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No. 2

Canadian Music Trades Journal

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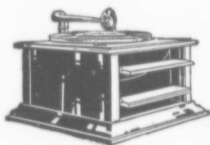
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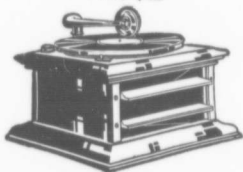
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Price \$27



Columbia Grafonola
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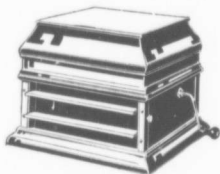
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January
Twenty-Eight
1918

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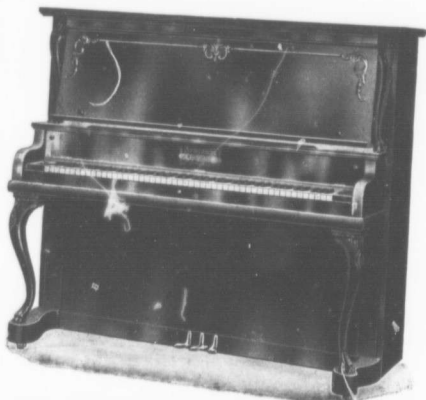
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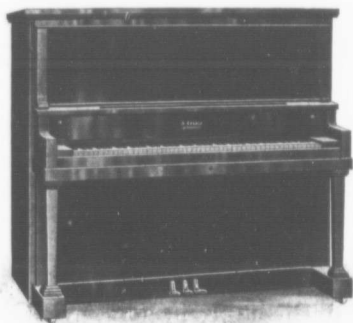
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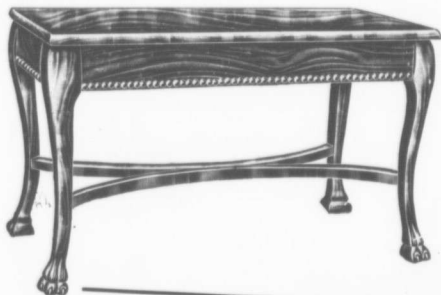
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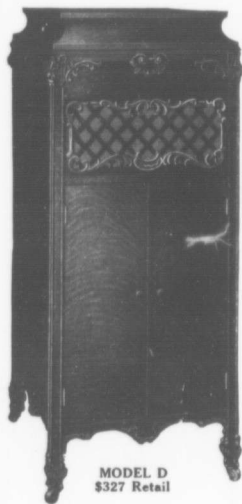
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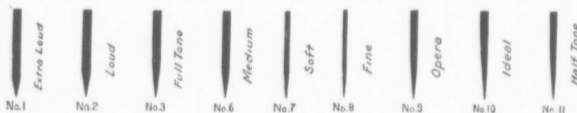
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Retail price..... \$26.00
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Canadian Music Trades Journal

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

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HARVEY A. JONES

Editors

Telephone
Adelaide 5434

VOL. XIX.

TORONTO, JULY, 1918

No. 2

The Point

SOMEbody asked a certain musical instrument dealer—"Are you for Blank for councillor?" The reply was: "Is Blank for music?" It is about time the trade took an interest in whether their local mayors, councillors, school trustees and civic officials actually favored the stimulation of musical activities locally or not.

Separate Music and Booze

THAT pianos and other musical instruments should not be used in any saloon, café, cabaret or any place where intoxicating liquors are sold is the law now being enforced in several cities in Wisconsin.

Output of Player Rolls Growing

ONE of the American papers estimates that the music roll business which has been built up in the past six years now has an annual output in the United States of 10,000,000 rolls. These are said to retail at an average price of seventy-five cents each. It is noted that with the introduction of the song roll more paper is consumed because of having to make longer rolls.

Claimed He Was Flim-Flammed on a Music Stool Purchase

A WESTERN settler went to a nearby store and purchased a music stool, taking it home with him. In a few days, however, he brought it back and demanded the money paid as the stool was no good at all. The shopkeeper examined it, said it was in perfect order and that it should not be thrown on his hands.

"Well," said the settler, "I took it home careful, and I gave it a turn, and every one of the children gave it a turn and never a tune could one and all of us screw out of it. It is no more a music stool than the four-legged washing stool the missus puts her tub on."

Public Misconception

EVEN though they believed it wherein lies the wisdom of trying to overwhelm business neighbors and acquaintances with the magnitude of the trade one is doing? Instead of being impressed with the wonderful popularity of the particular instrument being featured, the exaggerated and harmful idea that the public has of enormous profits in the building and sale of pianos is only intensified.

The piano trade cannot afford that the public should have an erroneous conception of this being an inordinately profitable business. It is a serious liability that the piano people be considered an inexhaustible reservoir for special taxation or special levies any time a private, public or official fund is being raised. And yet it is not the fault of the public if it is misinformed.

In the public drives in the interests of patriotism and in forwarding the cause of the allies in the war the piano trade has generously responded in time and money. This is to the credit of the trade but does not affect the debit built

up by bombastic and exaggerated statements concerning sales and profits.

People outside of the business are not in a position to know whether the sale of one hundred or five thousand pianos represents a good year's business except by the manner in which the information is confided, and on general principles it is a good thing to avoid the use of specific figures in talking to men outside of the industry whether speaking in terms of sales, profits or percentages.

Conditions of doing business are too critical. Public and official mind is too receptive for the trade or those in it to adopt any course other than to studiously avoid creating misapprehension.

Three U.S. Manufacturers to Make Satin-Finished Pianos Exclusively

CANADIAN Music Trades Journal has for a good long time been advocating the satin-finished piano, as more satisfactory to the manufacturer, dealer and ultimate consumer than the instrument with the high gloss or mirror-like finish. The subject has been treated month after month from the Canadian angle, and the viewpoints of many in the trade have been published on different occasions. It is well, however, to take a glance at what is being said on the question by others.

A recent issue of "Musical Courier Extra" gives an American view. That publication said: "The dull finish has become more and more in demand, and this especially with the high grade pianos. In fact the dull finish has become a thing of mark as regards the best makes, and the majority of the high grade pianos now are in the dull finish. Like all things, however, it takes time to bring the dull finish into common use, and like the crease in the trousers, there will come a time when the dull finish on all grades of pianos will be in demand, just because the high grade pianos have it. The crease in trousers was considered for a long time as an evidence that they were ready made, but to-day the crease carries the hall-mark of the high grade tailor.

"All admit that the highly polished piano is a thing that is not artistic, that it takes on the appearance of cheap furniture, and is anything but of the high grade order. The dull finish is the best, the most lasting and artistic. The highly polished piano is not apt to retain its polish, and soon shows wear and tear, which in the dull finish is a thing not to be contended with.

"Several of the leading manufacturers in New York have been discussing the dull finish, and at least three of the leading manufacturing concerns will make arrangements to produce pianos of only dull finish. There is no concerted move in this direction, for time and again has it been attempted. Piano manufacturers do not often combine in anything of this kind. Those manufacturers who have arrived at opinions regarding the desirability of this move will proceed, and it will be found that the others will follow.

"During these war times it has been found that the

highly polished cases check during the uncertainties of transportation, and it will be worse during the winter. Recognizing the difficulties presented in this respect, also knowing that the dull finish is the logical manner in which to finish the piano case, and also that it will soon become universal if only the move toward that end is made, these manufacturers will prove that it is possible to sell the output of a factory with the dull finish, and there will be no arguments about it. The cases will be finished in that way, and those who buy can take them or leave them alone.

"Now let the dealers accept this condition. Let them simply take on the dull finished pianos and sell them, and in so doing teach the people who buy pianos that the dull finish is the proper thing. The fact that the majority of pianos of the high grade makes are in dull finish should prove that the people who know prefer that kind of an instrument. The highest grade furniture is found in the dull finish. Then why not accept the fact, manufacture and sell dull finish in pianos?"

German Tuners in India Knocked British Pianos

GROWING out of a paper read before the Royal Society of Arts in London, there took place an informal discussion in the course of which Major J. Mackenzie Rogan, Bandmaster of the Coldstream Guards, said that when he went to India about forty years ago it was very difficult to get pianos of any kind there, most of those that were obtainable being old instruments of English make, whilst a few were imported by Germany. He made up his mind that when he could afford to buy a piano it should be a British one, because when he joined the service two-thirds of the bandmasters in the British Army were German civilians and the majority of them treated the bandmen in the true Prussian spirit. The British musicians at that time had no chance, and it was the British public that was to blame for that, just as he thought the British public was now to blame for not giving sufficient encouragement to the British pianoforte manufacturer, to the British composer, and to British music in general.

The bandmaster of the regiment Major Rogan joined as a boy was a very fine musician, but he was thought nothing of because he was an Englishman; whilst on the other hand a German street musician was in one case sent to an unsuspecting regiment abroad as a gem of the first water. Some years ago when he returned to England on leave, he bought a piano from an English firm and took it back to India with him, where he had it in use for about seven years, keeping it at high pitch on the plains, where sometimes the temperature reached 110 or 112 degrees in the summer. When he left India that piano was almost as good as when he bought it, and he sold it to a dealer in India for more than the price he originally gave for it.

All the pianoforte tuners that Major Rogan met in India were Germans, who were out to "do the Britisher down," and he had had personal experience of a case where a German tuner had deliberately interfered with the mechanism of an English piano which he had been called in to tune. He thought that the bandmasters of the British Army could do as much as most men to advance the British pianoforte industry, because they travelled all over the world with their regiments, and could give their advice to people in India, Africa, Burma and all the other places to which they went. British officers were more disposed now to listen to the advice of bandmasters than they were thirty or forty years ago, because they realized that the British bandmasters could more than hold their own. He was glad to say that there was not a single foreign bandmaster in the British Army at the present time.

Ring the Commission "Ringer."

AT the annual meeting of the Toronto Retail Piano Dealers' Association in April it was decided that the commission "ringer" should have some official attention. The "ringer" is the fellow that gives the name of a "prospect" to every dealer in town so that he is sure of a commission no matter who makes the sale. He is a grafter

Prospect Slip

Card No. _____ Date _____
 Name _____
 Address _____
 Occupation _____
 Any Exchange _____
 Remarks _____

RULES GOVERNING PAYMENT OF COMMISSIONS FOR ASSISTANCE IN SALES BY PARTIES OTHER THAN OUR EMPLOYEES OR THOSE REGULARLY ENGAGED IN THE PIANO BUSINESS.

In furnishing the attached prospect I subscribe to and accept the following conditions:

1. That the maximum commission for furnishing the name only be \$5.00 for a new Organ or second-hand Piano, \$10.00 for a new Upright Piano, \$20.00 for a new Player Piano or Grand.
2. That when the customer is brought to the warerooms and the sale is completed with the assistance of the party furnishing the prospect the maximum commission shall be \$25.00 for a new Upright Piano; \$40.00 for Player Piano or Grand, or pro rata in case of an exchange.
3. That commissions shall be paid in proportion of one-half of the cash received until paid in full after \$25.00 has been paid by the customer and provided the customer's account is not in arrears.
4. That the time limit within which a sale must be made to entitle to any commission is six months.
5. That the commission shall be credited on completion of and acceptance of sale at head office.
6. That the prospect is not already registered with us, and is furnished to our firm only.
7. That when an instrument is repossessed, the commission shall be reversed or a new sale secured in lieu of it.
8. That the violation of any of these conditions by the party furnishing the prospect shall constitute a forfeiture of the commission.

Signature _____

Address _____

Card No. _____ Date _____

Received from _____

Signature of Firm _____

Address _____

GOOD FOR SIX MONTHS ONLY

for he does nothing in the way of creating a demand for a piano nor in completing a sale.

The Toronto dealers, while agreeable to paying for service rendered concluded they would have to do something to protect themselves against this parasite, the commission ringer. The subject was introduced by Mr. S. F. Baulch, now president of the association, reading a paper on commission evils and making recommendations that steps be taken to eradicate them.

A committee was appointed to prepare a blank form to be supplied the members who in the case of a suspected

Playing by Feet

"Instead of by Hand"

THIS remark came so very forcibly the other day when we had a very prominent lady of the Executive of the National Council of Women looking through the Player Piano Department of our factory.

She was asked by the writer to sit down and operate our new Player. She said that she disliked Players very much and had no desire to operate it, but she finally was induced to sit down and pump the instrument.

The lady became very enthusiastic almost immediately after starting to pump the instrument, because as she stated, "This is playing music by your feet instead of by hand," and she said, "It seems very peculiar that I can get just as beautiful expression from playing music with my feet as I can from my hands."



THE ENNIS STYLE COLONIAL PLAYER

The Floating Rail Invention

This is quite the truth with our new Player Pianos which contain our new Floating Rail invention. The theory of operation of the Floating Rail is almost the reverse idea to all other methods of hammer rails on player pianos.

The principle of our Floating Rail is that when the Player is being pumped with a minimum of pressure, the hammers automatically work forward towards the strings, and when the player is pumped forcibly, the Floating Rail automatically brings the hammers back from the strings making a long stroke.

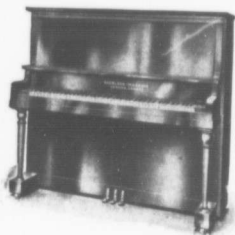
More beautiful expression can be given to music by the simple pumping of our Player Piano alone, without the operation or use of any buttons, than could ever be imagined possible by anyone in the music trade. This Player Piano will open up Player business for any dealer. No man alive can play this Player Piano without creating a desire within himself to want it.

Mr. Dealer, perhaps you can get the agency for this Player in your district. Write to us and find out.

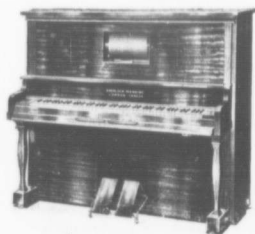
The Williams Piano Co., Limited

Canada's Oldest and Largest Piano-Makers

Oshawa, Ontario



Tonal
Perfection
and
Exquisite
Design
The
Reflection
of the
Master
Builders'
Ambition



SWEETER tone hath no piano than this, which blends the melody of the harp with the pure note of the modern stringed instrument.

In the styles shown above there is exemplified the up-to-date tendency toward better quality and higher achievement in every department of piano building.

Active, aggressive dealers are given every inducement by the manufacturers of this piano to place the instrument in the homes of their patrons.

Write us to-day

THE SHERLOCK-MANNING PIANO CO.

LONDON

CANADA

"ringer" would have the individual subscribe his name thereon. This would be the protection of the dealer successful in the sales competition instigated by the grafter.

The form adopted by the Toronto dealers is reproduced on page 22. The original is on a slip of paper eight inches by four inches.

The Indestructible Finish

REFERRING to the fumed oak a piano man said "You might call it the indestructible finish and if more people knew just what it is more people would want it—to the great delight of retailer and manufacturer. The fumed oak case is particularly desirable for the player piano or where the piano is in a home where there are children.

"It will keep its original condition under much abuse. It does not scratch readily, nor show finger marks or bruises. It is not affected by sudden climatic changes as varnish finishes are.

"In serviceability, it ranks with the Mission finish, and it has the advantage of warmer tone than the Mission. Most people prefer warm colors—the browns, reds, oranges and yellows—to the cool colors—green, blue, violet and purple.

"The shade of brown obtained by fuming seems especially suited to the current designs in fine furniture. No doubt, the popularity of the fumed oak finish in furniture accounts for the growing demand for the same finish on player cases.

"When selling a player to a customer who has a family of young children, 'the indestructible finish should be recommended.'

"Or if the instrument is going into a brown room, or a man's 'den,' or a lodge-room, recommend fumed oak for beauty as well as durability.

"The piano trade has it in its own hands to popularize the fumed oak case."

Problems of the Piano Trade

A PROPOS of the Journal's article of last month on "The Shrunken Dollar" is the following expression by John H. Krumme, Jr., President of the National Piano Travellers' Association:

"Everywhere we turn we are asked to conserve in food, clothing and fuel, and a dozen other things. We are importuned to do with less.

"Let us not conserve in music. In these strenuous times we should increase the love of music, for its influence upon the health and morale of our nation is very great.

"Armstrong says that 'music exalts each joy, allays each grief, expels diseases, softens every pain, subdues the rage of poison and the plague.'

"The piano is one of the most convenient means of having music in the home. And the constantly increasing demand for piano-pianos is an evidence of the appreciation of the piano.

"How is the war affecting the piano supply? What is the outlook for the piano industry? A careful study of the matter will show that the piano manufacturer is confronted by three serious conditions:

1. The scarcity and high price of material.
2. The lack of skilled labor.
3. The difficulty of shipping and transportation.

"Because of the conditions it has become necessary for the piano manufacturers to advance their prices, and they will have to continue to advance them, for pianos are selling to-day at prices which net manufacturers little if any profit.

"There will undoubtedly be a big scarcity of pianos in the near future.

"The piano merchant is also confronted with serious conditions. His pianos are costing him more. Rents are advanced. Salaries have increased, therefore the reliable

dealer must get better prices and shorten the time of his instalment sales and sell more pianos for cash, or else he won't last long in business.

"The public demands pianos of quality, and they must expect to pay better prices for them.

"The time for them to buy is right now, for the decreasing supply will cause the price to advance in the near future."

Is Your Territory Limited?

WHAT is your idea about the selling possibilities in your agency territory? Are you satisfied with it or do you believe the percentage of buyers could be increased? What have you done to extend the interest of people in music—to make them realize the necessity of it? Do you consider what it means to the business of supplying musical instruments to have the people reading, thinking and talking on musical topics? Does it mean nothing to you that more people should sing, play the piano, the player piano or want to have the best records?

Are you doing anything to put influences to work in assisting to make your field more fertile by cultivation?

"What influences do you mean?" you may ask.

You advertise in the newspapers for example. That is



Mr. Thomas Darwin, Secretary of the Brantford Music Dealers' Association, the organization of which was recorded in the last issue.

good work but have you ever done anything to make the people you aim to influence by that advertising more susceptible to the message you wish to get to them? Do you co-operate with the editor or get him to co-operate with you in making the paper more musically interesting to more people?

Have you ever suggested to the editor that occasional articles on musical subjects so written as to interest "average" people, is something he owes to his paper, his readers and his advertisers?

This is not suggesting that you run the paper nor ask the editor to give away space to boost your business. He is in business to sell you space that you should buy regularly and use insistently. But he wants his paper to be interesting to read. He wants it to have pulling power for you. Are you leaving all this to the newspaper or are you sufficiently interested to help for the sake of your own business?

Slip across the street and talk this over with your competitor. If you have two competitors see them both. If more see all of them. If the newspapers in your centre are

not giving music a place talk it over with the management and get the paper's co-operation in spreading the gospel of music. Over fifty dailies in Canada are now doing so and a number of important magazines are giving music regular attention.

The newspaperman is always sympathetic to music. He appreciates what music is to a home; that a home without music is only a name and every newspaper man is ready for any reasonable proposition that will make his paper more interesting to his readers.

Suggest a "Music in the Home" department once a week consisting of articles that would interest the general public and not merely professional musicians.

The objection of the newspaper man will be the difficulty of securing this class of article. But these articles are available. They are supplied by the Canadian Bureau for the Advancement of Music. This organization of men in all branches of the music industries was created for the purpose of stimulating greater public interest in music. You who read this may not be a member of the Bureau. You should be. You should contribute to its funds which are raised by voluntary subscriptions. One of the purposes of the fund is to pay men and women to write the class of articles the papers are willing to use but unwilling or unable to themselves provide.

Twenty-five dollars per year makes you an active member with a vote. Many firms have subscribed twice, three times and as high as forty times this amount considering the object a most desirable one. The trade is in the fortunate position of doing the public a service in this respect and a service must be rendered the public before the trade can benefit.

The address of the Bureau is 66-68 West Dundas Street, Toronto. The Secretary-Treasurer works under a Board of eight members prominent in the trade.

A great deal more than newspaper co-operation will have to be secured. The rock-bed foundation of the trade is in the school children. The trade must instigate movements and support movements to encourage the teaching of

music in the schools, to present the cause of music in a manner that the public will demand that the children shall have the musical chance in home and school that is their birthright.

In illiterate sections books are not in demand. It is desirable that these sections be made literate. The result is not merely more books sold but what is of supreme importance the people are improved. Just so with music. Teach music and the demand for musical instruments will increase and the people will be the better for it.

An Advertising Holiday is a Poor Policy

A GENTLEMAN spent a whole afternoon recently going through a huge pile of daily and weekly newspapers that hailed from every province in Canada. Were his knowledge of Canadian conditions confined to what he learned from those papers he says he would never know there were any pianos being made in this country. In the whole afternoon's hunt he found just five piano advertisements, two of which were featuring imported instruments. The man who starts out to prove that the industry stands to gain from an advertising holiday, is up against a pretty tough proposition.

A man who once discontinued his advertising for three months told this Journal that he had to advertise more than twice as much for the next three months before he regained his former standing. Not only do people forget, but the trade's outside competitors—other lines of business—are keeping everlastingly at it.

Last issue the Journal pointed out how the bankers, brokers, florists and others are already banded together to give their particular businesses desirable publicity. In Milwaukee the piano dealers co-operated not long ago in a series of full-page public announcements. The automobile people individually and collectively are on the job. Is the piano trade of Canada taking a holiday? Is it attempting to save a dollar to spend a dollar and a quarter later on?

Coming back to co-operative advertising, on the opposite page is reproduced a page from the Australian Musical

News designed to stimulate public interest in the player-piano. Would it not be good business for the piano men in different localities to co-operate in bringing messages of this type to the public attention?

Comments

"If some kindly disposed person with a little money would offer to send over about two or three piano tuners to keep the camp pianos in shape it would make the biggest kind of a hit," said a singer who has returned from helping in some concerts for the boys at the front.

Donations for music! Sounds good doesn't it? \$50,000 has been donated by some anonymous persons for the purpose of furthering the study of music in connection with the University of Wales. May the example of these anonymous persons be followed by others.

The Military School in Toronto for the re-education of disabled soldiers is using a player piano supplied by the R. S. Williams & Sons Co. Ltd. to good advantage. The object is to create a healthful attitude of cheerfulness and to provide a special "time" to which the disabled can learn to walk and use their hands.

"Eventually—Why Not Now?"



New York American

THE USE OF MUSIC THE PLACE OF THE PLAYER PIANO

By E. H. WELFORD

" the jingle of bells notoriously encourages horses to perform their work. The plough boy is inspired by the strains of his own whistling."—H. R. Havcis.



The elements of such music are crude, and it is a far cry from the plough boy and his horses to the extensive library of music rolls for use on a modern Player Piano, and yet the elemental purpose in the two kinds of music, and in all the intermediate kinds of music, is the same. The use differs only in degree and not in kind; in advancement and in education and not in purpose; and the boy who helps a long railway journey to pass by putting a tune to the monotonous rhythm of the train is doing exactly what my enlightened readers do when they meet together in the evening to listen to the world's best music on the Player Piano—they are refreshing themselves by "Music, the Civiliser, the Recreator, the Soother, and Purifier of the Emotions." This is the use of music to encourage, to uplift, to make life brighter, to smooth the rough places, to give us comfort and hope, to help us in the daily round and common task.

The twittering of birds in the early morning is an inspiration for the day's work to follow, but we cannot all get among the birds, and if we could, some of us would not get up early enough. The song of a Melba would carry us along for days, but she is not always here, and in any case the number of her listeners is limited; pianos are common enough, but many of us cannot play. There is difficulty or inconvenience in every direction but one, and that is the mechanical Player Piano.

I have used the word "mechanical" to indicate that music on a Player Piano is produced by mechanical means, not that the expression is mechanical or that the interpretation is limited. Indeed, one great musician says of the Player: "Its possibilities for musical expression are unapproachable;" another that "The Player reproduces the mood of the performer as perfectly as though he were playing by hand." Yet another musician—a great conductor—refers to "that human feeling and expression which the Player is capable of expressing," whilst a great singer prefers its accompaniment to that of the human accompanist, for the Player music rolls include many accompaniments to well-known songs, and as a matter of fact, several pantomime songs this year were rehearsed by leading artists in Allan's Salon to the accompaniment of a Player Piano.

It is this remarkable adaptability and responsiveness of the modern Player Piano that makes such a strong appeal to intelligent people who love music, but have never had the time or opportunity to learn to play well, or who, having once learned to play,

have allowed their facility to go. Hundreds of these in Australia are realising every day that a good Player Piano gives good music working is easily learned, and that the player is very quickly able to play so as to express his own mood and to give his own interpretation of the composer's work.

We long for music of our own selection, in our homes, at our own time, and played to fit our mood. We want music to perform its proper function, to change the current of our thoughts, to give expression to our emotions, to create the ideal atmosphere, and we want it often. The Player Piano makes this possible. It, more than anything else, is helping music to its proper place in the lives of the people, as a broadener of outlook, a softener of asperities, a creator of happiness, a refiner of character and an all-pervading influence for good.

This article is necessarily suggestive in character, but a little concrete information about some of the leading Player Pianos will be welcomed by readers.

A Player Piano is a piano which, in addition to performing the functions of an ordinary piano, can, by means of perforated rolls and sundry mechanical parts contained in the piano itself, be made to play any selected piece by the manipulation of pedals and levers.

Any music roll can be played "at sight." The technique is mastered in one sitting, although there is room for diversity of treatment, according to the mood of the player, and as the simple actions of playing become sub-conscious, so does the player's ability to express his mood become greater, and he plays without effort selections from the best of the old or modern composers, ragtime or current popular melodies, just as his fancy, or that of his listeners, dictates. Or he accompanies himself or others in song. And if he wants to play by hand in the old way two movements put the Player parts out of action, and he has an ordinary piano.

I have used the pronoun "he." I should really say "he" or "she," because anyone, even a small child, can successfully, and with pleasure to performer and listeners alike, use a good Player Piano.

It is opportune at this point to consider the effect of the Player Piano on children

in relation to ordinary piano playing and practising. It has the very best effect. The Player Piano is highly educational, and it is remarkable how quickly all the inmates develop a critical and considered judgment of music. They are no longer content with second and third-rate compositions—they want good work. The children share in this development, and to their development is added the compelling factor of imitation or mimicry. A child, on hearing a passage with which it is acquainted, played sympathetically on the Player Piano, forms some realisation of what the composer meant, and when playing that passage itself, it unconsciously, if not consciously, strives, by imitation, to give the same rendering. In this way its appreciation of the good is increased, its ambition is stimulated, and, above all, it has a thoroughly reliable standard to work to. It learns that music is not merely sound, but a "concord of sweet sounds" with a definite meaning.

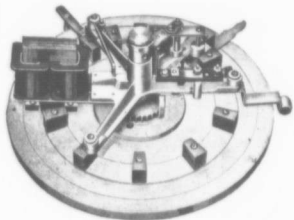
Parents who want their children to have a complete musical education, as executives as well as judges or critics, should make an effort to secure a Player Piano. In common with hundreds of others in Australia they will confirm the opinion of the great tenor, Leo Slezak, who says that "the Player has increased his children's love of music."

The Player Piano has been brought as near to perfection as it is possible for humanity or human invention to get, not because man wanted to make it perfect for its own sake, but because man had need of a Player Piano; he wanted music; he wanted it at home, he wanted it at any time that suited him, not at a time that suited some gifted human player; he wanted to be able to interpret his own moods, to express his own feelings, to suit his own taste, and he wanted it without the drudgery of learning to play, without the hours spent in practising, and so he made and perfected the Player Piano. And the Player Piano has its appointed place in the modern scheme of life, a very important place.

It has brought and is bringing comfort and joy to thousands; it has brightened many otherwise weary hours; it has turned the thoughts of multitudes of care-worn people into happier channels; it has refreshed and comforted innumerable tired people; it has brought the piano into the intimacy of the inner circle of the fireside, raising it from the position of a mere acquaintance to that of a bright companion and a cheerful and welcome friend.



The Electric Musicphone Line

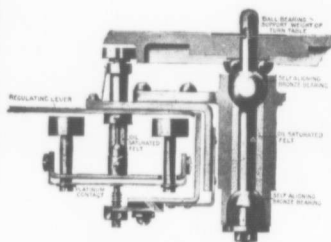


The **ELECTRIC MUSICPHONE** is fitted with the simplest and best electric motor ever made for a phonograph. It runs from three ordinary No. 6 dry cells procurable anywhere, and in connection with our light weight universal tone-arm, gives marvelous service.

Think of never having to wind a motor—never being dependent upon uncertain electric light currents—no trailing wires—can be used in any part of a room, or in homes not fitted for electric current! The motor is ball-bearing, self-oiling, and requires no attention. It is very silent, owing to the entire absence of belts or gears.

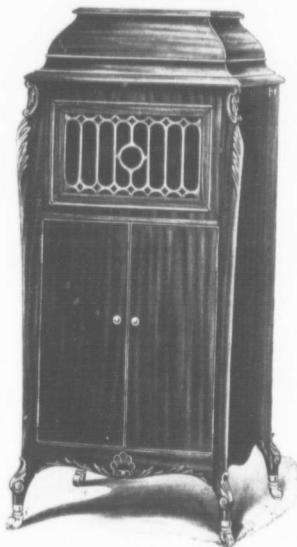
The turntable is the armature of the motor, and is drawn around by a magnet, and owing to its extra weight acts as a fly wheel, giving great steadiness in running under all loads. There are no spring troubles with these motors—in short it is the ideal phonograph motor.

We are the agents for this motor in Canada. Write us about them.



Newbigging Cabinet Co., Limited

HAMILTON - ONT.



Model F



Manufacturers
of
Phonographs,
Record and
Player Roll
Cabinets.

Get in touch
with the
Musicphone,
acknowledged
to be the
best value on
the market
to-day.



Model G

CECILIAN

World-Famous (Est. 1883)

Cecilian Pianos are built to your Standard

We know the grade of materials and workmanship that must find place in pianos to meet your needs. The instruments you have placed must have satisfied owners or your connection falls flat. Knowing that, we guarantee a piano product that is built to your standard. Besides the Cecilian line offers you these four really exclusive features:

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

Write for complete illustrations and details.

The Cecilian Company, Limited, Toronto

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

Head Office and Salesrooms:
247 Yonge St.

Factory:

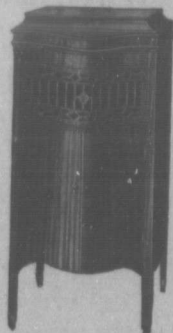
89-93 Niagara St.





CECILIAN CONCERTPHONE

The
"Royal"
Model



Retail
Price
\$245

EACH decade sees unparalleled progress in certain industries. Each of these businesses develops its own leaders, its quality names.

Thus, the **CECILIAN CONCERTPHONE** stands out in an industry that is giving the people of to-day good music for everybody—meeting that human need of music which the war has intensified.

The "**ROYAL**" model is popular to a high degree. It might almost be said to possess a personality. The graceful lines and curves, the workmanship, and the finish are an experienced piano builder's conception of art cabinet work.

The "**ROYAL**" model is fitted with the **Ball-bearing tone-arm**, the benefits of which salesmen can so readily press home.

The "**ROYAL**" model has a perfect **Automatic stop** which alone has caused many buyers to select the Cecilian Concertphone.

The "**ROYAL**" model plays disc records of every make—of every class of music—and gets all the music out of every groove of every record.

The "**ROYAL**" retails at \$245—the best value in its class on the market.

There are four other models in the Cecilian Concertphone line running from \$70 to \$315.

Musical Instruments Limited

247 Yonge Street

Distributors for Canada

Toronto, Canada



Talking Machine and Record Section

CANADIAN MUSIC TRADES JOURNAL—JULY, 1918

They Say He Did

A CERTAIN resourceful salesman drove out into the country, traded a small talking machine for a fine fat pig, loaded the latter into his car, drove back to town, sold the hog, and turned up at the store with more money than the regular retail price.

Who's Next?

.....When you visit the
military hospital take
some records.....

Suggestion for window card or panel in newspaper advertisement.

His Opinion

SAID a man, one of those referred to now-a-days as "the consumer," who is patiently and uncomplainingly trying to make ends meet with the high cost of living: "Some papers are still whining away on that old song—don't buy anything you can possibly do without. We enjoy our morning newspaper and have considered it a necessity, but if we have to we could easily conserve our pennies and buy a few more cheery talking machine records.

H. M. Stanley and the Talking Machine

PERHAPS it is not generally known that Henry M. Stanley, the famous explorer and finder of David Livingstone in the heart of Africa latterly settled in England and became M.P. for North Lambeth. At the time of his election campaign the talking machine was in its infancy and "records" were a matter of extreme though curious interest. At that time Stanley made a record of two selections in the Congo dialect—"The Lord's Prayer" and "God Save the King."

Missing None

OUT in Western Ontario is a talking machine dealer who has set out to canvass every home in his territory in a certain number of weeks. Even in small towns where the dealer knows intimately every householder and his circumstances, there are thousands of people who have never really had the question of purchasing a machine put up to them by a personal interview. It would seem that this decision to set out with the definite intention of broaching the matter to every home within a certain time is good business. Such intensive cultivation also has the effect of stimulating an interest in records where those interviewed are already machine owners for of course the salesman would make some reference to the latest list of records.

Melody Hunting

SOME of the old composers occasionally gave themselves up to the occupation of melody-hunting. They would roam about the streets listening to the songs of the people for inspiration. The advent and perfecting of the talking

machine has made melody-hunting easier. Percy Grainger is said to have penetrated the South Sea Islands recording the folk songs of these people which have been utilized in certain of his music.

Another composer took his recording machine among the mountaineers of Tennessee and Kentucky to get their folk tunes for the same purpose. A good deal, too, has been written on this method of securing the native airs of our North American Indians, all of which presents another use of the talking machine the value of which cannot be over-estimated.

Turn On the Tunes

NOT long ago the New York American ran this racy article which is a strong argument for the talking machine. A lady tried to talk to General Grant about music. He said he knew only two tunes. "Only two! What are they, General?" "One of them," said General Grant, "is 'Yankee Doodle,' the other one isn't." When General Grant was a little boy his father owned a rifle. He did not, however, own a phonograph.

Coming down to more recent times a man named Rudyard Kipling wrote some ballads that will be famous as long as the English language is spoken, and that will be a long time. One of these ballads is called "On the Road to Mandalay." Another is "Danny Deever."

Now a ballad is a poem-story that is meant to be sung. When you read these ballads you wish you could hear the right voice singing them.

A man in New York with a voice like a Summer wind in the pine trees sings these songs as if he were born for no other purpose but to sing them. They go on a phonograph record, one on each side, and any family in the country with a phonograph can hear them whenever they want to hear them.

Who is the singer or what is the song, if either singer

From one of the boys "over
there" to his mother—

*"Your parcel with the new records
received. Now we're all 'jaké'
for another spell."*

Why not everybody do it?

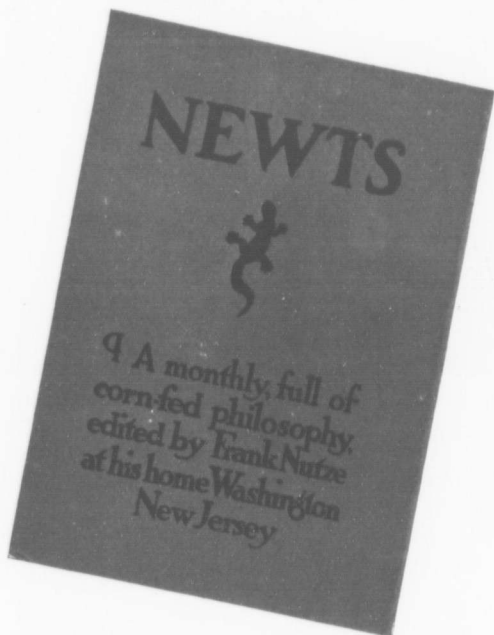
Suggestion for window card or panel in newspaper advertisement.

or song are worth while, that you can't hear on your phonograph at any hour you want if you have the record?

You pay two dollars and a war tax to get into a theatre to hear a song *once*. For half that price you can get a record that will render the same music on a minute's notice, for you and your children and their children—years after the singer's voice is stilled.

About the only criticism you ever hear of the phonograph is that it is "mechanical music." You never hear that from the owner of a phonograph.

"Mechanical music," indeed! What do the few who still say that know about music? Can they whistle or hum the



— a house organ that
 plays an entirely different
 tune: have you received a
 copy ?

Frank V. Nutze

Vice-President

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

first five bars of the tuneful "La Donne e Mobile," known to every true music lover in the world?

Music is supposed to be a compound of the stuff that dreams are made of—hazy, misty, dim, intangible feelings set to sounds. Music is born of moonshine and fragrant memories and hopes too great for earth and loves unrealized, yet its expression is as mathematical as mechan-

DO you want to put some
"real cheer" into that box
for your soldier friend at camp?
There's nothing to beat a couple
of new records.

Suggestion for window card or panel in newspaper advertisement.

ism. A composer of music is a mathematician who dreams—a poet, cold as steel with a genius for tempo.

Music is a perfection of mechanics, and phonograph music is infinitely nearer perfect than that produced in other years on parlor pianos. Do you remember the beautiful Springtime afternoon when little exercise-starved bodies perched on a hard stool "practiced" for hours—practiced until the back ached and the tongue wearied of the eternal "one-and-two-and-three-and-four-and"?

How wonderful is the phonograph compared to that.

With a phonograph you can listen, or you can dance, or you can get over beside it and sing with it in real close harmony—that last is tip-top fun. Even shy folks who never lifted their voice in song before become vocal when alone with a phonograph.

Any time you see a thing like a phonograph selling right and left on a few dollars down and a few dollars a month proposition you can be sure it's something completely worth having. Don't get the idea that your family is different and doesn't want this music. Why, their souls are hungry for it.

And that boy at the Front. You might as well buy a phonograph for him now. Not many boys, when they come back from the War, are going to put up with a home without a phonograph.

Like chocolate candy, "the makin's" and the home newspaper, the phonograph is one of the soldier's necessities, and it goes into the front line trenches with him, as surely as his gun and his gas mask.

**— Oldest and Largest
Manufacturers of Talking
Machine Needles in the
World—There are several reasons**

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

A Good Suggestion

"HERE'S a suggestion:" says one of the issues of "His Master's Voice" Bulletins: "Select two records from this list every week and include them in your mental repertoire—the list of records you carry 'round in your head to recommend to your customers. You've plenty of data about each record—and don't figure that because we had a write-up of a record three months ago the public knows all about that record. The public forgets over night and your customers, sell more records and have a cleaner record records every week. In two or three months you'll have a whole new mental repertoire to offer your customers, and that, if you only knew it, is probably one of your shortcomings. Your customers expect you to have something new and interesting to offer them. You'll make more personal customers, sell more records and have a cleaner record stock by brushing up that mental repertoire."

Compiling a Mailing List

DEVELOPING record trade is the great business of the talking machine retailer. In developing that trade he cannot get along without a mailing list, that is if he makes the mailing list work and keeps it alive. Keeping it alive is doubly important just now when necessity and patriotism require the elimination of waste. Besides it does not bespeak successful merchandising to continue using a dead list.

In an address on advertising to the shoe men's section of the Retail Merchants' Associations Mr. C. Holmes of the Canadian Advertising Agency Ltd., made some references to



The kind lady who sent some phonograph records to camp thoughtlessly included "The Watch on the Rhine."—Life.

the mailing list that are applicable to any business especially the retailing of records.

"The mailing list is as much a vital part of the average business as a set of books for accounts. It represents great possibilities of business expansion at a small expense.

"There are many ways of starting a mailing list and no single plan can be considered the best for all businesses. A correct start is essential and exactness and care are necessary as long as the list is a live one.

"A very common, yet excellent method of beginning a mailing list, is to compile names and addresses of those customers to whom you have delivered goods during the year; possibly you have a few good charge accounts and your books can supply quite a few names to add to your list. A few minutes' thought, may also allow you to recall to mind the names of some clients who are in the habit of buying from you on the cash-and-carry basis. From these various sources, you can compile the nucleus of an excellent mailing list.

"The next move is to secure a small card index system, alphabetically arranged, and enter each name on a separate




The Pathe Pathephone

You see it coming!—

You who are not carrying them,
You're hearing all the time about the fast-spreading popularity of the Pathe Phonographs.

You realize more and more the exceptional selling value of "No needles to change"—"Long life to Records"—"The Pathe Controla"—and "Plays all Records."

You are watching too the new Pathe Records.

Ahead every month with the popular hits. Corraling more and more of the most famous singers and musicians. Offering the only really world-wide repertoire of music and song.

Yes, you see the day coming, and coming soon, when you'll be selling Pathe Phonographs and Pathe Records.

Why put off till to-morrow, the Pathe profits that should be yours to-day?

No Needles to Change—The Pathe Sapphire Ball takes the place of needles. It need not be changed.

Long Life to Records—The Pathe Sapphire Ball cannot possibly cut, grind, rip or mar the record's surface.

The Pathe Controla—With the Pathe Controla you may increase or decrease the tonal volume of the Pathe Phonograph at will.

Plays all Records—Each Pathe Phonograph plays not only Pathe Records, but all other makes of records, and plays them perfectly.



Pathe Frères Phonograph Co. of Canada, Limited

Factories and Head Office: 4-6-8 CLIFFORD ST., TORONTO



DISTRIBUTORS:

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

Quebec—Pathe Frères Phonograph Co. of Canada, Ltd., Birk's Bldg., Montreal.

Manitoba, Saskatchewan, Alberta, British Columbia—R. J. Whittle & Co., Limited, Winnipeg, Man.

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

AGENTS WANTED EVERYWHERE

card. The card system is selected for its economy, its time-saving features and general advantages over all other means of keeping a list. You can add a name in proper alphabetical order or change an address without interfering in any way with the other names. This you could not do with a list kept in an index book or on loose sheets.

"The telephone book will supply other names of people in your vicinity who might buy from you.—The city directory will help you locate the addresses or find the initials of customers who buy from you and whose exact names and addresses you do not remember.

"Then there are local clubs and societies. In all localities social, political and religious societies are established, whose members live in your vicinity. With a little tact or possibly a little "tip," you can secure from the secretaries of these various associations the names and addresses of their fellow-members, and add to your list quite a large number of prospective customers for the goods you sell.

"Of course you can add a name or two to your list almost every day, if you will make it your business to secure the name and address of those casual customers who drop into your store and who have not bought from you before. It is an easy matter to secure a customer's address without objection on his part, if you tell him that you desire his address, to send him a calendar or some small novelty during the year.

"Once your list is properly arranged, you must guard it carefully; in fact, it should be under lock and key and under no circumstances be loaned or permitted to be taken from the office.

"Once your list is in shape, you must keep it in a healthy, active state. It is not hard to keep it running. There are many spare moments almost every work-day, during which you can attend to keeping the classification in up-to-the-minute form.

"Of course a mailing list is of no use unless it is put

to work—and you should take advantage of every opportunity to address the people on your list, to send them announcements of the arrival of new goods, of the sale you are organizing, etc.

"People appreciate being addressed individually once in a while. They appreciate 'advance information' and will be in your store choosing the purchase long before your competitor knows what brought them there.

"But you must use your mailing list systematically. To fire off a single volley of circulars and then quit is poor business. The merchant should be prepared to keep up his advertising continually.

"The results from advertising of any sort are usually cumulative; they may not be evident at once, but when the advertising is kept up, persistently, they will ultimately make themselves felt in the shape of a steadily growing business."

Talking Machines in the East

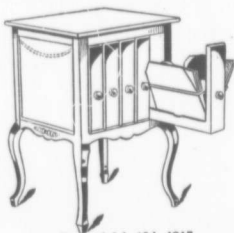
"TALKING machines are common in the Saigon district of French Indo-China, and a good portion of those sold there are of American manufacture according to the Board of Trade Journal which says: 'American records are not so common, because of the small English-speaking population. Most of the machines and records from "China" come from Shanghai, and many of them, as well as a substantial number of those from Hong Kong and Singapore, are of American origin. On account of the distance and slowness of transportation, machines and records should be carefully packed.'

"The most popular talking machine in the Manchurian market, and one commanding by far the largest Japanese and Chinese patronage, is one made by a Japanese company. It is a cheap machine, not to be compared with good machines of foreign manufacture, but its cheapness and the fact that it serves its purpose for two or three years are

THE LATEST RECORD CABINET

Every Record at Your Finger Tips

Each cabinet is equipped with alphabetical index book for listing the records, and with numbered guide cards for placing between the records, so that the desired record can be secured from among a hundred or more without disturbing or handling any others.



Patented July 10th, 1917

Made in a variety of styles, in birch, quartered oak, and mahogany. Five-drawer cabinets such as illustrated have capacity for 100 records either 10 or 12 inch. Ten-drawer cabinets have capacity for 200 records.

Every owner of a gramophone should have one of these cabinets.

Write us for cuts and prices.

Our new No. 100 combination Record and Sheet Music Cabinet is very popular, and would suggest that you give it a trial.

THE ORILLIA FURNITURE CO., LIMITED

ORILLIA

ONTARIO

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

CLEARTONE

(Speaks for Itself)

The **CLEARTONE** 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. 01—8-in. turntable, single spring	
No. 01—10-in. turntable, single spring	\$1.25
No. 1—10-in. turntable, double spring	1.40
No. 6—10-in. turntable, double spring, plays 2 10-in. records	2.95
No. 6—12-in. turntable, double spring, plays 3 10-in. records	3.50
No. 8—12-in. turntable, cast iron frame, double spring, plays 3 10-in. records	3.85
No. 9—12-in. turntable, cast iron frame, bevel gear wind, double spring, plays 3 10-in. records	4.85
No. 10—12-in. turntable, cast iron frame, bevel gear wind, double spring, plays 4 10-in. records	5.85
No. 11—12-in. turntable, cast iron frame, bevel gear wind, double spring, plays 7 10-in. records	8.50

TONE ARMS AND REPRODUCERS

No. 1—Tone arm and reproducer	
No. 2—Tone arm and reproducer, for playing all records, high grade	\$1.10
No. 4—Tone arm and reproducer, for playing all records, high grade	1.35
No. 6—Tone arm and reproducer, for playing all records, high grade	2.95
No. 7—Tone arm and reproducer, for playing all records, high grade	2.65
No. 8—Tone arm and reproducer, for playing all records, high grade	2.65
No. 9—Tone arm and reproducer, for playing all records, high grade	2.65

MAIN SPRINGS

No. 00— $\frac{3}{8}$ in., 23 gauge, 9.6 ft.	29c. each.	100 lots 25c. each
No. 01— $\frac{1}{4}$ in., 23 gauge, 7 ft.	25c. each.	100 lots 20c. each
No. 0— $\frac{3}{4}$ in., 20 gauge, 8.6 ft.	25c. each.	100 lots 21c. each
No. 1— $\frac{3}{4}$ in., 23 gauge, 9.6 ft.	39c. each.	100 lots 35c. each
No. 2— $\frac{13}{16}$ in., 25 gauge, 9.6 ft.	43c. each.	100 lots 39c. each
No. 3— $\frac{7}{8}$ in., 25 gauge, 11 ft.	49c. each.	100 lots 45c. each
No. 4—1 in., 23 gauge, 10 ft.	49c. each.	100 lots 45c. each
No. 5—1 in., 27 gauge, 11 ft.	65c. each.	100 lots 59c. each
No. 6— $\frac{1}{4}$ in., 27 gauge, 11 ft.	90c. each.	100 lots 85c. each

RECORDS

POPULAR and GRAMMVOX Brand, 10 inch double face, lateral cut, all instrumental—	32c. in lots of 100.	30c. in lots of 1,000.	29c. in lots of 5,000
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GOVERNOR SPRINGS

\$1.00 per hundred; \$6.00 per thousand. Special price in large quantities for Motor Manufacturers.

GENUINE DIAMONDS, SAPPHIRE POINTS AND BALLS

Genuine Diamond Points for playing Edison Records	\$1.35 each.	100 lot, \$1.25 each
Sapphire Points for playing Edison Records18 each.	100 lot, .14 each
Sapphire Balls for playing Pathé Records20 each.	100 lot, .16 each

STEEL NEEDLES 60 cts. per M. in quantity.

NEEDLE CUPS AND COVERS

\$17.50 per M. \$16.00 per M. in 5,000 lots. Covers \$7.50 per M.

COVER STAYS

No. 1, for Table Cabinets, 6 in. long	9c. each.	100 lot, 7 $\frac{1}{2}$ c. each
No. 2, for Floor Cabinets, 9 in. long	17c. each.	100 lot, 13c. each
No. 3, heavy for Floor Cabinets, 10 in. long	20c. each.	100 lot, 16c. each
Continuous Piano Hinges, 23c. per foot.		

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 East 12th Street, New York

its greatest features, and manufacturers who desire to effect sales will find it hard to overcome. Several well-known American makes, however, are on the market, and some good business is done with them. This class of goods is sold entirely by music stores or by stores handling them exclusively; jewellery stores will carry them as a side line. Records are on sale in Manchuria, but they are almost entirely Japanese and Chinese music and pieces. The production of these records is a large business in the Far East."

Moving so Called "Dead Stock"

WRITING on the subject of moving what was thought to be "dead stock" a wholesaler is quoted in "The Voice of the Victor" as follows: "I am very anxious to touch another subject that impressed me greatly, *i. e.*, the records that have been sold during the past thirty to sixty days. My own wholesale stock showed many of the best selling records exhausted, with an inability to receive a fresh supply, even at Dealers' prices, and, as a result, our roadmen worked with our Retailers with a view to pushing the stock which we had on hand and in turn calling the Retailers' attention to numbers on their books on which the dust had accumulated by the failure of the clerks to bring them to the attention of the public.

"As you know, the record shortage was more serious during the past thirty days than ever in the history of your business—I am presuming this from our own inability to secure certain numbers—and the lesson which we learned and in turn passed along to the Retailer has proven to us that Retailers can move records which they formerly termed "dead stock," on account of their failure to secure the easy selling numbers.

"It is certainly going to be possible to move more of these records with a little intelligence injected into the

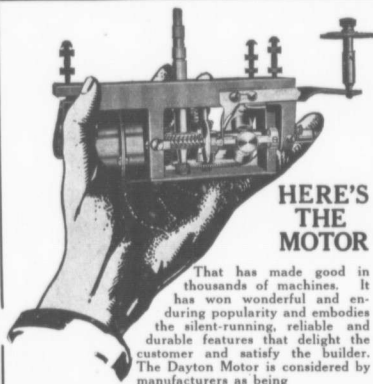
minds of the sales people. Retailers moved more records during the last thirty days than they believed was possible and their inventories will show less money tied up in dead stock than ever before, and our roadmen have started out on their territories with explicit instructions to spend more time with each Retailer, and, in view of the very poor transportation facilities, as well as the shortage in records, show that Retailer the importance of pushing the stock on hand and reviving the numbers that have been dumped into the general catalog and which, in a great many cases, have been lost sight of.

"We are now pushing a very active campaign along these lines and traveling representatives report a more healthy condition in record stocks and a bigger demand for general records than in previous years."

Indecision

MODERN methods classify indecision as one of the most certain obstacles to business success. First train your mind, that's education. Then decide quickly, that's business. A humorous picture of the one who cannot make up his mind on the subject—the one who never gets things done because of indecision is painted by our friend the rippling rhymster, Walt Mason, in this pert paragraph: I hired Pete Dill to slay a cat whose ways were full of error; it howled weird songs around my flat, and made the night a terror. I said, exterminate the brute, and here's a silver quarter; I care not if you drown or shoot, or bray him in a mortar." Next night the cat was still on deck, with songs of home and mother; it made my nerves so dire a wreck, I knew not which from t'other. I hunted up old Peter Dill, and said, "You are a quitter! Why don't you hump yourself and kill that cheap, misguided critter?"

"I cannot quite make up my mind," he said, "how best to do it; I do not want to go it blind, and botch the job, beshrew it! To drown her where the billows roar I thought I would endeavor; but then perchance she'd swim ashore, and be as bad as ever. I thought I'd shoot her



HERE'S THE MOTOR

That has made good in thousands of machines. It has won wonderful and enduring popularity and embodies the silent-running, reliable and durable features that delight the customer and satisfy the builder. The Dayton Motor is considered by manufacturers as being

The Best Motor in the World

Build satisfaction into your products by using our Quality line. Dayton Motors, Dayton Tone Arms, Dayton Reproducers. All styles and sizes. They will bring you more business and satisfy your customers. Write for full particulars.

The Thomas Mfg. Co.

Toronto Office
9-11 Kent Bldg.

303 Bolt St., Dayton, Ohio

NOTICE

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

Berliner Gram-o-phone Company Limited
Columbia Graphophone Company

with a gun, but saw that was improper; the noise would startle everyone, and maybe bring a copper. I thought I'd hang her to a tree, but that seems rather brutal; the plans which have occurred to me, so far seem punk and futile." "It is no wonder, Peter Dill," I said, "that you are busted; the way you yaw and back and fill, would make a man disgusted. Your pants are patched, before, behind, your coat is all in tatters, because you can't make up your mind upon the smallest matters. I'll give the job to William Wax, I'll pay him half a dollar, and he will take the nearest axe, and croak that midnight squaller."

Joins Heineman Organization

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, has announced the appointment of John A. Cromelin as general sales manager of the company. Mr. Cromelin is one of the best known members of the talking machine trade, having been associated with the industry for many years. Until recently he was vice-president and general manager of the Columbia Graphophone Co., and for a number of years held the important post of general manager of the Columbia Co.'s European interests with headquarters at London. He possesses a thorough knowledge of every phase of talking machine manufacturing and merchandising, and is generally recognized as one of the ablest executives in this field. He has for some time been a keen admirer of the plans and policies of

the Otto Heineman Phonograph Supply Co., and the rapid strides that this company has made the past two years will doubtless enable him to develop the sales of Heineman, Meisselbach and Dean products to excellent advantage.

Mr. Cromelin will, of course, devote a considerable portion of his time to the new Heineman "OkeH" record, which has been placed on the U.S. market. This record is achieving signal success, and Mr. Cromelin's intimate familiarity with record production and merchandising will undoubtedly contribute to the international success of the "OkeH" record.

The Importance of Music in Our Homes

The title of this paragraph epitomizes the sentiment of a booklet that a number of dealers in the country are circulating where it will be most effective. "Sunshine for the soul" is the name of the booklet, which was published by the Canadian Bureau for the Advancement of Music. Those dealers or salesmen who have frequently to meet the contentions and assertions of prospective customers and others that during the war they should get out of the music business will find much to help them in "Sunshine for the Soul." It will fortify their own convictions and will do a great deal to remove the prejudice of those who have not realized the place of music in war or in peace, regarding it as an ornament rather than the absolute necessity it really is.



Jascha Heifetz, the eminent violinist, exclusive Victor artist, pressing one of his own "His Master's Voice" records at the Berliner Gramophone Co. Ltd. factory, Montreal.

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Reg. Ag. Dept.—Copyright



The Greatest Music Houses

Invariably you will see on the doors of the greatest music houses the best known trade-mark in the world—"HIS MASTER'S VOICE."

What are the reasons for this?

FIRST—Because "HIS MASTER'S VOICE" products are what the public demands. In other words, the public is more thoroughly "sold" on this line than on any other product of its kind in the world.

SECOND—Because of the service which is given dealers. Every "HIS MASTER'S VOICE" dealer gets every record he orders the same day he orders it.

Such service would be impossible without an organization as great as the one which stands in back of the "HIS MASTER'S VOICE" trade-mark.

Is this famous trade-mark on your door?

BERLINER GRAM-O-PHONE COMPANY, Limited

HEAD OFFICE AND FACTORY

MONTREAL

The Famous Victrolas

Victor Records



HIS MASTER'S VOICE PRODUCTS

are Wholesaled by the Following Firms:

ONTARIO:

His Master's Voice, Limited,
205 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. & W. McMillan,
St. John's, N.E.

BERLINER GRAM-O-PHONE COMPANY, Limited

HEAD OFFICE AND FACTORY

MONTREAL



Talking Machine Trade in Montreal

THE Exclusive Phonograph Shop with Geo. S. Pequegnat, the well known phonograph sales expert as manager, was opened to the public on June 15th and has been pronounced by experts to be one of the best equipped phonograph stores in the Dominion, the appointments being specially selected for the phonograph trade. No detail has been overlooked in studying the comfort and requirements of patrons. The Aeolian-Vocalion, Pathe and Lyric machines are being featured with Columbia, Pathe, Lyric, Gennett and Aeolian-Vocalion records according to the company's management. Sales of both machines and records at date of writing surpass the new firm's fondest expectations and taking into consideration the particular season of the year augurs well for the future.

At the monthly meeting of the employees and sales staff of Layton Bros. held recently, it was decided to donate one Army and Navy Model of the new Edison phonograph to the 23rd Reserve Battalion of Montreal, together with a selection of records. This step was taken by the employees following the return from New York of Mr. W. W. O'Hara, salesman, and Mr. Brennan, manager of the phonograph department, who told of the Army and Navy Model being made by the Edison corporation. The employees promptly bought one phonograph. Mr. Philip E. Layton and Mr. H. A. Layton congratulated the staff on their generous spirit.

The committee in charge of the Soldier's Home on d'Auteuil Quebec, Que., (Le chez Nous du Soldat) have just purchased from Gauvin & Courchesne a Victrola and a fine collection of Victor records.

An interesting volume and one indispensable to "His Master's Voice" dealers is the new Victor record catalogue just published by Berliner Gramophone Co. Ltd. This lists everything up to and including January, 1918. The catalogue is more than a catalogue, being very much of a musical encyclopaedia, containing as it does, biographical sketches, opera plots, portraits and illustrations. The arrangement is most comprehensive. The selections on both sides of the record are in alphabetical order with the selection on the reverse side also given. A single title may be listed several times as in addition to being listed alphabetically it also appears under "violin solos" if it is such or "Rag-time Music" or "Pianoforte solo," or whatever division it may come in. There is a special section of red seal records and other special lists. Altogether the book is most comprehensive and being prepared at great cost it should be unnecessary to urge dealers to distribute it with a minimum of waste.

During the recent visit to Montreal of Caroline Lazzari this famous Edison artiste called at the show rooms of Layton Bros. and presented them with an autographed photo of herself which is now framed and hung in the Edison Salon.

W. J. Whiteside finds the demand for His Master's Voice products growing and while at the present time does not in any way resemble a boom it shows a steady and healthy growth for Victrolas and Victor records.

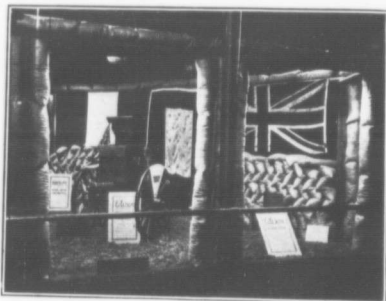
"While a great many of our customers are out of town

for the summer months we are handling a goodly number of Columbia Grafonolas, Pathe and Sonora machines," said C. W. Lindsay Limited. "A considerable number of our patrons stocked up with records before proceeding to the country which helped considerably to swell our month's total volume of business."

Mr. W. W. O'Hara, salesman of Layton Bros., who attended the Convention of Edison dealers and addressed that body, returned home from New York full of new ideas. He was delighted with the reception tendered the Canadian delegates and is more enthusiastic than ever over the possibilities of the Edison line in Montreal.

Miss Vezina, of Almy's Limited, continues to find customers for Columbia goods and quotes a number of cash sales for the higher priced Grafonolas. There has not been any perceptible falling off in the demand for Columbia records as yet she states even if summer dullness is apparent.

Mr. Rampsberger, manager of the Talking Machine de-



A "War" phonograph window by Layton Bros., Montreal.

partment of J. W. Shaw & Co., reports sales to be away in advance of the corresponding period of a year ago a proof of the satisfaction and popularity of their Columbia department.

"The Victor line is getting a most satisfactory proportion of buyers and we have no complaint to make," said Foisy Freres, dealers in His Master's Voice products.

Charles Culross is finding the Aeolian-Vocalion and Sonora representations good lines to feature and notwithstanding the summer quietness is satisfied with the amount of business offering.

The Canadian Graphophone & Piano Co., owned by A. A. Gagnier, is handling to good advantage the complete Columbia line and is looked upon as one of the largest exclusive local dealers states that to date business has shown no noticeable signs of a falling off which is reasonably expected at this season of the year. This applies both to Grafonolas and records.

Goodwin's Limited have taken on the complete representation of the Sonora line and their opening announcement in this regard occupied large sized copy in all the local dailies.

Charles Culross, the Aeolian-Vocalion and Sonora representative recently acted as Deputy Registrar and during the Navy League campaign was captain of one of the teams in the Retail Merchants' Section.

Local business is designated as moving along splendidly with H. P. Labelle Ltd. and this firm is of the opinion that this fall will see more Pathe machines sold in Montreal than ever before. They recently introduced to Montrealers the Playola which met with good success.

All that is effective in advertising and salesmanship to

Etched Brass Name Plates for Talking Machines and Cabinets

We make them any size or shape

Advertising Novelties, Original Ideas, Tag Day Supplies,
Badges, Buttons, etc. Get in touch with us.



Sharkey Novelty Co., Room 110, Mail Bldg., Toronto

Edison Message No. 23

Music A Vital Force

"Theoretically, music is a gratuity, a luxury; practically, it has proven itself to be a necessity. The simple truth is that one of the vital forces of a nation is its music, and that in the accomplishment of a huge task wherein all its energizing processes are required, the value of music should be carefully regarded."

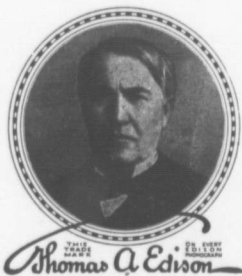
—Colonel E. M. Markham,
303rd Engineers, American National Army.

Colonel Markham speaks from experience and with authority. During his many years in the army, he has served in China, the Philippines, Cuba, Mexico and no doubt by now he is serving in France. He says a man away from home requires the refining influence of good music and that it makes him a better man and a more efficient soldier.

If music is so indispensable to soldiers, whose entire time seems to be actively employed, how much greater is the need for those who must remain behind to hope and pray and wait.

THOMAS A. EDISON, Inc.

Orange, New Jersey



obtain the interest of the talking machine purchasing public and to create a still more popular demand is being carried out by the Berliner Gramophone Co. Ltd. retail stores in the interests of His Master's Voice products with the result that trade is eminently satisfactory in the call for machines and Victor records.

The Brunswick Shop is most optimistic regarding the outlook for business.

Herbert Waterous, Pathe artist, appeared in recital three times daily during a week's engagement at the Imperial Theatre.

The Canadian Graphophone Co., jobbers of Columbia products for Quebec Province, are making active preparations for big fall business. Commenting on present day trade conditions they stated they were being accorded a full share of recognition and that a large number of A & Columbia Grafonola agencies had been opened up while the demand for Columbia records had been exceptionally lively.

The Berlind Phonograph Co. Ltd. are disposing of a large number of Brunswick and Columbia models both of which lines they say give every promise of enlargement of sales in the near future.

Wm. Lee Ltd. are pushing the New Edison Diamond Amberola and Columbia Grafonola with most gratifying success and state that June business was productive of good results both as regards machines, records and supplies.

N. G. Valiquette Ltd. have inaugurated a second Pathe Club this time open to a limited membership. The complete membership was closed a few days after the announcement appeared in the daily press.

George A. Peate, the well known musician of international repute has put on the market the York Record with which he is doing a large business.

"You can say orders for Brunswick phonographs are unusually good," said Tom Cowan of the Cowan Piano & Music Co., "and we anticipate a steady and still greater demand for fall selling."

The management remarks that the people appreciate music as never before. A vigorous advertising campaign for the Brunswick has been productive of results to this local firm.

J. Donat Langelier is an enthusiastic Victor dealer and reports active business, with record trade, indicating an intense desire on the part of the public for the more inspiring selections. His trade indicates that the effects of the war have turned many people to an interest in the best music.

Brunswick Doings

Messrs. W. B. Puckett, John E. White and F. A. Trestail of The Musical Merchandise Sales Co., Toronto, distributors of the Brunswick Phonograph and records, paid a

visit to Chicago recently and inspected while there, a number of new features being incorporated in the Brunswick.

The Company are carrying on an energetic campaign in the West, and Mr. Ross who has returned to Edmonton from Vancouver and Victoria reports gratifying orders throughout British Columbia. Mr. Stenberg, in charge of the Company's Western office, is arranging for Mr. Ross to assist in exhibiting at all the Western Fairs. Brunswick advertising is appearing in the local papers during the period of the fairs and also in the farm magazines. Brunswick retail show rooms have opened in Winnipeg at 323 Portage Avenue East, under the name of The Phonograph Shop Ltd. Mr. Joy who is in charge of the store, reports sales satisfactory for summer months.

Among recent Brunswick agencies the Musical Merchandise Sales Co. report the Ajello Piano Co., of Vancouver, a well known music house of that city. The company also report that Johnston and Boon with a number of branches throughout the West have taken on the Brunswick line for their chain of stores which will be known and advertised as the Brunswick stores.

A Brunswick Phonograph was given by War Veterans as first prize at their Dominion Day celebration in Preston, July 1st.

Columbia Records for the Kiddies

A special list of fourteen records for children has been issued by the Columbia Graphophone Co. These include four selections by Thornton Burgess, whose stories for children have been syndicated in the daily press and are largely looked forward to every evening by thousands of children. Both sides of a record are devoted to "The Three Bears" by Adeline Fravus, and the list includes a number of melodies with a special appeal for children. An attractively illustrated hanger of these children's records has been sent out to dealers.

Presented a Concertphone

When the members of the Ursuline Convent at Windsor wished to give the Mother Superior a gift on the occasion of her Jubilee they very properly decided that a phonograph would make a fitting present. They accordingly decided on a Model Superb of the Cecilian Concertphone, which was supplied by the Maloney-Connelly Co. of Windsor. As the sale was made in competition with a number of makes, Mr. Connelly was very much pleased with the final decision.

It sometimes happens that a man agrees with you because your argument makes him tired.

Happy, cheerful music means happy, cheerful vacations—
that means a Portable Grafonola. How fast are you selling
them?

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





"My Silent Partner"

is the way one dealer speaks of the **Phonola Line**—and a good expression it is. The Phonola backs you up in every move for more and better sales. It works for you on your floor. It boosts for you after you've sold it. The Phonola proposition is complete when coupled with—



Model "Prince"

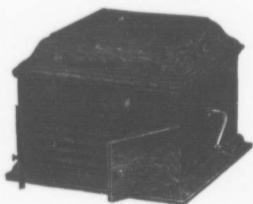
The New

"Phonola"

Records

Price 90 cents

The "Phonola" records embrace an unusually good variety of music by an array of eminent artists. The first list contains Popular Songs, Musical Comedy Hits, Band and Orchestra Selections, Drawing Room Songs, Sacred Songs, Dance Numbers, Trios, Quartettes, etc. About 30 new selections will be placed on the market each month.



Model "B"



Model "C"

POLLOCK MFG. CO., Limited

Makers of the Phonola

KITCHENER

Ontario

28287 I

3520 A

3529 C

3521 C

3530 C

3522 I

3519 I

3511 I

3528 J

3520 J

3518 J

3517 J

3514 K

3516 K

3510 J

3508 K

3509 R

3523 L

3551 L

3515 M

3518 M

3524 M

3512 N

3525 N

3527 N

18405

18474

18480

18481

18470

18472

18473

18478

70121

18491

55098

64782

74577

64784

64783

74571

21603

NEW RECORDS

Edison Amberol Records for August

CONCERT RECORDS—\$1.10.

28287 Le Nil. Xavier Leroux, Soprano, in French, violin obbligato and orchestra. Odetta Le Fontaine.

REGULAR LIST—80 Cents Each

3520 Alces, Where Art Thou? (J. Ascher). Tenor, orch. acc. Ralph Ernoldi.
 3529 Chimes of Normandy (Jack Wells). Contralto, orch. acc. Helen Clark.
 3521 Connaught Man. Melody of Jigs, Accordion, Piano acc. by Joe Linder. John J. Kimmel.
 3530 Creator's Band March (Gerardo Isajilli). Creator and His Band. 3532 He Lifted Me (Chas. H. Gabriel). Mixed Voices, orch. acc. Metropolitan Quartet.
 3519 I'll Come Back to You When It's All Over (Kerry Mills). Baritone, orch. acc. Edward Alton and chorus.
 3511 I'm Just a Ragged Newboy, but My Heart's True Blue (Harry D. Kerr). Tenor, orch. acc. Walter Van Brand.
 3528 Just Like Washington Crossed the Delaware, General Pershing Will Cross the Rhine (Geo. W. Meyer). Baritone, orch. acc. Arthur Fields and Chorus.
 3526 Kiss Me Again Waltz (E. von Herbert). Waikiki Hawaiian Orchestra (with Louise and Ferris).
 3513 Last Mile—Foot-Tot (Lieut. Emil Breitenfeldt). Orch. acc. Billy Murray and Chorus.
 3517 Lorraine (My Beautiful Alcece-Lorraine) (Fred Fisher). Tenor, orch. acc. Vernon Dalhart and Chorus.
 3514 Oh! Mini! (Isahm Jones). Comic Song, orch. acc. Edward G. Mesker.
 3516 On the Road to Home Sweet Home (Egbert Van Alstine). Tenor and baritone, orch. acc. John Young and George W. Readon.
 3510 Rag-a-Minor—One-Step (Julius Lenzberg). Jazzarrima Orchestra.
 3506 Rigolotto Selection, Part 1 (Verdi). American Symphony Orchestra.
 3509 Rigolotto Selection, Part 2 (Verdi). American Symphony Orchestra.
 3523 Roamin' in the Gloamin' (Harry Lander). Orch. acc. Glen Ellington.
 3501 That Grand Old Gentleman (Uncle Sam) (Gus Edwards). Baritone, orch. acc. Arthur Fields and Chorus.
 3515 There's a Lamb with Me (Down in Dixie (Albert Gumble). Tenor, orch. acc. Vernon Dalhart.
 3518 Three Pickaninies (Kendis-Brockman). Orch. acc. Collins and Harlan.
 3524 Three Wonderful Letters From Home (James F. Hanley). Tenor, orch. acc. George Wilton Balby.
 3525 Volunteers March (John Sousa). New York Military Band.
 3525 We Stopped Them at the Marne (Lieut. Gitz Kric). Male Voices, orch. acc. Premier Quartet.
 3527 When You Feel a Little Longing in Your Heart—The Love Mill (Alfred Francis). Soprano and Tenor, orch. acc. Gladys Rice and Vernon Dalhart.

Victor Records for August

POPULAR SONGS

18465 They Were All Out of Step But I'm Billy Murray.
 We're All Going Calling on the Kaiser, William J. "Smaller" Kelly 90
 18474 When I Send You a Picture (Berlin). Arthur Symphony and Peerless Quartet.
 18480 We'll Do Our Share, Peerless Quartet 90
 18481 Bring Me a Letter from My Old Home Town. Lewis James and Shannon Four.
 18470 Hello Central! Give Me No Man's Land (From N. Y. Winter Garden Production, "Simbad"), Edna Brown.
 My Belgian Rose, Elliott Shaw-Charles Hart
 DANCE RECORDS
 18472 Skeleton Jangle—Fox Trot. Original Dixieland Jazz Band.
 18473 Tiger Rag—One-Step. Original Dixieland Jazz Band 90
 18474 Essex Room—Fox Trot. Joseph C. Smith's Orchestra.
 18478 My Dough Boy—One-Step. Joseph C. Smith's Orchestra.
 Calicocco—Fox Trot. Joseph C. Smith's Orchestra 90
 VOCAL AND INSTRUMENTAL RECORDS
 70121 Granny's Laddy. Harry Lander 1.50
 18431 By the Waters of Minnetonka. Princess Watahwaao.
 A Sioux Serenade. Princess Watahwaao 90
 55093 American Fantasia—Part I. Victor Herbert's Orchestra.
 American Fantasia—Part II. Victor Herbert's Orchestra 2.00
 RED SEAL RECORDS
 64782 The Magic of Your Eyes. (Arthur Penn). Frances Alda, Soprano 1.25
 74577 Ell, Ell, lama sabachthani (Fisher, Why Hast Thou Forsaken?) (M. Schaefer). South Brasel, Contralto 2.00
 64784 Casanovetta (From "String Quartet in E Flat," Op. 12, No. 2). (Mendelssohn). First record by the "Pionseley Quartet" 1.25
 64783 Khaki Sammy. (John Alden Carpenter). Mabel Garrison, Soprano 1.25
 64751 The Song that Reached My Heart. (Julian Jordan). Evan Williams, Tenor 2.00
 CANADIAN RECORDINGS
 216034 Hello Central! Give Me No Man's Land. Henry Burr.
 God Send You Back to Me. Henry Burr 90

216035 N'Everything. Arthur Collins 90
 216036 Calicocco Fox Trot. Collins' Dance Orchestra 90
 216037 Calicoppa One Step. Miro's Dance Orchestra 90
 Up in the Air Over There. Alan Turner 90
 Good-Bye-Ed. Alas Turner 90
 263000 Tu Paris (avec piano). Hector Pellerin.
 Revisions (avec piano). Hector Pellerin 90

New Pathe Records

30367 Just Like Washington Crossed the Delaware (Johnson-Meyer) Invincible Four 10
 Hello Central! Give Me No Man's Land (From "The Young Schwart") Irving Gillette, Tenor 10
 29360 Rock-A-Bye Your Baby with a Dixie Melody (Lewis Young-Schwartz) Arthur Fields, Baritone 10
 What'll We Do With Him, Boys? (Sterling-Lange). Arthur Fields, Baritone 10
 20361 Round Her Neck She Wears a Yellow Ribbon (Norton). Collins and Harlan 10
 The Yanks Started Yankin' (Sir Carlton Morgan). Louis Winsch, Baritone 10
 20362 Just a Little Cottage (Harriman Egan), Sterling Trio 10
 The Little Goo For Nothing's Good For Something After All (Klein-Von Tiltzer). Campbell and Burr 10
 20363 Bring Back My Daddy to Me (Tracey-Johnson-Meyer). Harry McCluskey, Tenor 10
 When the War Is Over I'll Return to You (Dudley-Watson). Peerless Quartet 10
 20364 I Hate to Lose You (Gustaf Peerless) Peerless Quartet 10
 A Little Bit of Sunshine (Hanley). Louis Winsch, Baritone 10
 20365 Tomhoking Blues (William H. Wright). Skidmore. Arthur Collins, Baritone 10
 20366 Three Wonderful Letters From Home (James F. Hanley). Harry McCluskey, Tenor 10
 When You Sang Hush-A-Bye Baby to Me (Olman-Logan-Gitz). Scoring 10
 25014 An Revolv, But Not Good-Bye Soldier Boy (Brown-Von Tiltzer). Percy Hemus and his Buddy Boys 10
 Break the News to Mother (Harris). Percy Hemus and his Buddy Boys 10

STANDARD BALLADS SUNG IN ENGLISH

27012 The Melody of Home (Stephenson). Pat Althouse, Tenor 10
 Jean (Burleigh). Paul Athous, Tenor 10
 25013 Lullaby, from "Ermine" (Jakobowski). Alma Beck, Contralto 10
 Oh, Hush Thee, My Baby (Wittaker). Alma Beck, Contralto 10
 20377 Sorter Miss You (Smith). William Simons, Baritone 10
 Gray's a Lamb Song (Herbert). Gordon Hughes, Baritone 10
 29201 Do Ole Banjo (Hilly). American Harmony Quartet 12
 Good-Night (Gatty). American Harmony Quartet 12

NEW SAVED RECORDS

40126 Jerusalem (Parky-Nella). B. Stonehill, Baritone 12
 Liza (Huhn). B. Stonehill, Baritone 12

BAND RECORDS

20369 Lights Out (McCoy "March," American Regimental Band Liberty Lads (Smith)—"March," American Regimental Band 10
 20370 O Canada, Medley Intro. "The Maple Leaf Forever," "Vive La Canadienne," American Regimental Band 10
 God Save the King—Ralls Britannia (British Anthems), American Regimental Band 10
 40127 Espana, Part 1 (Chabrier). Garde Republicaine Band of France 12
 Espana, Part 2 (Chabrier). Garde Republicaine Band of France 12

NEW "CASEY" LAUGHALOGUES

30327 Casey at the Circus. Russell Hunting 10
 Casey Serenades His Girl. Russell Hunting 10

DANCE RECORDS PLAYED BY THE HOTEL BILTMORE DANCE ORCHESTRA

20368 Why Do They All Take the Night Boat to Albany? from "Simbad" (Schwartz)—One-step. Hotel Biltmore Dance Orchestra, (Hazy Natzy, Director) 10
 When I Feel Sad and Lonely (Fuller)—Fox-trot. Hotel Biltmore Dance Orchestra, (Hazy Natzy, Director) 10
 29200 Tom-Tok (Korn)—Medley one-step. Intro. "When You Wake Up Dancing," "If," Hotel Biltmore Dance Orchestra (Hazy Natzy, Director) 12
 The Booster (Laise)—Fox-trot. Hotel Biltmore Dance Orchestra (Hazy Natzy, Director) 12
 71001 I Think of You, from "The Rainbow and the Girl" 12
 Medley fox-trot, "My Rainbow Girl," Hotel Biltmore Dance Orchestra, (Hazy Natzy, Director) 14
 Songs of the Night-James—"The Last Night in the Garden" (Hazy Natzy, Director) 14

OPERATIC AND CLASSIC VOCAL RECORDS

63024 Medetofles (Noel) "L'altra notte" (Last Night in the Deep Sea)—In Italian. Claudia Muzio, Soprano 12
 La Wally (Catalani) "Ebbene andro sola e lontana" (I Will Go Alone and Far)—In Italian. Claudia Muzio, Soprano 12
 52029 Theme and Variations (Pueck), Grace Hoffman, Soprano, Flute and Violin accomp. 12
 Nymphs and Fauns (Bomberg), Grace Hoffman, Soprano, Piano, Flute and Violin accomp. 12

INSTRUMENTAL RECORDS

40128 Caprice de Paganini, No. 13 (Paganini-Herman), Violin solo, Charles Herman 12
 Danz (Bomberg), No. 6 (Bomberg), Solo Flute, Charles Herman 12
 20371 Washington Post (Souza)—"March," 10
 Accordionists (Miglia)—Old Italian Waltz, Boudini Dolores Waltz, (Miglia)—Old Italian Waltz, Boudini Brothers, Accordionists 10
 20375 Martin et Martine (Chandler)—Fantaisie with Bells," Fathe Freres Orchestra 10
 The Bells of Saint-Quentin (Cantelmo), Fathe Freres Orchestra 10
 20376 The Deep Blue Sea (Brewer)—Piccolo solo, George Ackroyd Romping Rommie (Kosnier)—Banjo and Piano, Thomas Clark 10
 20378 The Memphis Blues—Fox-trot (Saxophone and Piano), Wadsworth and Arden 10
 My Lonesome Girl—Fox-trot (Saxophone and Piano), Wadsworth and Arden 10

PLAYS ALL RECORDS

TONES HITHERTO LOST!!

Which Type of Phonograph for your Customers—
OLD OR NEW?

THE choice is now distinct. Your offering is one or the other—old type or new. Of the old, there are many. So far the one instrument that has attained the coveted new standards is the Brunswick.

And this is due to The New Brunswick Method of Reproduction.

Until all phonographs abandon the one-record idea, until all discard metal in tone amplification, until all forsake old crudities, the new Brunswick will have few rivals. It stands magnificently alone—the supreme phonograph achievement of recent years.

Only the Brunswick

Until the coming of The Brunswick, each phonograph had its own chief attractions. None had them all.

The Brunswick has gained its nation-wide fame by combining all the better features and discarding the troublesome. And so it is called "All Phonographs in One."

The new Brunswick Method of Reproduction sets higher standards. Never before have records been played so faithfully.

"Phenomenal"— the Verdict

The new Brunswick came out in April. Now thousands know them. All over the country. And these thousands agree that there is no phonograph like The Brunswick.

They praise The Ultona, and The Brunswick. All-wood tone chamber, two features of The Brunswick Method of Reproduction.

The Ultona is adapted, at the turn of a hand, to any type of record. It is practically automatic. Each type of record is reproduced according to its exact requirements—the proper diaphragm, the exact needle, the precise weight.

The Ultona is a distinctly new creation, not an attachment nor a makeshift. Every record is played at its best, whatever make.

In a number of cities there are openings for Brunswick Dealers, and in such places we offer complete co-operation. Maybe such an opportunity exists for You. Upon your inquiring we shall be glad to explain our proposition.

THE MUSICAL MERCHANDISE SALES CO
TORONTO MONTREAL WINNIPEG

Sole Canadian Distributors



Brunswick Records

eliminate that surface noise and nasal tone.

Hear the Brunswick record for yourself.



The Brunswick

ALL PHONOGRAPHS IN ONE

8506 M
8504 C
11005 J
11001 S
8500 O
8507 T
8508 M
8509 E
8502 J
8505 U
8501 I
11002 T
13509 I
11004 Y
11000 I
A2558
A2562
A2567
A2564
A2556
A2551
A2560
A2560

Gennett Records

Sole Canadian Distributors:
THE STARR COMPANY OF CANADA,
285 Dundas St., London, Ont., Canada.

INSTRUMENTAL NUMBERS

- 8506 Missouri Waltz (Logan) Hawaiian Trompe.
- I'm A Longin' Fo' You (The Escora Waltz), (Hathaway-Jamieson) Conkey's Sundry Orchestra 1.00
- 8504 Cold Turkey (Donaldson) Earl Fuller's Jazz Band. 1.00
- I'm Sorry I Made You Cry (Clea) Earl Fuller's Jazz Band "H Travertore" Selections (Verdi) Gennett Concert Band. 1.00
- 11003 Salut d'Amour (Love's Greeting) (Elgar) Gennett Trio
- 11001 The Victors March (Louis Elbel) Gennett Military Band. 1.25
- Up The Street, March (Morse) Gennett Band 1.25
- 8500 Charming Girl (Vezeostola) (Polka) Accordion Solo, Peppino.
- Sphinx Waltz (Poppy) Accordion Solo, Peppino. 1.00

POPULAR SONG HITS.

- 8507 They Were All Out of Step But Jim (Herlin) Tenor with Orch. Acc. Billy Be 1.00
- We're All Going Calling on the Kaiser (Caddigan-Brennan) Vocal Quartet with Orch. Peerless Quartet 1.00
- 8508 My Belgian Rose (Bonnie-Levenson-Garton) Vocal Duet with Orch. Campbell & Burr.
- Some Day They're Coming Home Again (Hilbert) Tenor with Orch. Acc. Henry Burr 1.00
- 8503 Hike! Hike! Hike! (Along the Old Turn Pike) (Vincent) Vocal Quartet with Orch. Shannon Four. 1.00
- Any Old Place the Gang Goes (I'll Be There) (McNenna) Vocal Quartet with Orch. Shannon Four 1.00
- 8502 Just Like Washington Crossed the Delaware (General Pershing Will Cross the Rhine) (Johnson-Meyer) Baritone with Orch. Acc. Arthur Fields
- We Stopped Them at the Marna (Laut, Gitz Rice) Baritone with Orch. Acc. Arthur Fields 1.00

MISCELLANEOUS RECORDS.

- 8505 Uncle Sam's Monkey Wrench (Gillilan) Humorous Reading, Strickland Gillilan.
 - A Clothing Store Tragedy (Gillilan) Humorous Reading, Strickland Gillilan 1.00
 - 8501 I Love To Be a Sailor (Lauder) Scotch Comedian Acc. by Orch. Joe Spurrin.
 - Fo' the Noo (Something in the Bottle for the Morning) (Lauder) Scotch Comedian Acc. by Orch. Joe Spurrin. 1.00
 - 11002 The Lord is My Shepherd (Smart), Vocal Duet with Orch. Hart and Shaw.
 - The Lost Chord (Sullivan) Baritone with Orch. Acc. Royal Daddman 1.25
- NEW GENNETT ART TONE RECORDS.**
- 13590 Air (Bach) (Orchestral Accompaniment) Helen Ware, Fregiera (Schubert) (Orchestral Accompaniment) Helen Ware 1.50
 - 11004 Adagio Pathetique (Godard) (Piano Acc. by Morris Eisner) Helen Ware
 - Helen Ware (Wieniawski) (Piano Acc. by Morris Eisner) Helen Ware 1.25
 - 11000 L.O. Here The Gentle Lark (Bishop) Soprano with Orch. Acc. Caroline Andrews.
 - Souvenir (Drda) (Piano Acc. by Francis Moore) Helen Ware. 1.25

Columbia Records for August

VOCAL SELECTIONS—10-inch—80c.

- A2558 Cheer Up, Mother. Hugh Dowman and James Reed, Tenor duet. When the War is Over I'll Return to You. Peerless Quartette.
- A2562 God Be With Our Boys To-Night. Charles Harrison, Tenor solo. When You Come Home. Henry Burr, Tenor.
- A2567 France We'll Rebuild Your Towns For You. Peerless Quartette. Paul Bevers. Vernon Dahhart, tenor solo.
- A2564 You're in Style When You're Wearing a Smile. Arthur Fields, baritone solo.
- I'd Like To See The Kaiser With a Lily in His Hand. Robert Lewis, tenor solo.
- A2556 If He Can Fight Like He Can Love (Good Night Germany). Farmer Sisters, character duet.
- Where Do They Get 'Em and How Do They Get 'Em. Van and Schenck.
- A2554 The Shannon, The Shamrock, and You. Charles Harrison, tenor solo.
- Mother, My Dear. Charles Harrison, tenor solo.
- A2560 Rock-a-Bye Your Baby with a Dixie Melody, from "Sinbad." Al Johnson, comedian.
- Alice I'm in Wonderland (Since The Day That I First Met you). Sterling Trio.

- A2563 He's Got Those Big Blue Eyes Like You Daddy Mine. Henry Burr, tenor solo.
- I Miss Daddy's Good-Night Kiss. Henry Burr, tenor solo.
- A2561 The Daughter of Rosie O'Grady. Robert Lewis, tenor solo.
- Eye-And-Eye. Campbell and Burr, tenor duet.
- A2555 I Wonder What They're Doing To-Night. Arthur Fields and Peppino, quartette.
- I'm Always Chasing Rainbows, from "Oh! Look." Harry Fox, character song.
- A2550 Belgian Rose. Campbell and Burr, tenor duet.
- My Daddy's Star. Robert Lewis, tenor solo.
- A2551 Up for Sentences. Golden and Heins, comedy sketch.
- The Colored Bearcat. Golden and Heins, comedy dialog.
- A2549 Sailing. Columbia Stellar Quartette.
- The Girl I Left Behind Me. Columbia Stellar Quartette.
- R4012 Home Again (That's The Song of the World to Me). Imperial Quartette.
- Flying. Arthur Fields and Imperial Quartette. 13-inch—\$1.50.

- A6051 The Man Who Put the Germ in Germany. Nora Bayes, comedienne.
- Mammy's Chocolate Soldier. Nora Bayes, comedienne.
- 49338 Annie Laurie. Hilda Lashanska, soprano.
- 49370 Qui La Voce from "I Partisan" (Is Sweetest Accents). Maria Barrientos, soprano solo.
- 49350 Ave Maria. Hippolito Lazaro, tenor solo, violin obbligato by Maria Jacobson.

FRENCH RECORDS—10-inch—90c.

- E3869 Air d'Ostian. Zanco di Primo, tenor.
- La Priere. "Le Od." Zanco di Primo, tenor.
- E3870 Le Chapelet. Madame Yota.
- Ave Maria. Solo de Violoncelle.
- E3871 Tout Petit. George Flateau, Chansonnier.
- En Avant Les Fines Cars. George Flateau, Chansonnier.
- E3872 Le Poilu. En Conge. J. B. Maillet, comedien.
- Albume, Allume. J. B. Maillet, comedien.

INSTRUMENTAL—10-inch—90c.

- A2553 Mascusha. Herbert L. Clarke, Cornet Solo.
- Killarney. Herbert L. Clarke, Cornet Solo.
- A2552 A Francese. Introducing Vocal Chorus. Prince's Band.
- French National Delle. Prince's Band. 12-inch—\$1.50.
- A6046 Toujours On Jamais. Waltz. Prince's Orchestra.
- Dance Waves. Waltz. Prince's Orchestra.

WHISTLING RECORD—10-inch—90c.

- A2555 Listen to the Mocking Bird. Rybil Sanderson Fagan, Whistling Solo.
- Old Folks at Home. Rybil Sanderson Fagan, Whistling Solo.

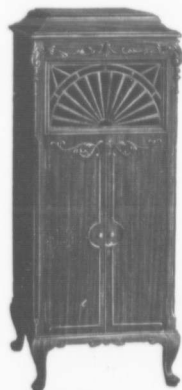
DANCE RECORDS—10-inch—90c.

- A2565 How'd You Like To Be My Daddy, from "Sinbad." Medley Fox-Trot. Introducing (1) "Just a Baby's Prayer at Twilight" (2) "I Hate To Lose You." Marconi Brothers, Accordion Trio.
- Why Do They All Take the Night Boat to Albany? from "Sinbad." Introducing (1) "The Devil Has Saved Up All the Coal," (2) "I Hate To Lose You." Marconi Brothers, Accordion Trio.
- A2566 We'll Do Our Share. Medley Fox-Trot. Introducing (1) "I Can't Let 'Em Suffer." Earl Fuller's Rector Novelty Orchestra.
- I Want Him Back Again. Medley One-Step. Introducing (1) "I Want a Daddy Like You," (2) "Just Step in To Get Out of the Rain." Earl Fuller's Rector Novelty Orchestra.
- A2550 At the Cotton Pickers' Ball. Fox-Trot. Marimbaphone Band.
- There's a Lump of Sugar Down in Dixie. Medley One-Step. Introducing (1) "Cleopatra," (2) "N' Everything." Marimbaphone Band. 12-inch—\$1.50.
- A6047 Rose Room. Fox-Trot. Prince's Band.
- Where Those Cotton Blossoms Grow. Medley One-Step. Introducing (1) "When You Feel a Little Longing in Your Heart," (2) "The Love Mill." Prince's Band.
- A6049 If They Ever Put a Tax on Love. Medley Fox-Trot. Introducing (1) "I'm Not Just an Old Jay from the U.S.A.," (2) "In The Days of Auld Lang Syne." Prince's Band.
- Just Like Washington Crossed the Delaware. Medley One-Step. Introducing (1) "We Stopped Them at the Marna," (2) "When We Wind up the Watch on the Rhine." Prince's Band.
- A6050 Chanson Waltz. Introducing (1) "Home to Our Mountains," from "H Travertore," (2) "Woman is Fickle," from "Rigoletto," (3) "My Heart at Thy Sweet Voice," from "Samson et Dalila." Jockers Brothers, Violin and Piano duet.
- When You and I Were Young Maggie. Medley Waltz. Introducing "Comin' thro' the Rye." Jockers Brothers, Violin and Piano duet.

Make up some attractive combinations of Columbia Portable Grafonolas and Records, feature them in window and local advertising—and watch results.



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



LYRIC 38

Lyric Phonographs

The Trade to-day demand a machine that will play all makes of records perfectly. We have it in the Lyric.

None but the highest grade of material and workmanship used throughout.

Many new and exclusive designs now in course of preparation to be announced shortly.

The George McLagan Furniture Co., Limited
STRATFORD, ONTARIO

DO YOU REALIZE

What a FULLY SATISFIED customer is worth to you?

Consider how many dollars per inquiry it usually costs you to get people in through ordinary ways—and consider the usual cost in time and effort to establish the necessary confidence in the mind of the prospective customer—and then you will inevitably conclude that

“LANGELIER”

Pianos, Players and “Disc-o-phone”

are profitable lines to handle.

Your fully satisfied customers will prove to be your most reliable and economical selling efficiency.

We keep the quality up at advancing cost and difficulties and we guarantee the standard of quality in our instruments to our many distinguished patrons.

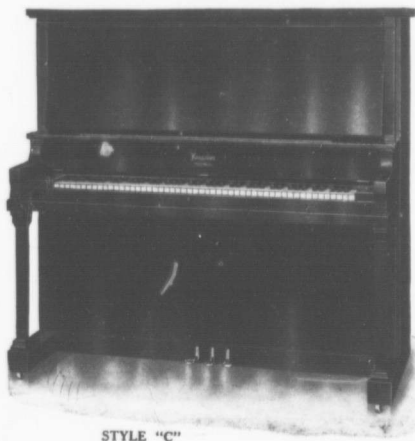
High grade materials, experienced workmanship, scientific construction and pure singing tonal qualities of the “LANGELIER” insure constant SATISFACTION to your customers and splendid returns to you.

Our present prices will advance on August 1st. Communicate with us.

J. Donat Langelier, Limited

Manufacturers

Pointe-aux-Trembles, Que. (NEAR MONTREAL)



STYLE “C”

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Niagara Peninsula Dealers Meet

Splendid results are being accomplished by the Niagara Peninsula Music Dealers' Association, which organization comprises in its membership the dealers of St. Catharines, Niagara Falls and Welland. These three places are so readily accessible to each other by radial railway and good motor roads that the dealer or his salesman of one place frequently works the other two places, hence the interests are mutual.

Meetings are held monthly, alternating between the three places. The June meeting took the form of an outing, the members bringing their wives to Niagara Falls.

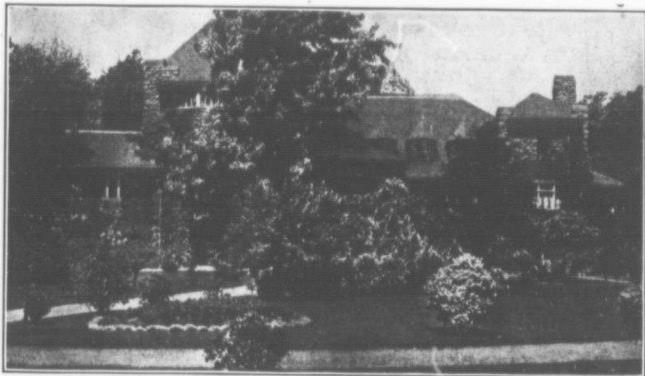
Dinner was served to about forty guests in the Administration Building, Victoria Park. Following the dinner the men adjourned to an adjoining room, transacted the business of the association and later all joined in the merry-making. Threatening weather prevented a larger attendance but those present unanimously decided this an excellent way in which to spend their usual Wednesday afternoon off.

which is to be installed in all Grafonolas of the floor types and in type "D."

"You have been asking for a non-set stop, or even for a set stop that was satisfactory. We will, in about a month, offer you in this new mechanism an exclusive non-set stop, protected by over seven hundred claims, exclusively a Columbia Graphophone Company product, and the only non-set stop on the market, and in all probability the only one that will be on the market, because of the strength of our claims.

"We will also offer you new cabinets of up-to-date design, cabinets that every dealer in furniture, every lover of good furniture in their homes, and every one interested in the furnishing of a home will declare to be instruments of beauty and irrefragable design.

"As for tone quality, there never has been a phonograph placed on the market equal to the tone quality of these new instruments. The motor is quiet running, more so than any motor we have ever put on the market. The automatic non-set stop is fool-proof.



Administration Building, Victoria Park, where the Niagara dealers held their meeting.

Piano Certificates

Judging from the newspaper advertisements of The Johnson Piano Co., Halifax, N.S., the piano certificate is being heard of again. Here is the way the subject is treated by the Johnson firm in display advertisements in the Chronicle and Echo.

"Horace Greely said: 'That it was a sad day for a young man when he thought he could get a dollar without earning it.'

"We should say that this would apply to young men, old men, young women and to old women.

"We see that these Piano Certificates, or coupons, are on the rounds again. Are you aware that the Courts of Canada decided that these coupons were a gamble and a lottery and came within the Criminal Code?

"Look carefully before you pay any money or sign any contracts for these 'scraps of paper.'"

Columbia's New Non-Set Stop

In a letter to Columbia dealers, Mr. James P. Bradt, general manager for Canada of the Columbia Co., says:

"Our New York Executives, our Bridgeport General Works Manager and his assistants, and our Canadian staff believe that nothing heretofore introduced into a Columbia Grafonola will mean more in the future of Columbia dealers than the introduction of our new motor and non-set stop,

"As the new designs come on the market, we will give you individual descriptions, but words will fail to tell you the real story, which can only be told by personal inspection on your part. This privilege will be given you as quickly as it is humanly possible."

Visiting Eastern Trade

Mr. Geo. T. Domelle, of the National Piano Co., Ltd., Toronto, has left on a business tour of the trade in the eastern part of the country. His itinerary takes in the leading centres of the Maritime Provinces, including Halifax and Sydney. Mr. Domelle was one of the organizers of the Mozart Piano Co., Ltd., of which concern he was secretary-treasurer from its inception ten years ago until the National Piano Co. Ltd. secured control. He then joined the selling organization of the latter firm. Mr. Domelle is experienced in both the manufacturing and selling end of the business.

On Brunswick Records

Among the latest additions to the artists on the Brunswick list the Musical Merchandise Sales Co. announce the following: Henri Scott, bass-baritone of the Metropolitan Opera Co., New York; Mr. Ralph Errolle, one of the leading Lyric tenors, who was a member of the Chicago Opera Company; Madame Eugene Barone Tonarion and Madame Battinetti.

TO COLUMBIA DEALERS:

Going up—materials, labour, sales and PROFITS.

In Great Britain Grafonolas sell now for nearly twice as much as they did before the war, and at that the factory can't keep up with orders. As for records, the sales are four times as great.

This same story of increased sales and increased profits has been almost duplicated by the best of our Canadian dealers.

The Columbia Co. has intimated to us that there will be another advance in prices very soon. But increased prices do not hurt sales. Sixty per cent. of our dealers sold more goods this June than they did a year ago, and those who took our advice and bought largely before the previous advance in price profited largely on the turnover.

Our advice to you today is **BUY**. Money invested in Columbia products is as good, if not better, than money in the bank—the results to you will be a lot better.

The public simply will have music, and in Columbia Grafonolas and Records they get music in its best and least expensive form.

There is an opportunity here for Columbia dealers to make a nice extra profit by ordering their Fall stock within the next week or so. We will deliver at present prices so far as we have the stock.

You should discuss the matter with us promptly. Will you call here (notifying us first as to when you will visit us), or would you prefer one of our representatives to call on you?



Music Supply Co.

Largest Columbia Distributors
in Canada

36 Wellington St. E., Toronto



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Through The Maritimes

Mr. W. F. C. Devlin, director and sales manager of the Martin-Orme Piano Co. Ltd., Ottawa, recently returned to the capital from a visit through Quebec and the Maritime Provinces.

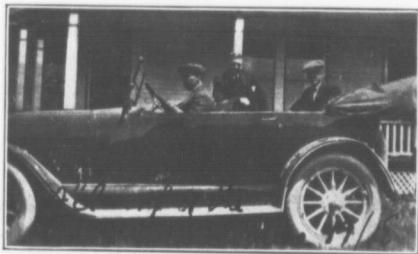
"Business," Mr. Devlin stated, "is expanding rapidly with Messrs. Wm. Lee Ltd., in Montreal, who are giving the Martin-Orme piano aggressive representation in Montreal and vicinity. Mr. Lee has succeeded in building up a very strong and competent organization for sales and service in an exceptionally short time. He has also behind him a very strong board of directors, whose backing has meant that the firm of Messrs. Wm. Lee Ltd. would be a financial success from the start.

"Mr. Arthur Blouin, who represents the Martin-Orme in Sherbrooke, was found to be in a very cheerful state of mind about the business outlook. He has, incidentally, two sons enlisted for the Cause, both in the Air Service.

"The C. H. Townsend Piano Co., of St. John, Moncton and Fredericton, N.B., reported excellent business, with such a volume offered that they have difficulty in getting sufficient shipments to supply customers. Mr. Fred Townsend is back at the main office in St. John, his return being welcomed by all. Mr. Topping, who with the assistance of Mr. Van Wart, has charge of the Moncton branch, was exceptionally enthusiastic and very anxious about proper deliveries of stock. The Fredericton branch, opened recently, has been a success from the start."

Mr. Devlin spent two days motoring through Nova Scotia with Mr. H. W. Phinney, President Messrs. N. H. Phinney & Co. Ltd., and his cousin, Colonel E. C. Phinney, who after brilliantly commanding his regiment in France for some time and receiving severe wounds, has been unable to persuade three Medical Boards to allow him to return "Over there." Colonel Phinney has now gone in with the firm of N. H. Phinney & Co. Ltd. and has taken charge of the sales promotion and organization end of the business. Having completed his legal course before going overseas and having considerable "pep," Colonel Phinney will be of great additional strength to a firm which under the guidance of its general President, Mr. H. W. Phinney, has extended throughout Nova Scotia at quite a phenomenal rate.

A visit was paid to the fine, newly purchased residence of the President at Wolfville and the motor trip was very much enjoyed. The large Paige six seemed to run better than a year ago, doubtless due to its knowledge of the roads. The route was through the Annapolis Valley, and the



A "close up" of the "Big Three."

illustrations show the Phinney branch at Kentville, also a "close up" of the "Big Three."

Going north to Quebec, Mr. Devlin found Mr. M. L. Dohan, the enthusiastic Martin-Orme dealer at that point, very busy at his fine premises on Palace Hill, just beside the Bank of Montreal. In the lay out and equipment of his

new store, Mr. Dohan has shown his well known talent for combining efficiency with bright and attractive surroundings.

Business in all three provinces Mr. Devlin found better than before. Dealers throughout Quebec and New Brunswick are feeling the shortage of stock. In Nova Scotia with the rebuilding of Halifax, progress on the new terminals and the marvelous activity in ship building, the success of the province is undoubted.



The Phinney store at Kentville, N.S.

New Piano House at Hamilton Stanley Addison Opens Up

Mr. Stanley Addison, for many years manager of the R. S. Williams Sons Co., Ltd., branch at Hamilton, has now opened up business on his own account. For two days Mr. Addison held a formal opening of his salesrooms at 228 King Street East. He has secured from the National Piano Co., Ltd., the agency for Hamilton City and Wentworth County of Mozart and National lines.

The new Addison warerooms, fitted up according to Mr. Addison's own ideas for his own business, are very tasty and attractive making a fitting setting for the class of business for which he will cater.

Being well known in Hamilton in business, social and musical circles and thoroughly experienced in the music business, Mr. Addison's friends predict for him unqualified success.

Western Dealer Visits New York

Mr. H. T. W. Forster, vice-president and manager of the Assiniboia Music Co., Medicine Hat and Lethbridge, called on a number of trade friends in Toronto en route home from New York. Mr. Forster attended the Edison dealers' convention in New York, spending several profitable days in that metropolitan centre.

Mr. Forster, who is a native of Ontario, has been in the west fourteen years and is a chronic booster of that part of the country lying between Winnipeg and the Rockies. He takes an active interest in musical events and is himself a member of one of the local choirs. In his own business he is always ready to adopt time saving and business getting methods which with his obliging personality has built up an extensive clientele for his firm. The Lethbridge branch, under the management of Mr. Forster's brother, is also making satisfactory headway.

A wise man doesn't waste any time arguing with a prize fighter.

C. W. Lindsay Urges One Price System Visited Trade In Toronto

Mr. C. W. Lindsay, head of C. W. Lindsay Ltd., the well known music house of Montreal and several other centres in Quebec and Ontario Provinces, spent a few days in Toronto early in the month visiting the various firms whose lines his firm have the representation of. The Lindsay store is one of the show places of Montreal, being well located on St. Catherine Street, the immense plate glass front giving it advantageous prominence. There are branch stores in such important centres as Ottawa, Belleville, Kingston, Brockville, Cornwall, Quebec, Sherbrooke and Three Rivers and Mr. Lindsay personally keeps in close touch with the accomplishments of each.

Asked by the Journal concerning his experience with the one price system of retailing pianos Mr. Lindsay promptly replied, "It is the only way." The system was made absolute in the Lindsay organization last autumn, although it had been almost completely effective for many months previous to this.

The managers of his store, Mr. Lindsay finds, are unanimous in favor of retailing pianos and players at fixed prices. They are relieved, as the head of the house is relieved, from the necessity of continually giving decisions regarding the acceptance of terms offered by customers. Now, with the prices fixed, there is no reason for salesmen referring to their managers or submitting offers below the specified price.

"In addition to this," pointed out Mr. Lindsay, "the house is given prestige and standing. We are in a class with the best merchandising houses in other lines." Mr. Lindsay strongly urges the adoption of fixed prices in retailing pianos by the entire trade, which system has made the success of the talking machine industry.

Many members of the Lindsay organizations have enlisted, which has seriously affected the handling of business. In this connection Mr. Lindsay remarked that while it was serious from the standpoint of the house it was fortunate from a patriotic view that enlistments absorbed the highest class men of the various departments in which they were employed.

In sections where his house is interested in farm trade Mr. Lindsay finds the farmers more interested in musical instruments than formerly and more appreciative of the musical appeal. One effect of the great trade in motor cars that is being done with farmers Mr. Lindsay observed to be that the sum of money required to purchase a piano appeared small by comparison. In other words, because of the unprecedented prosperity that the farmer is enjoying and his being educated to larger figures by the automobile trade he is not withheld from buying the piano by its cost,

where he wants the piano, especially where children are being educated.

In the suggestion that the time was never more propitious for getting better terms and establishing the one price Mr. Lindsay readily concurred.

After visiting Toronto Mr. Lindsay visited several of his Ontario branches en route to his headquarters in Montreal.

Young Piano Man Marries

Mr. Sidney Cave of Gervais & Hutchins, Montreal, and formerly with the Calgary branch of Gourlay, Winter & Leeming, Ltd., paid Toronto a visit recently. Mr. Cave, who commenced his career in the music business in England, decided to return after an absence of ten years. Having secured his passport he changed his mind and on July and got married instead. Being refused enlistment by the militia medical staff, Mr. Cave has decided to continue his residence in this country.

The new Mrs. Cave was Miss Ruth Edna Wass, Superintendent of Regina General Hospital and who recently returned from nursing service abroad. On their honeymoon trip Mr. and Mrs. Cave visited Toronto where they spent several days at the King Edward.

The York Record

Mr. George H. Peate, who recently organized the Peate Musical Mfg. Co. of Montreal to distribute the "York" record, of which he has secured the exclusive selling rights in Canada for a term of years, visited Toronto recently. Mr. Peate, who has been identified with music all his life, has made a study of sound reproducing principles and methods. He is associated with a brother in the manufacture of small goods in Utica. He is also a composer, teacher and tone expert, being on the composition staff of Jerome H. Remick.

Unlike many musicians Mr. Peate readily saw big possibilities in sound reproducing instruments from an educative as well as from an entertainment standpoint. When he decided to enter the business, therefore, it was not without the advantage of some years of studious observation.

Out of business hours Mr. Peate is interested in agriculture in general and fruits in particular, operating an extensive fruit farm in New York State.

No man can make a mountain but many can make a bluff.

It may pay to be honest but apparently not enough to suit some people.

Every family in your town in a live prospect for a Portable
Grafonola. Are you going after this business?

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



In Quebec City

A VISIT to the Ancient Capital found the piano trade basking in the sunshine of prosperity with collections averaging up splendidly, local business good, and country trade especially so. One noticeable feature in connection with the Quebec City dealers is the fine buildings they occupy. In most cases they are their own landlords. Also the stability and solidity of the firms themselves all of whom are well and cater to the best class of clientele.

C. Robitaille, Reg., represent such well known makes as Mason & Risch, Willis, Sherlock-Manning and in American pianos, Knabe, Chickering, also a piano with their own name. This firm stated that the recent fine weather had been a contributing factor to recent good business particularly in the country and surrounding districts where they enjoy considerable of a reputation for their lines. Their phonograph department with the Columbia as their leader is an important branch of their business. Since the fire of 1917, which destroyed a large portion of their building the same has been completely re-built, with increased area at that, to take care of their growing business.

C. W. Lindsay Limited, of Montreal, are represented with important branch warerooms featuring such well known makes as Nordheimer, Gerhard Heintzman, Heintzman & Co. Ltd. and a piano of their own name. "Business," said Manager Hurteau, "has been plentiful and we are developing a nice player piano trade the month past proving an active one in volume of trade transacted which included the sale of a Nordheimer Grand to a prominent Quebecker." Mr. C. A. Hurteau the manager while young in years is a wide awake business man and an energetic seeker after sales the result being that trade with this house is steadily increasing. They are strong advocates of the One Price System which they say is working out to the entire satisfaction of all concerned. They have recently installed a motor tube Lambton cash carrier system which operates from the phonograph department on the first floor direct to the cashier on the mezzanine floor. Columbia and Pathe Sonora lines are featured and upwards of 10,000 records are carried in stock.

Lavigeur & Hutchison exploit the Heintzman as their leader in addition to featuring an instrument bearing their own name. This firm does an extensive local trade and looks for good substantial initial payments and decent sized monthly installments. A branch store is maintained on St. Joseph St. where a profitable trade is also done. Several gratifying sales have been made of late as wedding gifts. This firm's warerooms are looked upon as being as fine as any in Quebec and are admirably and centrally located. The majority of instruments sold are of the Satin finish order. Sheet music is also handled as well as the Columbia line of Grafonolas and a large stock of Columbia records. On Mr. Hutchison falls the greater responsibilities of the business owing to Mr. Lavigeur being the chief Magistrate of Quebec City having been returned for a second term in the Mayor's chair. In all departments is evidenced the splendid inventive and executive ability of Mr. Hutchison behind this business and it is plain that the good judgment, marked ability and careful attention to details exercised by this gentleman is bearing good fruit.

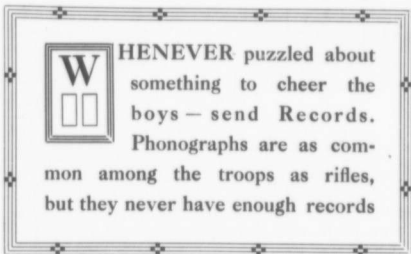
The Martin-Orme piano and the Edison phonograph are handled by L. N. Dohan and in this connection he has worked up a nice business and is a strong believer in both these makes.

The Crown Furniture Co. report an active demand for Pathe and Aeolian-Vocilion products and are satisfied that in return for the investment they are giving their customers the best that can be bought.

Gavin & Courchesne recently moved into the Auditorium building and are known as "His Master's Voice" dealers. They are building up a nice compact business with

the Victor. They state the majority of records sold by them are Victor Red Seal. They have four demonstration parlors which are always busy. They also maintain a piano department specializing in Canadian Made only. Sheet music and musical merchandise are also stocked.

Carette & Lesieur is a new organization as successors to La Compagnie Carette Ltd. who are wholesale representatives in the Province of Quebec for the Lonsdale piano in addition to a stencil called the Beethoven. It is Mr. Lesieur's intention to branch out considerably and reach out for more business both wholesale and retail and in a short time will establish retail warerooms. He purposes visiting Toronto and leading piano centres in the Province of Ontario with a view of taking on additional lines of pianos and also to make arrangements for the jobbing rights of a phonograph for the Province of Quebec. They have ten salesmen constantly employed and are represented in all the leading parishes of the Province. Mr. Lesieur stated that the greater majority of sales are for cases in Oak.



Suggestion for window card or panel in newspaper advertisement.

Vacation Motor Trip

Mr. Roland C. Willis, manager of the Percival Company, Ottawa, visited several Ontario points on a recent vacation trip. With his family he motored from the capital to Prescott, crossed the St. Lawrence by ferry to Ogdensburg and drove to Niagara Falls, thence to St. Catharines, going as far west as St. Mary's. Mr. Willis was quite enthusiastic over the magnificent state roads of New York which are maintained in such excellent repair. From Toronto he returned by way of Kingston.

The Percival Company in addition to pianos carry a general line of household and farm supplies. Mr. Willis reports trade with the farmers to be pleasingly brisk.

No Limit

DURING a recent concert a soloist sang this group of songs, which must own up to a similarity of titles: (a) "The Magic of Your Eyes," (b) "The Radiance of Your Eyes," (c) "The Magic of Your Voice."

Suggestions for other composers are offered by Cantus Firmus in Musical America:

- "The Legerdmain of Your Optics."
- "The Cabalistic Lure of Your Orbs."
- "The Necromancy of Your Visual Organs."
- "The Odyllic Force of Your Peepers."
- "The Resonance of Your Voice."
- "The Dampness of Your Lips."
- "The Gleam of Your Gizzard."

P. S. None of these latter titles is copyrighted, as yet.

One trouble about obstacles is that they are always in the way.



The Willis
Trade-Mark
of Quality

THE substantial reputation of Willis Pianos rests solidly on the service each individual instrument gives the ultimate purchaser in his home. This has won for Willis Pianos the distinction of being associated in the musical world with the same thought that the government bond suggests in finance—i.e., the most stable of investments.

It gives prestige to be a Willis dealer.

WILLIS & Co., Ltd.

Head Offices: 580 St. Catherine
St. W., Montreal

Factories: - St. Therese, Que.

The House of Willis has the sole Canadian wholesale agency for two really world-renowned pianos, the KNABE and the CHICKERING.



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In Montreal Piano Trade Circles

SUMMER season is being recognized by a number of the local music houses closing their salesrooms earlier than usual. During the months of June, July and August the staffs of several of the houses are enjoying the Saturday half holiday, the stores being closed at six o'clock on other business days.

The firms of Willis & Co., C. W. Lindsay Ltd. and Layton Bros. all ran display copy in the dailies drawing attention to the voluntary reduction in the hours of duty for their employees.

J. Henderson, of the outside selling staff of C. W. Lindsay Limited, had a narrow escape from death the past week. In overhauling his automobile in his garage he was overcome by gas fumes and to the timely arrival of a couple of friends who found him on the floor unconscious where he had lain for some time, his life is due. He was assisted to the house where he recovered.

The sympathy of the trade is being extended to W. W. O'Hara, salesmanager of Layton Bros., in the loss sustained through the death of his son, William Ross, aged one year and seven months, which occurred in Toronto on June 22nd. Whooping cough followed by bronchial pneumonia was the cause.

Frank Smith of the Wholesale office department of Willis & Co. Ltd., is now serving his King and Country having enlisted with the Canadian Engineers now stationed at St. John's Que. He like a number of the staff who have previously enlisted was presented with a handsome wrist watch.

George E. Bouchard, son of Mr. Bouchard, piano dealer of St. Hyacinthe, Que., has enlisted in the Royal Flying Corps and has left to train in Toronto.

Excellent business in Evans Bros. uprights and players is reported by J. H. Mulhollin who states that business has kept up wonderfully for this time of the year, with cash sales as numerous.

Mr. C. W. Lindsay, President of C. W. Lindsay Ltd., has returned from a business visit to Toronto and to his branch stores at Belleville, Kingston and Brockville.

Retail sales of Langelier instruments continue to be very gratifying and during the past month a considerable number have been selected by brides. "This make is gaining in popularity day by day and the factory at Pointe aux Trembles is working to capacity to keep pace with wholesale orders received from Langelier representatives throughout the Dominion," says J. Donat Langelier Ltd.

A service flag with 13 stars is now displayed conspicuously in the warerooms of Layton Bros. representing that

number of employees of the firm now on active service overseas.

A number of Willis pianos were supplied to the Westmount Fete and Foire for use in the leading cabarets, dances, promenades, etc., all of which contributed largely to the immense success attained by those who had charge of the various entertainments in aid of patriotic purposes.

R. A. Willis, Vice-President Willis & Co. Ltd., was one of the members of the Retail Merchants Section team in the recent Navy League Campaign for members.

The exterior and interior of the Willis Building from the ground floor up is undergoing complete renovation with fresh paint and interior decorations, and will when complete present an attractive appearance. A company of Blue Devils, who have been visiting Canada and the United States, while in Montreal visited the warerooms of Willis & Co. Ltd.

Pleasant weather during the past few weeks has had a stimulating effect on business in general said Willis & Co. Ltd. and wholesale orders are coming in in goodly numbers from all sections of the Dominion for Willis pianos and players.

Trade with J. W. Shaw & Co. has been very good of late. Cash and short time sales have been prominent, the commendable features of Gerhard Heintzman styles have appealed to numerous customers, during the month just closed.

Layton Bros. report business as fairly active in all lines and is well up, in fact is ahead of the volume transacted during the same period twelve months ago.

The Leach Piano Co. Ltd. stated that floor trade had been good in Gourlay and Leach pianos during the last month especially in the matter of ready cash business.

C. W. Lindsay Ltd. report the sale of a Nordheimer Grand to a prominent Montrealee lately, in addition to a number of uprights of this make as well as Lindsay pianos and other lines stocked. Holidaying is now the by word with this firm, and Mr. Hebert and Mr. Hamilton will forget business worries for the time being and hike away to parts unknown.

Columbia dealers are interested in the announcement of records by Madame Barrientos and Hipolito Lazaro at \$1.50 for the twelve inch size and \$1.00 for the ten inch size. The company is desirous that the Canadian public should have an intimate acquaintance with these artists who made such a wonderful success in the Metropolitan Opera House, New York, this year, and which relationship can be established through Columbia dealers featuring these records.

Snappy, catchy music out-of-doors—on a Portable Grafonola! That's a selling talisman to turn the gold into your cash drawer.

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



MENDELSSOHN

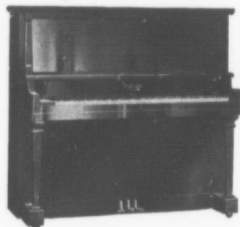
Pianos and Players

have back of them and built into them a piano-making experience of a generation. During all these more than 30 years, the name Mendelssohn has stood among the trade and musical public alike, a symbol of quality and progress.



Cottage Style

To-day, our determination is to hold fast to this honorable reputation in spite of all difficulties. Though materials be hard to secure and the prices of them high; though the tendency may be to relax and sacrifice quality for output, our policy is to keep the Mendelssohn standard at any cost.



New Style "E"

The same minute personal supervision that has always characterized the making of Mendelssohn pianos operates to-day in our factory just as efficiently as ever.



Style Louis XIV.



Style "30" Player

MENDELSSOHN PIANO CO.

110 Adelaide St. W., Toronto, Canada

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Encouraging British Trade

Mr. Fred W. Field, H. M. Trade Commissioner, 257-260 Confederation Life Bldg., Toronto, desires to get in touch with manufacturers' agents who wish to obtain the Ontario agencies of United Kingdom firms now or after the war. Mr. Field would like to discuss with such and others interested, the encouragement of British trade in Ontario and the elimination of enemy goods after the war and the sale of British goods in their place.

Samples of German or Austrian merchandise sold here before the war and which can be spared by importers and agents will be of great service in Mr. Field's office.

Cecilian Co. In New Factory

The Cecilian Co., Ltd., Toronto, of which Mr. John E. Hoare is the head, are now located in their new factory at 89-91 Niagara Street. In addition to being more centrally located the new premises give the firm double the floor space of their old factory on Bathurst Street. They have five storeys and basement, well equipped and with greatly improved facilities for manufacture. The building is just adjacent to the C.P.R. and Grand Trunk lines running west.

In addition to the manufacture of Cecilian and Farrand pianos and players the Cecilian Concertphone will also be manufactured in this factory for Musical Instruments Ltd. The removal of the factory makes no change in the Cecilian Co.'s retail business which continues at 247 Yonge Street.

Now that the manufacturing branch of the business is settled in adequate premises the management hopes to again bring up the output to a point where the demands of Cecilian dealers can be more nearly met. On account of moving the production dropped below normal which combined with shipments to dealers and sales in their own stores entirely depleted the stock of finished pianos and players.

Captain Sykes

Camp orders issued at London announce the appointment of Lieut. G. F. Sykes, A. M. C., to be captain No. 1 Training Depot, A. M. C.

Captain Dr. Fred Sykes, who is a son of Harry Sykes, Secretary of the Thomas Organ Co., Woodstock, is already on his way overseas, in charge of a draft of the A. M. C., and on his arrival in England will receive further orders. He has already seen some service. He served originally as a private with the Exhibition Camp Hospital at Toronto, during the winter of 1914-15, and went overseas with No. 2 Casualty Clearing Station in March, 1915. In England he served with the Moore Barracks Hospital, Shorncliffe, until going to France in August, 1915. While in France he served with No. 14 General Hospital, Wimereux, later going to the 2nd Division, with the 2nd Casualty Clearing Station. He was ordered to Canada to complete his final year in Medicine. He graduated in May, 1917, and since then has been on the medical staff of No. 1 Division at London, Ont.

D. H. Kent Visited East

Mr. D. H. Kent, of the Kent Piano Co., Ltd., Vancouver, B.C., spent a couple of days in Toronto on his return from a visit to the East. Mr. Kent attended the Edison dealers' convention in New York, returning by way of Montreal and Peterboro, being detained in the latter city through illness and thereby cutting short his visit to Toronto.

Mr. Kent is secretary of the Vancouver Music Dealers' Association, is an active member of the Board of Trade, the Rotary Club and other organizations having to do with the general advancement of the interests of Vancouver.

The work of the Canadian Bureau for the Advancement of Music is appreciated in Vancouver, the two leading newspapers the "Sun" and the "Province" conducting music

sections appealing to the average readers. The local dealers have subscribed to the funds of the Bureau thereby showing there is practical as well as moral sympathy with the Bureau's activities.

The Kent Piano Co., Ltd., have the Steinway and Nordheimer agencies and are Edison distributors for the Province of British Columbia.

Though thoroughly enjoying his visit to the East and seeing a great deal that interested and that was instructive Mr. Kent turned his face westward with his convictions intensified that Vancouver, climatically, socially and every other way is the best city anywhere.

Twenty-six Years in the Saddle

Mr. Albert L. Ebbels, of the American Piano Supply Co., New York, who is as well known to the piano manufacturing and supply trades of Canada as to those of the United States, last month celebrated the 26th anniversary of his connection with the felt business. In this line he is a pioneer and as a result of his long experience is an expert on felts and cloths. In addition he has an intimate knowledge of the production, sale and merchandising of hardware used in the piano and supply trades.

Referring to Mr. Ebbels' twenty-sixth anniversary the Chicago Indicator said:



A. L. Ebbels.

"Mr. Ebbels first entered the trade on June 20th, 1892, with Alfred Dolge, of New York, and the following year this concern became known as Alfred Dolge & Son. Mr. Ebbels remained with this concern, and later was connected with the American Felt Manufacturing Company, joining them in October, 1898. He was connected with the American Felt Company of New Jersey; the American Felt Company of Massachusetts; in 1913 with the American Piano Supply Company of Massachusetts, and in the early part of 1915 he went with the American Piano Supply Company of Connecticut, this business being practically a continuous one since 1869.

Mr. Ebbels has seen many important changes in the piano manufacturing and supply business during his career, and has been uniformly successful, always working along this line of endeavor. He is recognized throughout the trade as an expert on felts and cloths. During the conventions and Music Show at New York, he received the congratulations of many friends on completing the twenty-sixth anniversary of his entry into the business.

Nordheimer Designs



The NORDHEIMER "Library" Design, Style 38

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

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

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

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

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

NORDHEIMER PIANO & MUSIC CO., LIMITED

COR. YONGE & ALBERT STS., TORONTO



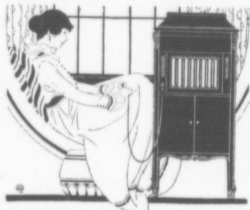
THE AEOLIAN-VOCALION

Has a Strong Appeal for the Musician

THE remarkable naturalness of the Aeolian-Vocalion reproduction of voice or instrument—the entire freedom from the usual phonographic imperfections—surprises those who have heard only the ordinary phonograph.

The invention of the Graduola provides the only satisfactory method of tone-control yet produced. While not arbitrary—that is, it may be used or ignored at will—its advantage, when utilized, is two-fold. It permits the introduction of delicate shadings in tone-color, without actually changing an Artist's own technique and expression. Indeed the Graduola is an essential part of any phonograph, like the Aeolian-Vocalion, makes its appeal to people of genuine musical taste. To a "real" musician there is only one phonograph to buy—the Aeolian-Vocalion.

Any merchant can estimate for himself the value of a clientele attracted by such instruments.



Aeolian-Vocalion Cases

THE Cases of the Aeolian-Vocalion set an entirely new standard. Each is the embodiment of true art and good taste. In all cases the finish is the best. Multiple coats of varnish and repeated hand rubbing and polishing imparting a depth and richness never hitherto found in phonograph cases.

When it is realized that the Aeolian-Vocalion line is the largest in the industry, ranging from phonographs that retail from \$68.00 to over \$2,000.00, and that the Aeolian representation is exclusive—insuring the dealer the advantage of all the business in his territory—the tremendous value of this representation becomes apparent.

Territory is now being assigned for the representation of the Aeolian-Vocalion. Write us immediately for full particulars of our representation.

THE NORDHEIMER PIANO & MUSIC COMPANY, LIMITED

COR. ALBERT & YONGE STS. TORONTO

Canadian Distributors for the Aeolian-Vocalion



The Highest Class Talking Machine in the World

Whatever may be the case regarding other phonographs SONORA has never been sold with installment payments as the leading inducement. Every dealer has realized the danger to himself of tying up large sums in a long-time payment system. Sonora dealers are happy because the Sonora is the Phonograph that demands cash.

The public appreciates the many features which are exclusive with Sonora and that make the Sonora peerless. It is no unusual occurrence for a visitor to inquire carefully about the technical features of this phonograph.

Some of the Sonora's Foundations are:

- (a) The beautiful, natural tone—rich, true, clear—is a result of splendid design, careful workmanship and perfection of mechanical details.
- (b) The "Bulge" (curved) cabinet design lines are extraordinarily graceful and attractive.
- (c) The Motor Meter (on the higher priced machines), indicates how many records the motor will play without rewinding.
- (d) The tone control is at the sound source, the correct place.
- (e) The universality of playing; Sonora is designed (not adapted) to play all types of disc records.
- (f) The sound amplifier is constructed on correct scientific principles to get a clear, accurate tone.

SONORA is bought for its beauty of tone and construction. It will pay you to investigate the merits of this unequalled phonograph, the winner of the highest score for tone quality at the Panama-Pacific Exposition.

I. MONTAGNES & CO.
New Ryrie Building, TORONTO

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Winnipeg Trade Talk

THE various piano teachers report an excellent season, the best since the war started. People figured out their children were entitled to a musical education and went the limit. For the last couple of years many people "hedged," so to speak, but the "music in the home" campaign brought many of them back to their normal sense of educational responsibility, much to the joy of the teachers.

While on this subject I would like to call attention to the fact that the pianos in our public schools are shamefully neglected in regard to tuning. Very often one finds an instrument half-a-tone or so below the international pitch, and the treble of said piano half-a-tone below the tenor section, or about a whole tone below international. Some of these instruments are let run several years at a stretch without being attended to. An official of the school board, to whom I spoke about the matter, told me that a requisition to have a piano tuned in any of the schools was never turned down, so that the blame for neglecting the pianos must rest with the teachers.

Of course the piano in a school is usually in the assembly hall, and the singing lessons are given in the different class rooms, where a pitch-pipe or tuning-fork is used to give the desired key-note. If the vocal instructions were given in the room where the piano is kept the musical instructor would simply go "bug-house" and say, "Here, we *must* have this piano tuned." Those magic words would set the ball a-rolling. Somebody in authority would telephone as follows: "The piano in such-and-such a school needs tuning badly, so you had better come up and do it." Now it isn't very nice to tell a piano tuner that it is because you want the work done "badly" is why you are engaging him. The average conscientious piano-tuner believes in doing his work "goodly" if I might be permitted to use this word in this place; but he swallows his wrath, notes the address, picks up his kit, restores order out of chaos and eventually collects the shekels.

This is a subject worth considering by the "Music in the Home" boosters. Get busy, gentlemen, and don't let the rising generation grow up "tone-deaf."

Mr. H. H. Mason, of Mason & Risch Ltd., is here from Toronto on a business trip. The writer and he had quite a chat about the Winnipeg of eighteen year ago, when one went out for a visit on a rainy night and had both rubbers sucked off by the mud. Mr. J. G. Whiteacre, of Mason & Risch, is also here on a business trip.

Whaley, Royce & Co. say that business is up to the average. Mr. Geo. Homberger passed through Winnipeg on his way east, after a most successful trip in the firm's interests.

Karn-Morris report business fair and collections good. Mr. Merrill, manager of the branch here, has left for the western coast for a short and well-earned vacation.

The Fowler Piano Co. have removed to 432 Main St. after a successful removal sale during which they disposed of a large quantity of stock. Mr. Fowler says collections are not too bad.

For the last few years Main St. has been without a piano store, the majority being on Portage Ave., and some of the streets running off it; whereas in the early days Main St. claimed the whole piano business.

Cross, Goulding and Skinner report collections very good; business fair. The sympathy of the music trade is extended to Mr. C. H. Bull, of Cross, Goulding & Skinner, on the death of his mother at Brighton, Ont. Mr. Bull has gone east to be present at the interment.

Winnipeg Piano Co. report that sales and collections have been only fair owing to the spell of dry weather, but hope for a change in view of more recent showers. They had the pleasure of welcoming home from the Front, Bert

Dixon, assistant shipper, who had a very bad shell wound in the leg, which will not be right again for a long time. Mr. Grimsdick, of the Bell Piano & Organ Co., Guelph, paid them a visit on his way home from the West after a successful trip, and another visitor of Piano fame was Mr. W. Grundy, whose home is now in Long Beach, California.

R. S. Williams & Sons Co. Ltd. report business very good, collections up to the average, and everything bright for a good business this fall.

MUSICAL EVENTS IN A LINE OR TWO

It is estimated that there are 30,000 music teachers in the State of New York.

The Mayor of New York has appointed a public spirited banker and business man to supervise the city's municipal music.

The French Government has given permission to two noted artists to visit America this fall, Alfred Cortot and Magdeleine Brard.

Paul Dukas has been appointed to succeed the late Claude Debussy as a member of the Upper Council of Instruction at the Paris Conservatoire.

The U.S. Marine Corps is said to be badly in need of clarinet, flute and saxophone players. The musicians must be between the ages of 18 and 36 years inclusive.

A Toronto report credits the new minister of education, Hon. Dr. H. J. Cody, with the decision to put the study of music on the curriculum for the High Schools of Ontario.

There is great joy in England over the decision of Sir Henry Wood to remain as conductor of the Queen's Hall Orchestra and not to accept the leadership of the Boston orchestra.

The two hymns sung at the funeral in Paris of the late James Gordon Bennett, the great New York editor, were "Jerusalem the Golden" and "All the Saints Who From Their Labours Rest."

It is announced that the bill for the establishment of a National Conservatory of Music in the United States is not to be adopted in its present form. A new draft will be presented to an early session next term.

It is announced that Dr. Walford Davies has been appointed by the War Office to a Majority in the R.A.F. to work at choral training with an efficient staff under his direction. This is apparently the first time that the War Office has recognised the value of choral singing.

About \$50,000 was raised to buy music and musical instruments for sailors of the American Navy Monday night at a concert in the Metropolitan Opera House. Burr McIntosh raised \$16,500 by auctioning a souvenir program signed by all the stars who took part in the entertainment.

Ossip Gabrilowitch, the new conductor of the Detroit Symphony Orchestra, has had a run in with the Musicians' Union. It is understood he planned to bring in thirty players from other cities. Reports say a compromise has been effected.

Mr. Ernest MacMillan, a well-known Toronto organist, who was unfortunate enough to be in Germany when war broke out and who has been detained there ever since, has had the degree of Doctor of Music conferred upon him by the University of Oxford. Throughout his imprisonment Dr. MacMillan prosecuted his musical studies and composed extensively.

Excise Tax on Musical Instruments. Meetings Held to Consider Excise Department's Rulings

AN informal meeting of piano and talking machine manufacturers and wholesalers was held in Toronto at the offices of Mr. James G. Merrick, secretary of the Canadian Piano & Organ Manufacturers' Association, on Friday, June 28, to discuss the War Excise Tax on Musical Instruments.

As reported in the May issue of the Journal, a deputation of the trade visited Ottawa and interviewed Government officials following a meeting hurriedly summoned on the announcement of the New Excise Tax on May 1st.

The deputation's interview resulted in tentatively establishing a number of points in the new measure. Copies of these regulations, which appeared in the May issue of the Journal, were sent to the trade. These, however, were not final and were subject to official confirmation.

The trade is now furnished by the department with an interpretation of the new measure which is reproduced below. By this it will be seen that the tax applies to all goods (subject to the tax) "imported into Canada or manufactured in Canada after April 30" and there are no exceptions.

The tentative arrangement with the Government gave six months for the payment of the tax on player sales. These must be made within two months from the first day of May and monthly thereafter as is the case with talking machines and records and player rolls.

Ottawa, June 24th, 1918.

WAR EXCISE TAX MUSICAL INSTRUMENTS

- (1) Tax applies only through manufacturers and importers.
 - (1) Correct.
- (2) Tax applies on all goods imported or shipped or delivered by manufacturers after April 30th, (except in cases mentioned in "exceptions").
 - (2) Should read as follows: Tax applies to all goods imported into Canada or manufactured in Canada after the 30th day of April, 1918.
- (3) Tax applies on all imports whether now in bond or transit.
 - (3) Correct.
- (4) Tax is payable on duty paid price for imported goods, and manufacturers' selling price for goods made in Canada. The manufacturer's invoice price to dealers in each individual case to form basis of tax.
 - (4) Correct as respects the imported goods, but when manufactured in Canada, the tax will be collected on the manufacturer's invoice price to dealers without cash discounts or any further discounts which may later be allowed on account of quantity purchased during the year.
- (5) Tax does not apply to parts or unfinished material.
 - (5) Correct.
- (6) "EXCEPTIONS." Where manufacturer or importer has received and accepted orders previous to May 1st, which he is legally bound to deliver at former prices and where he cannot collect the tax will have consideration as to refund by applying to Department of Inland Revenue.
 - (6) If the Musical Instruments or cylinders and records, therefore, mentioned in the Schedule to the Act, were manufactured or imported after the 30th April, they are subject to the tax irrespective of the date upon which the order was received.
- (7) PAYABLE FROM CANADIAN MANUFACTURERS. Tax collected by Government for Phonographs, Records and Player Rolls; May sales on August 1st, 1918, for Player Pianos and mechanical organs; May sales on December 1st, 1918.

(8) And in both cases on the first of each month after August and December, thus allowing two months' time for payment on Phonographs, Records and Player Rolls, and six months on Player Pianos and Mechanical Organs. Guarantees or Bonds for the payment of such tax to be furnished satisfactory to the Department.

(7 & 8) As respects remittances, the first payment of the War Excise Tax on such instruments must be made two months from the 1st day of May and thereafter monthly.

The Bond of the authorized Guarantee Company in the sum represented by the War Excise Tax, plus 25% on the estimated maximum quantity of such goods manufactured during any one month in the fiscal year, must be furnished as security for such payments, or, if preferred the Manufacturer may tender Victory Bonds equivalent in value to the same computed in the manner above mentioned.

A further alternative, which will be acceptable to the Department, is for the Manufacturer to secure a Bonding Warehouse License, the fee for which is, as you are aware, \$50.00 per annum and furnish the bond of a Guarantee Company in the sum of \$1,000.00, in this latter event, however, the goods will be placed under Crown Lock and delivered to the Manufacturer only when entered ex-warehouse and the War Tax paid thereon.

I may further add that the Manufacturer is regarded as the person or Firm which, by assembling parts, or adding parts, to a partly finished mechanical instrument, completes the finished product ready for sale.

(sgd.) GEO. W. TAYLOR,
Asst. Deputy Minister.

Following a discussion of the memorandum the phonographic trades expressed acquiescence in the conditions as outlined but the piano manufacturers decided to ask for a further consideration of the measure in its application to the payment of the tax on player sales.

Accordingly Mr. Merrick, Secretary of the C. P. & O. M. A., communicated with the Excise Department at Ottawa and received an unfavorable reply.

Mr. Merrick's letter and the reply of the Assistant Deputy Minister of the Department of Inland Revenue are here reproduced.

Geo. W. Taylor, Esq.,
Asst. Deputy Minister,
Excise Dept., Ottawa.
Sir:

Toronto June 28, 1918.

Through the Inland Revenue Office, Toronto, the members of the Piano and Phonograph Trades have received the inclosed interpretation of the War Excise Tax, as it affects certain imported and manufactured musical instruments.

It has been the desire of the Trade ever since this matter first came up to heartily co-operate with the Government. There is disappointment that changes have been made in the arrangements that were discussed at Ottawa some weeks ago by a Committee chosen from the Trade. The only matter that it asks further consideration of is in connection with, WHEN THE EXCISE TAX ON PLAYER PIANOS IS PAYABLE.

When in Ottawa, the Committee above referred to pointed out to Mr. Breadner and to Mr. Vincent, that instruments of this class were to a very large extent sold on instalments, most often involving only a comparatively small cash payment. As a result of this, they mentioned that provided time could be given to pay the tax (the time suggested was six months) that the business in player pianos

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would be much less restricted, and that as a result there would be considerably greater revenue to the Government.

The Trade is in doubt as to whether this particular point has been fully considered by the Government in its own interests. The Trade, therefore, asks that this special point of deferred payments be further considered.

Awaiting a favorable reply, I remain,

Yours very truly,

JAMES G. MERRICK,
Secretary C. P. & O. M. A.

Ottawa, July 2, 1918.

Jan. G. Merrick, Esq.
Sir:

I acknowledge receipt of your communication of the 28th ultimo having reference particularly to deferred payments of the War Excise on Player Pianos.

I may say, in reply, that the Department before issuing the official communication of the 24th ult., a copy of which was enclosed with your letter, had fully considered this matter, and does not feel justified in making an exception as respects Player Pianos from the decision previously announced.

A similar position has been taken in regard to automobiles and all other articles coming under the War Excise Tax, except Matches and Playing Cards, which must be sold War Tax paid without deferred payment on and after the 1st instant, and I have no doubt that Manufacturers of Player Pianos will encounter little difficulty in the solution of a problem common to all.

I remain, Sir,

Your obedient servant,
GEO. W. TAYLOR,
Asst. Deputy Minister.

Strong Recommendation for Player and Phonograph by New York Newspaper

SO important a newspaper as the New York American has given its readers this statement regarding the place of "machine-made music": "It wasn't so very long ago that we lifted the doubting eyebrow when the musical critics began to tell us how wonderfully the mechanics of music had progressed."

"Machine-made music! the old music teacher would say—probably adding: 'You can't fool me with any near-Carusso reproduction of "C'este Aida" on a talking machine—or tell me that Paderewski's fingers aren't needed to interpret a Chopin polonaise as he interprets it!'

"He doesn't say so any more. He's too busy to talk—too busy teaching the larger-than-ever class of pupils who are now studying vocal and instrumental music. Many of them frankly admit that they were prompted to begin by hearing or playing machine-made music.

"If machine-made music is open to any criticism at all, it would be this criticism: It is too perfect!

"The marvelous virtuosity of the mechanical piano player, in double chromatic runs, in roudades, trills and cadenza, for example, are at once the despair and the beckoning pattern—for the human imitator!

(Concluded on p. 70)

The Value of a Dollar

Reprinted from "The Gourlay News," the House Bulletin of Gourlay, Winter & Leeming, Ltd.

WE frequently to-day are told that a dollar is worth only sixty cents when one compares its purchasing value with that of four years ago. The statisticians who make this statement find no opposition, our individual daily experience proving it to be true.

In fact, the spending of our money for necessary articles of food and clothing brings home the fact that a dollar frequently does not purchase as much as fifty cents did in pre-war times. While a dollar was a high price for wheat a few years ago, it now will not buy a half bushel. Raw cotton was quoted at ten to twelve cents in 1914, and to-day a quotation of thirty cents provokes no comment.

If one suggests that these commodities because of the needs of our soldiers furnish illustrations that are extreme, we recall buying maple syrup for years at around one dollar a gallon, and now we are congratulated on having our season's supply in the cellar at \$2.40.

In fact there are so many comparisons that show the purchasing value of a dollar to have been reduced more than 100%, that we might think the dollar of the statistician was a better dollar than ours till we remember that there are a few articles that have not increased in cost in proportion to the others. A piano is one of these, and yet there are many parts of a piano that have doubled and trebled in cost to the maker.

We append below a table of percentages of increases in cost of materials since 1914, the figures used in compiling same being taken from invoices of goods purchased and in stock May 1st, 1918.

Lumber—	
Whitewood	88%
Spruce	65%
Hardwoods	70% to 100%
Veneers—	
Crossbanding	300%
Inside Case Veneers	300%
Outside Case Veneers	150%
Sounding Boards	90%
Plates	83%
Actions	40%
Keys	40%
Hammers	20%
Tuning Pins	410%
Music Wire	146%
Covered Strings	55% to 73%
Screws	100% to 200%
Continuous Hinges	122%
But Hinges	175%
Bolts	310%
Locks	105%
Lag Screws	125%
Pedals	660%
Bridge Pins	166%
Punches	200%
Casters	160%
Key leads	73%
Glue—	
Veneering Glue	160%
Jointing Glue	120%
Varnish	30%
Shellac	450%
Oils	135%
Stains	500%
Methylated Spirits	135%
Coal	90%
Packing Cases	115%

From the foregoing the dealer will see that the piano-

(Concluded on page 79)

L. J. MUTTY CO. 176 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

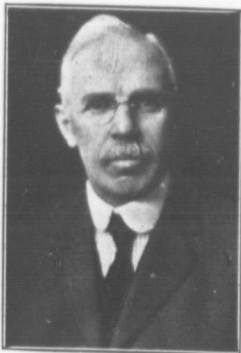
Refer all enquiries to Dept. T.

The Late George McLagan

Among the best known industries in Canada is that of the George McLagan Furniture Co. Ltd., at Stratford, the founder of which recently expired in his office. The sudden demise of Mr. McLagan was a shock to hosts of warm business and personal friends throughout the country, for to do business with Mr. McLagan was to esteem him and prize his friendship.

His connection with the music industries was comparatively recent dating from the introduction of the McLagan Co.'s line of Lyric phonographs last year, nevertheless the McLagan industries were known throughout the trade from coast to coast.

In its series of articles on "Builders of Big Business" the Toronto Globe published an interesting sketch of Mr. Mc-



The late George McLagan.

Lagan's busy life from which the following is extracted—

"It is one thing to establish a business and go ahead with the control of the financial end, and leave the workshops to capable superintendents and foremen, but it is another thing to master every detail from bench work through the mill into the designing rooms and then on into the office, yet this is what Mr. McLagan has accomplished, and to-day he is head of the George McLagan Furniture Company of Stratford, with an unusually wide business reputation, also the Stratford Chair Co., the Meaford Mfg. Co.

"Twenty-eight years ago, George McLagan, a cabinet maker, started a little furniture factory in a Stratford by-street. He employed two men and worked himself. This year he has approximately 700 men working in the various plants he controls and the business turnover of his companies is nearly \$1,000,000 a year.

"Such an industrial feat is not accomplished without a tremendous amount of work; the management of the financial affairs of such a big concern is a man's task. But this has been only one phase of the work taken up by Mr. McLagan. He has mastered every working detail of his organization. He is a practical cabinetmaker. He has worked at the bench. Mr. McLagan has a better working and scientific knowledge of mechanical engineering than most men giving their whole time to these professions. Then he is an expert designer of all forms and varieties of furniture, and is a thoroughly competent draftsman. He has an encyclopedic knowledge of everything that is to be known in this big industry.

"Speaking to the writer recently, a friend of Mr. McLagan's declared that he (Mr. McLagan) often surprises his own mechanical experts, and even the specialists who

usually come to Canada with special machines to install in the factories.

"Big concerns have sold Mr. McLagan certain machines to do a certain class of work," declared this friend, "and when he has obtained them they have not always proved exactly what he required, but he has turned round and re-built them to his own requirements, and often doubled the efficiency of the machines."

"Untiring energy, enthusiasm in excess, close application, and a natural inclination for hard physical and mental work have meant an unusual degree of success for Mr. McLagan, as through his policy of keeping in close touch with his factory work he has been able to keep his lines fresh and up-to-date. Mr. McLagan's factory at Stratford is complete in every detail, from the power plant to the up-to-date appliances for finishing off his factory output.

"Mr. McLagan has been in Stratford practically all his life. When he first organized a furniture manufacturing company he went into business with Mr. R. S. Porteous, the firm carrying the name of Porteous & McLagan. Mr. Porteous retired in 1896.

"In 1900 the factory then used was destroyed by fire. A large new factory was erected, and the business continued under the name of the Geo. McLagan Furniture Company. Later he purchased and enlarged the Stratford Chair Company, and took over a controlling interest in the Meaford Manufacturing Company.

"While an exceptionally busy man, Mr. McLagan has found some spare time to devote to the affairs of his native city. He has never sought prominent public office, but has always been interested in helping the best men into the offices of the people. At present he is Chairman of the Stratford Parks Board, and is particularly interested in the special phases of progressive civic development. He has always been a close student, and is an unusually well-informed man."

Whaley-Royce Stock-taking

The mid-year stock-taking is on full swing at the headquarters of Whaley-Royce & Co., Ltd. This house is featuring a line of record albums for both 10-inch and 12-inch records; fibre needles packaged in 50 and 100 lots; two styles of mouth organs, with 28 and 32 reeds respectively; B flat copper Boy Scout bugles; and, of course, the Wall-Kane and Magnedo steel needles, in which they specialize.

The orders coming in for their standard 50-cent "Imperial" books, shows that dealers are bringing up depleted stocks of these steadily selling lines.

The day is not so very far distant when civic pride will impel communities of one thousand people and over to provide for an organ, just as they now think it necessary to provide for a town hall, good roads, a schoolhouse, a library or a post-office.—James Francis Cooke.

One of two things always happens regarding a habit—you master it or else it masters you.

The public mind is educated quickly by events—slow by arguments.

The world does not require so much to be informed as reminded.

Many of our cares are but a morbid way of looking at our privileges.

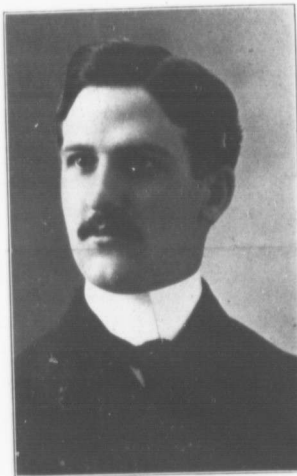
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Phonola Record Being Introduced

The Phonola Co. of Canada, Ltd., which firm take over the phonograph business of The Pollock Mfg. Co., Ltd., of Kitchener, Ont., announce this month the first list of Phonola Records, which appear on the opposite column of this page. It is the company's purpose to bring out a supplemental list each month of at least thirty numbers, so that in a short time there should be a Phonola Record catalogue of a couple of hundred numbers. The Canadian Pressing Plant is under way and it is hoped to have the records pressed in Canada within the next few months.

The Phonola talking machine is one of the pioneers in the Canadian field, and Mr. A. B. Pollock, president of The Pollock Mfg. Co., Ltd., and of Phonola Co. of Canada, Ltd., has been actively identified with the industry for the past twelve years. In connection with the Phonola this firm has distributed European records, but with the difficulties of bringing merchandise across the Atlantic and scarcity of labor on that side, as well as here, the goods have not been available in sufficient quantities. Furthermore, there are many selections of peculiar interest to the people of this



Mr. A. B. Pollock, President The Phonola Co. of Canada, Ltd.

continent that are not recorded in England. Mr. Pollock therefore decided to furnish Phonola agents with the Phonola record, which is now being introduced, and the catalogue of which appeals to this market.

The Phonola is a ten-inch record of the hill-and-dale type, played with sapphire ball and selling at 90 cents. On the list of artists appears such well known names as Grace Kearns, Ada Jones, Arthur Collins, Henry Burr, Harlan, Harry McClaskey, etc. The range, as indicated in the initial list, includes Patriotic, Popular, Band, Dance, Trios, Quartettes, Sacred, Instrumental and Hawaiian selections.

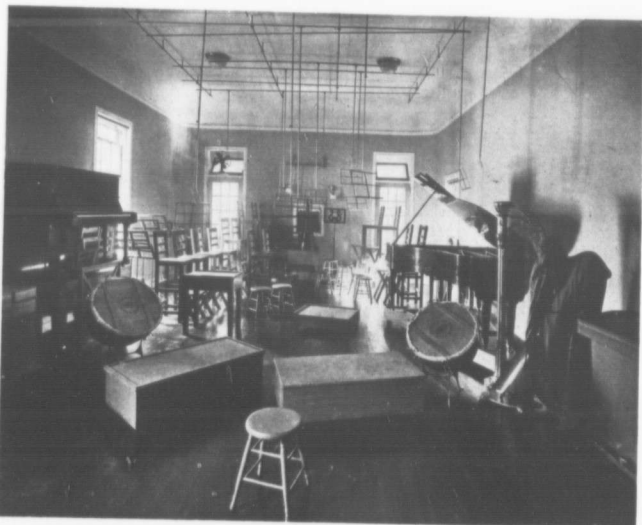
The Phonola firm, in addition to the parent factory at Kitchener, recently finally completed a transaction whereby they become owners of a large, well-equipped, three storey factory at Elmira, especially equipped for the production of cabinets. This new addition to the Phonola facilities will take care of the greatly increased demand for the Phonola

Bulletin of "Phonola" Records

- PATRIOTIC, VOCAL AND INSTRUMENTAL**
- 1001 Star Spangled Banner. (Key.) Band.
American Patriotic Medley. Band.
- 1007 Over There. (Gohan.) Sterling Trio.
- 1009 Just Before the Battle, Mother. (Roo.) Campbell and Burr.
Keep the Home Fires Burning. (Baritone), (Gilbert Ford, Ivor Novello), Joseph Phillips.
There's a Long, Long Trail. (Tenor), (Stoddard, King and Elliott) Harry McClaskey.
- 1010 When the Boys Come Marching Home. (Tenor). (Hay Speaks). Henry Burr.
The Trumpeter. (Tenor), (Baron and Dix), Charles Hart.
- POPULAR SONGS AND MUSICAL COMEDY HITS**
- 1008 They Were All Out of Step But Jim. (Berlin.) Ada Jones.
The Last Good for Nothing Good for Something After All. (Klein Von Tilzer.) Campbell-Burr.
- 1021 Down, Down, Down on the O-b-o. (Hegan-Farfan and Ring.) Collins and Harlan.
Cleopatra. (Bryan Torney.) Arthur Collins.
- 1022 Alimony Blues. (Wolf-Hirsch.) Arthur Collins.
Three Picknimmers. (Williams-Kendle and Brockman.) Collins and Harlan.
- 1023 Derby Day in Dixie. (Egan-Whiting.) Jones and Thompson.
'N' Evening. (Sylvia Kahn and James.) Geo. L. Thompson.
- BAND SELECTIONS**
- 1004 Okeh Military Band. (Hager.) Military Band.
American Patrol. (Marchant.) Military Band.
- 1005 National Emblem March. (Hagley.) Military Band.
Naval Reserve March. (Sons.) Military Band.
- 1006 Boston Commandery March. (Cartier.) Military Band.
Land of the Maple March. (Lauroudeau-Muir.) Military Band.
- 1002 Dance of the Hours. (Ponchelli.) Concert Band.
Ballet Music from Coppelia. (Delibes.) Concert Band.
- MONOLOGUE**
- 1024 Cohen Calls Up the Garage. (Thompson.) Geo. Thompson.
The Colored Recruit. (Golden.) Golden and Heins.
- HEART SONGS**
- 1011 Because. (Tenor). (Twechmaker D Hardolot.) Harry McClaskey.
I'm Only Dreaming of You. (Tenor). (Brennan.) Red Miller.
- 1012 Goodnight Little Girl, Goodnight. (Tenor), (Adams.) Reed Miller.
Because I Love You, Dear. (Tenor), (Stanton Hawley), Louis James.
- 1013 The Maid of the Mill. (Tenor), (Adams.) Reed Miller.
The Gang of the Forge. (Tenor), (Vaughan-Rodney), Greek Evans.
- 1015 Just a Wearyin' for You. (Contralto), (Stanton-Jacobs), Marie Morrissey.
Violeta. (Soprano), (Fane-Wright), Grace Kerns.
- POPULAR DANCE NUMBERS**
- 1025 Oh, Lady. (Fox-trot), (Kern.) Van Eps Banjo Quartet.
Sing, Ling, Ting. (One-step), (Cello), Van Eps Banjo Quartet.
- 1026 Rainbow Girl. (Fox-trot), (Hirsch), Jazarrina Orchestra.
Catie Yule Classique. (Waltz), (Dalbey), Jazarrina Orchestra.
- 1027 Camouflage. (One-step), (Lampe), Dance Orchestra.
Leave it to Jane. (Fox-trot), (Kern), Van Eps and Orchestra.
- 1028 Jazsie Addie. (One-step), (Schubert), Jazarrina Orchestra.
Tickle Toe, The. (Fox-trot), (Hirsch), Band.
- 1003 Feet and Fezzan. (Suppe.) Concert Band.
Selection from Carmen. (Bizet.) Concert Band.
- TRIOS AND QUARTETTE NUMBERS**
- 1016 Silver Threads Among the Gold. (Rexford-Banks.) Sterling Trio.
Way Down Yonder in de Cornfield. Peerless Quartet.
- 1017 When You and I Were Young, Maggie. (Johnson-Butterfield.) Sterling Trio.
Kentucky Babe. (Buck-Gelbel.) Peerless Quartet.
- SACRED**
- 1019 The Holy City. (Baritone), (Wetherly-Adams), Joseph Phillips.
Praise Ye. (Mixed Trio), (Verdi), Croxton Trio.
- 1020 O Morning Land. (Baritone and Tenor), (PHELPS), Meyers and Gillette.
Crucifix. (Tenor and Baritone), (Faure), Hart and Phillips.
- 1018 Sweet and Low. (Mixed Quartet), (Tennyson-Barnby), Croxton Quartet.
Beautiful Isle of Somewhere. (Baritone and Tenor), (Pounds-Fearis), Meyers and Gillette.
- INSTRUMENTAL SELECTIONS**
- 1030 Traumerel. (Cello), (Schumann), Valdimar Dubinsky.
The Swan. (Saint-Saens), (Cello), Valdimar Dubinsky.
- 1029 Cavaleria Rusticana. (Violin Solo), (Mascardi), Landeau.
Till's Serenade. (Cello and Flute Duet), (Till), Schubert and Wagner.
- HAWAIIAN SELECTIONS**
- 1029 Wallana Waltz. (Hawaiian Medley.) Louise-Perera and Greenus.
Hawaiian Hula Medley. (Old Selections.) Louise-Perera and Greenus.

Messrs. I. Montagnes & Co., distributors of the Sonora phonograph in Canada, have recently received a supply of the "Troubadour" and "Imperial" models, made in Canada. The members of the firm are very much pleased with the work, finish and tone of these Canadian made goods. The manufacturing of the Sonora will be further developed making an important addition to the country's industries.

Goodwins Ltd., the well-known department merchants of Montreal, are giving their phonograph department good prominence in their local advertising. In a recent announcement three types of the Sonora phonograph were shown, and of which line they carry a full range. In records they are featuring the Victor exclusively and emphasize that they stock the complete catalogue.



One of the Recording Rooms in the Aeolian-Vocalion Laboratories.



A view of the handsome and splendidly appointed Artists' Room in the Aeolian recording studio.

WHEN but would follow the footsteps of the Aeolian-Vocalion Ltd., and anticipated the accomplished regular suppliers are being exclusively.

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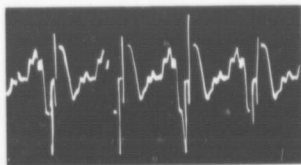
Furth impressi of negot purchase

The Aeolian-Vocalion Record

WHEN the Aeolian-Vocalion phonograph made its debut four years ago it was expected that a record would follow in logical sequence. The Canadian distributors of the Vocalion,—The Nordheimer Piano & Music Co., Ltd., and agents throughout the country have eagerly anticipated the Aeolian-Vocalion record. This is now an accomplished fact. The first catalogue has appeared and regular supplemental lists have been established. The records are being marketed through Aeolian-Vocalion dealers exclusively.

These new Aeolian-Vocalion records are of the type known in the trade as "hill-and-dale" and play with steel needle. They are in ten and twelve inch sizes and retail in Canada at \$1.00 to \$1.65 for the ten inch size and \$1.65 up for the twelve inch, there being selections on both sides.

In the musical instrument field the reputation of the

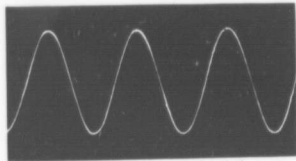


The tone waves of the trombone.

Aeolian Co. is international. The house is a pioneer in the player piano field and so developed the original attachable player that "pianola" grew to mean in the music trades what "Kodak" means to the amateur photographer.

With the successful launching of the Vocalion therefore came the decision that a record harmonizing with the instrument must be produced. Following research work and experiments over a period of years the desired results have been achieved. A building on West 43rd Street, New York, is devoted exclusively to the record branch of the company's business. In this building is an elaborately equipped recording room and artists' room and a reception room magnificently furnished and decorated.

Experimentation was going forward in the Aeolian technical laboratories when a cablegram was received at Aeolian



The tone waves of a tuning fork.

Hall from the company's English branch, saying that an inventor had submitted samples of a phonograph record which was of marked superiority, and that there was a possibility of acquiring the process by which it was made. Following this cablegram a number of specimen records were received and given exhaustive hearings and tests.

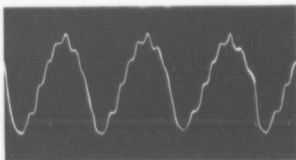
In order to insure the acquisition of so valuable a method the president of the Aeolian Co. made a special trip to London in order to investigate the matter personally. He found that the improvements in the new process were so important that its inventor had already been able to secure patents in all of the principal countries.

Further investigation strengthened the first favorable impression the records had made, and after a short period of negotiation, the patented rights to the new method were purchased, and the men responsible for the new record

were engaged to continue the development of the system under the auspices and in the laboratories of the Aeolian Co.

Discussing this method of recording from a scientific standpoint one of the Aeolian Co.'s technical experts remarked:

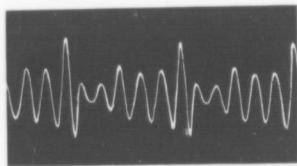
"As is generally understood, all sounds—musical tones included—are conveyed to the ear by what are known as



The tone waves of the violin.

sound, or tone waves. These waves, while intangible and invisible, can, by means of recently devised scientific appliances, be observed, measured and accurately estimated, through certain effects they produce.

"While investigation of musical tones through various apparatus is not new, no such accurate observation has hitherto been possible, and it is of more than passing interest to know that the Aeolian Co., in addition to its own completely equipped acoustical laboratories, has been in a position to profit by these new appliances and researches of

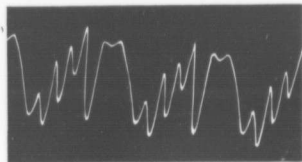


The tone waves of the French horn.

their inventor, who is recognized as one of the most noted contemporary authorities on the phenomena of sound.

"It has been established that all musical tones are composite in character—that is, each tone is composed of a greater or less number of individual tones. Every composite tone, such as a note of the human voice, the violin, or other instrument, has a fundamental or basic tone, and a long or short series of overtones as well.

"These overtones or partials are what determine the character of each distinctive tone, their number and relative



The tone waves of the Oboe.

amplitude being the deciding factor. When sounded, a musical note creates a number of distinctive waves, one for each of its partials. These vary in what may be called strength, as the partials themselves vary with the voice or instrument.

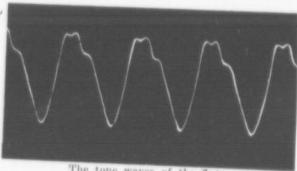
"No sooner are these waves formed than they all merge into one wave which carries in the irregularities of its outline all the waves of all its partials. It is essential to a comprehension of this subject to understand that in recording and reproducing musical sounds the realism of effect is

entirely dependent on maintaining the shape of these waves. (The accompanying illustrations show the differently shaped waves peculiar to various instruments.)

"The process of record making is to-day practically standard with all the older companies, and remarkable results have been achieved in view of the difficulties offered by the systems employed.

"Briefly, this method involves a specially devised horn, into which the sound is projected, the waves entering the large end of the horn, and being brought down and intensified as they approach the smaller end. Here they strike upon the diaphragm, which vibrates in response to their impulse.

"Connected with the center of this diaphragm by a delicate lever bar is a fine cutting tool. This tool, moving in



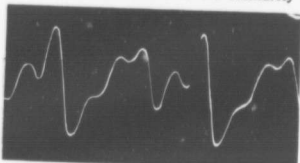
The tone waves of the flute.

response to the motion of the diaphragm, cuts a line in a revolving disc of soft wax, which line corresponds in configuration with the out-line of the sound waves entering the horn.

"The wax is then allowed to set or become hard. After receiving a bath in an electro-chemical solution, which cuts it with copper, the disc with the line of sound imprinted upon it is carried through various depths before the phonograph record is finally completed.

"The reproduction of the sounds recorded is practically a reversal of the process of recording. A needle or some other point is inserted in the sound groove, and as the record revolves, is moved either back or forth or up and down, in obedience to the variations in the line.

"Through another lever, to which the needle is attached, its movements are transmitted to a reproducing diaphragm contained in the phonograph sound box. This diaphragm, vibrating in consonance with the movements of the needle, creates new sound waves. These, as nearly as the process employed makes possible, are reproductions of the sound waves that have been recorded. The fidelity of this correspondence is the exact measure of the similarity between



The tone waves of the human voice pronouncing the vowel sound "Ah," the original instrument and the phonograph's reproduction of it.

"The problems presented in record-making are exceedingly difficult. Sound waves are usually delicate and complex. To reproduce the natural timbre of the violin, or any other instrument, every minute variation of its wave must not only have its exact counterpart in the line cut in the wax, but the needle, or reproducing point of the phonograph, must be of a nature to 'feel' and respond to these almost imperceptible variations. Herein lies the superiority of the Vocation method of recording and reproducing. By this method the resistance of the cutting tool to the wax is reduced to a minimum, and the minute vibrations in the

sound waves, caused by partials or overtones, are capable of being accurately recorded. The new method catches these delicate tone elements and faithfully records them.

"The Vocation method of reproduction with the neopointed needle in turn seeks out and reproduces what has been recorded, with the result that recorded tones, whether of voice or instrument, reappear in almost their exact original character.

A Children's Hour of Music

For five months now a good work has been in progress through the Saturday morning "Children's Hour of Music," conducted by the R. S. Williams & Sons Co., Ltd., Toronto, the weekly event being in charge of Miss Irene Punton. The idea of commencing this feature was to liberate and develop the natural musical tendencies in children. The hour of music provides entertainment, and is so conducted to bring out individual expression. At the beginning there were some fifteen children attending. This number has



Showing two girls who took part in the R. S. Williams & Sons Co.'s Saturday morning "hour of music." "The Awakening of Spring," an original interpretative dance, for which the children planned their own dances, scenery, music and costumes. It was given as a pantomime, and the new Edison phonograph provided suitable music.

grown to forty, and in the fall it is expected to go much higher.

Stories are told the children concerning the operas; there is dancing with the phonograph; violin, ukulele, harp and piano solos, for which the boys and girls are encouraged to bring their own instruments. Miss Punton's work is carried on under the name of "The Social Hostess."

In 38 Ontario towns, shortly there is to be conducted a Chautauqua covering a period of a week. Music will play a large part in these gatherings. Willard Osborne, the violinist, will figure in Edison tone-tests.

The July supplement, being the first list of York records published, has been issued by Peate Music Mfg. Co., Montreal, sole distributors of these records. The company announce that they will issue from 25 to 50 new selections every month. The records are priced at 90 cents each, which includes the war tax.

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Piano Manufacturers Hold Meeting Discuss Third Pedal

Receive Industrial Reconstruction Committee

ON Wednesday, July 3, a general meeting of the Canadian Piano & Organ Manufacturers' Association was held at the offices of the secretary, Mr. James G. Merrick, 4 Queen St. East, Toronto.

Those present and the firms represented were: A. Nordheimer, Nordheimer Piano & Music Co. Ltd.; W. N. Manning, Sherlock-Manning Piano & Organ Co., London; John Langley, Mason & Risch Ltd., Toronto; E. J. Wright, Wright Piano Co. Ltd., Strathroy; D. R. Gourlay, Gourlay, Winter & Leeming, Ltd., Toronto; E. C. Scythes, Nordheimer Piano & Music Co. Ltd., Toronto; A. T. Pike, Cecilian Co. Ltd., Toronto; C. A. Bender, Heintzman & Co. Ltd., Toronto; T. J. Howard, Newcombe Piano Co. Ltd. and President C. P. & M. A., James G. Merrick, Secretary.

The President, Mr. T. J. Howard, was in the chair. The meeting was called to transact accumulated business and to receive a deputation representing the Canadian Industrial Reconstruction Association, representatives of which organization had presented its claims at a meeting of C. P. & O. M. A. held on June 19, at which the following members were present: Messrs. H. H. Mason, E. C. Scythes, S. F. Baulch, D. R. Gourlay, C. A. Bender, Henry Durke, Mr. Clarke, Frank Stanley, T. J. Howard and the Secretary.

On this occasion the meeting was addressed by Major A. N. Worthington, Secy. of the Canadian Industrial Reconstruction Association; S. R. Parsons, a member of the executive and Lieut. Guy Rutter, assistant secretary.

Mr. Parsons in a ten-minute talk outlined the objects of the organization on behalf of which he appeared and urged the necessity of the manufacturers in all lines of Canadian industry, including the railways, educating the public to see the necessity of a protective tariff. He predicted that post-war conditions would make such united activity on the part of the manufacturers of Canada vital to the existence of the industries.

Mr. W. K. George also spoke on behalf of the new association and urged financial support on the basis of one dollar per year for each hand employed, for a term of three years. He urged support of the association in counteracting the free trade sentiment being engendered in some quarters and the necessity of the industries of the country taking steps now to fortify them against competition from foreign countries in the post-war fight for trade.

The chairman thanked the delegates and assured them that the subject of their presentation would be considered at the next executive meeting and a recommendation forwarded to the members in accordance with the decision arrived at.

Other important items discussed at the meeting were: "The Third Pedal," and the "Packing Box Supply." A discussion as to the necessity of eliminating the third pedal from piano construction, was discussed. It was the general consensus of opinion that the third pedal was an unnecessary adjunct and should safely be eliminated without any loss to the instrument. It was finally decided to request the trade to exhibit one or two cases without the third pedal, and preferably in Art finish, at the Canadian National Exhibition, the general question to be taken up at the Annual Meeting and disposed of.

Owing to the high cost of production and the discouraging regularity with which increases in the cost of supplies are made there has been discussion as to the advisability of the manufacturers co-operating to produce certain standard supplies and parts, such as might be turned out in a wood working plant. At a previous meeting the Secretary had recommended that a commencement be made with packing boxes and that additional lines be added as such co-

operative plant developed to take care of the demand. Information of available plants has been received and at a future meeting further details are to be presented.

The Canadian Industrial Reconstruction Association, above referred to, has headquarters at Crown Life Bldg., 59 Yonge St., Toronto. The Provisional Executive Committee embraces such well known men as Hon. W. Curry, Senator; Sir John Willison; Huntley R. Drummond; Wm. Stone; George F. Drummond; H. D. Scully; J. H. Sherrard; R. Hobson; John F. Ellis; Lt.-Col. Harry Cockshutt; W. K. George; W. M. Gartshore; W. R. McNaught; R. O. McCulloch; S. R. Parsons; W. J. Bulman; T. A. Russell; E. A. Mott and Major A. N. Worthington, Secretary.

The objects of the association as given in the prospectus are "to maintain industrial stability and to secure wise consideration and prudent treatment of problems of reconstruction."

Wonderful Development of Talking Machine Industry

Though using his talking machine daily the average owner of it never ceases to marvel at the accomplishments of science in the art of reproducing sound. It is an achievement that has to him all the charm of an unfathomable mystery, a delicate operation for which he has reverential regard. The proverbial familiarity does not lessen his appreciation of the marvelous invention that is the avenue of conveyance to the most isolated audience of one person, a family or community of families, as well as to those in



Paul Dufault, the well-known French-Canadian who sings for "His Master's Voice" records.

centres of civilization the advantages of the educating, refining, inspiring influence of music.

The vital department of the talking machine business and the pivot on which the entire industry swings is this delicate and myterious process of recording. The development has been of such marvelous rapidity as almost to have submerged trade realization of what is being done. Heretofore in this country recording laboratories have been associated with a vague idea of being located somewhere in New York, Paris or London. It would surprise

readers of this Journal to know what has been accomplished in Canada in the recording field.

For years a recording laboratory has been a department of special concentration in the plant of Berliner Gramophone Co. Ltd., at Montreal. This is one of the specialties of Mr. H. S. Berliner, vice-president of the firm, who is personally one of the few recording experts that the industry has developed. This phase attracted him from the commencement of his connection with the business and his career embraces European experience as well as training in the United States and Canada. He has developed a staff of skilled assistants and his laboratory is unique in fitting and equipment lacking nothing that can be purchased or built to increase the laboratory efficiency.

It is only the great increase in public demand for records within the past few years that has made recording in Canada a commercial possibility and always anticipating this period the Berliner laboratory continued research work and maintained a position in advance of conditions. Consequently a promising composition or a selection adapted particularly to the tastes of the people of this country can be recorded at once and put on the market with the least delay.

The policy of this recording department is to be al-



Henry Burr.

ways on the alert for new music destined to achieve popularity and to go to any expense necessary to have the selection recorded and on the market at once.

There is quite an extensive list of His Master's Voice records that have been produced in Canada, in the absolute, from the singing or playing of the artist to the final testing of the record including the manufacture of the material from which it is made.

As a result of the two new songs by Henry Burr, "Hello Central! Give Me No Man's Land" and "God Send You Back to Me," on record 26034, it is interesting that Mr. Burr made a special trip to the Berliner Co.'s laboratory at Montreal to sing these songs.

"N' Everything" and Cleopatra" on number 216035, were sung by Arthur Collins, who also visited Montreal for the specific purpose of recording these songs for the Canadian trade.

In addition to the singers named there have been a number of other important recording engagements all taken with the idea of putting recent successes both in patriotic and topical songs before the Canadian public in record form as soon as possible after their publication.

Other important artists who have made records in Montreal recently include Mr. Harry McCloskey, whose specialty is sacred solos; Lieut. Gitz Rice, of the Canadian Expeditionary Force, who gave selections descriptive of life in the trenches in Flanders; Mr. Alan Turner, an English

gentleman with a fine manly baritone voice, who makes those wonderful patriotic records which appeal to all Canadians, such as "When the Bonnie, Bonnie Heather is Blooming," "Take Me Back to Dear Old Blighty," "Sussex by the Sea," etc.; Mr. Paul Dufault, a French-Canadian who has achieved enormous success, not only in his native Canada, but in the United States, and has made several successful tours of Australia, New Zealand, Japan, China, Java and other far eastern lands; Prof. Joseph Dumais, the noted French elocutionist; Henri Prieur, a well known Montreal tenor; Jose Zaffiro, the talented Montreal violinist, and others.

Of the success of Henry Burr's recording it is scarcely necessary to speak. He is a favorite with "His Master's Voice" record buyers. He has discovered the secret of the difficult art of singing for reproduction, which is the despair of so many accomplished artists. He is equal to the various demands of the recording director and yet maintains that easy flowing style so characteristic of his work. He has a rich, well-trained tenor voice, and his singing is almost entirely confined to record work. In addition to his latest success, the recording of "Hello Central! Give Me No Man's Land" and "God Send You Back to Me," Mr. Burr recorded on a previous visit to Montreal "If You Were the Only Girl in the World and I Were the Only Boy" and "When We Wind Up the Watch on the Rhine."

Arthur Collins also made a special trip to Montreal to sing "N' Everything" and Cleopatra" in response to the Canadian demand for these. Mr. Collins enjoys a unique popularity through his own inimitable specialty.

In connection with the engagements of Mr. Burr and Mr. Collins it is interesting that the orchestrations were written and the orchestra conducted by Walter B. Rogers, whose fame as an orchestral conductor for recording work is international.

Recommendation for Player and Phonograph

(Continued from p. 63)

"Besides—there's no longer anything 'mechanical' about mechanical piano playing! That looks funny in print, but it's true. It is true that the reproducing record is made and played by machinery, but it is also true that the master-player has controlled and marked this record—with his own variations of time, expression and temperament—so that the most simple-minded of us may play as he plays.

"The note, or chord, or passage is, indeed, less 'mechanical,' when made by the artist-guided pneumatic 'finger' than it is when made by the mechanical hand of the average tyro.

"This is equally true with the 'mechanical' reproduction of the great arias made for us by the great singers. There is no longer any 'scratchy' or other interference with the purely vocal sounds that we hear.

"The great tenor gives a better performance for us at home than he does at the opera. Why shouldn't he? His audience is not only world-wide, but his voice is heard in such an intimate relation that he sings more carefully to the record than he does on the stage. Even the intake of his breath is heard—if he's a wheezy tenor.

"Isn't there a music-making machine in your home?

"With the automatic piano playing making the new baby grand alternate between the old songs that gran'ma likes; the newest piano pieces you're waiting to hear, and the two-step to which the youngsters dance—my! what you're missing.

"Doesn't any papa in your house take his pipe in hand and say—'Well, folks, what shall it be?' as he winds the lill' ole joy-crank? And doesn't one say 'McCormack,' or another 'Lazaro,' or another 'Galli-Curci,' or Billy-boy—home from camp—say 'Sousa, dad' in reply?

"No?—how dull your evenings must be!"

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Here, There and Everywhere

The Alberta Piano Co., of Calgary, have taken out a provincial charter.

Mr. T. A. Hubley has opened up in the piano and phonograph business at 57 Louisburg St., Halifax.

Mr. Henry H. Mason, of Mason & Risch Ltd., has returned to Toronto from a visit to his firm's branch at Winnipeg.

Mr. John E. White, of the Musical Merchandise Sales Co., and whose headquarters are at Montreal, visited the head office of the company at Toronto recently.

Mr. Stanley Garrett, manager of the Moose Jaw branch of Heintzman & Co., Ltd., has been visiting his father, Mr. Garrett, the well-known music dealer of Barrie, Ont.

The Columbia Graphophone Co. has announced the addition to their recording library of the Metropolitan Opera orchestra and Amparito Farrar, the well-known concert soprano.

Mr. Ed. Birch, formerly superintendent of the Foster-Armstrong Co.'s factory at Kitchener, has removed to Rochester, where he has joined the forces of the American Piano Co.

Mr. W. G. Marshall, formerly with Fletcher Bros., Ltd., Victoria, B.C., passed through Toronto recently on his way to England. Mr. Marshall is a member of the Royal Flying Corps.

Mr. James H. Imrie, advertising manager of R. S. Williams & Sons Co., Ltd., Toronto, is nursing a lame arm as a result of having his hand shaken so often and so vigorously. The occasion was the arrival of another boy. That's two now.

The J. M. Greene Music Co., of Peterboro, supplied an Edison phonograph which was presented to the Protestant Home of that city. Local citizens contributed a fund for the purchase of the instrument which the elderly inmates are now enjoying.

Frank Stanley, Toronto, has made good use of the awning over the big show window of his Yonge Street store. It carries in big letters "Toronto's favorite piano house." This sign stands out like a house afire to passers-by on the opposite side of the street.



A. R. Quirk, B.A., son of Mr. P. T. Quirk, manager Sterling Actions & Keys, Ltd., Toronto, of the law firm of Thorn & Quirk, Regina, who recently arrived in England as a member of the Royal Flying Corps.

A. R. Blackburn & Sons, Toronto, in addition to the Nordheimer piano, are also featuring the Blackburn piano, in connection with which there is the usual difficulty of short supply. Messrs. Blackburn & Sons do an extensive business in "His Master's Voice" lines and have developed a healthy list of active record buyers.

In order that he might enter the military service of the United States, Mr. Donald Martin has resigned his position of Edison supervisor for Canada. His resignation became effective July first.

Mr. H. G. Stanton, vice-president and general manager of the R. S. Williams & Sons Co., Ltd., Toronto, attended the Convention of Rotary Clubs of Kansas City. Mr. Stanton is one of the best known and most active of members of the Toronto Rotary Club.



Stanley D. Addison, who as reported elsewhere in this issue has opened up a new piano store in Hamilton.

Mr. A. B. Thomson, Assistant Manager and Director, Th. de Schryver, Ltd., Auckland, New Zealand, while on a recent trip to Canada visited the Sherlock-Manning factory at London, the Thomas Organ Co. at Woodstock and the Otto Higel Co. Ltd., Toronto.

Mr. A. E. Landon, of New York, has joined the Columbia organization in Canada. Mr. Landon will be the company's representative on the road. Mr. W. T. Moore, manager of the Columbia Company's cabinet department at Bridgeport, Conn., paid the Canadian division a visit recently.

Even more pleased than if he had sold a player piano was Mr. George Butt, a popular member of the staff of Gourlay, Winter & Leeming Ltd., Toronto, after the stork had visited his home. A future piano man now solemnly greets George Sr., each evening on his return from business.

Piano Salesmen

**A STRAIGHT SALARY OF \$2,000.00
A YEAR AND EXPENSES**

We have a position open for a good travelling salesman at this salary, with splendid opportunities for an early advancement to a salary of \$3,000.00 a year.

Address your application to Paola Piano Company, Limited, Oshawa.

ASCHERBERG, HOPWOOD & CREW, LIMITED

CERTAINTIES FOR THE TRADE.

SONGS

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

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

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

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

16 MORTIMER STREET, LONDON, W., ENG.

Canadian Agent

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

The New Song Success

God Keep You In His Care

God keep you in His care; God keep you everywhere,
Through days of sorrow, danger, tears and pain;
Come to my lonely heart; come back no more to part,
God keep you in His care, till you come home again.

Edward Lockton.

NEW SONG

By

JACK TRELAWNY

Used by a large number of the leading English singers.
Published for All Voices in the Following Keys:
No. 1 in Bb (C to Eb). No. 2 in C (D to F). No. 3 in
Db (Eb to Gb). No. 4 in Eb (F to Ab).

J. H. LARWAY

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

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THE ANGLO-CANADIAN MUSIC COMPANY, 144 Victoria St.
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Canada's Greatest Music House

Established 1888

Specializes in the Fast Sellers

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

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

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

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

Wall-Kane and Magnedo Needles

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

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and Canadian Governments

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TORONTO

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Music and Musical Merchandise Section

CANADIAN MUSIC TRADES JOURNAL—JULY, 1918

Sending Music to Soldiers

LAST issue this Journal again mentioned the ways in which sheet music salesmen could encourage the sending of music to the soldiers. Apart from the urging of people to contribute some of their used music to the men in the various camps, hospitals and overseas it is good business to cultivate the habit of buying music to be sent for this purpose. Also if people sort out some of the pieces from their music cabinets to give they are likely to become buyers of more new music all the sooner. There are those who started giving a few old sheets that were becoming yellow with age and disuse and now these same persons have become accustomed to the generous impulse, even to the extent of buying new songs for the boys. When a person thinks of what the music does over in France in the long, low, whitewashed, concert rooms of corrugated sheet metal where the pale men with bandaged heads and weary troops back for a rest gather for a musical treat—when this passes through their minds most people are ashamed of not thinking before how they could help in this way. It is up to the sheet music men to promote the movement to send music to the soldiers.

But He Got Caught

MUSIC, even of the sheet variety, possessed irresistible charms for a young man up in Hamilton who claimed Toronto as his regular place of habitation; in fact, his fondness for music got him into serious trouble. He went to the music department of Stanley Mills & Co., told the young lady in charge thereof a pretty story and managed to get away with many copies of the latest songs. Then he waited upon a clerk in the store of the Nordheimer Piano and Music Company, and after a little more camouflage gathered in a music case and a few additional sheets of music. Later in the day a detective took him into custody while he was endeavoring to dispose of the music case and songs at a ridiculously low price. At the police court the prisoner pleaded guilty when arraigned on two separate charges of obtaining the goods under false pretences. The prisoner wanted a chance to join the army, saying he had a wife in Toronto, who would suffer if he were sent to jail. "No," said Magistrate Jelfs, "this does not look to me like the work of a first offender. You are sentenced to six months in prison on each charge, the sentences to run concurrently."

New Price-Marking

REFERRING to the discussions on prices and the methods of marking the exact retail prices on each sheet of music and on each book, the editor of the Musical Courier says: "Some of the publishers are going to print the real sheet music prices on the cover and also going to sell the music at the marked price to everybody. No more 'professional' discounts—how astonishing! And what a wall of anguish will go up from the class of teacher that used to supplement—or perhaps to double—its income by purchasing music at the professional rate and reselling it to pupils at the full marked price. Marked prices, by the way, will not remain at the old level. The piece that costs, say, seventy-five cents will be marked perhaps at forty cents—but it will cost forty cents, with discounts to nobody except dealers and schools. One wonders only why this step was not taken a quarter of a century ago; and the publishers themselves are wondering most of all."

Comin' Through

NO abatement in the volume of patriotic songs and war-song products is noticed in the U.S. trade. They are now getting a similar flood to the one we Canadians successfully weathered earlier in the war. They'll come through too; but it's some flood!


Help

"HELP" continues to be a real vexing problem. Every kind of a clerk does not do behind the sheet music counter. The right kind are scarce. Enlistments, the draft and the general labor shake-up have all contributed to a shortage of good salesmen. Salesladies, too, are not so easy to secure for many young ladies soon realize that to know sheet music requires time and study. However, necessity is the mother of invention. It may feel like muddling through but the sheet music dealers will come out O.K. eventually.

Exit German Words

AT the fifth annual convention of the National Association of Sheet Music Dealers a recommendation was passed on to the publishers urging that hereafter no more songs be issued with German text nor any music with German titles.

ONE for yourself—and
one for the soldiers.



BUY SONGS
THAT WAY

Come in and do it.

A suggested window display card for the Sheet Music Department.

A Standard Size

ANOTHER important matter was the starting of a movement for standardization of the size of sheet music, the size proposed being 9 $\frac{1}{4}$ x12 $\frac{1}{4}$. It was decided to cable to London and to France, in order to get English and French publishers to accept this as the standard size, and do away with large sizes as existing at present. This standardization would serve to conserve paper and other material in accordance with the government's wishes.

War Stimulates Music Buying

CONDITIONS in the sheet music retail business were discussed at length by the President of the Dealers' Association and others. The general opinion was that the war has greatly helped the sale of sheet music. People are buying a large amount of patriotic music, and many people, who previously did not buy the more popular music, are buying it now, indicating their desire to have cheering music in their homes during war times. The price rises in sheet music have been slight so far, but owing to the great output and large turn-over in this business a slight rise in the retail prices amounts to a great deal in the end.

NEW and STANDARD SONGS

IN KEYS TO SUIT ALL VOICES

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

(Destined to be world-famed).

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

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

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

Sending Music on Approval

ONE of the sessions of the dealers' convention confined itself largely to the question of exchanges and the sending on approval of music to both teachers and orchestras. This matter has long been a thorn in the side of the dealer, and it is only in recent years that the more progressive houses have abolished the injustices that the above conditions create. It seemed to be the consensus of opinion that the buyer should keep 40 per cent. of the shipment, or where they kept 25 per cent. or less, that there should be a service charge. Many houses are already making shipments under such conditions, and they are finding that the results are satisfactory, but on the other hand, under the old conditions, \$25 worth of music might be sent out and all but \$4 worth returned, which created a distinct loss to the dealer.

The same applies also to a great extent to teaching music. In regard to this, the vice-president of the association stated that for a number of years in selling sacred songs, none of the numbers were exchanged if bought the previous week. This did away with the condition that was somewhat prevalent, of having sacred music used on Sunday, and returning same the following day. The dealers here went on record as recommending the desirability of curtailing the exchange privilege, especially inasmuch as the Government has requested all retail establishments to take such action. In order to facilitate the placing of this recommendation in the hands of the dealer in a way that it would become immediately available, the association will have printed 1,000 cards with the required information upon them in regard to the abolishing of the exchange privilege, so that the dealer may place them in a conspicuous place. These will be worded in such a way that they can be used in every section of the country, no matter what the local regulations are.

NOT one, but scores of
Soldiers will be cheered
and made happy by a few
songs you send them.

COME IN—WE'LL
HELP YOU CHOOSE

A suggested window display card for the Sheet Music Department.

Orchestra Music

OTHER matters taken up by the association related to a movement to improve conditions in the orchestra music business, by which the dealers may be given a position of great importance as distributors of orchestra music. The cost of running a retail sheet music business, the proper classification of stock, and the idea of forming a National Credit Bureau were discussed.

A Plea for Fewer Issues of New Music

GIVING his address at the twenty-fourth annual convention of the Music Publishers' Association of the United States the President said in part: "My plea to-day is for a country-wide revision of the methods of publishing and of introducing new publications. While the tendency for music of the better class is on the upgrade, the music

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dealer who caters to it exclusively is in for hard sledding. There are not enough customers to absorb all of the new issues, and he finds himself loaded with unsaleable stock, but there is a way out, and it reminds me of a story which you have doubtless heard, but which is good enough to repeat.

"One day in Pittsburgh Andrew Carnegie had a large order for steel rails from a foreign power, conditioned upon an increase in prehensile strength. He sent for Charles M. Schwab and gave the order to him to read. 'What do they mean by prehensile strength?' said Mr. Schwab, then a young man almost at the foot of the ladder. 'I don't know,' said Carnegie, 'but find out and give it to 'em.' And Charlie Schwab has 'found out' and has been 'giving it to 'em' ever since.

"That is what we must do as publishers—'find out' and 'give it to 'em,' and that is what every dealer, great and small, in the country must do: 'Find out' and 'give it to 'em.' This is the secret of the success of one of our leading dealers in Boston, who is building up a fine business right under the noses of the older houses. He is 'finding out' and he is 'giving it to 'em.'

"He does not try to push every piece of music sent to him as new. He cannot; the days are not long enough, and he has to sell music if he is to go 'over the top.' That is what he is in business for. His plan is very simple: He looks it all over, selects what he believes is the best, has his opinion confirmed by someone in whose judgment he has confidence, and concentrates on a few pieces and plugs hard. He also plugs hard on those pieces that are in demand, and doesn't waste any time on non-essentials. He finds what his customers want and 'gives it to 'em,' and every publisher and every dealer who wishes to succeed must do the same.

"The situation which confronts us as publishers is critical. The price of labor has advanced and so has the cost of paper and everything that has to do with publish-

ing, and I ask the plain question: Why should we run so many risks? Why should we issue so many subjects that are in the nature of a lottery, and not even that in some cases? Why not do our best to find out what the public wants and what the teachers want and 'give it to 'em,' and not try to force them to take something we think they should have?

My plea to the dealer is to select the best for his purpose from the new issues of the various publishers, and push them for all they are worth, and forget the rest. Keep them on hand for calls, of course, but don't waste time on anything you don't know about and have no confidence in. If you do you will spread yourself out so thin there will be nothing to show for your efforts.

"My plea to the publishers is: Study your customers, study their needs—in other words, 'find out' what they want and 'give it to 'em.' There is so much detail in our industry that a man often feels he is doing his best when he is only doing routine work. 'He must do more than that; he must think, plan, study, observe, and every moment he gives to it is a golden one for him.

"Therefore, save your money and publish less. A review of what you have issued during the last year will reveal many pieces that have not shown a profit, not necessarily because they were not good, but because there has not been concentration on the part of yourself and the dealer, because it is a physical impossibility for you and him to push everything. What happens when our traveling men go out? They sell certain items, all they can. What becomes of the rest? Look at your records. The answer is plain enough to any who has the desire to look the truth squarely in the face.

"The plan I propose will produce a greater revenue at a less cost than we have at present, and the dealer will rise up and bless us and so will the music teacher.

"One voice teacher said to me last winter—and he did not refer to our house, but to all publishers—'Why do I have to look over so many songs to find one I can use?'

"Since the first of January our house has received 182 novelties; in January, 293; February, 220; March, 583; April, 184; May, 532—an average of 82 copies per week. Where is the house equipped to handle such a mass of material?

"Reinald Werrenrath is as good a friend as a music publisher ever had. He said in an interview: 'More songs in English are being written to-day than can be used. . . . Composers are putting their product forth at such a wastefully rapid rate that they ought to be reasoned with. I cannot understand why publishers accept so many pieces as they do unless they proceed on the idea that in order not to miss an occasional good thing they print everything that has the slightest sign of promise about it. There can be no denying that song writers are turning out too much inferior material and that the music houses are placing

Enoch Song Successes

in keys to suit all voices.

BUTTERCUPS ARE BLOWING

Claude B. Yearsley

LITTLE BIT OF A MAN Jack Thompson

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

A LITTLE LOVE SERENADE Landon Ronald

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

ROSES ALL THE WAY..... Jack Thompson

A Very Successful Waltz

VALSE MYSTERIEUSE, by Henri Godard.

Two Important Song Cycles

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

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

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and

The Anglo-Canadian Music Co.

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Established 1852

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Musician's Demands

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

CHAS. LAVALLEE

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

35 St. Lawrence Blvd. - Montreal

altogether too much of it before the public. . . . I look through fully 3,000 new compositions a year. . . . What a waste of money they represent in cost of printing!

"What Mr. Werrenrath said is true. We know it as well as he, but for some reason we go on and on piling up new issues and increasing our burdens. Who will have the courage to stop the waste and begin on a new and comprehensive plan?"

Interesting Copyright Matters

DURING the Publishers' banquet, Nathan Burkan, the prominent attorney in copyright matters, took up the question of the Canadian Copyright Law, and declared it was still in a state of utmost confusion, although it probably will be revised or amended to provide for the granting of mechanical royalties to American citizens in order to secure reciprocal protection for Canadians. Mr. Burkan made the particularly interesting announcement that Newfoundland, by adopting the British Act, had for all purposes made itself a part of the British Empire, and that simultaneous publication of works in Newfoundland and the United States was sufficient to insure copyright protection under British law. This method, he declared, offset the difficulty of getting copies of publications to Great Britain in the fourteen-day limit provided by law, under present conditions of ocean transportation.

More Bands

UPON General Pershing's recommendation all United States regimental bands are to be increased from 28 to 50 pieces. In addition to this enlargement the general staff has decided to create a bugle and drum corps for every infantry regiment.

Success makes the name—after which the name makes more success.

New National Hymn

"God of the Nations," a new national hymn by Gene Branscombe, a composer of whom Canada is proud, was sung for the first time in Calgary at Hotel Palliser recently, Mrs. Blake Mahoney and Mr. Horace Reynolds taking the soprano and baritone solos, and the choral part being rendered by a picked chorus of 16 voices, under the direction of Mrs. Glen Broder. The words were written by Mrs. Sara Branscombe (mother of the composer), who is a well-known member of the Canadian Women's Press club, and lives at Picton, Ontario. They commence as follows:

"God of the nations, make us know
Thou hast dominion still,
Tho' kingdoms' boasted strength will show
And mock Thy sovereign will.
But when warswept and battleborn
Thy helpless people plead,
Hear Thou, that out of wrath be born
A world from terror freed."

Ascherberg, Hopwood & Crew, Ltd.

From the successful revue *Box of tricks*, running at the London Hippodrome, *Land of the Iris*, words by Douglas Furber, music by Frederick W. Chappelle, is an attractive number just separately published, and has a decided ring of popularity. Another tuneful song, *O, now my heart*, is taken from the light opera, *Young England*, the words by Basil Hood have a touch of original sentiment, and are set to taking music by G. H. Clutsam for soprano voice in two keys. A melodious song of the ballad type is entitled *You came to Me*, words and music by Christabel Baxendale. *'Tis You*, words by C. Devenish, music by Harold Fraser-Simson, the lyric expresses charmingly a poetic idea, the

Established 1811

"Chappell" Popular Sellers :

OBTAIN STOCK FOR YOUR
SUMMER TRADE

"Roses of Picardy"

"When the Great Red Dawn is Shining"

"God Bring You Safely to Our Arms
Again"

"Mavourneen Roamin"

"Love's Garden of Roses"

"If You Were the Only Girl in the World
and I Were the Only Boy"

"Waiting"

"Take Me Back to Dear Old Blighty"

"Tho' the Road be Long Hum a Little
Song"

"Your Eyes Have Told Me So"

"Land of the Long Ago"

"Wait Till the Cows Come Home" (Jack
O'Lantern)

TWO NEW ARTISTIC SONGS

"A Khaki Lad"
Florence Aylward

"Have You Seen Him in France"
Ward Stephens

Sample copy 15c. each

THE AMERICAN "BLIGHTY" SONG

"I Want to Go Back to Blighty"

By Lee Walker and Lieut. W. B. Davidson

Sample copy 15c.

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

London New York
Melbourne

musical setting being simple but effective. *I'll be your shadow when the sun shines*, words by Douglas Furber, music by A. Emmett Adams, calls for no special comment.—(London Music Trade Review)

"Down Here"

The successful English song "Down Here," by May H. Brahe, has been a decided hit in the Old Country where it is sung by Clara Butt at all her important concerts. "Down Here" has also met with a great deal of success in Australia. Miss Lillian Dillingham has been using this number very effectively in her Canadian concert tour and it will no doubt soon be very popular in Canada.

Edwin Ashdown Ltd.

A beautifully conceived reverie appropriately named "Sunset on the Nilgiris" comes from the pen of Wallace Misquith, who along with phrases spontaneous and eloquent gives us warmth and color. It is seldom that we get the sustained interest, musically speaking, such as characterises this engrossing reverie. Pianists who have a fondness for the genuine cantabile—and their name is legion—will ask for nothing better than "Sunset on the Nilgiris." The solo possesses educational value besides making a direct appeal to those who indulge in pianoforte playing merely as a form of entertainment.—Musical Opinion.

Chappell News

Two new songs which Chappell & Co. are calling the trade's attention to are "A Khaki Lad," by Florence Aylward (Keys F and G) and "Have You Seen Him in France," by Ward-Stephens (Keys D and F). Both these songs are being extensively used by such artists as Reinald Werrenrath and Miss Sue Harvard. Also Chappells have been lucky in securing the rights of the American "Blighty" song "I Want to Go Back to Blighty," by Lee Walker and Lieut. W. B. Davidson.

An organ arrangement by Gatty Sellars, of Geoffrey O'Hara's "The Perfect Melody," is now offered by the house of Chappell and this is expected to rank as a recital number with Elgar's "Salut d'Amour" and Easthope Martin's "Even Song."

Among the songs that are now in big demand in schools, colleges, convents and academies are these Chappell numbers which the boys in the country's service on land and sea have helped very materially to popularize:

Waiting (When I Hear the Gate a Swinging).....Leo T. Croke
God Bring You Safely to Our Arms Again.....Vincent Shaw
Tho' the Road be Long, Hum a Little Song.....Lois Barker
When the Great Red Dawn is Shining.....Evelyn Sharpe
Tim Rooney's at the Fightin'.....Norah Flynn
Take Me Back to Dear Old Blighty.....Mills, Godfrey and Scott
Laddie in Khaki.....Ivor Novello
Keep the Home-Fires Burning.....Ivor Novello
Pack Up Your Troubles in Your Old Kit Bag.....Felix Powell
Knitting.....Bruce and Alliotti

Among the Chappell vocal duets being widely sung throughout Canada are these: Land of the Long Ago, *Lillian Ray*; Where My Caravan Has Rested, *Hermann Lohr*; Little Grey Home in the West, *Hermann Lohr*; Crossing the Bar, *Hermann Lohr*; Day is Done, *Hermann Lohr*; I Wish I Were a Tiny Bird, *Hermann Lohr*; Love is Meant to Make us Glad, *Edward German*; Gray Days, *Noel Johnson*; Good-Night Pretty Stars, *Noel Johnson*; Swing Song (Veronique), *Andre Messenger*; Beauty's Eyes, *F. Paola Tosti*; In the Hush of the Starlight, *Florence Aylward*; Song of Songs, *Moya*; Trot Here and There (Donkey Duet), *Andre Messenger*; When the Daisy Opens Her Eyes, *Haydn Wood*.

New J. H. Larway Music

The excellent quality of four little pieces for piano, written by H. Baynton Power, that have just reached us—entitled "Twilight Stories"—clearly reveals the composer as an artist with imaginative power and refinement of expression that betokens high promise for the succession of further excerpts we understand it is Mr. Larway's intention to introduce from time to time from this clever writer's pen. The poetic grace of these musical stories—"Of Distant Lands"—"Immortals"—"Of Olden Days" and "The Forest," is charming in conception and their harmonic and modulatory freshness cannot fail to impress and delight not only young lovers of music, but their elders too. Mr. Power is a writer who has already attained a distinguished position as a composer of rare quality, and no doubt his association with Mr. Larway in the production of compositions of his of more advanced type will speedily pave the way for a much wider circulation of the works.—The Pianomaker.

THE Boys Want Songs

in camp, hospital, or over in
the rest billets—at home or
overseas—music to the sol-
diers is literally "sunshine."

Why Not Send Them Some ?

You have the latest and
best to pick from inside.
Shall we help you by
suggesting the "real hits!"

Suggested window display card for the Sheet Music Department.

Montreal Sheet Music Notes

Mr. Hansen, of Schirmer's, New York, arranged a meeting of the Montreal Sheet Music Dealers to arrange a new rate of discounts on Editions and Sheet Music in Canada, owing to American dealers marking their music net no discount for United States. On Editions they decided to leave on the old price but only allow 20% off to the profession and net to the public. In Canada sheet music discounts were not settled and will be arranged at a meeting to be held later. Those present at the meeting included Ed. Archambault; Thos. M. Cowan and Frank J. Rampsberger, Cowan Piano & Music Co.; R. Vennat and Mr. Toupin, of Ed. Archambault's.

During the National Registration week the Cowan Piano & Music Co. had a registration booth in their store in charge of Frank J. Rampsberger.

At Parc Lafontaine Fete in L'aide de France, held in Montreal recently, Jim Rice's tent turned in over \$500. The Cowan Jazz Orchestra (of the Cowan Piano & Music Co.) furnished the music and Willis & Co. Ltd. kindly loaned a player piano for this good cause.

On this year's musical programme at the Toronto Exhibition, German music is to be given the cold shoulder.

QUALITY + SERVICE

Good Will is the only asset that money cannot buy.

This year the war has put an extra heavy tax on that Good Will. Inability to make deliveries promptly, shortage of material or sudden price changes have in many instances strained business relations almost to the breaking point.

Throughout this difficult period

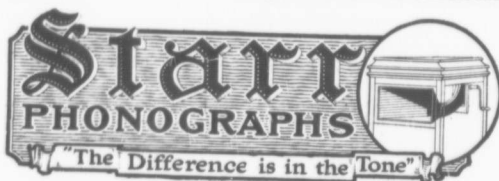
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equipped
factory
buildings.

It Pays to Be Associated with an Organization Able to Give Both Quality and Service

Particularly is this true during the season when service means money. Scarcely a dealer who has not worked hard and late to close a sale only to be disappointed on delivery. During 1917 Starr Dealers were getting Service, which explains how we have

Increased Sales 700 per cent. on Monthly Basis

At present we are shipping both phonographs and records 99% perfect, and our established dealers, as well as those who line up with us during July, August and September, will be assured of quality and service for 1918 requirements.

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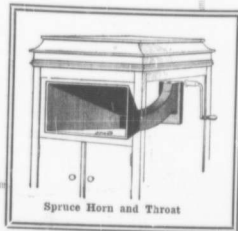
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According to Decision of London Judge, the "Newness" of a Song Depends Not on When Composer Produced it But When the Publisher Puts It on the Market

The sheet music trade has evidenced a good deal of interest in the action brought by the Frederick Harris Co., of London, England, against Warren & Phillips, music publishers of the same city. The action brought by the plaintiffs desired an injunction to prevent the defendants from advertising or selling a song "Write to Me Often" as being a new song by Mrs. Carrie Jacobs-Bond and from passing off the publication by or with the consent of the plaintiffs. Referring to the case the London Pianomaker said: "Those members of the trade who followed the case in Court presaged a victory for defendants, and in our opinion Mr. Justice Eve's decision was the only possible verdict. The question of the 'newness' of a song does not rest with when it was written by the composer, but when the publisher deems fit to put it on the market. How many successful songs have been pigeon-holed for years before the right moment arrived for publication? Many of the present warfare successes would have proved absolute failures in pre-war days, and if a publisher purchases the copyright, it is for him to say when it shall be published, except there be an express agreement as to publication. Plaintiff contended that 'Write to me often' was not one of Carrie Jacobs-Bond's new songs, but he had to admit in the witness-box that he himself advertised in March, 1917, as new compositions songs that were composed by Carrie Jacobs-Bond in 1901." The Pianomaker then quotes from the "Times" report Mr. Justice Eve's judgment which decided that the action wholly failed and dismissed it with costs. From this report it is gathered that Mr. Justice Eve thought there were attempts to draw a line of demarcation between Mrs. Jacobs-Bond's productions before 1908, when "A Perfect Day" was first published, and after that date, and to establish thereby the existence of two distinct classes, or categories, into which her work is divisible. In reference to this the Justice is thus quoted in the "Times" report: ". although Harris would now wish to fix the year 1908 as the dividing line between Mrs. Jacobs-Bond's old and new work, he had to admit in the box that in March, 1917, he was himself advertising songs, composed as long ago as 1901, as 'New songs by Carrie Jacobs-Bond, composer of 'A Perfect Day.'" Finally, it is well settled that these Courts do not sit to adjudicate on the relative merits of the productions of different tradespeople, or rival authors, or even of a single author or artist at different stages of his career.

"The fact is that the plaintiffs have neither alleged nor proved—nor do I believe they ever could have proved—the matters essential for success in an action of this nature. The essence of the experiment in these respects was sought to be compensated for, possibly to be concealed, by suggestions that the 'get-up' of the defendant's publication is a colourable imitation of the plaintiff's 'get-up' of 'A Perfect Day,' but the evidence in support of these suggestions was extremely meagre. None of the allegations in the first two sentences of paragraph 3 of the statement of claim was proved. On the contrary, it was admitted that the combination therein mentioned was not uncommon in the trade, and the only witness who said that he had formed the opinion that the defendant's song was published by the plaintiff Harris admitted that he had never even read what is on the defendant's title-page and had formed the conclusion that he had done because he was under the impression that Harris had the exclusive right to publish all Mrs. Jacobs-Bond's songs. This impression was inaccurate, but it is an inaccuracy for which Harris himself is largely responsible, as he had asserted, contrary

to the fact, that he has the exclusive right to publish Mrs. Jacobs-Bond's songs in the British Empire.

"None of the trade witnesses who were called to enlighten the Court as to the proper construction of the words 'now ready' were invited to express an opinion on the alleged similarity of 'get-up,' and I am not surprised, as I cannot imagine that anyone who takes the trouble to look at the defendant's title-page would venture to suggest that there is anything upon it to lead to the belief that the work is published by the plaintiff Harris.

"Finally, the evidence of witnesses who had purchased the defendant's song on the faith of express representations that it was a recent composition could not possibly be held to confer any cause of action on the plaintiffs. It was for the most part quite irrelevant. The action wholly fails, and I must dismiss it with costs."

NEW MUSIC Copyrights entered at Ottawa

- 34236 "Somewhere a Mother is Praying." Patriotic Song. Words by Bell Norris-Purdue. Music by Irene Humble. Bell Norris-Purdue, Toronto.
- 34254 "5th Regiment C. H. G. March." Fight for Old Glory. By Bert L. Fulton, Whaley, Royce & Co., Toronto.
- 34255 "Pick 'Em Up and Lay 'Em Down." Words by Geo. Craft, Jr. Music by Bert Grant.
- 34256 "Manny's Chocolate Soldier." Words by Sydney Mitchell. Music by Archie Gotler.
- 34298 "Mourir c'est partir un peu." Op. 73. Paroles de Louis Tierrelin. Musique de Xavier Mercier. Francois-Xavier Mercier, Quebec, Que.
- 34257 "You Don't Know the Half of it, Dearie." Words by Geo. Craft, Jr. Music by Bert Grant.
- 34258 "Mandy and Me." Song. Words by William McKenna. Music by Albert Humble.
- 34259 "When We Went to Sunday School." Song. Words by Gus Kahn. Music by Eghort Van Alstyne.
- 34260 "I'll Love You More for Loving You a While." Song. Words by Raymond Egan. Music by Richard A. Whiting.
- 34261 "My Girl of the Southland." Words by Thomas P. Heier. Music by Al W. Brown.
- 34262 "When the Band From Dixie Land Plays 'La Marseillaise.'" Words by Charles Howard Shaw. Music by A. J. Gibson.
- 34263 "Pretty Polly." Fox Trot. By Dan Caslar.
- 34264 "The Only Friend That's Left Me is the Rose You Planted There." Words and music by Joan Hazel.
- 34266 "You Don't Know What I Know About You." Words by Alfred Bryan. Music by Harry Tierney.
- 34280 "They Can't Do It." A Song for the Boys in Khaki. Words and Music by Jas. Fax. Arranged by Florence Markey. The Anglo-Canadian Music Publishers Association, Limited, London, Eng. and Toronto.
- 34281 "As Ships Upon a Twilight Sea." Words by W. J. Wraith. Music by Edward Woodson. The Anglo-Canadian Music Publishers Association, Limited, London, Eng. and Toronto.
- 34300 "The Gaiten Camer." (Contonment One Step.) Composed by Case White.
- 34301 "Somebody's Boy." Song. Words by J. E. Dempsey. Music by Joseph A. Burke.
- 34302 "Sweet Suzanne." Song. Words by Henry Santrey. Music by Elmer Olsen.
- 34303 "Ragtime Mose's Oldtime Bombshay." Song. Words by Van and Schenk. Music by Malvin M. Franklin.
- 34304 "So You're Goin' to be Married." (God Bless You) Song. Words by Billy Lynott. Music by Oreste Migliareco.
- 34305 "Georgia Land." Characteristic One-Step. By Seneca G. Lewis.
- 34306 "The Freedom of the World." Words and Music by Eleanor Custer McEw. Whaley, Royce & Co., Limited, Toronto.
- 34307 "The Freedom of the World." March. By Eleanor Custer McEw. Whaley, Royce & Co., Limited, Toronto.
- 34313 "Down Goes the Kaiser." 20th Century Battle Song. By James O'Hara, Returned Soldier. James O'Hara, Vancouver.
- 34316 "The Man Who Put the Germ in Germany." By Nora Bayes, Sam Downing and Abe Glatt.
- 34317 "I Cannot Bear to Say Good-Bye." Words and Music by Anita Owen.
- 34335 "In Sweet Content." Song. Words and Music by Thomas Bedford, Ottawa, Ont.
- 34341 "Le Petit Concert." Paroles de Loic. (Chanson.) Alfred Rochon, Montreal.
- 34346 "Victory." Words by Jack Wilson & Ben Bard. Music by M. K. Jerome.
- 34347 "I'm Gonna Pin My Medal on the Girl I Left Behind." Song. By Irving Berlin.

The Value of a Dollar (Continued)

maker has not asked the dealer to pay nearly the proportion of increase he has himself been compelled to pay.

Had he done so the piano which in 1914 sold for \$300, would now have to sell for \$500, and the \$400 piano of 1914 would bring \$665.

If any more evidence is required that the piano maker is merely "carrying on," a few minutes' thinking and a paper and pencil will supply it.

Remick's Song Shop Adds "His Master's Voice" Lines

When, on July 11, Remick's Song Shop, Toronto, opened up a Victrola department, in which "His Master's Voice" products are being featured exclusively the first customer had the satisfaction of buying a record of his own composition. Mr. Morris Manly, who has many worthy works to his credit, dropping into the store for a record jokingly suggested that it was about time some company recorded something of his. When, in reply to the obliging clerk's

Mr. F. A. Clark of Stanley Pianos, Toronto, has joined the Aviation Corps as a wireless operator. Mr. Clark, who recently lost an infant son, has been with the Stanley house for several years. He was the firm's capable and efficient accountant and his resignation from the firm's staff was reluctantly accepted.

Mr. F. T. Quirk, manager Sterling Actions & Keys Ltd., Toronto, visited a number of supply centres recently in search of materials which became increasingly difficult to secure.



Showing left and right show windows of the Remick Song Shop, Toronto, announcing the opening up with "His Master's Voice" Products.

question as to the name of something desired, he said: "Up in the Air Over There," the record was promptly forthcoming. To mark the unusual incident an autographed dollar was handed over and is being retained as a souvenir of the opening.

There is a movement on foot in the United States to bring about the general adoption of the dull finish for all pianos. Chickering & Sons are among the manufacturers who have notified their dealers that their instruments will be in dull finish exclusively in future.

Mr. Henry Durke, proprietor Mendelssohn Piano Co., in discussing manufacturers' problems referred to the scarcity of help as acute and the reason that it is impossible to make deliveries with the same promptness as formerly. His advice to dealers is to order early.

Immensity is made up of atoms.

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First Choice of
Musical People

Practical people of artistic temperament are coming to realize more and more concerning Pianos, that beautiful tone and durable workmanship depend largely upon skillful treatment during construction.

No matter what style or priced instrument may be sought for the home, studio, school, or public institution, the Mason & Risch Piano can be safely relied on to fulfill every desire, and guarantee the enduring quality required.

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Limited

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Toronto