealer, does an immense business in Victrolas and Victor records, so much so that between the months of November and February he increases his stock of machines and records 100 per cent. Models 10 and 11 this firm find their best sellers. They recently had a fine exhibit of these goods at the Mercantile Fair, which ran for ten days, and were the only firm exhibiting phonographs exclusively. The returns from this mode of publicity were excellent, they contend.

J. S. Fraser, the well known hardware dealer, has recently taken on the Brunswick representation of phonographs and records, and has already placed a number of the more expensive models with leading citizens. Mr. Fraser reports inquiries good and prospects most encouraging. As this firm sell machines for cash only, their clientele is extended to the very choicest class of buyers. Mr. Fraser feels that the outlook for this make in this territory is particularly bright.

The Willis Piano & Organ Co., Ltd., Halifax, maintain a branch here, featuring Willis pianos and players, Knabe, Chickering and Columbia Grafonolas, and do a thriving trade with these popular makes. Like other dealers in the trade they state that holiday business this year will eclipse other years.

A. A. McKenzie, who stocks a number of well known makes of pianos, viz., Nordheimer, Bell *et al*, has added the Starr line of phonographs.

Wm. Ross is the Marshall & Wendell ambassador and sells a goodly number of these instruments yearly. Mr. Ross's son, "Neill," who has seen active service for over two years in the R.F.C., is expected back in Canada shortly.

J. Ed. McDonald remarked Victor business as good, and which he mentioned could be better if he could get delivery of more Victrolas of the larger cabinet types.

"Tunings keep up wonderfully well," said Willard Murray, "while we are still placing numerous Stanley pianos and players as heretofore."

"Already the holiday call for Edison and McLagan phonographs has been of generous proportions," said Mason & MacKay, who, owing to the rapid expansion of the musical business, were compelled to seek larger quarters, and are now located on Main St. in handsome warerooms with excellent window space. Mason & Risch, Williams New Scale pianos and Sherlock-Manning organs form their battery of selling arguments. They report a good demand for organs. In selling on instalments they figure on receiving 15 per cent. cash down on price of the instrument, and deferred payments of from \$12 to \$15 monthly. We noticed copies of the Canadian Music Trades Journal hung on the wall for future ready reference. Music put up in book form is handled in large quantities together with musical merchandise.

Truro, N.S.

E. Y. Thomas handles the Brunswick line, and states the ready sale and great demand is sufficient evidence that these goods are all that are claimed for them and more.

Vernon & Co. consider the trade mark, "His Master's Voice," one of the greatest assets in the world for any manufacturer, and in this connection state that whether or not a sale is made, all prospective buyers are acquainted with the machine which makes their path easier in the disposal of "His Master's Voice" products.

H. S. Fraser takes as his text the Victor and Cremonophone lines and does them full justice if one is to judge by the large number of these machines he has placed in Truro and vicinity.

T. S. Pattilo, who wholesales the Brunswick lines, reports trade exceptionally good with a most promising outlook for holiday trade.

D. R. Henderson, representing Whaley, Royce & Co., who moved here from Halifax, making his headquarters here, states trade is certainly good in musical merchandise and small goods, and that the coming of peace will bring an increased demand for music and musical merchandise.

John Sprott, Nordheimer piano and Aeolian-Vocalion representative, was out of town, but we are given to understand that business with him shows excellent returns for both lines.

Halifax, N.S.

A continual stream of buyers was going in and out of the J. A. McDonald Piano & Music Co., Ltd., store when the writer called, and he saw no less than two sales made of Amherst pianos and a couple of Cremonophones sold and paid for besides numerous demonstrations being listened to by a number of prospective buyers. Business with this firm is splendid in all departments, and they are looking forward to an extensive Christmas trade. They carry a wonderful stock of talking machine records.

A good demand exists for, and inquiries are frequent for player pianos in their piano department. The Johnson Piano Co., the House of Piano Excellence, handle most successfully the following makes: Gerhard Heintzman, Bell, Williams New Scale, Doherty, Mozart, Haines Bros. Marshall & Wendell, and other instruments. In phonographs the Columbia, Gerhard Heintzman, and Phonolas are all exploited to splendid advantage. Both W. H. Johnson, Sr., and H. C. Johnson were on the sick list when the Journal man called. Mr. Johnson, Sr., it will be remembered, is the gentleman who was instrumental in getting the Halifax & Dartmouth Relief Committee to allow an appraisal of \$50 on damaged pianos, due to the explosion which happened in Halifax last December. The committee at first put down pianos on the classified list as luxuries, but through the efforts of Mr. Johnson they were eventually classified as furniture.

The Taylor Music Co. are doing a nice steady trade day in and day out, and are interested in the Nordheimer and Steinway line of pianos, and are headquarters for the sale of "His Master's Voice" goods. Sheet music, musical merchandise, etc., are also stocked. Mr. Taylor, at present writing, is laid up with a severe attack of influenza, but hopes are held out for his speedy recovery.

The Nova Scotia Furnishing Co., Ltd., through the efforts of Mr. Wilson, has been largely responsible for putting the Pathe line of machines and records in some of the best

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

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

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

SAMPLES and PRICES furnished on request
Refer all enquiries to Dept. T.

"**Jonofone**"

SEE PAGE 40

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

homes in Halifax. The Pathe recitals of this firm, held last winter, are still the talk of the town.

N. H. Phinney, Ltd., whose slogan is "47 years of Fair Dealing," report splendid business spread over all their lines of pianos and phonographs. Their talking machine salons are daily crowded, where are demonstrated Edison and Victor products. This firm are looking forward to a most promising holiday trade.

The Willis Piano & Organ Co., Ltd., are doing a steadily increasing business, due to good makes handled and a competent staff to demonstrate the merits of the various instruments stocked. Repair work has been a big feature of the past year's operations, and notwithstanding that a plant is now in operation handling cabinet work, it is found difficult to accommodate the number of instruments being sent them for repairs, the majority of them being damaged pianos from the explosion of last December. J. F. Willis, Jr., reports heavy player piano business, and during the past week sold 3 players in four days. "The call for slightly used instruments is more than we can cope with," he added. Willis, Chickering, Knabe and Autopianos are all in good favor.



An interior view of the store of D. S. Cullen, Kitchener, showing sound-proof demonstration rooms.

"So great is the demand for Victrolas that we cannot get sufficient stock to go around, and have had to fill in temporarily with other lines," concluded Mr. Willis.

H. B. Campbell, who represents the Sherlock-Manning line for Halifax city, is responsible for these instruments coming in to more favor than ever with the public, and has lately secured a number of important sales with the best class of people. Mr. Campbell only caters to high class trade and has been representing this line for some time. If you can show us any better booster for these goods we would like to see the man or firm.

D. S. Cullen's New Store

Unfavorable weather conditions had no terrors for the citizens of Kitchener who packed the salesrooms of the D. S. Cullen music house at their new store on King Street. This was the formal opening of the new store, for which occasion the public was invited through the press and by personal card of invitation.

In the evening the standing room was taxed by the citizens who, by their presence, demonstrated their interest in music in general and the enterprise of Mr. Cullen in

particular. The visitors were unstintingly entertained with music and refreshments were served by Miss Cullen who was assisted by a number of her young lady friends. The musical programme was provided by Mr. Allen, of Toronto, with his Hawaiian guitar; Mr. Sky, violinist of the same city, and the Edison disc, for which Mr. Cullen has the local agency.

When Mr. Cullen found larger quarters necessary he determined to spare no expense in fitting up premises that would be in keeping with the class of business he had established. The illustration is a partial view of the store interior. The sound-proof rooms were erected by the Walker Bin and Store Fixture Co., Ltd., of Kitchener, who are specializing in portable demonstration rooms for the music trades. These are in mahogany with plate glass and the inside panels in beaver board. Mr. Cullen has employed mirrors quite effectively in fitting up his store. There are entrances from both King and Queen Streets.

In building up his business Mr. Cullen has not waited for business to come to him. He goes after it. There has already appeared in these columns an illustration of Mr.

Cullen's motor delivery. This is quite nicely fitted up and is an advertising medium of some value. Mr. Cullen uses it to get around the country, calling at different homes, leaving a phonograph where he considers advisable, and rarely bringing it back to the store again.

Mr. Cullen is a supporter of the "Music in the Home" campaign of the Canadian Bureau for the Advancement of Music and realizes the advantage it is to the trade to have of the importance of music impressed upon the public mind.

A. B. Caya Succeeds to Business of Late Frank A. Smith

Among the numerous victims of the Spanish influenza in, and allied with, the music trades was Mr. Frank A. Smith, of Kitchener, a direct mill agent for a variety of supplies and accessories for the piano and talking machine manufacturers. Mr. Smith, whose illness developed into a fatal attack of pneumonia, had been married only a short time. He had an extensive business and personal connection from coast to coast, having covered the country for fifteen years. For several years past he had specialized in a number of agencies of lines for manufacturers.

The business conducted by the late Mr. Smith is being taken over by Mr. A. B. Caya, who for a number of years has represented such firms as the Interior Hardware Co., Jacques Furniture Co., and the H. Krug Furniture Co., of Kitchener. Mr. Caya has office and showrooms at 28 King Street East, Kitchener. Mrs. F. A. Smith will retain an interest in the business so successfully conducted by her late husband.

Mr. Domelle in the East

Mr. Geo. T. Domelle, of the National Piano Co., Ltd., has returned to Toronto from a month's trip through eastern Ontario, Quebec and the Maritime Provinces. Mr. Domelle found musical instrument business in a healthy and pleasing state of activity, and received a gratifying reception as his order book demonstrated. He was in the east when that part of the country experienced one of the most severe storms in its history, which played deplorable havoc with telephone and telegraph wires, and also, when the highest tide in the records of the coast was experienced.

The Eastern Province people, with their characteristic immunity to anything like a stampede, are continuing to "Carry On" in a commendable businesslike way, and see no reason to anticipate other than continued good business.

Fine Expansion in Retail Department of the R. S. Williams & Sons Co., Limited, Toronto

Various alterations are nearing completion in the retail department of the R. S. Williams & Sons Co., Limited, Toronto, which, of course, will be of greater convenience and attractive to all departments concerned.

The small goods department, under the management of Mr. Frank Shelton, formerly located on the ground floor, has moved to a fine location on the ninth.

The main floor is being taken over by the phonograph department, under the management of "Jeff" Ford. This will provide Mr. Ford with two floors for retail selling. The entire main floor including recital hall has been re-decorated and rearranged, the main portion of which will constitute sales department for instruments. The second floor, formerly the entire retail phonograph department, has been rearranged for the sale of records entirely, seven new, sound-proof, demonstrating rooms being added, making a total of fifteen for this department. Mr. Ford has also worked in a very convenient and very compact record room for Edison Re-Creations, which, in a small space, will have a capacity of almost 20,000. The total record filing capacity for the department represents from 35,000 to 40,000 records.

The retail piano department has also very materially contributed to the progress of the house. Mr. J. A. Hassall has an energetic and loyal staff among whom the spirit of friendly rivalry is productive of good business and efficiency. The piano department has for long been famous for its "country club" evenings and other social events at the homes of the different members which have helped to make the departmental staff like one big family of boys.

The old violin department, formerly located on the fifth floor, has also been moved to the ninth floor and the fifth floor has been taken over by the piano department, providing them at the present with three floors for sales purposes. The additional one has been arranged principally for the display of player-pianos and other automatic instruments.

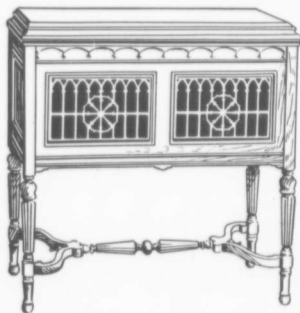
The changes have been made necessary through the natural expansion and development of the entire organization. The changes are noteworthy in view of the fact that it is only six years ago since the R. S. Williams & Sons Co., Ltd., moved in to this large, ten-storey building, but its

facilities were inadequate for the sales requirements of departments.

The allotment of additional space to departments was made possible by the removal of wholesale departments to a separate building at 468 King Street W., where they are now comfortably located and in a position to provide much improved service.

McLagan Progress

A fine array of McLagan phonographs will be on display at the annual Stratford Furniture Exhibition in Stratford, January 13 to 24. The new types of McLagan instruments include some particularly fine period designs, in the manufacture of which they are quite at home after such a long experience as the McLagan house has had in



A McLagan Period Phonograph in Gothic design.

high grade furniture. Mr. Cook, the salesmanager, and Mr. Russell Teeple, wholesale traveller, have been leaving no stones unturned in "putting the music in McLagan," and that they have met with splendid success is evidenced by the fine list of McLagan phonograph dealers that have been built up in a relatively short time.

Bought "The Musician"

Henderson Publications, Inc., New York, of which Glad. Henderson is the dynamic force, have added another to their string of publications. They have purchased from the Oliver Ditson Co. "The Musician," a monthly of many years' existence and which has many readers in Canada.

Mr. Henderson, who became well acquainted in the United States trade through his connection with the Lyman Bill Company's periodicals, undertook all the responsibilities and affluence that go with being the boss by purchasing what is now "The Piano Journal." He has since added "The Talking Machine Journal" and now comes "The Musician," which will probably be directed to the interests of music teachers. Mr. Henderson has hosts of friends keenly interested in and pleased with his progress.

Exporters making shipments to Australia should prepare immediately to comply with the requirements concerning invoices and customs declarations which go into force on January 1, 1919. After that date all invoices for goods dutiable at an *ad valorem* rate of duty from all countries other than China and Japan must contain a separate column showing the fair market value for home consumption in the country of export, at the date of invoicing to Australia, of similar goods in similar quantities.—*The Music Trade Review*.

Industry and prosperity are spelled differently, but they mean about the same thing.

Why Did Stanley's Store Discontinue All Other Lines But the Brunswick?

READ THIS AND YOU'LL SEE

(Copy which appeared in Toronto Telegram, Nov. 4th)

Announcement to the People of Toronto

We have long realized the necessity of an all-in-one phonograph, which would play every make record exactly as it should be played.

We knew that when such a phonograph could be designed and produced to play properly any record, that it would immediately be the people's choice. It has come. Just as the automobile has been perfected, so has the phonograph. The best features of all phonographs have been combined into one super phonograph.

We take great pleasure in announcing to the music-lovers of Toronto that we have finally found the instrument that the public have been waiting for, it is "The Brunswick."

Heretofore, music-lovers have been compelled to buy only one line of records for their phonographs.

Yet there are master records of many makes. Each concern controls artists whom all music-lovers wish to hear.

As a Brunswick owner, you may buy and play any favorite record, whatever make. You will hear it at its best on your Brunswick.

Because of our faith in this ultimate phonograph we have discontinued all makes of talking machines and announce that we now handle only the Brunswick phonograph and permanent sapphire records.

We have made this decision after a year's experience in comparing other makes. We invariably found that when comparisons were made our purchasers chose the "Brunswick." It is truly "All Phonographs in One." It possesses every feature of any other phonograph and then something further and FINAL, in the all-wood tone chamber, built like a violin, and the wonderful "Ultona" which, by a mere twist of the wrist, plays every record with the correct needle and in the proper position.

No attachments, no extras to the all-record Brunswick. It comes to you COMPLETE.

It is with great pride that the house of "Stanley," with twenty-two years' reputable dealing in Toronto, should link up with the product of the renowned Fifteen Million Dollar Brunswick-Balke-Collender Co., known the world over for its quality of workmanship due to seventy-nine years of study and effort to produce only the best.

Come and enjoy the new Brunswick in the comfortable surroundings of our beautiful new Recital Hall. Hear the Brunswick play your favorite record, any make. Whether you possess a phonograph or not, we invite you to call and be our guest, you will be under no obligation. It will be time profitably spent.

*We are open every evening but Sunday. When may we
have the pleasure of your company? Come to-night!*

We now carry a full line of Brunswick records which do not require the changing of needles, and which record we especially recommend with the Brunswick phonograph.

Visit our beautiful Brunswick Recital Hall to-night. Let your ears be the judge.

(Signed)

STANLEY'S BRUNSWICK SHOP

241 YONGE STREET

If Stanley wants the Brunswick exclusively why not you? Send for particulars of Brunswick features unknown to other makes.

THE MUSICAL MERCHANDISE SALES CO
MONTREAL WINNIPEG

General Offices:
Excelsior Life Bldg., Toronto
Branches — Montreal and Winnipeg

The
Brunswick
ALL PHONOGRAPHS IN ONE

ANNOUNCEMENT
To the People of Toronto

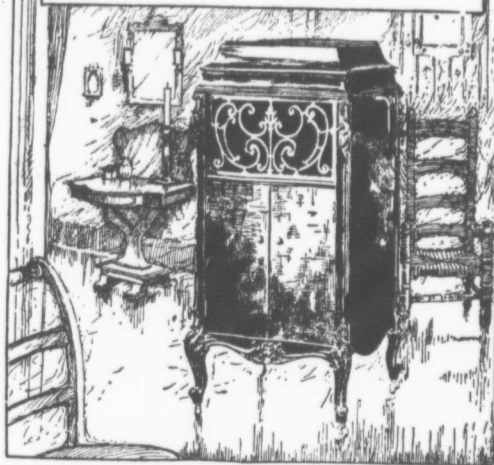
*Can you
blame Stanley?*

*for his good
judgements
Here is the "ad"
which appeared
in the Telegram.
Read the copy
on opposite
page.*

Stanley's Brunswick Shop

241 YONGE ST.

Open Every Evening Until Christmas



The Musical Merchandise Sales Co., Toronto.

NEW RECORDS

Aeolian-Vocalion Records for January

The Nordheimer Piano & Music Co., Limited, Toronto,
Sole Canadian Distributors.

- OPERATIC SELECTIONS (Single and Double Face)**
10-Inch, in Canada, \$1.65
- 30015 **Tosca** (Puccini) (E. Iveson le Stella) The Stars Were Shining
Vocalion Orchestra Accompaniment, Giulio Crimi, Tenor.
- 30017 **Traviata** (Verdi) (I. Provost) (E. Iveson le Stella) (The Home in Fair France)
Vocalion Orchestra Accompaniment, Giacomo Rimini, Baritone.
- 30203 **Selections from La Bohème** (Puccini) Played by Vocalion Concert Band.
- Selections from Aida** (Verdi) Played by Vocalion Concert Band.
- STANDARD VOCAL SELECTIONS (Single and Double Face)**
10-Inch, in Canada, \$1.65
- 30011 **Eli, Eli** (Traditional Hebrew Melody) Vocalion Orchestra Accompaniment, Rosa Raisa, Soprano.
- 30012 **O Sole Mio** (di Capua) Vocalion Orchestra Accompaniment, Kouns Sisters, Duet.
- 30013 **El Desdichado** (Saint Saens) Vocalion Orchestra Accompaniment, Kouns Sisters, Duet.
- 12011 **Silver Threads Among the Gold** (Danks) Orchestra Accompaniment, Henry Burr, Tenor.
- Bedouin Love Song** (Finatti) Orchestra Accompaniment, Wilfred Glenn, Bass.

- INSTRUMENTAL (Double Face)**
10-Inch, in Canada, \$1.65
- 32006 **Jocelyn—Berevoce** (Godard) Piano Accompaniment, Maurice Dambois, Cello.
- Mazurka** (Popper) Piano Accompaniment, Maurice Dambois, Cello.
- 22009 **Simple Confession** (Thome) Piano Accompaniment, Maximilian Pilzer, Violin.
- Ye Who Have Yearned Alone** (Tschakowsky) Piano Accompaniment, Maximilian Pilzer, Violin.

- MILITARY BAND (Double Face)**
10-Inch, in Canada, \$1.25
- 12012 **On the Bosphorus** (Lincke) Played by Vocalion Military Band, Our Director March (Bigelow) Played by Vocalion Military Band.

- POPULAR SELECTIONS (Double Face)**
10-Inch, in Canada, \$1.25
- 12013 **Good-bye, Mother Machree** (Hall) Orchestra Accompaniment, Arthur Burns, Tenor.
- I'm Only Dreaming of You** (Breannan) Orchestra Accompaniment, Reed Miller, Tenor.
- 12014 **A Rainbow from the U. S. A.** (Weinrich) Orchestra Accompaniment, Peerless Quartette, Male Quartette.
- Cheer Up, Father, Cheer Up, Mother** (Paley) Orchestra Accompaniment, Peerless Quartette, Male Quartette.
- 12015 **When I Get Back to My American Bungalow** (Fields-Morse) Orchestra Accompaniment, Arthur Fields.
- Uncle Sammy** (Holzmann) Orchestra Accompaniment, Arthur Fields.
- 12016 **Goodbye, Alexander** (Creamer-Layton) Orchestra Accompaniment, Collins and Harlan.
- Big Chief Killashan** (Irving Berlin) Orchestra Accompaniment, Collins and Harlan.
- 12010 **Poor Old Kaiser Bill—Keep Your Head Down, Alleanand** (Tap Collins and Harlan) and Trench Song (Orchestra Accompaniment, Collins and Harlan).

- I'm Waitin' for You, Liza Jane** (Creamer-Layton) Orchestra Accompaniment, Collins and Harlan.

- DANCE SELECTIONS (Double Face)**
10-Inch, in Canada, \$1.25
- 12017 **Sliding Sid** (Lasech) (One-Step) Dabney's Band, With Ziegfeld's Midnight Frolic.
- There's a Lump of Sugar Down in Dixie** (Gumble) (Fox Trot) Dabney's Band, With Ziegfeld's Midnight Frolic.
- HAWAIIAN SELECTIONS (Double Face)**
10-Inch, in Canada, \$1.25
- 12018 **My Honolulu Hula Girl** (Hawaiian Melody) Louise, Ferera and Greenous Trio.
- Manali Ann Ka Makani** (Traditional Hawaiian Melody) Louise, Ferera and Greenous Trio.

Latest Heineman Okeh Records

- 1095 **After You've Gone**, Irving Kaufman.
- 1096 **The Pickaninies' Paradise**, Sterling Trio.
- 1098 **Everything Is Peaches Down in Georgia**, Collins and Harlan, Lovin' Me Jones.
- 1099 **The Missouri Waltz**, I'm Gonna Put a Medal on the Girl I Left Behind. Introducing: "Rock-a-Bye Your Baby with a Dixie Melody"—Fox Trot.
- 1101 **Smiles—Slow fox trot**.
- Der King Waltz**.
- 1106 **K-K-K-Katy**, John McDermott.
- 1107 **T Ain't Got Weary Yet**, Arthur Fields.
- 1108 **Tell That to the Marines**, Irving Kaufman.
- Ring Out, Liberty Bell**.
- Oh, How a Wonderful Message From Home**, Henry Burr.
- 1109 **When I Wish I Could Sleep**, Henry Burr.
- 1109 **Would You Rather Be a Colonel?** Arthur Fields.
- When Franchito Comes to Town**, Jack Mahoney.
- 1110 **My Belgian Rose**, Henry Burr.
- Dreaming of Home, Sweet Home**, Miriam Fine.
- 1111 **Let's Keep the Glee in Old Glory**, Franklin Kent.
- Battle Eve**, Miller and Wheeler.

- 1112 **Dear Old Pal of Mine**, George Lambert.
- I'm Gonna Put a Medal on the Girl**, Harry Ellis.
- 1113 **Big Chief Kill a Hun**, Collins and Harlan.
- When I Get Out in No Man's Land**, Arthur Collins.
- 1114 **You Keep Sending 'Em Over**, Bert Harvey.
- Yanks Started Yankin'**, Arthur Fields.
- 1115 **Mickey**, Henry Burr.
- You're Goin' to Fall in Love With California**, Sterling Trio.

Edison Disc Re-Creations for January

- 50478 **Colored Recruits**, Billy Golden and Billy Heins.
- Painted Faces** (Sam DeWore), Edward Meeker and Empire Vaudeville Company. 81 45
- 50484 **Double the Baker (It's Nicer When You Make it up Again)** (Henry Landry) (Glen Ellison). 11004
- Wee Deech and Doris** (Grafton-Lauder). 1 45
- 50486 **Nation's Awakening March** (Lucien Denni). New York Military Band. 8500
- Volunteers March** (Sousa). New York Military Band. 1 45
- 50487 **In the Clock Store—Descriptive Fantasia** (Chas. J. Orth). Soderro's Band. 7630
- Nightingale and the Frog** (Rich. Ellenberg). Weyerat A. 7644
- 50488 **Rag-a-Minor—One-Step** (Gus Lendberg) and Bassoon. 7646
- Orchestra**. (Glen Lendberg). Jazzerama. 7648
- Watermelon Whippersnaps** (Fox Trot) (George Hamilton Green). George Hamilton Green, Xylophone. 1 45
- 80412 **Cleopatra Polka** (E. Demaree). Bohumir Kryl, Cornet.
- Sayin'** (Characteristic Italian) (Glen Ellison). (J. S. Zamenick). Peerless Orchestra. 2 29
- 80413 **Silver Bay** (Percy Wenrich). Metropolitan Quartet, Mixed Voices. 21605
- Sweet Hawaiian Moonlight** (Tell Her of My Love) (F. Henri Kieckhefer). Gladys Rice and Marion Evelyn Cox, Soprano and Contralto. Italian. 2 20
- 80414 **Anchored** (Michael Watson). Thomas Chalmers, Baritone.
- Land of the Long Ago** (Lillian Ray). Charles Harrison, Tenor. 2 20
- 80416 **Church in the Wildwood** (Dr. Wm. S. Pitts). Apollo Quartette of Boston, Male Voices. 21604
- Ninety and Nine** (Ira D. Sankey). Christine Miller. 2 20
- 82130 **The Captive** (Edmond Lalo). Untill (Wilfrid Sanderson). Caroline Lazarri, Contralto. Italian. 21604
- 82547 **Infelice a tu credovi** (Unhappy One!)—Ernani (Verdi). Virginio Lazarri, Bass. Italian. 21604
- Two Roses** (Hallett Gilbert). Caroline Lazarri, Contralto.
- Infelice a tu credovi** (Unhappy One!)—Ernani (Verdi). Virginio Lazarri, Bass. Italian. 21604
- O Caste fer mio zio asper** (O promise of a joy divine)—Be di Lazore (Massenet). Taurino Parvis, Baritone. Italian. 3 85
- 83077 **Symove's Song** (Kjerfve). Anna Case, Soprano.
- Will o' the Wisp; and That's the Way in June** (Charles Gilbert Spross). Anna Case, Soprano. 4 40

Edison Amberl Records for January

- ROYAL PURPLE RECORDS—\$1.50 Each**
- 20015 **Mira, di acerbe lagrime—Il Trovatore** (Let my tears implye Rosa (Verdi) Soprano and Baritone, in Italian, orch. acc. Marie Rappold and Taurino. Italian. 18500
- REGULAR LIST—90 Cents Each**
- 3628 **Romance sans paroles**, (Ch. Davidoff, Op. 23) Violoncello, orch. acc. Vladimir Dubinsky. Italian. 18510
- 3643 **Keep the Home-Fires Burning** (Ivor Novello) 1st Soprano, 2nd Soprano and Tenor, orch. acc. Homestead Trio. 18490
- 3629 **Barcarolle—The Tales of Hoffman** (Offenbach) Creatore and His Band.
- 3631 **God Be With Our Boys To-Night** (Wilfrid Sanderson) Mixed Voices, orch. acc. Metropolitan Quartette.
- 3633 **Just a Baby's Prayer at Twilight** (M. K. Jerome) Violin, Flauto, by John F. Burkhardt, Herbert Soman.
- 3632 **Soldier Songs, No. 1**. Chorus of Male Voices.
- 3625 **Mother, My Dear** (Bryceon Trehanre) Tenor, orch. acc. Ralph Erdell.
- 3623 **I'm Waiting For You, Liza Jane** (Creamer-Layton) Orch. acc.
- 3622 **Oriental—Fox Trot**. (Vincent Rose). For Dancing. Jandas' Society Orchestra.
- 3626 **Garden of My Dreams** (Stamper-Hirsch) Soprano and Tenor, orch. acc. Gladys Rice, Vernon Dabhart, and Chorus.
- 3627 **Yock-A-Hilo Tono** (Walter Donaldson) Tenor, orch. acc. Vernon Dabhart.
- 3624 **Mandy—Yip-Yip-Yaphank** (Irving Berlin) Tenor and Male Voices, orch. acc. Billy Murray and Chorus.
- 3630 **If I'm Not at the Roll Call** (George "G-G-Bye" for Me (George Bowden) Tenor, orch. acc. Harvey Wilson.
- 3635 **When I Get Out in No-Man's Land (I Can't Be Bother'd With No Mule)** (Skidmore Walker) Negro song, orch. acc. Arthur Collins.
- 3624 **Just Bine—Fox Trot** (Wadsworth Arden) Saxophone, Xylophone and Piano, for Dancing. All Star Trio.
- 3639 **Oh! How I Hate to Get Up in the Morning** (Irving Berlin) Baritone, orch. acc. Arthur Fields.
- 3636 **The Y.M.C.A.—Yip-Yip-Yaphank** (Irving Berlin) Tenor and Male Voices, orch. acc. George Wilton Ballard and Chorus.
- 3641 **Tell That to the Marines** (Schwarz-John) Tenor and Male Voices, orch. acc. Billy Murray and Chorus.
- 3642 **I Ain't Got Weary Yet** (Percy Wenrich) Baritone and Male Voices, orch. acc. Arthur Fields and Chorus.

Gennett Records

- DECEMBER REVIEW RECORDS**
Sole Canadian Distributors: The Star Company of Canada, 265 Dundas St. London, Ont., Canada.
- 8530 **Ring Out Wild Bells**, Royal Daddum.
- Come All Ye Faithful**, Elliott Shaw.
- 7620 **In Der Christnacht**, Chester Smith.
- Christmas Carols**, Croston Mixed Quartette.
- 7621 **The Holy City**, Chester Smith.
- Chapel Chimes**, Gennett Band.
- 8524 **Watch, Wait and Hope Little Girl**, Chas. Hart.
- Smiles**, Tom McLeary.
- 11007 **After You're Gone Medley**, Coday's Band.
- Everything is Peaches Down in Georgia**, Gennett Band.

8529	My Paradise (Waltz) Conklin's Society Orchestra.
8518	Oh! How I Hate to Get Up in the Morning. Arthur Hall.
	K-K-Katy. Arthur Hall.
7650	Bring Back My Daddy to Me. Henry Burr.
	On the Road to Home Sweet Home. Campbell and Burr.
8504	Cold Turkey. Fuller's Jazz Band.
	I'm Sorry I Made You Cry. Fuller's Jazz Band.
8511	There's a Long, Long Trail. Hart and Shaw.
	Goodbye Mother, Madeline. Irving and Gillette.
10035	Fox-Trot Medley. Gennett Trio.
	One-Step Medley. Gennett Trio.
10040	Serenade. Gennett Trio.
	Serenade D' Armour. Gennett Trio.
10041	The Old Refrain. James Harrod.
	A Dream. Hardy's Wagon.
11002	The Lord is My Shepherd. Hart and Shaw.
	The Lost Chord. Royal Dadnom.
7636	Honolulu March. Louise and Ferrara.
	Missouri Waltz. Louise, Ferrara and Greenup.
7641	Hello, I've Been Looking For You. Arthur Hall.
	Liberly Bell. Arthur Hall.
7646	Just a Baby's Prayer at Twilight. Chas. Hart.
	The Dream of a Soldier Boy. Chas. Hart.
7648	Silver Threads Among the Gold. Sterling Trio.
	When You and I Were Young Maggie. Henry Burr.
12502	Humoresque. Helen Ware.
	Ave Marie. Helen Ware.

"His Master's Voice" Records for January

	10-Inch	
216050	How Would You Like to be My Daddy. Fox-Trot. Intro.	
	"Let the Great Big World Keep Turning" (Arr. by Rogers).	
	A Little Birch Canoe and You—Waltz (Arr. by Rogers)	
216047	Bluebird—Waltz. Miro's Band	\$ 90
	Geraldine—Hesitation Waltz. Miro's Band	
216046	Sweet Hawaiian Moonlight (Frost-Kirkman) (Duet) Campbell and Burr.	
	I Wish I Had Someone to Say Good-bye To (Goodwin-Hotel) Henry Burr	
216048	The Bluebird. Henry Burr	90
	The Little Good for Nothin's Good for Something After All. Campbell and Burr.	
216049	Let the Great Big World Keep Turning. Henry Burr.	90
	They'll Be Mighty Proud in Dixie of Their Old Black Joe (Carroll) Campbell and Burr.	
216045	Sun of My Soul (Kohle-Kitter) Harry McClaskey.	90
	Esame the Pershing (Crosby-Deane) Harry McClaskey	
263010	Jamais en Colere (Christine) Hector Pellerin.	90
	Les Petites Femmes d' Ici (Tollet-Aleide) Hector Pellerin	
283011	Ladshausche et les Sports. Du May D'Amour.	90
	Leul prend l'Electricite.	
18508	Dreaming of Home, Sweet Home. Charles Harrison.	90
	The Rose of No Man's Land. Charles Hart-Elliott Shaw.	
18509	After You've Gone. Marion Harris.	90
	I'm Glad I Can Make You Cry. Henry Burr	
18510	When Tony Goes Over the Top. Billy Murray.	90
	Good Morning, Mr. Zip-Zip-Zip. Arthur Fields and Peerless Quartette.	
18499	Waters of Venice—Waltz (Violin and Accordion) Bernie and Baker.	90

	Good-Bye, Alexander—Fox-Trot (Violin and Accordion) Bernie and Baker	90
18500	Mary—Fox-Trot. Joseph C. Smith's Orchestra.	90
45156	Rock-a-Bye Baby—Fox-Trot. Joseph C. Smith's Orchestra	90
	A Little Birch Canoe and You. Olive Klime and Orpheus Quartette.	
	The Bluebird. Elsie Baker	1 25
45157	The Americans Comed. Reinald Werrenrath.	
	I Can Always Find a Little Sunshine in the Y.M.C.A. L. Murphy and Orpheus Quartette.	1 25
72165	Au Clair de la Lune; (2) Le Fleut, bergere; (3) Promenade en bateau; (4) Fais Dodo, Golas (From Walter-Haller) French Songs") (Mezzo-Soprano with Piano) Eva Gauthier.	
	Savez-vous planter les choux? (2) Trempe ton pain; (3) La Mere Michel; (4) Malbrouck (From "Walter-Haller French Songs") (Mezzo-Soprano with Piano) Eva Gauthier.	90
72166	Le Pont d'Avignon; (2) Ah! vous dirai-je, Maman; (3) La Bonne Aventure; (4) J'ai du bon tabac (From "Vieilles Chansons et Danes") (Mezzo-Soprano with piano) Eva Gauthier.	
	La Casquette du Pere Bugeaud; (2) La Misi'en Latre; (3) Frere Jacques (from "Vieilles Chansons et Danes"); (4) En passant par la Lorraine (from "Chants de Soldats") (Mezzo-Soprano with Piano) Eva Gauthier	90
	12-Inch	
55092	Sounds of the Forest, Part I. Charles Kelloug.	
	Sounds of the Forest, Part II. Charles Kelloug.	2 00
88587	Madama Butterfly—Tutti I Sor (Duet of the Flowers) (Italian) Frances Alda and Sophie Braslan	3 50
88598	La Boheme—O Soave Fanciulla (Thou Sweetest Maiden) (Pavane) (Italian) Frances Alda-tiovanni Martinelli	3 50
74575	Andante Cantabile (from String Quartet, Op. 11) (Tchaikowsky) (Mische Elmst and Messrs. Bak, Rissland, and Nagel, of Boston Symphony Orchestra)	2 00
	10-Inch	
87297	Garibaldi's Hymn (Mercantini-Oliviere) (Italian) Enrico Caruso	2 50
87296	Hatikva ("Our Hope") (Hymn) (In Hebrew) Alma Gluck and Ephrem Zimbalist	2 50
64791	When You Come Back (George M. Cohan) John McCormack	1 25
87298	Onward, Christian Soldiers (Baring-Gould-Sullivan) Ernestine Schuman Heink	2 50

Phonola Records for December

1077	A Dream (Cory-Bartlett). George Lambert.	
	A Perfect Day (Carris Jacobs-Bond). Marie Marrison. Orch. Accom.	
1078	Flow Gently Sweet Afton (Burne-Spiltman). Reed Miller, Tenor. Orch. Accom.	
	Forgotten (Wulschner-Cowles). Frederic Wheeler, Baritone. Orch. Accom.	
1079	I Hear You Calling Me (Harford-Marshall). Charles Hart. Orch. Accom.	
	Happy Days (Thomson-Strolzki). Marie Marrison. Orch. Accom.	
1080	In Old Madrid (Trotter). Frederic Wheeler. Orch. Accom.	
	The Sentinel Am I (Oxenford-Watson). Frank Croxton. Orch. Accom.	
1081	The Moon Has Raised Her Lamp Above (Benedict). Hart & Phillips. Orch. Accom.	
	Asleep in the Deep (Lamb-Petrie). Frank Croxton. Orch. Accom.	

A Xmas window by Layton Bros., Montreal.



1082	The Sweetest Story Ever Told (Stulis). Marie Morrissey. Orch. Accom.	
1083	The Skylark's Song (Bennett-Buck). Dudley Buck. Orch. Accom.	
	Where is My Boy Tonight (Lower). Frederick Wheeler. Orch. Accom.	
	The Vacant Chair (Washburn-Low). Meyers & Gillette. Orch. Accom.	
1084	Bring Me a Rose (Shalor). Harry Ellis. Orch. Accom.	
	The Night Herons (Arundale). Henry Burr. Orch. Accom.	
1085	I Want to Learn to Dance. The Kiss Burglar (MacDonough-Hubbell). Sam Ash. Orch. Accom.	
	When I'm Looking For American Shirts 1918 (Buck-Stamper). Irving Kaufman. Orch. Accom.	
1086	Smiles, Passing Show 1918 (Callahan-Roberts). Lennox and Kent. Orch. Accom.	
	Since I Met Wonderful You, The Kiss Burglar (MacDonough-Hubbell). Sam Ash. Orch. Accom.	
1087	When I Get Back to My American Blighty (Fields-Morse). Arthur Tim Rooney's at the Fightin' (Flynn). Charles Hart. Orch. Accom.	
1088	Roses of Picardy (Weatherly-Wood). Joseph Phillips. Orch. Accom.	
	When We Meet in the Sweet Bye and Bye (Murphy). Sterling Trio. Orch. Accom.	
1089	A Soldier's Reverse (Arthur Hadley). Joseph Phillips. Orch. Accom.	
	When the Sun Goes Down in Flanders (Plesson-Von Tilzer). Charles Hart. Orch. Accom.	
1090	A Rainbow from the U.S.A. (Mahoney-Jerome-Wenrich). Peerless Quartette. Orch. Accom.	
	While the Inocense is Burning (Smith). Joseph Phillips. Orch. Accom.	
1091	My Angel of the Flaming Cross (Gray). Greek Evans. Orch. Accom.	
	There's a Picture in My Old Kit Bag (Al Sweet). Henry Burr. Orch. Accom.	
1092	Uncle Sammy (Holzmann). Arthur Fields. Orch. Accom.	
	She'll Be Waiting When You Come Back Home (Carola Farran & Chaffarella). Sterling Trio. Orch. Accom.	
1093	I'm Going to Fight My Way Right Back to Argentina (Basket-Spess). Kaufman Brothers. Orch. Accom.	
	You'll Find Old Dixieland in France (Clarke-Meyer). Arthur Fields. Orch. Accom.	
1094	Good-Bye, Mother Machree (Brennan-Hall). Harry McClaskey. Orch. Accom.	
	Oh Moon of the Summer Night (Flynn). Harry Ellis. Orch. Accom.	
1095	After You've Gone (Cramer & Layton). Irving Kaufman. Orch. Accom.	
	The Pickaninies' Parade (Ehrlich-Osborne). Sterling Trio. Orch. Accom.	
1096	Everything is Peaches Down in Georgia (Clarke-Ager-Meyer). Collins & Hoffman. Orch. Accom.	
1097	Florida Moon (Hoagery). Sterling Trio. Orch. Accom.	
	Wondrous Eyes of Anahy (Brown-Spencer). Harry Hindermeyer. Orch. Accom.	
1098	Why Do They Call Them Babies? (Harriman-Hagan). Elaine Gordon. Orch. Accom.	
	An East Side Restaurant Scene (Ge. L. Thompson). George L. Thompson. Trio. Orch. Accom.	
1099	I'm Gonna Pin a Medal on the Girl I Left Behind (Intro: Rockabye Baby with a Dixie Melody). Berlin-Schwartz. Fred Van Eps Quartette. Orch. Accom.	
	The Missouri Waltz (Logan-Eppel). F. Wheeler. Wadsworth. Orch. Accom.	
1100	Just Blue (Wadsworth-Arden). All Star Trio.	
	When You Come Back (Cohan-Anderson) (Intro: Bring Me a Letter from My Old Home Town). Fred Van Eps Quartette. Orch. Accom.	
1101	Smiles (Robert) (From Passing Show 1915). F. Wheeler. Wadsworth. Orch. Accom.	
	Dier Kiss (Dear Kiss) (Ager). Band.	
1102	Prestitissimo in G Major (Verdi) (From Verdi's String Quartette in G Major). Berkshire String Quartette.	
	Minuetto in G Minor (Haydn) (From Haydn's String Quartette No. 34). Berkshire String Quartette.	
1103	Moments Musieaux (Schubert-Liadou). Valse Badinage. Paul Einler.	
	Romance, Op. 45, No. 1 (Alfred Grunfeld). Paul Einler.	
1104	Rubinstein Melodie, Op. 3, No. 1 (Rubinstein). Vladimir Dubinsky. Piano Solo.	
1105	Polonaise (Albert Chaffarella). Albert Chaffarella. Orch. Accom.	
	The American Rose (Victor Horbert). The Park Instrumental Quartette.	
	Melodie, Op. 18, No. 1 (Moszkowski). The Park Instrumental Quartette.	
7006	Tocha "E Lucevan le Stella" (Naccini) (The Stars Were Shining). George Lambert. Tenor. Orch. Accom.	
	Faust "Die Fossene" (Even Bravest Heart) (Gounod). Filippo Antonio. Orch. Accom.	

New Brunswick Records

29273	Fairest Sun Arise "Romeo and Juliet" (Gounod) (In French). Ralph Errolle.	
	Juliet Waltz Song "Romeo and Juliet" (Gounod) (In French). Nadine Legit.	\$2 20
15278	A Dream (J. C. Bartlet). Ralph Errolle.	1 65
	Because (J. C. Bartlet). Ralph Errolle.	1 65
15263	O Divine Redeemer (Gounod) Marie Morrissey.	1 65
	Jesus Lover of My Soul (Charles Wesley) Morrissey and McCleskey.	1 65
5264	Le Bonquet de Romarin (Arr. by J. Weckerlin) Martha Atwood.	1 00
	Le Petit Russean (Andre Fefan) Martha Atwood.	1 00
5265	Old Black Joe (Stephen J. Foster) Shannon Four.	1 00
	Sweet and Low (Words by Alfred Thompson) (Music by Joseph Barber) Shannon Four.	1 00
5266	Rock-A-Bye Your Baby With a Dixie Melody (John Schbert). Arthur Collins.	1 00
	Dear Little Boy of Mine (Ernest R. Ball) Vernon Dalhart.	1 00
5267	When Tony Goes Over The Top (Fish-Fletcher and Marr) Arthur Collins.	1 00
	Everything is Hunky Dory Down in Honky Tonky Town (McCarthy and Tierney) Arthur Collins.	1 00

5208	If I Am Not at the Roll Call Kiss Mother Good-bye for Me (Gene L. Hayden) Burr and Campbell.	
	We Don't Want the Bacon, What We Want Is a Piece of the Rhine (Harr. Russell and Havens) Peerless Quartette.	1 00
5269	Post and Passport (Part 1) (Suppe) Brunswick Orchestra.	1 00
	Post and Passport (Part 2) (Suppe) Brunswick Orchestra.	1 00
3270	One For All, All For One (Albert Von Lloyd) Brunswick Military Band.	
	Good Morning Mr. Zip Zip Zip (Robert Titzer) Brunswick Military Band.	
5271	Kirmahaw, Oriental Fox Trot. Van Eps Trio.	1 00
	Happy Heels. Van Eps Trio.	1 00
15254	Christmas Light Enshold (Von der Meiden) Peerless Quartette.	
	He Shall Plead His Foe (Messiah). Marie Morrissey.	1 65
15257	Adios Fidelis—Oh Come All Ye Faithful. Mixed Quartette.	
	Oh Holy Night (Cantique de Noel) (Adolph Adams) Ralph Errolle.	1 65
15258	Hark, the Herald Angels Sing (Mendelssohn) Mixed Quartette.	
	Holy Guy (Weatherly-Adams) Ralph Errolle.	1 65
15259	Kiddies Patrol (Walter Rogers) Brunswick Band.	
20069	Kiddies Dance (Walter Rogers) Brunswick Band.	1 65
	The Trumpets Shall Sound (Messiah) Fred & Martin.	
	Jesus of Nazareth. Fred & Martin.	2 00
3100	Holy, Holy, Holy. Church Quartette.	
	What a Friend We Have in Jesus. Church Quartette.	1 00

Columbia Records for January

VOCAL SELECTIONS—10-Inch, 90c.		
A2560	Oh, How I Wish I Could Sleep (Until My Daddy Comes Home). Henry Burr, Tenor solo.	4014
	Watch, Hope and Wait, Little Girl (Till I Come Back to You). Sterling Trio.	
A2562	O Death, Where is Thy Sting? Bert Williams, Comedian.	2921
A2567	When I Return. Bert Williams, Comedian.	
	Tell that to the Marines. Bert Williams, Comedian.	
	You Can't Beat Us (If It Takes Ten Million More). Arthur Fields. Baritone Solo.	
A2604	Come Along to Toy Town, from "Everything." Peerless Quartette.	27018
	The Monkey-Man. Lewis James, Tenor.	
A2655	A Little Birch Cane and You. Sterling Trio.	
	Light Your Little Lamp of Love For Me. Campbell and Burr, Duet.	20454
A2647	I Can Always Find a Little Sunshine in the Y.M.C.A. Peerless Quartette.	
	Dinah, Song from "Yip, Yip, Yaphank." Peerless Quartette.	
A2660	Oh, How She Could Spanish. Irving Kaufman, Tenor Solo.	52094
A2659	I Want a Doll. Irving Kaufman, Tenor Solo.	59060
A2650	Merrily We'll Roll Along. Peerless Quartette.	29263
	Everything is Hunky Dory Down in Honky Tonky Town. Peerless Quartette.	
A2661	Hindustan. Campbell and Burr, Tenor Duet.	
	In the Shadow of the Desert Palm. Sterling Trio.	
A2662	Mickey. Sterling Trio, Solo.	
	Mickey. Medley. Prince's Orchestra.	
A2658	On the Level You're a Little Devil (But I'll Soon Make an Angel of You). Irene Fischer and Lewis James, Soprano and Tenor Duet.	20449
	Any Old Time at All, from "Ziegfeld Follies, 1918." Peerless Quartette.	20443
INSTRUMENTAL SELECTIONS—10-Inch, 90c.		
A2654	The Whistler and His Dog. Prince's Band. Descriptive.	
A2653	The Warbler's Serenade. Prince's Band. Descriptive.	
	Hungarian Dance No. 5 in G Minor. Philharmonic Orchestra of New York.	29221
	Hungarian Dance No. 6 in D Major. Philharmonic Orchestra of New York.	
A2656	The Lost Chord. Edna White, Trumpet Quartette.	
A2651	Nearer My God to Thee. Edna White, Trumpet Quartette.	
	(1) "My Gal Sam" (2) "When You and I Were Young, Maggie." Joseph Green, Xylophone Solo.	
A2648	A Bunch of Roses. George Hamilton Green, Xylophone Solo.	29451
A2649	Swirl Walk. Fox-Trot. Guido Deiro, Accordion Solo.	20452
	Jazz Band Ball. One-Step. Guido Deiro, Accordion Solo.	
A2663	Russian Rag. Fox-Trot. Earl Fuller, Rector Novelty Orchestra.	
	Anybody Seen My Corinne? Medley Fox-Trot. Introducing: (1) "Down on Bull Frog's Isle"; (2) "Livery Stable Blues." Sweetman's Jazz Band.	20442
	Dallas Blues. Medley Fox-Trot. Introducing: (1) "At the Fungy Fage Ball"; (2) "Lovin' (I Can't Live Without It)." Sweetman's Jazz Band.	
A2660	Naval Cadets March. Bell Solo with Band Accompaniment.	54020
	Albion Folk. Xylophone Solo. Band Accompaniment.	54019
	Songs My Mother Taught Me. Hilda Lashanska. Soprano Solo.	54021
12-INCH RECORDS—\$1.50		
A6078	Rondo Capriccioso. Josef Holmann. Piano Solo.	
	Erebusca. Josef Holmann. Piano Solo.	
A6085	Massa's in the Cold, Cold Ground. Oscar Seagle and Columbia Stellar Quartette.	60074
	Old Folks at Home. Oscar Seagle and Columbia Stellar Quartette, Orchestra.	
A6080	A Roman Carnival—Overture, Part I. Columbia Symphony Orchestra.	
	A Roman Carnival—Overture, Part II. Columbia Symphony Orchestra.	
A6079	On the Level You're a Little Devil. Medley Fox-Trot. Introducing: (1) "Do You Remember the Day"; (2) "Where Have They Been Hiding All These Years"; (3) "Mamma's Choice—What Yankee Doodle Says." Prince's Band.	20453
	On the Level You're a Little Devil. Medley Fox-Trot. Introducing: (1) "I Want Him Back Again"; (2) "My Wild Days." Prince's Band.	40142
A6081	My Belgian Rose. Medley Waltz. Introducing: "I'm Sorry I Made You Cry." Prince's Orchestra.	20248
	Beautiful One. Medley Waltz. Prince's Orchestra.	20249
SINGLE RECORDS—12-Inch, \$1.50		
49449	Caprice Viennois. Tocha Seidel, Violin Solo.	
49447	Romance, From Concerto No. 2, Opus 22. Tocha Seidel, Violin Solo.	27011

New Pathe Records

POPULAR "HITS" OF THE MONTH

- 20444 On the Level, You're a Little Devil (from "Winter Garden Show") (Roberts). 10-Inch
That Soothing Serenade (from "Winter Garden Show") (De Costa). Harry McCluskey, Tenor.
20447 For Your Boy My Top (Kahn-Vau Alstyne), Invinible Four.
20448 Freedom for All Forever (Hillman), William Simmons, Baritone.
20449 A Little Birch Dance and You (Collahan-Roberts), Sterling Trio.
20445 My Dreams (Lalane of 1918*) (Hirsch-Stanפור), Henry Burr, Tenor.
20446 Liza Jane (Layton), Louis Winsch, Baritone.
20430 You'll Always Find a Lot of Sunshine in My Old Kentucky Home After You've Gone (Creamer-Layton), Campbell and Burr.

- 29220 I Want to Go Back There Again (Weston-Norworth), Piano accomp. Jack Norworth, Baritone.
The Yanks Are at It Again (Cowan), Arthur Fields, Baritone.

NEW SACRED RECORDS

- 20453 Joy to the World (Watts), Organ accomp. Helen Clark and William Simmons.
10-Inch
In the Sweet Bye and Bye (Webster), Unaccomp. Chautauque Preachers Quartette.
10-Inch
20414 The Birthday of a King (Seidlinger), Organ accomp. B. Stonehill, Baritone.
Hear Me, Ye Winds and Waves (Handel), R. Stonehill, Baritone.
29219 Ateste Fieles (Oh, Come, All Ye Faithful), Piano accomp. Shannon Four.
The Holy City (Adams), Helen Clark, Contralto.

STANDARD BALLADS SUNG IN ENGLISH

- 27016 The Pipes of Gordon's Men (Glasgow-Hammond), Paul Althouse, Tenor.
God Bring You Safely to Our Arms Again (Gibson-Shaw), Paul Althouse, Tenor.
20454 Lead, Kindly Light (Dykes), Chimes, with Grand Organ. Chris Chapman.
Nearer My God to Thee (Mason), Chimes with Grand Organ, Chris Chapman.
12-Inch
52024 Listen to the Mocking Bird (Wilson), Grace Hoffman, Soprano.
The Nightingale (Penn), Grace Hoffman, Soprano.
59060 The Rosary (Nevin), Eleonora de Cisneros, Mezzo-Soprano.
Answer (Robyn), Eleonora de Cisneros, Mezzo-Soprano.
29205 The Farmer's Pride (Russell), Frank Oldfield, Baritone.
The Floral Dance (Hass), Frank Oldfield, Baritone.

NEW PATHE "DE LUXE" DANCE RECORDS

- 20449 Valse Parisienne (Roberts), American Republic Band.
Remick's "Hit" Medley, Intro.: "Wondrous Eyes of Araby," "I Might as Well Kcep (Kahn-Vau Alstyne)," and "Mandy and Me." Fox-trot American Republic Band.
20443 Hindustani (Wince-Weeks), Fox-trot. Wadsworth's Novelty Dance Orchestra.
Frivolity (Green), One-step. Wadsworth's Novelty Dance Orchestra.
12-Inch
29221 Rock-a-Bye Baby, Intro.: "There's No Better Use for Time Than Kissing," and "Not You," Medley Fox-trot, American Republic Band.
Witmark's "Hit" Medley, Intro.: "Bring Me a Letter from My Home Town," "Everyone I Love Lives Down in Dixie," "Daddy Mine," and "Some Day They're Coming Home Again," One-step, American Republic Band.

NEW BAND RECORDS

- 20451 High School Cadets (Souss), American Regimental Band.
The Liberty Bell (Souss), American Regimental Band.
20452 "Oh, Come All Ye Faithful" and "Christians, Awake," Pathe Military Band.
"Hark, the Herald Angels Sing" and "While Shepherds Watched," Pathe Military Band.
20442 March of the Nova Scotia Highlanders (Sterne), American Regimental Band.
The Rainbow March (Maurice), American Regimental Band.

NEW OPERATIC RECORDS

- 54020 Le Régiment de Sambre et Meuse (Plaqueette), (French National Marching Song) in French, Lucien Muratore, Tenor.
54019 Mons Vania (Perron), "Elle est a moi" (This Hand Is Mine), in French, Lucien Muratore, Tenor.
54021 Cavalleria Rusticana (Messagni), "Voi lo sapete" (Well, You Know, Good Mother) (Santuzza's Air), in Italian, Claudia Mignou, Soprano.
60074 Mignon (Thomas), "Berevue," in Italian, Adamo Didur, Basso.
Salvator Rosa (Gomes), "Di sposo . . . de padre . . ." (Peaceful Employment), in Italian, Adamo Didur, Basso.

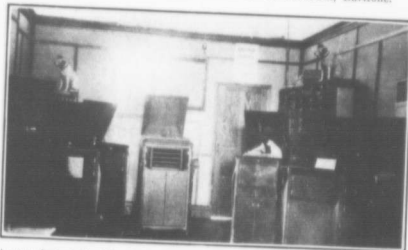
NEW INSTRUMENTAL NOVELTIES

- 20455 Bois de May (Dittrich), Mazurka, with bells, Pathe Freres Orchestra.
Christmas (Margis), Valse, with bells, Pathe Freres Orchestra.
10-Inch
40142 Birds of the Woods (Le Thiere), Piccolo solo, George Ackroyd.
The Shepherd's Idyl (Kobler), Flute solo, George Ackroyd.

FOR HOLIDAY TRADE

- 20248 Nursery Rhymes—No. 1, (Descriptive), Gerard and Hunting.
Nursery Rhymes—No. 2, (Descriptive), Gerard and Hunting.
20249 Nursery Rhymes—No. 3, (Descriptive), Gerard and Hunting.
Nursery Rhymes—No. 4, (Descriptive), Gerard and Hunting.
27011 The Star Spangled Banner (Key), Paul Althouse, Tenor.
When Johnny Comes Marching Home (Lambert), Paul Althouse, Tenor.

- 25018 God be With Our Boys To-night (Sanderson), Craig Campbell, Tenor.
Roses of Picardy (Wood), Craig Campbell, Tenor.
25016 There's a Long, Long Trail (Elliott), Percy Hemas and His Buddy Boys.
29255 Khaki Sammy (Carpenter), Percy Hemas, Baritone.
2nd Regiment, Connecticut National Guard March (Reeves), American Regimental Band.
25007 American Republic March (Dube), American Regimental Band.
Caranza (Wilson), Vocal Valse, Grace Hoffman, Soprano.
20248 Carissima (Penn), Grace Hoffman, Soprano.
Fireside (Savino), "Intermezzo," Pathe Concert Orchestra.
Heart's Ease (Macbeth), "Intermezzo," Pathe Concert Orchestra.
12-Inch
60068 Humoresque (Dvorak), Violin solo, piano accomp. Jacques Thibaud.
2nd Regiment, Connecticut National Guard March (Reeves), American Regimental Band.
40101 In Thee, O God, Do I Put My Trust (Spicker), R. Stonehill, Baritone.
By the Waters of Babylon (Howell), B. Stonehill, Baritone.



A snapshot of the Victrola department of C. N. R. Still, Neepawa, Man.

Whaley, Royce News

Mr. Malcolm F. Wood has taken up his new duties as manager of the Victrola department at Whaley, Royce & Co., Ltd., Yonge St. headquarters. Mr. Wood is a salesman versed in all branches of the music trades from juw-harps to pipe organs. He was formerly connected with the prominent Old Country house of Jno. G. Murdoch & Co., in Edinburgh and Glasgow. For the past six years he has been with the R. S. Williams & Sons Co., Ltd., in the retail small goods and piano departments. Mr. Wood, outside of business, is a piano accompanist and soloist of no humble reputation. His many friends wish him well in his new position.

In all departments the Whaley, Royce staff is "on its tip toes," keeping up with orders. The music department, under the keen eye of Mr. Holmes Maddock, is unusually busy. When one of the Journal's staff called he found Mr. Maddock going through a shipment of recently arrived music, all the numbers of which had real fifty title pages in color. "A good many people still buy title pages rather than music," observed Mr. Maddock.

In the small goods department, Mr. Myhill is offering some special values in violins, bows, mandolins, mouth-organs, guitars, and record albums.

A Poemette

Written by a war veteran of the Boer and three other wars.

When you're feeling sad and lonely,
When the time seems drear and long,
There's one thing and one thing only
To cure you—that is—Song.

Or music sweet and tender,
Stirring march or love song sweet
Where you hear fond lovers singing
Or the soldiers' tramping feet.

We have it here to suit you,
'Twill raise a merry laugh
And to joy will recurrit you

THE BRUNSWICK PHONOGRAPH.

—J. Logan.

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CERTAINTIES FOR THE TRADE.

SONGS

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

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

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

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

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FRANK T. LATHAM

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

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

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Albert W. Ketèlbey.

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

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The Dramatic Sailor Song
"The Likes of They"

The Artistic Success
"A Khaki Lad"

A Silesu Successor
"Star of My Life"

We heartily extend the Season's Greetings to our many
Trade friends. May you enjoy a Merry Xmas and a
Prosperous New Year is our sincere wish.

POPULAR SELLING SONGS

"Mate o' Mine"
By Percy Elliot

"The Bells of St. Mary's"
By A. Emmett Adams

"Where the Milestones End"
By Evelyn Sharpe

TWO PRODUCTION HITS
(From "Jack o' Lantern," now
playing in New York)

"There's a Light in Your Eyes"
"Some Waiting Will End"

CHAPPELL & CO., Limited

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MELBOURNE

Music and Musical Merchandise Section

CANADIAN MUSIC TRADES JOURNAL—DECEMBER, 1918

What Lies Ahead?

WITH the return of tens of thousands of men from the battlefield, the sale of songs should be greatly stimulated. Canadian soldiers have had a new experience of what singing means. They have constantly written home of the helpfulness of music over there. They have spent considerable time in England where music is "quite the thing" among men in a way that it has never been in this country. In a group of people out spending an evening, almost every Old Countryman can get up and sing a song to add to the enjoyment and sociability. Army life, which has given such a large place to music, and the musical environment, which has surrounded the men in Britain, has shown hundreds of men, who always thought they could not sing, that they had labored under a delusion.

Now they know they can sing. Their return will mean new blood for the church choirs, choral societies, and for talent at amateur programmes. It will mean greater attendances at concerts and recitals. It will mean the men will want music for themselves, for their families and friends. It remains for the sheet music dealers all over Canada to capitalize this situation and keep their wares before the public. Their window displays, thematic lists sent out in parcels of music, and all judicious advertising should pull as it never did before.

The time is an opportune one for managers to look into the service their sheet music departments are giving. Are orders for music not in stock sent out the very day they are received, or are they held for an accumulation of orders necessitating the customer's calling two or three times to enquire for the arrival of the piece he wants?

Is some kind of advertising matter enclosed in every parcel that leaves the store? Are the songs you have in stock linked up with their appearances on local programmes? On dull rainy days or at times when counter trade is quiet do the salesladies or salesmen take occasion to telephone some of the likely buyers regarding some of the new music that has just recently been received? Did you ever try out a certain song that you know ought to go well by getting a quantity order of it, to get the best rates, and then by a special push, by personal recommendation see how high you can make the sales of it creep?

Whatever methods the store employs, the idea that during a period of re-adjustment the sheet music departments should sit tight, order as little as possible, and be contented with reduced sales must be frowned down. The stimulation of music by war conditions gives the music trade a new foundation that a period of easing up or wait-and-see will undermine in much less time than it took in building.

One surprise returned men have in store for them is that with the tremendous increase in costs in so many lines, they will find songs and piano music at about the bottom of the list for advances. As prices in general have climbed year after year, music has remained almost stationary, comparatively speaking. Publishers have had a continuous round of advances in paper, inks, labor, taxes, transportation charges and practically everything entering into the making of sheet music and music books.

And no reduction is in sight. Labor unions will see to it that their printers indulge in no flirtations with lower scales of wages. The paper stocks are such that a normal state of affairs cannot, according to one estimate, be regained inside of two years. Peace will not bring any ces-

sation of heavy taxation. And so prevailing prices are likely to remain current for many months yet. Beyond that, after say two or three or five years, conditions will probably come back to the stage where ordinary competition would smooth off the rough corners here and there; but even then the pre-war level is not anticipated by any business men the Journal has heard discussing the question.

The desirable course to pursue, therefore, seems to run along the channel of sane progress, of plugging away with an optimistic faith, and giving no quarter to re-adjustment calamity rumors.

"Here's to the Men—"

ADDRESSING the Greater New York Music Publishers' and Dealers' Association at their recent banquet, the President of the National Piano Manufacturers' Association proposed a toast: "Here's to the men who have contributed more to patriotism in this country than probably anyone—the music publishers." That is a fine tribute, and its source shows an intimate and cordial relationship between piano men and the sheet music men.

The Supply of Titles

A CLOUD appears on the musical horizon. It looks as if something radical must be done to avert a famine in song titles. The rate at which songs have been published in the past decade has very seriously depleted the supply. A glance at the recent copyrighted numbers shows many a strained attempt to pick something new. Every conceivable phrase in which the word "garden" could be used has already been chosen. There is nothing new in blue or green, or grey or brown or hazel "eyes." The crop of "roses" has gone to seed. "Hearts" have played out. The sweetness of "love" has been eulogized and re-eulogized, until the subject is worn threadbare. All attempts to re-clothe "spring" are mere camouflage. Also, incidentally, the myriad fox-trots have not only exhausted all available English terms for titles, but have robbed all other languages and dialects and slang.

So what is the poor composer to call his piece of music after he gets it written? Probably one way out of the predicament would be to ask the Government's copyright department to issue to each application for copyright a certain number. Then each song would be known by that number. For instance, you would see on the programme that Miss Mezzo Minorscale, contralto, would sing the popular new song, "48037," by _____, the companion song to his famous world success, "27862."

To cancel all existing titles and start all over again would, owing to the nature of music, cause a great deal of confusion. But if each publisher could really get hold of one or two new and original titles they might proceed on the same principle as is used in compiling a cipher code. This would at least defer for a few months the day when the well would run completely dry.

The Melody Ballad

SALESMEN and saleswomen should note that there is an increasing programme use of what is called the melody ballad. This applies to the programmes of the serious recital artists. "For purposes of personal information," states the editor of Musical Courier, "we were anxious to know whether the singers use such numbers because they like them, or because the public likes them, or because the

THE President, Managers, Travellers and inside staff of Whaley, Royce & Co., Limited, take this opportunity of thanking their many business friends for their tangible expressions of Good Will during 1918; and to express the hope that 1919 will bring them good health and good business.

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MANDOLINS

No. 25—9 ribs; spruce top; inlaid sound hole; ebonized fingerboard. Specialeach \$4.75

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trend of the times made it seem advisable to present music of the sort that makes the quickest emotional appeal to the largest number of listeners. After careful inquiry we have decided that the singer likes to sing songs which his hearers like, that the public prefers to attend concerts of which the programmes are not too strictly classical, and that the average hearer is susceptible of easy emotional response in peace times as readily as during the war period.

"We are of the opinion that in future, with the exception of concerts given for educational or historical purposes, all musical programmes will reveal greater variety than in the past and are certain to include examples of merely melodious compositions side by side with those that make an elevated esthetic or purely intellectual appeal. The artists themselves are working hand in hand with the reproducing companies and with other less powerful but not less enthusiastic agencies, to make genuine music lovers of the bulk of our population. All are agreed that the process must be effected transitionally, and that the first step is to destroy the notion of the man in the street that because he likes the popular songs and syncopations, he is eternally damned tonally and an object of ridicule in the eyes of the elect who know first names of the great composers, and are familiar with the opus numbers of their works."

The trend of things as indicated by the foregoing should be utilized by the men and women behind the sheet music counters in making sales.

New Presbyterian Book of Praise

SHEET music dealers who handle hymn books will prepare for the sale of the new Presbyterian Book of Praise. This work which is now ready is the result of several years' work on the part of the committee charged with its preparation. There are more hymn and psalm tunes in it than there were in the old. Those selections that the church has not taken to heart have been omitted and about two hundred other excellent ones substituted for them.

The storehouse of English poetry has also been drawn upon far more copiously than before. Tennyson gives us "Strong Son of God" and "Crossing the Bar," Kipling "The Recessional," Christina Rossetti has two pieces—"None Other Name" and that charming carol "The Shepherds had an angel, the wise men had a star." Chas. Kingsley's hymn for hospitals, "From Thee all skill and science flow," is also very welcome. We note also Newman's "Praise to the Holiest in the Heights," Scott's "When Israel, of the Lord beloved," and Herbert's quaint "Throw away Thy rod." Among the American names we recognize those of Emerson, with "We love the venerable house," Holmes, with "Lord of all being, throned afar," whilst Whittier's

contribution shows a marked increase. Specially worthy of note is the hymn "When wilt Thou save the people?"

German Small Goods Trade

WHEN one looks back to the figures of Canada's pre-war trade with Germany the amounts look surprisingly big. For example, in 1913 our imports of mouth organs alone was over half a million dollars. Violins, string instruments and parts represented \$432,000. German strings to the value of \$275,000 came in. The following list shows Germany's exports of small goods to Canada in 1913:

Violins, string instruments and parts	\$432,000
Mouth harmonicas	567,750
Strings of all kinds	275,000
Draw harmonicas, accordions, etc.	300,250
Cellos and bass and parts	36,750
Wind instruments of wood, flageoles, flutes, etc.	41,250
Trumpets and other blow-horn instruments	23,250
Drums, cymbals of all kinds	3,500
Zithers and parts	750

Old Violins Sold in London

AN interesting violin came under the hammer at an auction in London the other day, being knocked down for \$1,000, according to the London Musical News. It was made by Peter Guarnerius, known also as "Peter of Cremona," the brother of Joseph "Filius Andrae," and cousin of the famous Joseph del Gesu. It bears the date 1702 and at one time was in the possession of Sarasate. In 1896 it was sold to Alfred Brun of the Paris Conservatoire.

At the same sale a very fine violoncello, dated 1735, by the same maker, brought \$800, and an old violoncello by one of the Klotz family (contemporary with the Guarnerius family) sold for \$230. Several other violins by old Italian makers made prices varying from \$50 to \$235.

A New Organization

There has just been organized in New York a new society termed "The United Writers and Music Publishers of America." The organization in its formal announcement says: "This society has grown out of dissatisfaction with the methods and manner of the conduct of another one heretofore organized for the purpose of collecting royalties from theatres and cabarets throughout the country for the privilege of playing copyrighted music. . . . Also a manuscript brokerage department will be maintained for writers who are members. Some prominent publishers and writers have already joined."

"TRAVIATA"

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IVOR NOVELLO'S

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New Song

"The Home Bells Are Ringing"

IN KEYS TO SUIT ALL VOICES

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

CHORUS:

The home bells are ringing,
"No longer we'll roam,"
Our hearts are all singing
"There's no place like home."

When wanderings are ended,
And sad days are o'er,
It's worth all the waiting
To be home once more.

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Don't forget our other big sellers:

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ENOCH & SONS'

New Songs and Cycles

That are selling well this season:

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

"GARDEN OF HAPPINESS" *Daniel Wood*

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

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

"A PRAYER IN ABSENCE" *May Brahe*

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

"HOME IS WHERE YOU ARE" *Arthur Meale*

"SUNSHINE ALL THE WHILE" *Daniel Wood*

Enoch & Sons, London, England

and

The Anglo-Canadian Music Co.

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A Merry Christmas.

OUR
STAR HIT

Kisses
Valse D'Amour

By J.S. Zamecniik

SAM FOX & Pub. Co.
CLEVELAND

A Happy New Year.

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Chappell's Home Coming Song

All the boys returning from the other side who have passed through England are humming or whistling the London song hit, "Waiting," which is apparently the song of the people there at the present time, having taken the place of "Keep the Home Fires Burning." It is not a war song, but is psychologically popular as the publishers there advertise it, "It is in the air"; whether they are referring to the psychology of the song or referring to the tune or air is not mentioned.

Chappell's are now advertising the psychological home-coming song success, "Then You'll Know You're Home," by Jesse Winne. Nothing sad or sentimental about this song, it has a swinging one-step tune and goes with a "zip." The words of the chorus are as follows:

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

Chappell's now seem to think that they have completed their cycle of war or timely songs; they started with "It's a Long, Long Way to Tipperary," followed up with "Keep the Home Fires Burning," then "Laddie in Khaki," secured rights to "Pack Up Your Troubles in Your Old Kit Bag and Smile, Smile, Smile," then "Take me Back to Dear Old Blighty;" the next in the cycle was "Waiting" (When I Hear the Gate A-Swinging), and the last in the cycle is the song referred to above, "Then You'll Know You're Home."

Slinker-Slouch

"The best number contained in Messrs. West & Co.'s parcel of music for review this month is a fox-trot by Dorothy Forster, entitled 'The Slinker-Slouch,'" says the London Music Trade Review. "The time is so good and the rhythm and phrasing so excellent, that it deserves a better title; but at any rate, we have here a capital dance which should prove a good seller, and certainly proves that Miss Forster is quite as happy in writing pianoforte music as in writing popular songs, for which she is justly famous."

Taken Up by Bands and Orchestras

Albert W. Keselbey's characteristic intermezzo, "In a Monastery Garden," the piano arrangement of which has been so widely taken up, is now being played very frequently by the orchestras in Britain. A band arrangement of it is in course of preparation and will shortly be issued by Boosey & Co. "In a Monastery Garden" is well adapted for becoming a popular descriptive work for bands and orchestras. The first theme represents a poet's reverie in the quietude of the monastery garden amidst beautiful surroundings—the calm, serene atmosphere—the leafy trees, and the singing birds. The second theme, in the minor, expresses the more "personal" note of sadness, of appeal and contrition. Presently the monks are heard chanting the "Kyrie Eleison" (which should be sung by the orchestra) with the organ playing and the chapel-bell ringing. The first theme is now heard in a quieter manner as if it had become more ethereal and distant; the singing of the monks is again heard—it becomes louder and more insistent, bringing the piece to a conclusion in a glow of exaltation. This J. H. Larway publication is handled in Canada by the Anglo-Canadian Music Co., as is also "Follow the Golden Star," Larway's leading ballad of the season, by Frank T. Latham.

Sam Fox Issues

The star hit of the season, by the Sam Fox Publishing Co., is the new waltz "Kisses," by J. S. Zamecnik. This is a *valse d'amour* with an enchanting rhythmic swing. "Kisses" is a waltz that Sam Fox personally is banking on as a big thing. Next in importance, among the season's publications by this firm, is the song, "Think, Love, of Me," by Frank H. Grey, published in three keys with violin or cello obligato. Sousa's "Wedding March," which has been widely heralded, is a march of ponderous, effective rhythm, possessing in the interlude a delicate melodious love theme.

The Operastyle music, in which the Sam Fox Co. is making a big drive, is described by them as "Music presenting songs of true operatic style and quality—catchy and melodious numbers. And since we have done away with the payment of exorbitant royalties to several different parties, we can offer these songs to the dealer at discounts which allow him a large profit."

The first two songs in this edition are: "Jealous Moon" and "My Paradise."

Beare & Son Bulletin No. 36

Bulletin No. 36, of Beare & Son, is out with special Christmas offerings. These include three violin outfits, a new shipment of Swiss mouthorgans, violin strings, resin, B-flat copper bugles, five styles of music cases, and Swiss metronomes.

Enoch & Sons' Music

Easthope Martin bestows extraordinary care upon his vocal compositions, and he evinces unusual fastidiousness in his choice of textual material. His Five Concert Songs for medium voice make up an interesting album; and in the sum they may be reckoned a just criterion of the kind of fare he provides for discriminating vocalists. We have here none of the old aphorisms, the composer working on strictly unorthodox lines. We have seldom come across such thought-provoking settings of Shakespeare, Wordsworth, Tennyson, etc., as those contained herein. Free from pretension, the composer liberates the poet's message, giving the winged words new force and meaning. "Blow, blow, thou winter wind," "The Daffodils," and "Break, break, break," are among the familiar poems laid under contribution. Jessie Middleton's signature has been appended to the remaining numbers—"In the Oak-room" and "Song of Yearning"—the last named making an impassioned appeal. Quite a different atmosphere pervades the composer's "Songs of Open Country," a threefold cycle bearing the impress of genial rusticity.

Geniality and humor are very happily blended in his two collections, "Four Songs of the Fair" and "Three More Songs of the Fair," all of which besides their transparent tunelessness have the merit of simplicity. These are plain homely tales told without artificial gush and verbosity.

Not devoid of local coloring and unspoiled by theatrical glamor and mystery, the composer's "Songs of Syria" rarely fail to hit their mark. The music, generally speaking, is emotionally sincere and free from artifice. Four numbers—"O Mountain Rose of Lebanon," "The Garden of Urmia," "The Crimson Rose," and "Osarna Mine"—constitute the whole.

Of the composer's separate songs the subjoined numbers are well worth consideration: "Absence," "I told my love to the roses," "A Song of a Smile," "At Sunset," "Speed the Plough," "Timber-lore," "Valgøvend's Boat-song," and "The Old Vindictive." The vigorous rhetoric of "The Old Vindictive" has an eighteenth century ring in it. Turning over its pages we feel constrained to re-echo the glorious sentiments of Sir John Smyth, who four centuries ago, addressing Lord Burghley, wrote concerning the men of his

day in Flanders the following words, words which deserve to be printed in letters of gold:—

"Consider the thousands of brave Britons that have been consumed by sea and land within these few years; which have not been rogues, cut-purses, horse-stealers, committers of burglary, nor other sorts of thieves. But, in truth, they were young gentlemen, yeomen and yeomen's sons, and artificers of the most heroic type; all of which kind of men are the flower and force of a kingdom."

Arthur Meale's songs—"Sonny," "After," "Rainbow of Love," "The Land of Happy Hearts," and "God's Bright Morning"—excite our admiration by reason of their unrestrained spontaneity. The composer aims at the bull's eye of popular approval, and he not infrequently rings the bell. "Sonny" exhibits in turn pathos, quaintness and varied fancy.

Vocalists will relish the composer's "Chimney Corner Songs," a suite of three vocal solos combining simplicity of taste with purity and felicity of diction. We are told that Molière used to read over his plays to his faithful servant—an old peasant woman—and if she failed to grasp their meaning he often rewrote and simplified their text; so anxious was Molière to make himself understood to every thinking individual, however uncultivated. These "Chimney Corner Songs" are simplicity itself; and, while we have heard far greater music, we have not heard anything lovelier of the sort. The three numbers constituting the suite have been severally named, "I want you beside me," "Firelight Roses," and "Snow-time." Helen Taylor, who provides the verses, reflects many moods and strikes with a sympathetic touch some tender chords of human feeling.—*Musical Opinion.* Anglo-Canadian Music Co. are Canadian agents for all these Enoch numbers.

Death of H. W. Wickins

The death is announced in England of Mr. H. W. Wickins, the founder of the publishing firm of Wickins & Co., which he carried on successfully for about thirty years. He retired about five years ago when his various copyrights were put up for sale. The series of "Grosvenor Albums," and "Wickins Pianoforte Tutor" were acquired by Messrs. Bosworth & Co.

New Issues by Chappell & Co.

G. A. Lidgery's "The likes of they" deals in drastic fashion with the German sea pirates. It is a rousing ditty, and its sentiments will find an echo in many indignant hearts.

Delicate, fresh and piquant, Liza Lehmann's "Little Brown Brother" is evanescent as a subtle perfume. Vocalists, however fastidious their tastes may be, will derive pleasure from this delightful setting of E. Nesbit's verses.

"A Prayer for Freedom" (J. H. Foulds) partakes of the nature of an adaptation from the composer's "A Celtic

Lament" (No. 2 of Celtic Suite). Adaptations are not as a rule very satisfying; one so eminently successful as "A Prayer for Freedom" cannot therefore be ignored.—*Musical Opinion.*

A Home Coming Song

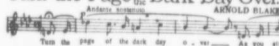
The home coming type of song is entering as the stern and grim war ballad starts to make its exit. This presents an excellent opportunity for a big sale of Ivor Novello's new song "The Home Bells are Ringing." The simple, surface message of the words, the easy flowing, readily caught up melody, and its popularity to date all lead to the anticipation that "The Home Bells Are Ringing" will rank with Novello's other hit, "Keep the Home Fires Burning," in point of national usage. "The Home Bells Are Ringing" is handed in Canada by Anglo-Canadian Music Co. in keys to suit all voices.

NEW MUSIC Copyrights entered at Ottawa

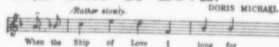
- 34811 "The Worst is Yet to Come." Words by Sam. M. Lewis & Joe Young. Music by Bert Grant.
 34812 "Where Poppies Bloom." Words by Alex. Sullivan. Music by Lynn Cowan.
 34813 "The Hermit." Song. By Everett J. Evans.
 34814 "Good Night Blue Eyes." Words by Blanche Merrill. Music by Leo Edwards.
 34820 "I Am Looking for a Girlie." Words by Arthur J. Lamb. Music by Frederick V. Bowers.
 34821 "I Have a Big Jazz Band." Words by Arthur J. Lamb. Music by Frederick V. Bowers.
 34863 "Clover Club Fox Trot." For Piano. By Chas. Wellinger. Rosa King. Hamilton, Ont.
 34870 "Come on Papa." Song. By Edgar Leslie and Harry Ruby.
 34871 "Oh! What a Time for the Girls When the Boys Come Marching Home." Song. Words by Sam M. Lewis and Joe Young. Music by Harry Ruby.
 34872 "Good Bye France." Song. By Irving Berlin.
 34873 "I Have Just One Heart for Just One Boy." Song. By Irving Berlin.
 34874 "Tout Amplement!" Chanson Sério-Comique de Armand Leclair. Montreal.

LATEST ENGLISH SUCCESSES

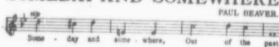
Turn the Page of Dark Day Over.



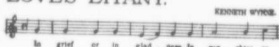
THE SHIP OF LOVE.



SOMEDAY AND SOMEWHERE.



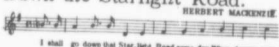
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 Pélasson, Guinet & Blanchon of Lyon, France.
 J. W. York & Sons, of Grand Rapids, Mich.

35 St. Lawrence Blvd. - Montreal

- 34882 "Singapore." Words and Music by L. Wolfe Gilbert and Anatol Friedman. Whaley, Royce & Co., Limited, Toronto.
 34883 "Santa Rosa Rose." Words by Joffe Brazier. Music by Lyons and Yeom. Whaley, Royce & Co., Limited, Toronto.
 34884 "Back to Old Ireland" or "Some day I'll Wander Back Over Again." Words by Michael Healy. Music by Leo Cosman. Fairville. Accompaniment by J. G. Dellair. Leo Cosman, Fairville.
 34886 "Aloha Oe." (Farewell to Thee.) By R. M. Queen Liliuokalani. Syncopated Piano Arrangement by Sam Marks, Toronto.
 34885 "The Bachelors." Waltz. By Clara Kummer.
 34897 "Hymn for the Peace." Words and Tune by Albert E. S. Myrthe, Toronto.
 34906 "Tian You'll Know You're Home." By Gordon Johnstone. (Lyric.) Chappell & Co., Toronto.

WINNIPEG TRADE TALK

ONE thing which struck me forcibly this month on my rounds was how busy everybody seemed to be, and the difficulty experienced in interviewing heads of the various music trades. I had almost begun to associate the words "busy" with "hoodoo," as far as collecting news was concerned, but, having Irish blood in my veins, I good-naturedly decided at last that I wouldn't do so.

The outlook for a big holiday trade is excellent, according to all indications. In musical circles there is also great activity. Teachers are doing well, and many ambitious pupils are practising painstakingly for the big musical competition which the Men's Musical Club have in hand, the programme of which is now in definite shape and before the public.

The coming of the San Carlos Grand Opera Co. during the holiday season, is an event looked forward to by both "art" and "trade." To sum up: "The guns are uncovered and the decks cleared for action."

Mason & Risch say business has kept up remarkably well, considering the influenza epidemic. Collections in Manitoba have been excellent, but in the "short crop" districts outside not so good.

Fowler Piano Co. had a very good month with fair collections. Among the many sales made by this firm was

that of a handsome Knabe grand piano to Mr. Arnold Dann, director of the Wesley College Conservatory.

Mr. R. A. Willis, vice-president of Willis & Co., Montreal, stopped a few days in Winnipeg on his way east from a business trip to the Pacific coast.

Babson Bros. are anticipating a large holiday trade, and are making preparations to meet the expected heavy demands.

Wray's Music Store finds business good, although some difficulty has been experienced in getting music and instruments. In a letter lately received from Fred. H. Wray, he mentioned that he is likely to get his discharge soon.

Mr. Arthur S. Joy, of the Phonograph Shop, says everything is going fine, and many cash sales are being made. This firm is cutting out the small payment business, and are having marked success in the change. "We are also cutting out rag-time, to a great extent, and going after Real Music," said Mr. Joy. "People seem to be demanding the change, and we are putting ourselves in a position to accommodate them."

Mr. Robt. Shaw, of Cassidy's, Ltd., distributors of Columbia lines, says that shipments are coming forward much better now, owing to increased factory facilities, and the firm is getting in a much better position to supply the ever-increasing demands.

Mr. Conlin, of the Western Gramophone Co., is a very busy man, as indeed are the whole staff. He is expecting "big things" from the advent of the San Carlos Opera Co. and is getting ready to meet the demand for grand opera records. Mr. Conlin says there has been an exceptionally big trade in educational records, and thinks this largely due to the article in Music Trades Journal a couple of months ago, outlining the many uses the talking machine had been put to in a Manitoba school, said article having been reproduced in local papers.

Mr. Bull, of Cross, Goulding & Skinner, says business has been exceptionally good, with a high cash percentage on sales. He claims the outlook for Christmas trade to be excellent, in fact doesn't remember the time when things looked so bright. Mr. Bull says he expects a big player-piano business this winter, and incidentally remarked that the number of talking machines being sold did not seem to interfere with piano sales. Collections have been fully up to expectations.

Winnipeg Piano Co. report brisk sales and collections—in spite of their large alterations going ahead in the busiest selling season of the year. They have been able to acquire temporary space on the second, third, fourth, fifth, and sixth floors of the building in which their store is located, and with their new record booths and phonograph parlors, expect to be in A-1 shape to give phonograph and record service. They had a visit from Mr. Sparks, the well known music publisher, who is now visiting the West.

Mr. W. A. Smith, vice-president Winnipeg Piano Co., Ltd., is now recovering from a mild attack of influenza.

Mr. Achille H. Noel, a valued member of the Winnipeg Piano Co.'s staff, fell a victim of influenza, and succumbed to an attack of pneumonia. The late Mr. Noel, who had been several years with the Winnipeg Piano Co., was a well known amateur sportsman.

The Toronto Globe has always had a strong editorial page. A cleverly written and most readable editorial, occupying two-thirds of a column, appeared in the issue of December 9, on "Let Us Sing." This recognition of music is one of the signs of the times. "Let us get back to the old abandon of heart," says this editor, "which is not afraid to give expression to the music that is in us and will out. There is not enough singing in the homes of the people these days."

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ARTHUR K. KEMPTON
 8 McGill College Avenue,
 MONTREAL

"Any Man who is a Bear on the Future of this Country will go Broke."—J. Pierpont Morgan.

THE assertion chosen as a heading for this article and which is credited to the late J. Pierpont Morgan by his biographers epitomizes the whole story concerning post war conditions, actual or problematical. When J. Pierpont made this statement it was, of course, to the United States he referred, but the sentiment of his observation is at present applicable to Canada as it never could have been to any other country. Clearly its meaning is "Carry On." There is no nation more favored than this. Canada has the fertile land, mineral resources, forest wealth and fisheries to attract millions of immigrants from among belligerent and neutral nations that, since August, 1914, have been hearing about and from Canada as they never heard before.

But it is the immediate future on which the present generation is concentrating its concern. What about it? What is going to be the effect on business, upon the cost of living? Just on these points the Journal has been expending considerable time and effort in gathering together a consensus of opinion, so far as they relate to the music industries.

In doing so one feels the lack of precedent for the conditions of to-day, the greatest of any previous wars having been but puny and local affairs in comparison with the gigantic operations that have convulsed the world for nearly five years. But there is no lack of precedent for the justification of sensible optimism.

In the sense of affecting the music demand the Civil War of the United States offers a precedent. There are, in the music trades of that country, men who were in the business when hostilities ceased. The immediate effect was an intensified demand for musical instruments because of the need of them in the home-coming of the soldiers and the establishing of new homes. Since that period there have been great advances in making music universal. Those who are intimate with Canada's musical progress are convinced that during the past three years it has been greater than in any previous decade, and to the activities of the Canadian Bureau for Advancement of Music no little credit is due. The war itself has been a music developer. The fact that music kept the men fit, maintained morale and increased efficiency, caused it to receive official recognition. As a result the men were brought into contact with music on a basis entirely new and it is freely predicted by observant musicians among the men that they will be spontaneous patrons of the best in music on their return to civil life.

But, again, the piano dealer's immediate concern—it is prices. Will they come down, remain stationary or go higher? The dealer with a large stock on hand, if there is such an individual, is wondering if he is fortunate. He is. Even since the joyful message of victory thrilled the people there have been advances in the prices of piano materials, and before general reductions can be recorded certain commodities will probably be further advanced. The short supply of so many materials that continued more acute each month, as long as the war waged, cannot be adjusted in a few weeks, and supplies now in manufacturers' stock-rooms, which would represent a year's operations at least apart from the lines procurable only on a hand-to-mouth basis, preclude, on a basis of safe business, reduced piano prices in the next twelve months.

Has the labor situation not eased since munition manufacture began to wane? It is quite true that it has and

men are drifting back to their former jobs in the piano plants—but they are not drifting back to the rate of pay they received before the war. War wages in the piano plants continue. The high cost of food products and other necessities of life prevent lower wages, and all signs are that food products may go even higher now that the enemy and neutrals are to be fed by this continent.

Even with factory outputs gradually increasing as the men return, it must be many weeks before the effect on back orders will be noticeable, if indeed increased educational, home, school, church, and industrial requirements do not more than offset increased production.

Just here it may not be out of place to suggest a field that heretofore has not been a serious factor in absorbing musical instruments gives promise of rapid development now that a start has been made, viz., the use of music in increasing the efficiency of workers in industrial plants. Already music has a status in certain plants because its employment is felt in the quantity and quality of the work, so that the musical equipment of industrial plants is no mere theory.

The outlook, as it presents itself to the Journal at this time, is that the piano factories will continue apportioning their outputs so that the greatest numbers of customers can receive partial deliveries of their orders. The factories in turn will continue to receive certain supplies, not as they would have them but on a seller's market.

The retailer's cue is to pursue business without a let up and to discourage any public tendency to anticipate reduced prices and defer purchasing therefor. The dollar is still the shrivelled up unit that it became with the progress of war, and the public mind is so accustomed to paying out larger amounts that present piano prices are not a reason for deferred purchases. They are not even an excuse. The energetic and successful dealers are trading on all the advantages that the victory of the Allies brings them.

Even when costs and increased outputs justify lower prices would it not be a misfortune to slide back to the old scale of selling rather than to put the difference in quality? The traditional standard of quality of the Canadian instrument has been so vigorously and consistently kept up, that in the interests of the industry and better musical results, it would be unfortunate to sacrifice improved quality to lower price.

Opinions From the Trade

In its quest for information, the Journal addressed thirty-one manufacturers, requesting opinions as to the outlook in the music industries. Fifteen replies were received.

H. A. Grimsdick, Managing Director Bell Piano & Organ Co., Ltd.

We know, from what we have heard, that some members of the public believe that, now the war is over, pianos will go lower in price. In our opinion, such a view is a case of the wish being father to the thought, and it is a view which is expressed without any knowledge whatever of conditions. On the contrary, there is a possibility—indeed a probability—of certain materials increasing still further in cost, as, since the armistice was signed, we have, ourselves, received notification of advances on various parts used in piano-making.

We think there can be little doubt that, for a long time

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to come, a number of materials—and especially iron and steel—will be rationed by Government.

Wherever one turns, there is a shortage of supplies and, in our own case, we placed orders month ago for materials which still remain unexecuted, and which were only accepted provided we would pay the prices current at date of shipment.

It must be remembered that the work of reconstruction necessary in Europe is unprecedented in the world's history, and the consequence will be that the piano trade must find a difficulty in obtaining a sufficiency of materials, because many firms, which, prior to 1914, devoted their efforts to parts used in piano-making, have directed, and are directing, their efforts to other branches of work.

The demand for lumber, iron, steel, etc., as far as one can see, will be greater than the supply, and, while this condition exists, it is evident that prices will not recede, even if they do not advance.

We believe that very few, if any, piano manufacturers have adequately covered themselves in their prices for the advanced cost they have had to meet in labor and materials, and the dealers and the public have been benefiting.

Now that peace has been attained, we think that dealers have every possible incentive to go ahead and push the piano business to its fullest extent. By so doing they will not only help themselves, but also the manufacturer, who suffered severely in the early days of the war by the slump in trade, and who suffered similarly later because of the forced curtailment of output, owing to the inability to obtain sufficient labor and materials to manufacture on anything like a normal capacity basis of output.

We think that, once the temporary transition period is past, a time of prosperity, unparalleled in the history of the country, is ahead of Canada, and it is up to manufacturers, dealers, salesmen, and the public to do their best, in their different capacities, so that the industries of the Dominion may be kept continually progressing.

The Otto Higel Company, Ltd.

At the commencement of the war there was a temporary slump in the trade, due more to a feeling of uncertainty or lack of confidence. After a short period many firms found themselves unable to fill orders, owing to the temporary cessation of production. When confidence was restored, the slogan was "Business As Usual," and business has been good ever since. Many firms are suffering to-day from under production, and unable to fill orders promptly.

It was the pessimistic feeling in the early stages of the war, as to the business outlook, that was harmful, and we believe that during the transition from war to peace conditions a most optimistic feeling should prevail, for the reason,

1. That the overwhelming success of the Victory Loan is evidence of the sound financial condition of the country, and the ability of the people to cope with whatever situation may occur.
 2. Practically all peace time manufacturing industries are suffering from a shortage of labor, and now that munition industry has been discontinued, the labor so employed can be directed to more productive lines.
 3. The large amount of public works, namely, public buildings, highways, harbors, etc., also the building trade generally, which has been suspended for the past four years, will more than absorb any superfluous labor not required by the many industries.
- Costs have heached a level from which there will never be any pronounced recession. We do not look for any serious reduction in output, in fact, we are prepared for a larger volume of business than ever before. We believe that if these conditions were brought before the public generally there would be no serious lack of confidence, but rather a spirit of optimism.

We are reminded of a saying of the late J. Pierpont Morgan, which is applicable at the present time. He said that, "Any man who is a Bear on the future of this country will go broke."

Gourlay, Winter & Leeming, Ltd.

On pages 29 and 31 is reproduced in full a personal letter from Mr. R. S. Gourlay, of Gourlay, Winter & Leeming, Ltd., which fully covers the question under discussion.

The Nordheimer Piano & Music Co., Limited

There is a lot of speculation amongst all classes of business men on this subject, but as far as we are able to gather the prevailing impression seems to be that there will be some easing up in the labor situation, and indeed in this respect we have already had some relief, but there has been no reduction in wages, and while the cost of food stuffs and other materials remain high, we cannot see that there is likely to be much change in the labor costs.

As far as the costs of pianos are concerned, as the materials that enter into the construction of a piano have to be bought so far ahead and carried while in preparation and process for such a length of time with the high-grade instruments, there is very little probability of any reduction in price for some time at least, and indeed there are many who maintain that prices of pianos will never go back where they were during the first two years of the war. It will take years to replenish the world's depleted markets, particularly with the finer grades of materials, and while this shortage lasts, prices are certain to keep up, and indeed we anticipate that our greatest difficulty will be for some time in getting supplies of this character.

The Sherlock-Manning Piano & Organ Co.

We have your favor asking for an opinion as to conditions that will prevail in the musical instrument trade in view of peace. One page of our ad, in December issue of your Journal expresses our thought in this matter.

We believe, as far as we are concerned, we cannot do better than we did when war was declared, at which time we believe we established a record among piano manufacturers in the fact that we never laid off a man or decreased our manufacturing volume. We had every confidence in August, 1914, that Canada, as well as the Empire, would come out on top, and we are proud of the fact that the men who have left our employ left it to don the uniform and fight the battles of the Empire. The only reduction in output we have had has been caused by our men leaving on this patriotic duty.

Some of these men are back at work, and others are coming. Their places will be here for them, and we propose to go right on.

While there may be a certain amount of readjustment we cannot see that there should be any serious dislocation of trade because the people of Canada are prosperous in the fact that they have more money now than they ever had. The farmers, who are the backbone of our country, are assured of good prices and there is no reason why they will not continue buying as they have been. Our opinion is that the musical instrument manufacturers as well as dealers should go right on with the expectation of making 1919 a banner year.

The Martin-Orme Piano Co., Limited

Since the famous 11th of November, we have failed to notice any downward tendency in either lumber, metal, felt or labor, the important and comprehensive items of actions and keys having, in fact, since that date, taken a sharp advance of several dollars.

Lumber, steel and metals are sure to be short for a long time to come, and skilled labor will put up a hard fight for present prices.

The best advice the dealer can get at the present, with

a shortage of pianos in the market, plenty of money in sight, and the air fairly electric—as indeed it ought to be with optimism—is to cover his requirements without delay at the best prices he can arrange.

T. J. Howard, Managing Director the Newcombe Piano Co., Ltd.

There will, in my opinion, be no let up to the demand—and everyone with any reason and in good health feels the same as I do—that is the majority of them—and this spirit, of course, keeps up the demand, and with the demand there is at the present time, how can the prices be anything but upward? It is my firm belief that it will continue this way for some considerable time before the demand lessens, and it is up to the piano manufacturer to get ready to increase his output, because the goods are going to be needed.

The Williams Piano Co., Ltd.

If we were to look into the supply of manufacturing materials on hand at the present time in all factories we believe that the situation would show materials practically running from hand to mouth.

It will undoubtedly be several months before the usual quantities of stocks that we always carried in reserve can be built up again, therefore, as the supply market has a reserve to build up as well as the running demand, it is quite obvious that it may take the better part of the coming year before the maximum output of factories can be expected, and until the maximum output is possible a reduction in prices is quite improbable.

Our survey of the raw material markets does not hold out encouragement for any appreciable reductions short of 1920.

The Wright Piano Co., Limited

It would be altogether too bad if dealers hesitated in their purchasing through lack of faith in future conditions or the idea that prices will decline. One thing sure, manufacturers of pianos cannot reduce the selling price of their goods as rapidly as firms manufacturing goods of most other kinds where raw materials are converted into the finished product in a very short time.

We are buying lumber and other merchandise at the present time at the maximum price, which will not be used up for possibly three or four years. Conditions should be so regulated that the selling price could remain as it is, or gradually come down until the high priced materials are consumed. It is said, of course, that the increase already will take care of all this high priced stock, but I am quite sure there are few firms, if any, who have boosted the prices of their pianos sufficiently or as rapidly as the increased cost.

Referring to our own plans in this connection. We will admit we have no intention whatever of going back to pre-war prices even if merchandise can be bought as of yore. Wright pianos are becoming increasingly popular, and are sold easier now to the consumer than ever before. We believe that dealers who have every confidence in our product through long experience will be quite willing to pay us fair prices, knowing that they are assured of every satisfaction.

Mr. A. P. Willis, President Willis & Co., Ltd.

I see nothing on the horizon,—not the faintest cloud that would indicate a return to lower prices, either in raw material or the finished article, or in any way that would reduce the price of the finished article on the market. Whether it be men's wages, material, cost of living, or transportation, or anything else,—I see nothing grading downwards but very much upwards. More than that, I cannot see anything in the next two or three years that would indicate that pianos will be less expensive, wholesale or retail. I think the manufacturer or dealer who would hold his own

and supply a good article throughout and handle it properly and place it on the market will find it necessary to maintain prices as high as the present, to say the least.

Piano manufacturers in Canada, the last two years, have made no money, and many of them have lost much money even with higher prices. There is no sign of anything happening that would cheapen the product, and therefore there is nothing to wait for in the way of lowering the price, and I advise all to beware lest the price goes higher for a good article.

Let piano dealers and manufacturers remember that if they attempt to cut prices when every article of domestic use is increasing in price, they assuredly will make no money and will not hold their own. Piano prices have been improved, not to the point of money making, but perforce of circumstances there has been an ascending scale in prices, both wholesale and retail. We had better not lose it now, but instead, maintain prices, and if there is any opportunity to make any money, instead of lowering the price, improve the quality of the pianos.

Starving Europe will not be able to do the first thing to feed herself for the next twelve months. The world has to have its house set in order, and food will be very expensive, and reconstructing and rebuilding must go on all over the world, and there will be a great call on our farms, mines and waters.

We have the resources in Canada that the world requires, and with men returning from the war we will be able to procure these resources for home and foreign consumption. These are a few of the many causes that will keep prices up in this country. Do not look for any cheapening of prices.

Senecal & Quidoz

En reponse a votre lettre du 29 Nov. nous devons vous dire que d'après notre opinion, nous croyons que les matériaux rentrant dans la fabrication du piano ne diminueront pas d'ici a une année, et même nous avons subit une augmentation dernièrement sur les actions et claviers, tuning-pins, marteaux, bois, etc.

Espérant qui ces renseignements ront seront utiles, nous demeurans.

Frank Stanley

Under the heading of "Business as Usual," Mr. Stanley used the following in his advertising space in the Toronto Star:

"Business men everywhere read this. Do you know that every word of optimism you utter helps prosperity, every word of doubt or pessimism regarding future business destroys confidence. Would you be prosperous? Then talk prosperity. Our truly great country has just begun to bud and bloom industrially. Let's start something, be ready for our heroes' return, to give them as good or better jobs than before the war. If necessary we should be willing to run our factories without profit for a year or two rather than see men idle. Talk 'Business as Usual.' This space contributed by Frank Stanley, Piano Manufacturer."

"I believe that most of our authorities on this subject to-day feel the transition from war to peace conditions will not mean a material break in our industrial life, but that employment will be generous and sufficient to absorb our munition workers, and eventually all the returned soldiers, with but slight delay."

Mr. Stanley urges a general adoption of "Business as Usual" attitude and policy, just as when the war broke out in 1914, so as to maintain, as far as possible, the operations of industry, avoiding panicky conditions.

"I think it would be wisdom for a policy of this kind to be inaugurated at once so that the public will spend their money and buy the things they need, with the confidence that employment will not cease, that they need not hoard

what bit of money they have, but by buying wisely will thus furnish the employment requisite to keep the country prosperous.

"It will not require much boldness on the part of our merchants to buy the stocks from our factories, as they are almost certain to have demand for them, and by thus creating demand for merchandise, and talking confidently of future conditions, people will then be encouraged to spend freely, and in the end, prosperity will be our portion.

"Finally my grounds for believing that the country can retain and secure activity in business conditions is that the enormous war loan is all to be spent in Canada, and will be the means of attracting immense export orders to the Allies who find themselves short of everything, so that we should have an immense business in Canada, beginning right now, supplying the Allies' needs—our own motherland as well as France, Belgium and others. Savings banks' resources have never been as great, so that our country has reserve capital sufficient to keep everyone busy."

One of the large supply houses across the border wrote recently as follows:

"It is natural to assume that a good many buyers will argue market conditions have changed and it is now a 'buyer's market' instead of a 'seller's.' To a very limited extent this is correct, but all conditions have not reversed and will not in all probability for a long while to come.

"Conditions are so chaotic it is impossible on many lines to get any quotations, and where manufacturers are willing to commit themselves they are asking high figures so as to protect against anything unexpected that may occur.

"As you have probably noticed, copper is not to be reduced before January 1st at the earliest, which means there can be no decline expected in brass goods until some time next year. Steel is just as hard to get as it was, and there is very little likelihood of an appreciable reduction in this raw material until the accumulated orders have been disposed of, at least to a very considerable extent.

"Felts and cloths are unknown quantities, as nobody knows as yet what the Government is going to do about wool, while there is a very strong presumption that cotton will continue at its very high level for some time to come. The Government will probably come to some decision regarding the price of the wool it has released, and intends to release during the present week, which will permit of a better chance to determine whether prices will come down soon or otherwise. We think prices will be maintained for some time to come but the supply of textiles will be much larger.

"Perhaps the most important element of all, i.e., labor, is not apt to decline for some considerable period. It seems to be the consensus of opinion that labor must come down, and undoubtedly when it becomes necessary, labor will be forced to come down or else some of the plants will have to shut down, but nobody is desirous of starting an argument at present, and labor, generally speaking, has prospered so greatly during the past couple of years and become so accustomed to a basis of an eight hour day, with overtime; wonderfully high figures per hour, etc., that it will take quite a period of looking for a job before the working man's idea of his value becomes less inflated.

"According to our judgment, all of this indicates that, for the time being, buyers will talk about reduced prices as though there was no room for argument, and put off actually purchasing supplies wherever they feel they can do so without running too great a risk of being caught short. If there is any sudden jump in their plant's output they will take some chances in doing this."

W. Bohne & Co.

When seen, Mr. Bohne had just returned from New York, where he had been for the purpose of looking into the felt

situation, and he found no indication whatever of any price reduction, but instead an increase of 20 per cent. since the armistice was signed. While it is true that the United States Government has lifted the restrictions imposed on the manufacture of piano felts, the Government still retains control of the wool and are maintaining prices at the high level, and consideration must also be given to the brokerage charges for handling and the freight rates which are now some 600 per cent. higher than the pre-war rates, to say nothing of the labor at wages the minimum of which is fixed by the government at least double that prevailing in 1914. and with a working day of two hours less. With these conditions and the demand for all kinds of felt on the increase there would not appear to be any prospect of a reduction in price for some considerable period.

A Private Letter

From a manufacturer to a retailer in reply to the latter's enquiry as to probabilities of reductions in piano prices in the near future:

"We have your favor of the 21st, inquiring as to whether you may expect a reduction in the cost of pianos in the immediate future on account of the war having ended and a probable change in conditions of getting raw material.

"In reply we have to advise you that we see no chance of any reduction for a very considerable time, in fact we do not care to make any prophecy as to when a reduction will come. You may be surprised to learn that we are still receiving notices of increases in the cost of material going into the construction of a piano. Within the past three weeks we have had notice from the piano action and key men of an increase that means \$3.00 per piano. They advise us they are having a great deal of difficulty getting their material even at the increase.

"We had an order for wire placed with the U. S. Steel Co. since last August and can get no definite promise from them as to when they will ship or at what price.

"As you are aware there must be, during the coming years, a great deal of material used in reconstruction throughout Europe, and in America, owing to the fact that there has really been no building during the past four years, it is quite reasonable to expect there will be a very decided tendency to make up for the past years.

"If the Canadian and United States governments continue the war trade boards as is suggested to look after the distribution of supplies, it means that raw materials will be distributed among the industries that are considered most important for the reconstruction period. It is safe to assume that if steel, copper, felt, etc., are required for these industries the piano manufacturers will have to suffer and pay the high price.

"We believe the instruments you have bought this year have come to you at a lower price than you will get instruments next year, and your customers will be wise to take advantage of the present prices."

Opinions of Captains of Industry.

The opinions of outstanding Captains of Industry are noticeably optimistic. Just a few of these selected at random are here given by way of supporting the contentions of the trade:—

J. S. McKinnon, Second Vice-President of the Canadian Manufacturers' Association

"The question of the price of basic materials is most important. I do not look for any considerable drop in the prices of commodities for at least twelve months. In wools, under normal conditions, four or five months must elapse after placing an order in England before it reaches its destination in Canada. It will take some time to turn the above industry from a war to a peace basis, and some

further time to deliver materials manufactured on a peace basis. The same conditions apply to Canada. My judgment would be this cannot be done as above mentioned in less than twelve months, and in the meantime prices will remain comparatively stable."

Robert Hobson, President of the Steel Co. of Canada

A return to pre-war prices will be impossible, and the consideration of values must be regarded from that standpoint. Prices of finished products are controlled largely by raw materials and labor, with labor predominating. It is the consensus of opinion that wages will descend very slowly. The cost of living is high, and will not be reduced rapidly with all Europe to feed and clothe. It is fairly certain that every effort will be used on this continent and by the allied countries to prevent misunderstanding or dissension between capital and labor."

Sir Vincent Meredith, president of the Bank of Montreal, in his address at the annual general meeting of the shareholders, estimated that Canada's debt after the war is likely to reach \$1,800,000,000.

"As the war ends, all signs point to a great demand for capital for reconstruction, refunding and replacement purposes, and interest rates, in consequence, will in all probability rule high for some time to come. A temporary shortage of all kinds of merchandise, owing to labor having been diverted from domestic to war purposes, also seems probable.

"But sooner or later we, in this country, will, without doubt, have to meet foreign trade competition of cheap and skilled labor, together with advantageous transportation facilities, to a more pronounced extent than Canada has yet experienced. If this competition is to be effectively coped with, the increased efficiency, co-operation and co-ordination to which I have referred are essential. Our best energies must be directed to greatly increased production of our basic, agricultural and other great natural resources. In this way, and by strict economy in government, municipal and personal expenditures, a solution can be found of our difficulties of exchanges, the maintenance of our favorable trade balance and the payment of our war debt. Otherwise, we must look for a shrinkage in business, to be followed by a readjustment of the scale of wages for labor and of the prices of all commodities."

Mr. Thomas Findley, President and General Manager of the Massey-Harris Co., Ltd.

"The Canadian market for agricultural implements is reasonably normal. It would be a mistaken tendency to curtail buying in the hope of securing lower prices. In almost all industries, and particularly those using metals, high-priced materials will remain for some time to come. I look for no sudden drop in the cost of raw materials, and consequently none in the sale price of the finished product. The necessity of laying in stocks to provide for future needs from six to eight months farther ahead than under normal conditions, means that larger quantities of high-priced materials will be in manufacturers' hands, that will preclude a collapse of prices. My greatest fear with regard to business will be that a quick readjustment of prices and labor should be attempted. The general cost of living cannot be adjusted quickly to a pre-war basis, and this being the case, a rapid reduction of wages could not be effected without inflicting great hardship."

R. H. McMaster, Assistant General Manager of the Steel Company of Canada

"With regard to lower prices, I believe this will develop slowly. The steel mills all have heavy business to work off, and they will protect this until they require business to run their mills.

"Costs can only improve with greater efficiency and lower wages for labor. Moves of this description take some time

to develop, therefore decline in values will be gradual, and I do not think will occur until business is needed. This will affect various lines differently, but, generally speaking, there are heavy unfilled orders which it will take some time to liquidate."

Sir Frederick Williams-Taylor, General Manager of the Bank of Montreal, at the annual meeting of the shareholders, referring to bank deposits, said:

"The anticipated disturbance in bank deposits, resulting from domestic Government war loans, has subsided, as was to be expected. Seeing that the proceeds of such loans remain in the country, the money, of necessity, finds its ultimate way back to the banks through one channel or another; and, therefore, the loanable capital of the banks is, in the long run, undiminished. On the other hand, the strength of a banker's position lies largely in his command of numerous small deposits. The volume of deposits has increased by many millions, but the number has not grown proportionately. Our own deposits are now \$469,727,811.95, as compared with \$330,795,390.72 a year ago. This sum includes \$58,950,000 Bank of British North America. As usual, we have certain large deposits of special character. The increase in our savings deposits is reasonably satisfactory."

Concerning the live stock men's viewpoint, *Mr. John McKee, a noted Ayrshire breeder*, is quoted as follows:

"One does not require to be very much of a prophet to predict there must be a keen demand for dairy products and dairy cattle for years to come. When one begins to realize the enormous depletion that has taken place in the dairy herds of the nations most intimately connected with the war, one can come to no other conclusion than that as soon as the war clouds have rolled away and transportation facilities can be secured, there must be an enormous demand for food products to feed the starving millions of Europe.

"Live stock of all kinds has been destroyed by the million, and it will take years before the flocks and herds of these countries will again reach normal proportions."

Former Factory Superintendent Enters Retail Field

Mr. C. W. Harris, who, until recently, was factory superintendent of the Karn-Morris piano factory in Woodstock, and with which firm he was connected for twenty-eight years, has entered the retail field with a store in Woodstock. Mr. Harris has associated with him his son, C. E. Harris, and is doing business under the firm name of the Harris Music Co.

The new firm is comfortably located in warehouses at 365 Dundas St., in the Opera House Block. Mr. Harris' long experience with and thorough knowledge of the piano business augurs well for a successful future for the new company. In their opening announcement, the Harris Music Co. told the public of their having secured the representation for Woodstock and district of "the three monarchs of the music world"—the Cecilian piano, the Cecilian player and the Cecilian Concertophone.

In speaking of this new agency to the Journal, Mr. J. E. Hoare, head of the Cecilian Co., Ltd., observed that it was a matter of much gratification that a man of Mr. Harris' standing in the trade should enter business on his own account with the Cecilian line as his choice.

Mr. H. M. Hands, music dealer of Bank St., Ottawa, was recently in Toronto on a business trip.

A. L. Ebbels, of the American Piano Supply Co., New York, has just paid his last visit of the year to his Canadian customers. His daily reports to the house indicated a regular state of activity in the music industries.

E. C. Scythes Back from the West

That the "Music in the Home" campaign is proving effective all through the west is the observation of Mr. E. C. Scythes, vice-president and general manager of the Nordheimer Piano & Music Co., Ltd., who recently returned from a six weeks' business trip to the Pacific coast. The newspapers, he noticed, gave good attention to music and their departments on this subject were being well read by the public.

Mr. Scythes visited the leading centres from Port Arthur to Nanaimo, running the gauntlet of Spanish influenza all the way through, which epidemic seriously interfered with sales and collections but was looked upon as a mere temporary disturbance by the western dealers.

In Vancouver, several members of the music industries were active in looking after the welfare of influenza and pneumonia victims. Among these were T. A. Switzer and Daryl H. Kent, the latter having organized, through the Rotary Club, a free jitney service to the hospitals for relatives of patients. Mr. Switzer placed himself at the disposal of hospital demands and rendered excellent service. Mrs. Walter H. Evans and Mrs. D. H. Kent were among the piano men's wives who assisted.

The spirit of goodfellowship in the Vancouver trade, and the strength and activity of the local association, which was formed just a year ago, impressed Mr. Scythes with the advantages of local dealers in any centre co-operating for trade betterment. Business in Vancouver has steadily improved, and the demand for musical instruments is good.

A visit to the Geo. A. Fletcher Music Co., at Nanaimo, found the head of this firm, Mr. George A. Fletcher, particularly enthusiastic. Nanaimo, like all other western towns, suffered severely from the "flu."

The trip from Nanaimo to Victoria was accomplished by motor with Mr. Spurrier, of the Heintzman & Co. staff,

and a more delightful drive would be hard to imagine. Not only is the scenery of compelling grandeur but the roads are admirably built. The Victoria dealers are doing a satisfactory trade, and looked forward to good Christmas business. Fletcher Bros. have the Nordheimer agency here.

In Calgary both pianos and phonographs are selling readily, the trade still feeling the benefit of the good crops and high prices of the past two years, which overbalance to some extent the thin crops of this year south of Calgary.

Reed & Robinson, the Nordheimer and Steinway dealers of Edmonton, are giving up their other lines, remodelling their premises and going energetically after high class trade.

The territory tributary to Lethbridge, Swift Current and Medicine Hat was less productive this year than in previous harvests, but Moose Jaw, Regina and Brandon dealers were all doing good country trade. In Winnipeg there was the usual activity with ample evidence of money being plentiful.

Mr. Scythes, who spent a day in Chicago on his return, found the western trade keenly interested in music trade doings in the east, which they closely followed through the Canadian Music Trades Journal and promptly endorsed all movements for cleaner, safer business.

Mr. F. T. Quirk, manager Sterling Actions & Keys, Ltd., Toronto, visited Chicago and other western points.

A special meeting of the National Music Roll Manufacturers' Association was held at New York to consider a new form of contract concerning the payment of royalties for mechanical reproductions drawn up by the Music Publishers' Protective Association. The contract provides for 6 cents per roll for popular music and 12 cents per roll for operatic.



OUT OF THE PAST PLEASANT BUSINESS RELATIONSHIPS
WITH MEMBERS OF THE PIANO TRADE OF CANADA,
GROWS THE DESIRE TO EXTEND TO ALL OUR CUSTOMERS
AND FRIENDS THERE OUR BEST WISHES FOR A MERRY
CHRISTMAS AND A HAPPY AND SUCCESSFUL 1919.

L. J. MUTTY CO., BOSTON

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

Mr. Beale of Australia

Australia and Australian interests have an energetic, persistent and conscientious champion in Mr. O. C. Beale, head of the firm of Beale & Co., Ltd., Sydney, which firm, in addition to its various other enterprises, is a large piano and phonograph manufacturer. After an absence of two and one-half years Mr. Beale, en route to his home in Australia, stopped over in Toronto to visit a number of the music trade firms, and to consult with other manufacturers. While in this city he was a guest at the King Edward Hotel with Mrs. Beale and their two daughters, all of whom have been overseas talking an active part in soldiers' welfare work. Mr. Beale personally visited the front, and, indeed, was under shell fire during a period of his activities on behalf of the Australian soldiers.

In New York, where Mr. Beale is well known, he was the guest of the New York Piano Merchants' Association at the Cafe Boulevard and was the speaker of the evening. He was also tendered a farewell dinner at the Republican Club by a number of Masonic and business friends. Among his hosts on this occasion was Mr. Otto Higel, president of the Otto Higel Co., Inc., of New York, and of the Otto Higel Co., Ltd., Toronto.

Asked by the Journal as to who would supply pianos to the Australian trade that formerly went to Germany, Mr. Beale promptly replied, "Our own local manufacturers." In this connection Mr. Beale paid a very fine tribute to the high quality of the Canadian instrument, especially that of the higher grades, and he considered that the tariff should be high enough to be actual protection against importations.

Mr. Beale, who is a native Englishman, has been for many years actively engaged in mercantile and banking pursuits in Australia, and his activities in the presidency of the Associated Manufacturers of Australia brought him into prominence in connection with many public affairs. He is now active in connection with the British Empire Producers' Association, which is an organization to foster and develop inter-Imperial trade relations, with membership in all of the various units of the Empire.

At a special meeting of the Canadian Manufacturers' Association at the National Club, Toronto, Mr. Beale was the guest and responded to an invitation to address the meeting in a masterly and eloquent manner. He urged the getting together of the manufacturers in all parts of the Empire.

Quick Work

"Prof. D. Mulhern, of Alexandria, seems to delight in pulling off stunts in the sale of pianos. This time it is selling a piano to the husband as a surprise to the wife, who is in the dentist chair. Dr. Morfette, of Alexandria, decided to present his wife with a new piano, and, of course, called at Prof. Mulhern's warerooms to see what he had. The Professor sold him a Sherlock-Manning, but the Doctor made a provision in the sale that the piano had to be in the parlor of his home before his wife returned from the dentist. The Professor was equal to the occasion and had a very pleasant surprise for Mrs. Morfette on her return."

Prof. Mulhern has been on the sick list for several months during the past season but is feeling himself again and says now that Peace has come it is going to be easier than ever for him to sell pianos. He says his prospects are much more willing to consider the purchase of pianos now than even six months ago. The Sherlock-Manning is Prof. Mulhern's leader.

A Stanley piano was used for the accompaniments in connection with the singing that preceded the address of Peter Wright, of the British Seamen's Union, who delivered so thrilling an address at Massey Hall, Toronto.

President of National Piano Co., Mr. Cawthra Mulock, a Victim of Spanish Influenza

Word of the death of Mr. Cawthra Mulock, one of Toronto's best known capitalists and business men, which occurred at New York, came as a distinct shock to a host of personal and business intimates, not only in his home city but throughout Canada and the United States.

The particular interest of the music trades in the late Mr. Mulock was the fact that in addition to his many enterprises he was financially interested in the manufacture of pianos in which, and the marketing of the product, he had developed a deep personal interest.

The late Mr. Mulock was president and principal stockholder of the National Piano Co., Ltd., and of the Mozart Piano Co., Ltd., both firms of Toronto, of which Mr. Edwin J. Howes has been general manager from the commencement of Mr. Mulock's connection with the trade.

Mr. Mulock's decease will cause no interruption to the progress of these firms, although it is inevitable that plans for expansion, under way at his death, will be postponed. As if to ensure the continuance of his enterprises in the event of his death, Mr. Mulock had made such arrangements as will simplify their uninterrupted progress.

Deceased was only thirty-four years of age, the second son of Chief Justice Mulock, and was a millionaire before he reached his majority. He had made a business trip to New York and presumably caught cold on the train. Soon after his arrival in New York, influenza developed, followed by a fatal attack of pneumonia. When his father, who was summoned to New York, reached his son's bedside, the latter was unconscious.

In a personal way Mr. Howes is very much upset by the death of Mr. Mulock, with whom he was on most pleasant and intimate relations. He found Mr. Mulock always kindly disposed toward others, ready to lend a helping hand, and of an agreeable and entertaining personality.

Sonora Corporation Wins Important Action

In the United States District Court, at Chicago, Judge Landis has issued an important decree that is of interest to the phonograph trade in Canada, concerning as it does the Sonora.

Suit was brought against a Chicago furniture firm for infringement of trade-mark by the use of the words "Sonora" and "Saronia." The result was a perpetual injunction against the use of either of these words or the use of any other word so nearly resembling the word "Sonora" "as may be calculated to deceive or mislead the trade or the purchasing public."

In the decree issued the following statements appear: "The trade-mark or trade name 'Sonora' is an arbitrary word, and was selected and adopted by complainant and its predecessors in interest in or about the year 1907, to designate the goods marketed by the complainant and its predecessors in interest, and to distinguish such merchandise from those manufactured and marketed by others.

"That such trade-mark or trade name 'Sonora' has been continuously used by the complainant and its predecessors in interest, as aforesaid, for upwards of ten years.

"That official recognition has been given to the superior quality and workmanship of complainant's product, in that at the Panama-Pacific Exposition in 1915 the Jury of Awards granted to complainant's product the highest prize for tone quality, thereby recognizing and endorsing the 'Sonora' phonograph or talking machine as superior in tone quality to all other makes of phonographs or talking machines on the market.

"That the high standard of quality and excellence of complainant's phonographs or talking machines has become well and universally recognized by the public generally.

"That for the purpose of suitably and efficiently marketing said product and thereby introducing the same into general public use, the complainant and its predecessors in interest have expended vast sums of money, in excess of many hundreds of thousands of dollars, in conducting national and country-wide advertising campaigns and advertising its product in the leading daily newspapers, in trade papers, and in periodicals and magazines, and in billboards and the like.

"That by reason of the high quality and superior workmanship of complainant's product, sold and distributed under said trade name or trade-mark 'Sonora,' and due to the extensive advertising by complainant and its predecessors in interest, as aforesaid, there has resulted an increasingly large public demand for complainant's product, and the trade name 'Sonora' thus permanently kept before the public as designating not only the complainant, but also its product has become well and generally known . . . and such trade name is a property right and a valuable asset of this complainant."

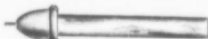
The President and the Columbia

Columbia dealers have been notified by Mr. James P. Bradt, Canadian manager of the Columbia Co., that President Wilson, who has upset tradition by being the first President of the United States to leave the shores of that country, requested that a Columbia Grafonola and an assortment of Columbia records be placed on board the "George Washington." The press representatives to the number of 300, including some of the most prominent newspaper writers, also had a Grafonola and equipment of Columbia records.

"Every one of us should be mighty glad that we are in the musical business. Music speaks in all tongues, and all ears understand. It is a tremendous influence," concluded Mr. Bradt in his letter to the dealers.

The Tonofone Needle

Arthur K. Kempton, of Montreal, who is specializing in specialties for the phonograph trade, has secured the Canadian agency of the "Tonofone" needle. He has already



The Tonofone Needle.

received a stock and is enthusiastically demonstrating this needle which the makers of it say "puts magic in music." One of the features of this needle is that if the point does happen, as a result of carelessness, to get bent over it can be straightened out and its use continued.

"Tonofone" needles, as indeed are all of Mr. Kempton's specialties, are sold on a money-back-guarantee basis. He takes all the risks. The needle is designed to play from 50 to 100 selections. They are put up in packages of three and retail at fifteen cents the package.

The "Goldentone" needle is another Canadian agency secured by Mr. Kempton. This is a permanent needle, guaranteed to play 5,000 records. In the announcement of this needle on another page Mr. Kempton invites request for samples. His address is 8 McGill College Ave., Montreal.

Mr. W. J. Stumpf, the able and popular road representative of Beare & Son, Toronto, has just returned from a trip through the Maritime Provinces. "Trade," he said, "was A-1."

Mr. Frank W. Hessin, formerly manager of the Aeolian Co.'s branch at Berlin, where he, being a British subject, was interned in a German prison camp for four years, has arrived in New York.

The Responsibility of Talking Machine Up-keep

SOME interesting views on the responsibility of piano and furniture houses re the up-keep of the talking machines they sell are expressed by J. A. Steinmetz, of Chicago. Mr. Steinmetz says: "What does the furniture dealer do when a customer comes to him with a repair complaint? The machine is out of order and does not play perfectly—a spring breaks or some piece of the diaphragm has become damaged. Years ago, when furniture dealers handled pianos more extensively than they do now, they would know exactly what to do under the circumstances. They would tell the customer that the damaged part would be sent on to the factory and returned in good condition within a short time, and, last but not least, the charge would be reasonable. If the piano needed tuning, a man would be sent out to do the work and a reasonable charge made for the job. The customer did not complain. He wanted the work done and was willing to pay for it when he was informed that he could not get it for nothing.

"But, here is a horse of an entirely different color. Let the talking machine dealer receive a complaint from a customer that a spring has broken and right away he writes

"You get good music into a boy's soul and the words into his mind and it is a good beginning of making a good citizen."—Dr. L. H. Murlin, President of Boston University.

a letter to the manufacturer and tells him that he expects a new spring for nothing as the machine was guaranteed. He gives the customer the impression that he'll get it in a 'jiffy' and no 'ifs or ands' about it. Most dealers do not know that the springs are not guaranteed by the makers, and the talking machine manufacturers naturally can not guarantee what is not guaranteed to them.

"The machines leave the factories only after the most thorough tests. They reach the dealer in perfect order, ready for demonstration to customers, and the dealer should see to it that a representative of the store goes with it to test it in the home within a few days after its delivery. If the machine is found in good working order after delivery to a customer, then why, in the name of fair play, should the dealer expect the manufacturer to furnish all repairs free for an indefinite period? Of course, this question does not apply to such mishaps as sometimes occur wherein the manufacturer can be held responsible because of flawed construction which has escaped the notice of the inspector, but to those repairs that are bound to come sooner or later to any user of a talking machine.

"There are adjustments needed from time to time in a talking machine, just the same as a piano needs tuning, and if a machine needs adjustment the store should be in touch with a reliable mechanic who understands his business so that he could be sent out to the customer's home to do the necessary work—and be sure and don't forget that a man's time is worth something and bill the customer accordingly. One dealer has a habit of crating up every machine and sending it back to the factory every time it needs attention and he also has the habit of refusing to put his O. K. to the invoices for work done on these machines by the manufacturer, claiming that since he has accepted the agency for that particular make of machine they, the manufacturers, should see to it that the machines are kept in order, and without any expense to him. The outcome was that the agency was taken away and placed with another dealer in that city, which, by the way, was of sufficient size to have

made it an easy matter to have found several good experts on that class of work. As for minor repairs, a supply of parts should be kept on hand and reasonable charges made.

"A good plan, one now in force in some cities, is to call upon the other dealers who handle talking machines and combine with them in maintaining a phonograph repair department, this department being run for the benefit of all dealers and the expense divided pro-rata among those benefited by it. The department would charge each dealer for work done, and he, in turn, would charge the customer. A department of this sort should be self-sustaining and, if properly managed, could be made a profit producer.

The wide-awake dealer who wants to have a successful talking machine department must install a repair department or see to it that he can call upon some responsible party to do the work for him. One large dealer has his collectors make the minor adjustments, when needed, on their monthly rounds, and also make notes of other necessary repairs needed.

Perhaps he is going to be able to undersell civilized manufacturers.

Are you going to let him get away with it?

"A green salesman can sell goods sometimes; but a blue salesman, never," is a pert saying of Geo. W. Hopkins, the Columbia Graphophone Co.'s salesmanager.

Gordon V. Thompson, of the Thompson Publishing Co., Toronto, and a composer of international repute, has been visiting the New York publishing houses.

A man is old only when he allows his mind to become a mausoleum for the storage of old ideas. Your insurance against that is reading Canadian Music Trades Journal.

F. A. Levy, of the California Phonograph Co., has just been elected president of the Talking Machine Dealers' Association of San Francisco. A. A. White, of the White Music Co., is secretary-treasurer.



Hearing of the signing of the Armistice at the Canadian Convalescent Hospital, Woodgate Park, England. Mr. E. E. Nugent, the Fort William piano man, is the soldier marked "X."

Don't Buy German Goods

Reprinted from Toys and Novelties

HOW about German made goods in your store after the war?

Right now you probably are willing to say you never will sell them again.

If German goods should get in here after the war, the retailer should refuse to handle them.

If the retailer, valuing the dollar above all things else, should forget himself long enough to offer German-made goods, then the people should refuse to buy them.

For more than a generation we have been fed upon stories of German efficiency. Through German propaganda which has permeated our life like rot in a barrel of apples, we have been educated up—or rather down—to accept German goods at the German's own estimate. We bought their products without making the least attempt to manufacture similar things for ourselves.

America tried to be neutral. The English fleet swept the Germans off the seas. They could not come to America to buy goods.

Go back fifty years and you find German people made up of the same average human material that is in the rest of us. But the German of to-day is a different proposition.

What are you going to do about it?

The moment peace is signed the German is going to be here peddling his goods.

The house of E. H. Droop & Sons, of Washington, D.C., last month celebrated its 61st birthday. Mr. Edward H. Droop, one of the proprietors, son of the founder, and one of the best known piano men in the United States, visited Toronto last year, where his address to the music dealers on "The One Price System" made a profound impression.

Mr. Henry Heidman, of the National Piano Co., Ltd., Toronto, has received word of his son, Harry Heidman, who, in November 1914, enlisted in the Canadian Fourth Mounted Rifles, and on June 2, 1916, was captured by the Germans at Zillebucke. From Ottawa comes the pleasing message that he landed in England on December 4, having been released as a result of the Armistice. On the day of his capture his promotion and leave of absence were gazetted.

Mr. Harry E. Wimperly, who is responsible for having so successfully put the "Peerless" phonograph on the market, with business headquarters in the Ryrie Bldg., Toronto, has temporarily become a resident of this city. Mr. Wimperly sojourns at Oakville for two-thirds of the year, where he has one of the best known chicken farms in Ontario, and one that produces according to schedule. In this connection Mr. Wimperly is constrained to observe that there is a certain similarity in the one business to the other at this season of the year, both phonographs and eggs being in urgent demand but short of supply.

Here, There and Everywhere

Mayor Hylan, of New York city, has appointed Philip Berolzheimer director of municipal music.

D. S. Cullen, Kitchener, held a public reception at his new music store, the occasion being the formal opening.

Recent additions to the Sonora list of dealers are J. J. H. McLean & Co., Ltd., Winnipeg, and The Robert Simpson Co., Ltd., Toronto.

John A. Sabine, of The Music Supply Co., Toronto, visited Columbia dealers in a number of Western Ontario points recently.

A British Columbia dealer in Edison disc phonographs, who has recently added the Amberola line, is W. R. King & Co., of Penticon.

Mr. Adam Blatz, of Nordheimer's branch in Hamilton, is reported seriously ill with the Spanish influenza, which is very bad again in Hamilton.

William McPhillips, the well known music dealer of London, held the formal opening of his new store, at 238 Dundas Street, on Tuesday, December 3.

E. C. Scythes, vice-president and general manager Nordheimer Piano & Music Co., Ltd., Toronto, has returned from a six weeks' tour of Western Canada.

Arthur K. Kempton, the specialty specialist in phonograph supplies, has returned to Montreal from Chicago, where he arranged for a number of exclusive agencies.

Mr. H. V. Kautzman, formerly with I. Montagnes & Co., Toronto, distributors of the Sonora line of phonographs, is now connected with Heintzman & Co., Ltd., at Niagara Falls.

Mr. T. E. Oliver, Wawota, Sask., is one of those who decided not to let the sun of 1918 set without seeing him enrolled as an Edison agent, and is now handling that line of phonographs.

H. C. Wilson & Sons, Ltd., Sherbrooke, Que., recently gave up their window to the displaying of the popular song hit, "Smiles." They report an extraordinary heavy run on this piece as a result.

The Cassavant Phonograph Co., St. Hyacinthe, Que., have registered. This is a separate department of the organ manufacturing business conducted under the name of Cassavant Freres.

The death is announced of John A. LeCato, president of the Standard Pneumatic Action Co. of New York. The late Mr. LeCato was very prominent in United States trade circles. He was born in Baltimore in 1871.

Mr. Robert Johnson, of the Lonsdale Piano Co., Toronto, is now putting on his hat with a shoe-horn. The why of this is the arrival of a little girl at his home, on which event he is receiving the congratulations of his numerous friends.

Mr. W. F. C. Devlin, director and salesmanager of the Martin-Orme Piano Co., Ltd., Ottawa, has returned to the Capital City from a business visit to Ontario points. Mr. Devlin believes that the effect of the war and the conclusion of it will mean a great impetus to the demand for musical instruments, and anticipates a largely increased player business.

Mr. Ralph Higel, of the New York factory of the Otto Higel Co., and who is an officer in the American army, spent a part of a recent furlough visiting his home and old friends in Toronto. He is the only son of Mr. Otto Higel, head of the Canadian, English and New York firms bearing his name, and now that the war is over is anxious to get back in to player piano business, which is developing so rapidly.

Messrs. Bertram Ison, Ltd., of London, England, are in the market for sole agencies in the United Kingdom for Canadian pianos, organs, phonographs, and records, as per their advertisement in the Journal's "Service Column" on the last page of this issue.

Germany is the supposedly civilized power that is coming back to you after the war to ask you to buy goods from it to enable it to recover from the bankruptcy into which the Kaiser's mad lust for conquest has forced it.

Are you going to buy German goods?

Congratulations are being extended to Mr. William Dunlop, the popular and energetic road representative of the Thomas Organ Co., Woodstock, Ont. The occasion is the addition to Mr. Dunlop's family circle of Graham Bruce Dunlop, who just missed the armistice celebrations by a margin of four days.

The employees of the Sherlock-Manning Piano & Organ Co., London, went "over the top" in the Victory Loan campaign and justly proud are they of the honor emblem awarded where employees subscribed to the number of at least 75 per cent. of the total and not less than 10 per cent. of the annual pay roll.

Three Sherlock-Manning pianos and three Sherlock-Manning phonographs were purchased by the Free Press of London, and awarded as capital prizes in a circulation contest that excited the interest and activity of every one in the constituency of the Free Press. That daily is one of the solid, steady publications with an enviable record of progress and profit.

Another Columbia store has been opened up in Toronto by Bruce Beattie, giving him three places of business. The newest one is in the Yonge Street Arcade, his other two stores being at 2064 Queen St. East and 291 Danforth Ave. Mr. Beattie took on phonographs in the first place as an experiment, but the experiment proved a prompt success as the record of his business shows.

The People's Press, Welland, Ont., has instituted a "buy-at-home" campaign. This paper's plan is to run a page with an article in the centre dealing with the advantages of spending one's money with the home merchants; and surrounding this article are 1-inch, one-column advertisements of the Welland merchants. Pianos and talking machines are represented by W. E. Rollason, E. H. Robinson, The Wettelings Co., R. Foster, and W. E. Wolfe.

The last duty of the canvassers in connection with the 1918 Victory Loan campaign at Listowel, Ont., was to present an honor flag to the employees of the Karn-Morris Piano & Organ Co., Ltd. They had subscribed more than ten per cent. had bought bonds. Mr. A. E. Windsor, familiarly known as "Dad," received the flag on behalf of the staff and in a brief address thanked the men for their co-operation in winning the honor emblem. The men responded by singing, "For Dad's a Jolly Good Fellow," and the ceremony closed by singing the national anthem.

An eight foot Vocalion record in the window of the Nordheimer Piano & Music Co., Ltd., Toronto, has created much local interest and comment. The giant record, a reproduction of the Vocalion standard record, was with some difficulty placed in the store as the doorways, generous as they are, were not designed to accommodate such monsters. A spectator expressing his wonderment to Mr. E. C. Scythes, general manager of the firm, gravely inquired if it would be a pretty loud record. He was duly impressed with the information that if played it would be heard at least to the Island, almost two miles away, and he continued to wonder at the marvels of science.

Alex. Saunders, president Goderich Organ Co., Ltd., of Goderich, was a trade visitor to New York.

W. D. Stevenson, of Starr Company of Canada, visited Ottawa and Montreal where Starr phonographs are being actively featured.

It is noticed that the local advertisements of the J. M. Greene Music Co., Ltd., Peterboro, are all carrying the slogan "Home of Good Music."

Toscha Seidel, violinist, and Leopold Godowsky, pianist, both Columbia artists, are billed for appearances in Toronto on January 7 and January 17 respectively.

Mr. C. J. Pott, Canadian salesmanager for the Otto Heineman Phonograph Supply Co., and Mrs. Pott are among those going down to New York for the Christmas holidays.

Cawthra Mulock, a well known Toronto millionaire and business man, and president of the National Piano Co., Ltd., succumbed to pneumonia, while on a business trip to New York.

A striking illustrated, 9 x 12 inches, Christmas advertisement on the player piano was recently run in the local paper by Somerville & Son, 36 North Main St., Welland, Ont., featuring the Newcombe player.

Mr. J. W. Stuart, the Peterboro music dealer, plans to remove from his present address, 372 Water St., to premises at 390 Water St., in the Munro House block. Mr. Stuart plans to move the middle of this month.

W. Bohne, Toronto, well known to the piano manufacturers in connection with the products of his plant, viz.: hammers and strings, has returned from New York, where he made a survey of the felt and wire situations.

The Peterboro papers have been carrying some attractive advertisements, featuring Gourlay pianos and Phonola talking machines over the name of the Royal Music Co., Peterboro. J. O. Fife is manager and P. J. Scollard secretary-treasurer of the company.

Mr. A. F. Meisselbach, of Newark, N.J., who joined the organization of the Otto Heineman Phonograph Supply Co. when that firm acquired the Meisselbach factory some time since, was a recent visitor to Canada. Mr. Meisselbach spent the better part of a week here, shaking hands with his business friends and in visiting the Heineman Toronto branch.

One of the most effective holiday advertisements that has reached the Journal office was on "Christmas Gift Suggestions," by W. B. Rollason, of Welland, which appeared in the Tribune of that town. It listed in plain black type, one line to each, with plenty of white space around and through the list, musical instrument suggestions from a player piano down to a harmonica. It included record albums, music cases, metronomes, etc.

TELL YOUR WANTS
IN THIS
SERVICE COLUMN

This column is open free of charge for advertisements of Help Wanted or Situations Wanted.

For all other advertisements the charge is 25 cents per line per insertion. If you want to buy a business or sell one, buy or sell a truck, show cases, store fittings, second hand pianos or organs, use this column.

WANTED—Piano and Talking Machine salesman for Niagara Peninsula, splendid territory and good opportunities for a man who can close and is not afraid of work. Should be man producing \$25,000 a year or better. Apply with references to Box 178, Canadian Music Trades Journal.

SHHEET music and small goods salesman desires position. Extensive knowledge of music trade in all its branches. Married. Age 32. Box 232, Canadian Music Trade Journal.

RECORD STOCK WANTED FOR CASH

WANTED—A small stock of Victor or Columbia Records and Machines. Modern stock. Will pay cash for same. Box 14, Canadian Music Trades Journal, 66-68 West Dundas St., Toronto.

TRAVELLER WANTED

WANTED at once experienced musical merchandise salesman to travel east of Toronto. Connection already well established on territory. Splendid opportunity for bright, aggressive young man. Apply giving full particulars as to experience, salary expected, etc., to Beare & Son, 117 King St. W., Toronto, Ont.

Manufacturers' Sole Agencies required for the United Kingdom: Pianos, Reed Organs, Gramophones and Records. Large pushing staff of travelling representatives guarantee business. Bankers' references given and required. Bertram Ison Ltd., 662B, Seven Sisters Road, Tottenham, London, N. 15.



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

Beare & Son

Toronto and London, England

THE HOME IS CANADA'S GREATEST INSTRUMENT

¶ The Gerhard Heintzman Piano is
Canada's greatest piano for the home.

The public knows the maker of the Gerhard Heintzman Piano, one of Canada's pioneer builders—a man who breathed music and nurtured an ideal.

In this piano there is the exquisite harmony of sound that comes only as a result of half a century's experience in producing goodness combined with beauty.

Its rich, deep tone is a revelation—due to its masterly exclusive tone-producing and tone-sustaining device.

Its craftsmanship will bear the most careful and elaborate scrutiny.

Indeed, the Gerhard Heintzman Piano is, from every standard, a challenge to the most fastidious music-lover. When you see the Gerhard Heintzman agency in a dealer's store, you know instinctively that that dealer has a true appreciation of the commercial advantages in handling "Canada's Greatest Piano."

GERHARD HEINTZMAN, LTD.

Sherbourne St.

- TORONTO, CANADA

sterly artistry of Mason & Risch
as never been successfully imitated.
ideals of the makers of this much
piano will be carefully guarded
at the new year, as they have been in
that have passed.

son & Risch is a delightful piano to
an adorable piano to own.

We extend sincere good wishes to
the trade throughout the Dominion.

Mason  Risch-
Limited

230 Yonge Street
Toronto